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## FYI: Business

BY LAURIE WINSLOW World Staff Writer

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### Women's business conference set for March

Moo Roo founder and developer Mary Norton will be among the successful female business owners to be featured March 7 at the 21st annual Women's Business Leadership Conference at the Hyatt Regency Hotel in Tulsa.

The event is scheduled from 8:30 a.m. to 3:30 p.m. and is presented by Oklahoma State University's Spears School of Business and the Oklahoma International Women's Forum.

The conference will allow Oklahoma businesswomen to learn from a variety of expert women leaders who share their experiences in the business world. Participants can learn more about moving toward their career goals, enhancing their leadership skills and developing themselves and others.

Other speakers will include Susan Connors Parrish, president and partner of Carolina Networks, Inc., the third largest computer service and repair company in the Triad Area of North Carolina. Marilyn Johnson, vice president of market development for IBM in Austin, Texas, will discuss select global markets for women business owners.

Maureen Mulvaney, owner of MGM & Associates in Phoenix, will present her plan to help women become millionaires.

Margaret Schramm Horn, former managing director and chief administrative officer for Prudential Financial International Investments in New York City, will advise participants that "All Jobs are Temporary..." and give suggestions on how to manage their careers through personal branding.

Registration for the Women's Business Leadership Conference is \$195 per person. A group discount fee of \$185 is available for five or more people in the same company. Sponsor and exhibit opportunities are available.

For more information or to register, visit [tulsa-world.com/cepdosu](http://tulsa-world.com/cepdosu) or contact Vickie Karns at 405-744-5208 or 866-678-3933 or by email at [vickie.karns@okstate.edu](mailto:vickie.karns@okstate.edu).

### Specialty fitness store under new ownership

Fitness business Push Pedal Pull is now under new ownership. Roger Stewart, the primary owner of The RD Rogers Co. since 1985, announced the news to employees Jan. 1 of its sale to GetFit Holdings Inc.

GetFit will continue to operate as Push Pedal Pull and has named fitness industry veterans Martin Bruder and Todd Ibis as its leadership team.

Bruder has spent more than 11 years in health clubs and more than 15 years in specialty fitness. Bruder will oversee P3's sales and marketing efforts as the company's president while working alongside Ibis, who will continue as Push Pedal Pull's COO.

Push Pedal Pull's headquarters will remain in Sioux Falls, S.D., and focus on increasing existing market penetration.

Push Pedal Pull currently employs more than 90 people and has 10 retail equipment showrooms and 12 commercial sales representatives serving thousands of residential and commercial customers in nine states including Nebraska, Oklahoma, Iowa, Colorado, eastern Wyoming, North Dakota, South Dakota, Minnesota and western Wisconsin.

### **Beautiful Brands International launches new website**

Beautiful Brands International has launched a new website at beautifulbrands.net. The new multi-media website will be available on all mobile platforms.

The new site was designed to engage online visitors with updated content, as well as innovative media such as video, a global map, Twitter feeds and the latest company news.

BBI, a Tulsa restaurant innovation company, is responsible for the development and successful launch of worldwide, franchised brands Camille's Sidewalk Café, FreshBerry Frozen Yogurt Cafe, Rex's Chicken, Caz's Chowhouse, Dixie Cream Donut Co., Ludger's Bavarian Cakery, CherryBerry Self-Serve Yogurt Bar, Sushi Freak, Top That! Pizza, Roxberry Juice Co., Smallcakes A Cupcakery, MyCamille's and Fresco Wood Fired Italian Kitchen.

### **Sonic's CEO honored for service to children, youth**

Sonic board chairman and CEO J. Clifford Hudson will receive the David T. Kearns Award, presented by the National Child Labor Committee.

The award, to be presented as part of the 26th annual Lewis Hine Awards for Service to Children and Youth, will be presented at the Grand Hyatt Hotel in New York City on Monday evening.

The Lewis Hine Awards honor those individuals who go the extra mile for the well-being of young people. The recipients are selected by a distinguished panel of judges from among hundreds of nominations submitted each year by business, community and non-profit leaders.

Hudson will be honored for his efforts to raise more than \$500 million and orchestrate the rebuilding and turnaround of the 40,000 student inner-city Oklahoma City Public School district.

Hudson has spent the last 28 years of his career at Sonic Corp., which owns, operates and franchises Sonic Drive-In restaurants. Prior to serving as chairman of the board and CEO, he served as Sonic's general counsel, chief financial officer and chief operating officer.

### **Cowen Construction recognized for St. Francis work**

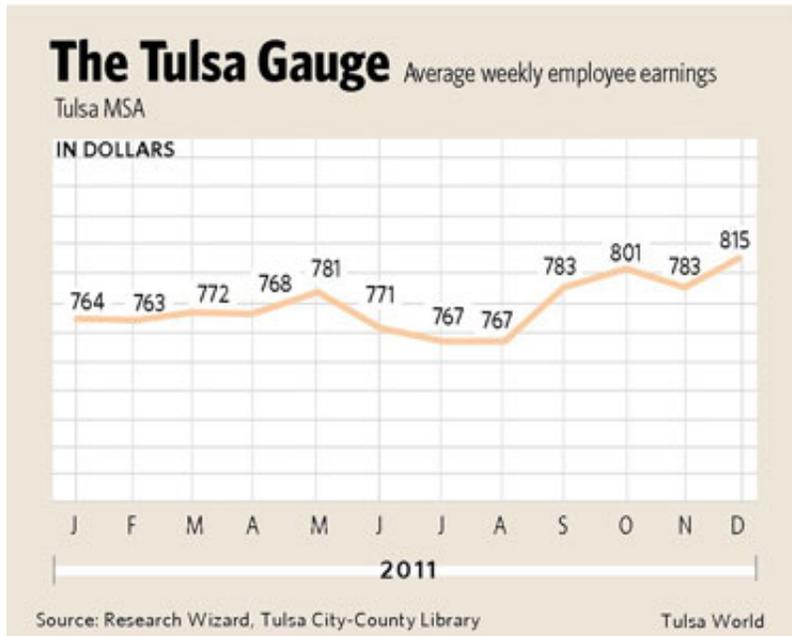
Cowen Construction received the Associated General Contractors of America 2011 Build Oklahoma Award for its role as construction manager for the St. Francis Health Zone project.

This award is given to the contractor who completes a project considered "the best of the best" for the state, and it marks the seventh straight year for Cowen Construction to win the award.

Health Zone's \$6.5 million dollar renovation has resulted in an overall transformation to a more modern and state-of-the-art fitness facility.

Cowen Construction was founded in 1896 and is operated by the fourth-generation Cowen family member, John Cowen. Cowen provides construction services including pre-construction, construction management, program and project management, design/build and general contracting for commercial and residential projects.

**Associated Images:**



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