

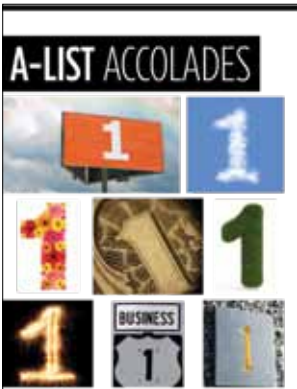
THE POINT

GREATER
OKLAHOMA CITY
CHAMBER

April 2011

www.okcchamber.com

CAMPAIGN BOOSTING OKC'S IMAGE NATIONALLY



A-LIST ACCOLADES

A STAR IS BORN The media have discovered OKC - a rising, "recession-proof" urban phenom. The #1 Place to Launch a Business, #1 Tech Job Growth, Fastest-Growing, Fastest Commute, A Top Market to Thrive, to Watch, to Buy a Home, to create (EPA Clean Air City) and live in!

GREATER OKLAHOMA CITY
A BETTER LIVING. A BETTER LIFE.

Explore OKC's online channel and website at GreaterOKC.tv



RENAISSANCE CITY

21ST CENTURY ENERGY: Devon Energy's new headquarters is rising among other downtown works-in-progress, including the new HQ for fast-growing SandRidge Energy. Meanwhile, Chesapeake Energy beckons just north of downtown with full-bit expansion of its own revered campus. All three ambitious energy producers are Oklahoma-born and committed to the high-caliber energy hub they nurture.

GREATER OKLAHOMA CITY
A BETTER LIVING. A BETTER LIFE.

Explore OKC's online channel and website at GreaterOKC.tv



INCENTIVES CITY: OKC

OKLAHOMA'S QUALITY JOBS is the gold standard of state incentives programs, and now **Oklahoma City** sweetens the deal. Since 1995, the state has issued nearly 600 Quality Jobs contracts worth \$670 million to locating, expanding and startup businesses. The Strategic Investment Program now makes our case even more compelling. Not the only reasons we're a **Top 5 Fastest-Growing City** (Forbes), but money definitely talks.

GREATER OKLAHOMA CITY
A BETTER LIVING. A BETTER LIFE.

Explore OKC's online channel and website at GreaterOKC.tv

The Greater Oklahoma City Chamber has expanded its image marketing efforts for 2011. The image of Oklahoma City is a vital component of business growth – impacting the ability to attract jobs, investment and talent. **Telling the story of Oklahoma City's success, and helping business decision makers around the country and the world know the many benefits of living and working in the region, is an important role played by the Greater Oklahoma City Chamber.**

The Chamber, working with Ackerman McQueen, recently launched a campaign designed to enhance our image

Continued on Page 4

CONTINENTAL RESOURCES MOVING OPERATIONS TO OKLAHOMA CITY

Continental Resources, Inc. recently announced plans to relocate its company headquarters to downtown Oklahoma City. The move is a key element of the company's stated growth strategy, set one year ago, to triple in size in five years. The move will provide more convenient access to its operations across the country, to business partners and to an expanded workforce. The transition is slated to be completed by the second half of 2012.

"We're expanding rapidly as a leading oil and gas company," said Harold Hamm, Chairman and CEO. "As we look toward the future, Oklahoma City offers a vibrant base to support our aggressive growth strategy, while retaining our strong

commitment to the state of Oklahoma. This is a significant step in the continuation of our growth plan. The company recently announced that it plans to grow production in a range of 35 percent to 37 percent in 2011, up from our earlier guidance of 30 percent growth."

Continued on Page 9



Diverse backgrounds. Limitless potential.

Why do diversity and inclusion play such a big role at AT&T? We make them a priority because we know that innovation and leadership thrive on multiple perspectives. AT&T serves a diverse world. So we seek the best from every background. For more information, go to **att.jobs**.



at&t

Your world. Delivered.

