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BarbaraBrabecProductions.com

Barbara Brabec, Speaker



Barbara stopped speaking on home-business topics in 2007 when her writing and publishing work began to change. She published her first memoir in 2010 and followed with a second in 2017. After presenting some book club talks in 2010 and 2017, followed by a series of life writing workshops in 2018, she became passionate about life writing. Now she encourages others to write about their life and/or document their family's history in a book that

could be published privately or for sale on Amazon.

Speaker inquiries are welcomed from book clubs and organizations in her area. Contact her [here](#). See her books [here](#).



A History of the Home Business Industry from 1981-1996 and Where Barbara Has Spoken Through the Years

BARBARA GOT HER START as a speaker in the early 1980s by presenting several dozen day-long home-business and crafts business workshops for community colleges and SBA-sponsored seminars held in various small business development centers across the country (see end of this document). Soon she was being invited to present keynotes and mini-workshops at larger craft and home-business events and conferences.

You may note that many of the conferences were presented by states that had formed special state-wide home-business organizations. Regrettably, most of them survived for only a few years before they either ran out of money or enough volunteers to keep them going. The changing face of the home-business industry also played a role in their demise. Note that you won't find this kind of information anywhere else on the Web.

The following list of where Barbara presented keynote addresses and workshops between 1981 and 1996 serves as an a rare historical document of the kinds of home-business education and activity that was going on in both the U.S. and Canada during these years, long before the Internet changed everything.

Chicago Women's Career Convention, 1981, Chicago.

Panel speaker: "Women Working from Home."

Society of Craft Designers Annual Seminars, Florida, 1981 & San Antonio, 1990.

Keynote speaker: "Networking for Success" and "Professionalism in Crafts."



Missouri Fiber Artists Conference, 1982, St. Louis.
Keynote speaker: "Cashing in on Your Creativity."

Utah Women's Conference '85 sponsored by Sen. Orrin Hatch;
Salt Lake City. Panel speaker on "Homebased Cottage
Industries in the 20th Century."

Howard Ruff National Convention - Florida, 1986; California,
1989. Shared the stage with Howard Ruff on his Entrepreneur
Panel; presented workshops on tax strategies and exploring home-

business opportunities.

All-Iowa Home Based Business Conference '86, Des Moines.

Workshops: "Keeping Your Business Legal" &
"What to Do When You Have Only Pennies for Promotion." (*Was videotaped, and may still be
in some SBA regional offices.*)

Kansas All-State Home Business Conference, 1986, Wichita.

Panel speaker: "Building a Business without a Bankroll" &
Workshop: "Managing Growth."

Americans Creating Tomorrow/Entrepreneurship Forum '86, St. Louis, MO.

Keynote speaker: "Taking Advantage of the Home Business Boom."
(*Excerpt on videotape in some SBA regional offices. This tape also aired on Cable Television on the
Financial News Network.*)

HOME: A Smart Business Base, 1986, Wichita State University, Wichita.

Workshop: "Building a Business without a Bankroll."

Adapt 100 Farm Conference 1987 - Sponsored by *Successful Farming* magazine;
Des Moines, IA. Workshop: "How to Succeed in a Mail Order Business"

Adapt2 Conference, 1987 - Sponsored by *Successful Farming* magazine; Kansas City, MO.
Workshop: "Homebased Business Opportunities."

"Turning Skills Into Profits" Conference, 1987, Home Ec Div., Madison Area Technical
College, Madison, WI. Keynote: "Profiting From Your Special Skills and Creativity."

Home Business Conference for Farmers, 1987, Iowa Central Community College, Fort Dodge,
IA. This five-day seminar, designed and presented by Barbara, was a pilot program—the first of its
kind in the country—funded by Job Training Partnership Act (JTPA).

Rural Homebased Business Workshop, 1987, Des Moines Area Community College, Ankeny,
IA. This was the second five-day JTPA-funded seminar Barbara presented for farmers and other
rural-based individuals in Iowa.

Ohio Women's Business Ownership Conference, Cleveland, 1987.

Keynote speaker: "Balancing Your Life, Home & Business".

