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Foot Petals founder Tina Norris will speak at Women Entrepreneurs Inspire Conference

(STILLWATER, OKLA. Jan. 25, 2013) – Tina Aldatz Norris grew up in the boroughs of Los Angeles but that did not stop her from turning a great idea into Foot Petals, a multimillion dollar company. In 2001, when Tina was working in the fashion industry in New York City, the long hours didn't bother her, but her stilettos and flats did.

After an extensive search she realized there were no products that met her needs for both comfort and style. Norris designed her first product, Tip Toes, which are still her number one-selling product today. More than a decade later, Foot Petals now has more than 20 products and is embraced by celebrities, stylists and influencers across the globe.

Foot Petals was acquired several years ago by an established company in Ohio that produces Dearfoam footwear products. Both the Dearform and Foot Petals products are sold at retailers worldwide and online.

Norris will be one of the featured keynoters at the 2013 Women Entrepreneurs (WE) Inspire Conference. WE Inspire 2013 is hosted by the Riata Center for Entrepreneurship at Oklahoma State University and will explore the unique obstacles, demands and challenges women face when creating and expanding ventures.

The goals of the one-day event are to equip women with the resources they need to turn their business ideas into realities, help them create their own companies, and teach them to make their ventures sustainable.

“The conference is designed to offer women entrepreneurs or even those with just an idea the opportunity to learn ways to do business better and to hear from successful women entrepreneurs what to avoid and what works,” said Nola Miyasaki, Norman C. Stevenson chair and executive director of the Riata Center.

“This year we have a terrific line up of women entrepreneurs coming from all over North America who are from diverse industries with diverse backgrounds – all of whom are enormously successful.”

WE Inspire 2013 will feature a total of 30 presentations, including breakout sessions that will examine a range of practical issues and enable women to act on their dreams.

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Registration includes a continental breakfast, lunch, networking reception, a resource binder and access to highly successful entrepreneurial speakers and experts from throughout the United States, including several Oklahomans. Seating is limited, so women are encouraged to sign up before the deadline.

The early bird registration fee for the WE Inspire Conference is \$45 and is available to those who register now. The regular conference registration cost is \$75. Register online at www.weinspire.net

Sponsorships and exhibit tables are available. Companies interested in sponsorships or exhibit tables for the conference should call Stacey Brandhorst at 405-744-7871 or e-mail her at Stacey.brandhorst@okstate.edu

For more information about the WE Inspire Conference, call the Riata Center for Entrepreneurship at 405-744-7552.

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The Riata Center for Entrepreneurship in the OSU Spears School of Business offers a diverse portfolio of experiential programs to immerse students in entrepreneurship, as well as outreach programs for entrepreneurs and aspiring entrepreneurs across the state. Together with the OSU School of Entrepreneurship, the Riata Center seeks to support the development of a vibrant culture of entrepreneurship in Oklahoma, and to create a nationally visible program that also impacts the field of entrepreneurship internationally. Core programs of the Riata Center support student entrepreneurs, women entrepreneurs, a cross campus business plan competition, technology based entrepreneurship and commercialization, entrepreneurial interns, entrepreneurs' bootcamps, a bootcamp for disabled veterans and related initiatives.