LEADERSHIP NOTES

Putting Oklahoma City on the Map

Oklahoma City is a great place to live, work, play and visit. You know that. I know that. And I'd like to think that the majority of people who've come through our city over the past decade know that. But there are more than enough people out there who don't. As leaders of the business community and community cheerleaders, it is up to us to help get the message out.

We have a great product to offer. Oklahoma City is cost-effective, culturally interesting, and brimming with plenty to do. We have world-class museums, high-quality restaurants, family-friendly attractions, energizing sporting events and a wide variety of outdoor activities. We are a clean city with friendly people, a diverse and stable economy, and a business-friendly climate.

Our new image campaign is working to ensure that everyone knows what Oklahoma City really has to offer – not what they think they know about us. When you combine that with the work of our Convention & Visitors Bureau, the diligence of our Economic Development team and everything in between, the Chamber is focused on telling our story.

We must take advantage of every opportunity to show what Oklahoma City has to offer. From nationally televised Thunder games and the annual Memorial Marathon to ads in the *Wall Street Journal* and conventions, there is not a single day we are not given the chance to tell our story.

I can guarantee you that the Chamber will always do our best to make sure that everyone – businesses, site selectors, visitors, leaders from other communities and more – know that this city is the place to be. I only ask that you do the same. Share the link to our new online channel and digital magazine with your friends, colleagues and family. We live in an incredible city and we are each ambassadors and promoters of its success.

Sincerely,



Roy H. Williams

Chamber CEO & President



Roy H. Williams
President & CEO

2011 OFFICERS

CARL EDWARDS

Price Edwards & Company
2011 Chairman

DAVID THOMPSON

OPUBCO Communications Group
Immediate Past Chairman

BRUCE LAWRENCE

INTEGRIS Health
Treasurer / Corporate Secretary

CLAYTON I. BENNETT

Dorchester Capital
Vice Chair, Strategic Planning

MARTHA BURGER

Chesapeake Energy Corporation
Vice Chair, Education and
Workforce Development

PETER B. DELANEY

OGE Energy Corp.
Vice Chair, Economic Development

MARK FUNKE

Bank of Oklahoma, N.A.
Vice Chair, Community Redevelopment

BRYAN GONTERMAN

AT&T Oklahoma
Vice Chair, Membership

RHONDA HOOPER

Jordan Associates
Vice Chair, Convention and Visitors Bureau

PERCY KIRK

Cox Communications Oklahoma
Vice Chair, Marketing & Communications

BRADLEY W. KRIEGER

Arvest Bank
Vice Chair, Government Relations

TOM J. MCDANIEL

Oklahoma City University
Vice Chair, MAPS Development

J. LARRY NICHOLS

Devon Energy Corporation
Vice Chair, Forward Oklahoma City

ROY H. WILLIAMS

Greater Oklahoma City Chamber
President & CEO

THE POINT!

ISSUE #3434 - April 2011

EDITORIAL STAFF

Cynthia Reid, Jennifer Seaton,
Stefanie Appleton, Jill Harrison

DESIGNER

Elyse Fair

297-8900

thepoint@okcchamber.com

www.okcchamber.com

www.twitter.com/okcchamber

www.facebook.com/okcchamber

The Point (ISSN 1075-6264) is
published monthly by the
Greater Oklahoma City Chamber,
123 Park Avenue, Oklahoma City, OK 73102.

POSTMASTER:

Send address changes to The Point!,
Greater Oklahoma City Chamber or
e-mail thepoint@okcchamber.com.

SUBSCRIPTIONS: \$5 per year included in Chamber
membership; nonmembers,
\$25 per year within the U.S.
Periodicals Postage paid at Oklahoma City.

ADVERTISING RATES UPON REQUEST.
Publisher reserves the right to refuse any advertising.