American River College First Annual Homebased Business Conference, 1988, Sacramento,
CA. Main speaker and workshop leader for this day-long conference.

Youngstown State University Homebased Business Conference, 1988, Youngstown, OH.

Keynote: "Home Business Trends & Perspectives" &
Workshop: "Creating Professional Printed Materials."

Ohio Arts & Crafts Guild, Annual Conference, 1988, Youngstown, OH.

Keynote speaker: "Professionalism in Crafts" &
Workshop: "Pricing Strategies for Greater Profits."

Women Aware "Networking for Success" Conference, 1988, Three Rivers Community College, Poplar Bluff, MO. Keynote speaker: "Working at Home: Is it For You?"

Business Opportunities Saskatchewan, 1988, Major three-day trade show in Saskatoon.

Workshop: "Home Business Opportunities."

"Surfacing" Conference for Women Entrepreneurs, 1989, Management Training Center, Halifax.

Workshops: "Succeeding in a Homebased Business" &
"Marketing on a Shoestring Budget."

Home-Based Business Conference, 1989 & 1990, Duquesne University SBDC, Pittsburgh.

Keynote "What It Takes to Succeed in a Home-Based Business" (1989) and
Humor keynote: "There's No Biz Like HomeBiz" (1990) &
Workshop: "Marketing on a Shoestring Budget."

Home-Based Business Conference, 1989, Small Business Development Center, South Bend, IN.
Keynote speaker and workshop leader.

First Lady's Conference on Home-Based Business, 1990, Oklahoma State University, Oklahoma City. Morning and evening kickoff motivational speaker.

National Secretaries Day Luncheon, 1991, Fresno City College Training Institute, Fresno, CA.

Keynote: "Your Self-Employment Options."

11th Annual Conference of the Ohio Arts & Crafts Guild, 1992, Columbus, OH.

Humor Keynote: "There's No Biz Like CraftsBiz" &
Workshops: "Marketing by Mail" & "Publicity Secrets for Crafts Sellers"

Charting the Future of Home-Based Business, 1992, Douglas College, New Westminster.

Canada's first national conference and trade show for homebased businesses, sponsored by Impact Communications.

Humor Keynote: "Finding the Humor in Your Home Business Life."

Craft Marketing Conference, 1992, University of Nebraska Cooperative Extension (Dept. of Textiles, Clothing & Design), Lincoln, NE.

Keynote, "Finding the Humor in Your Home-Business Life" &
Workshop: "Marketing on a Shoestring."

Crafts Marketing Conference, 1993, Lincoln, NE.

Keynote: "How to Make Your Crafts Dream Come True" &
Workshop: "Low-Cost Marketing Ideas."

Working from Home, 1993, Harper College Conference and Expo, Palatine, IL.
Luncheon speaker: “Finding the Humor in Your Home Business Life” &
Workshop, “Marketing on a Shoestring.”

Home-Based Business: The Next Economic Generation, 1994 First-of-its-kind national conference in Tulsa, Oklahoma, sponsored by the Oklahoma Cooperative Extension Service and co-hosted by the SBA, SCORE, SBDCs, rural electric cooperatives, and state government representatives. One of several keynote speakers on “How Do We Get There From Here?”

1 Home-Based Business Owners Conference, 1994, University of Wisconsin-Whitewater.
Workshops: “Industry Perspective and Entrepreneurial Trends” and
“Marketing Without Money.”

Home Business Conference, 1994 Kenosha Women’s Network, Kenosha, WI.
Keynote, “Home Business Humor & Shoestring Marketing Tips.”

Home-Based Entrepreneurship Conference, 1995, Texas A&M University Campus, College Station, TX.
Luncheon speaker, “Finding the Humor in Your Home Business Life”&
Workshops on mail order and marketing.

“Start Smart” Home-Business Conference, 1995, Black Hawk College SBDC, Davenport, Iowa.
Keynote: “Finding the Humor in Your Home Business Life” &
Workshops: “How to Select a Profitable Business” and
“Marketing on a Shoestring Budget.”