CONTENTS

4 IMAGE CAMPAIGN PROMOTING OKC

8 LEADERS DISCUSS CITY'S FUTURE

12 CVB SPOTLIGHT

7 2011 TRDC CAMPAIGN

10 COMMUTER PATTERN STUDY

15 FLASH BACK FAST FORWARD

CAMPAIGN BOOSTING OKC'S IMAGE NATIONALLY

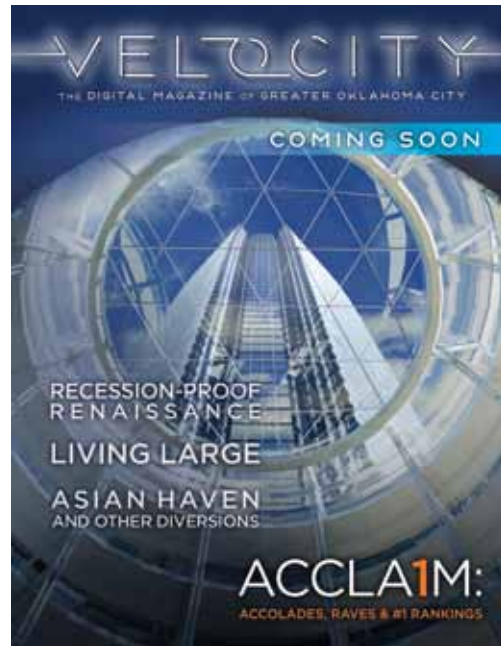
CONTINUED FROM PAGE 1

among critical decision makers. The campaign includes print advertisements, an online channel and digital magazine, along with multiple online components.

The print advertisements began running in the west coast editions of the *Wall Street Journal* the last week of March and will run for 20 weeks. The advertisements highlight Oklahoma City's business climate and quality of life. They feature Oklahoma City's biggest success stories, from our growing companies and industry base to the Oklahoma City Thunder to our status as one of the top sites in the world for rowing, canoe and kayak and more.

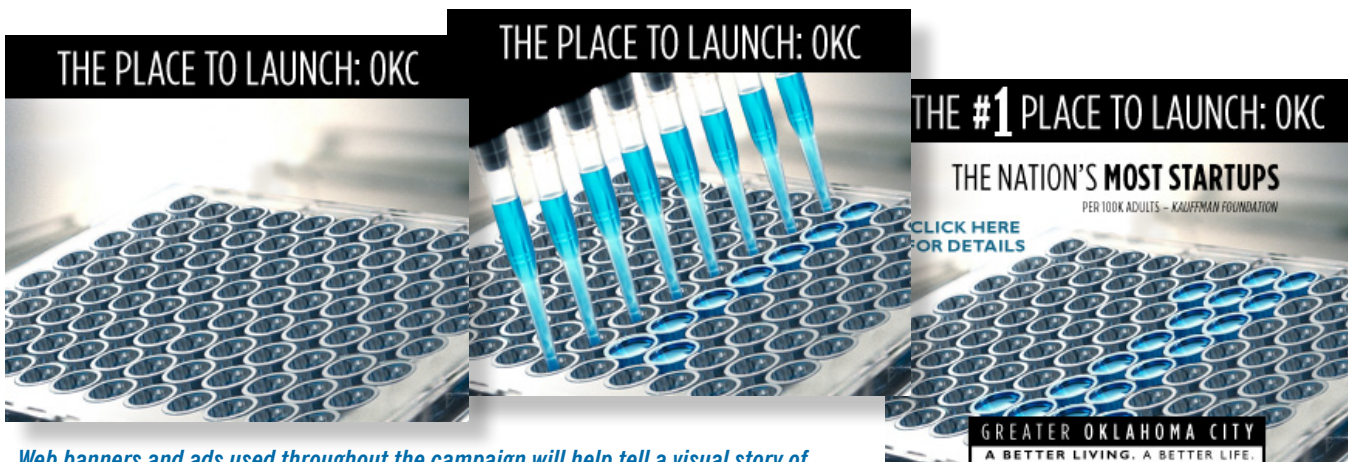
"We consistently survey economic development decision makers to keep a pulse on their image of the city," said Roy H. Williams, president and CEO, Greater Oklahoma City Chamber. "Our surveys showed us two things: one is that for the audience — site selectors — where we have invested in marketing and are consistently providing information and details about Oklahoma City's renaissance, they have a drastically different and better image of our city. The other thing the research shows is that CEOs and business decision makers outside this audience still have very little awareness of the excellence that exists in our market. We simply need to push more information to them."