Home Office/Home Business Expo & Conference, 1995, Inland Meeting & Exposition Center Westmont, IL.
Three Workshops: “How to Capitalize on Current Entrepreneurial Trends,”
“Your Homebased Business: A Great Little Tax Shelter,” and
“Marketing Pizzazz on a Pizza Budget.”

American Association of Home-Based Businesses, “Navigating the Future: Charting a Course for Your Home-Based Business, 1995, AAHBB’s First National Conference, Washington, D.C. Presented in cooperation with local community colleges and the SBA.
Keynote and marketing workshop.

“Best of Missouri Hands” Annual Conference, 1995, Missouri Artisans Educational Foundation, Jefferson City, MO. Day-long seminar leader.

“Starting, Operating and Marketing a Homebased Business” Conference, 1996, University of Illinois, Springfield.
Keynote: “Perspective on Today’s Home-Business Industry.”

All Iowa Home-Based Business Conference, 1996, Des Moines.
Workshops: “When You Only Have Pennies for Promotion” &
“Marketing Pizzazz on a Pizza Budget.”

3rd Annual Festival Networking Conference, 2007, Athens, GA.
Workshops: “Publicity and Networking Strategies” and
“Product Design, Packaging, and Production Methods.”

Barbara's Day-Long Home-Business Seminars

Barbara's crafts marketing and home business seminars proved to be so popular in the Midwest in the 1980s and early 1990s that many groups invited her back for a second year in a row. Most of these events (presented in order by state, then by organization) were sponsored by the small business development centers of colleges and universities, so the SBA always had a presence in these events. (In those days this agency had a lot more money for this kind of education that it does now.)



CEDA (of Cook County) Moraine Valley Community College, Chicago, IL
Lake Land College SBDC, Mattoon, IL
North Central College, Naperville, IL (3 years)
Richard J. Daley College Business & Industrial Institute, Chicago, IL (2 years)
Small Business Development Center, Mattoon, IL
Truman College, Chicago, IL (2 years)
SBDC, College of Business, Illinois State University (Macomb, Peoria & Bloomington)
Waubensee Community College/Business & Industry Institute, Aurora, IL
Indiana University-Purdue University, Ft. Wayne, IN (2 years)
Indiana University at South Bend, Div. of Continuing Education, South Bend, IN (2 years)
Indiana University-Purdue University, Ft. Wayne, IN
Iowa Valley Continuing Education, Marshalltown, IA
Iowa Western Community College, Council Bluffs, IA
Eastern Iowa Community College District, Bettendorf, IA
Ellsworth Community College, Iowa Falls, IA
Kirkwood Community College/SBA & SCORE, Iowa City, IA (2 years)
Metropolitan Technical Community College, Council Bluffs, IA
United Association of Crafters, Council Bluffs, IA
Prince George's Community College, Largo, MD (2 years)
Michigan State University, Cooperative Extension Service (A series of five day-long workshops in five different cities in Michigan)
Arrowhead Community College, Vermillion Campus, Ely, MN
Itaska Community College, Grand Rapids, MN (2 years)
Mainstay, Inc. (Opportunities for Homemakers), Marshall, MN
University of Missouri, North Kansas City, MO
N Sight Communications, Crafts Business Workshop, Sioux Falls, SD
University of Wisconsin SBDC, Madison, WI
University of Wisconsin-Milwaukee Business Outreach, Milwaukee, WI (2 years)

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BARBARA LAUNCHED BarbaraBrabec.com in 2000 and quickly began to populate it with home-business articles and resources. Over the years she added hundreds of articles on several other topics related in one way or another to the larger topic of LIFE.

Now, LIFE itself is Barbara's focus. Unlike her original website, her new domain launched in 2021 features only her own writing—new content and an archive of timeless and relevant articles in fourteen life-related categories, all updated and reformatted for republication on the all-new "[Barbara Brabec's World.](#)" It reflects Barbara's current writing interests, latest books, and professional services.

Visit the [ARTICLES Table of Contents](#) to see article categories of possible interest to you and join her mailing list to receive her email *Brabec Bulletin* posts.

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