Both the print and online marketing activities are targeted to business publications most frequently read by CEOs — the *Wall Street Journal*, *Forbes* and *Chief Executive* magazine.



The campaign features a Z-mag that includes videos, articles, pictures and more to highlight the benefits of Oklahoma City.

"We believe Oklahoma City offers real advantages to businesses today," Williams continued. "Particularly in areas hit hard by the recession and where overhead costs continue to rise. Our stable environment is attractive, and as they look for a place to grow or expand, we want that place to be Oklahoma City."



Web banners and ads used throughout the campaign will help tell a visual story of the positive benefits of doing business in Greater Oklahoma City.

Check out www.greaterokc.tv to see the campaign

“We want residents to **push this information** to others. We have never had a resource quite like this to **tell the story of our renaissance.**”

– **Roy H. Williams**, president and CEO, Greater Oklahoma City Chamber

The robust online channel features nearly 1,000 videos about Oklahoma City’s business and cultural climate. **The channel, created using assets and materials graciously provided by the Chickasaw Nation is at www.greaterokc.tv.**

In addition to the immense resources the videos provide, this is also the launching point for the digital magazine. This new publication brings the story of Oklahoma City to life, with articles accompanied by rich content - articles, pictures, links and more that tell our story. This channel and magazine are easy for local residents to share with friends, colleagues, family and more.

“This is where we ask everyone in Oklahoma City to visit this channel – we hope there is information here everyone can use, but we also want residents to push this information to others,” explained Williams. “We have never had a resource quite like this to tell the story of our renaissance.

For more information on the campaign, contact Cynthia Reid, vice president, Marketing & Communications, at creid@okcchamber.com.



All components of the campaign will drive traffic to GreaterOKC.tv where visitors can learn even more about Oklahoma City.

that’s changing Oklahoma City’s image nationally

UPCOMING EVENTS

SCHMOOZAPALOOZA: APRIL 12



The best networking event in the region is just around the corner! SchmoosaPalooza is a favorite among Greater Oklahoma City's business community. **On Tuesday, April 12 from 4 to 7 p.m., bring your friends, coworkers and clients to the Travel & Transportation**

Building at State Fair Park, 3200 Stagecoach, to preview the latest products and services from Chamber member exhibitors in a fun and casual networking environment. The evening includes live music, networking activities, food tastings and prizes. Join nearly 1,000 local leaders to promote your company, make new contacts, and generate sales leads while winding down after work with a drink and tasty treats from OKC's best restaurants and caterers. The SchmoosaPalooza experience is all about business in action and making connections.

Individual tickets are \$10 per person and include one drink ticket. Take advantage of the PaloozaSpecial and receive 6 tickets for the price of 4; 15 for the price of 10; or 30 for the price of 20. Special thanks to Host Sponsor State Fair Park.

MEGALUNCH: APRIL 28

MegaLunch is a speed networking event that allows Chamber members to meet other members in a short period of time. **Join nearly 100 other business people for MegaLunch on Thursday, April 28, at Quail Creek Golf & Country Club, from 11 a.m. to 1:45 p.m.** Participants have 90 seconds to promote their products or services during each rotation. Don't miss this chance to maximize your networking opportunities. Advanced reservations are required and may be made no later than 72 hours before the event. The cost to attend the event is \$35. Special thanks to Host Sponsor Quail Creek Golf & Country Club.

BREAKING THROUGH: MAY 6



Fourteen months ago Oklahoma City citizens voted yes for the city's future and passed MAPS 3. We know the projects, but what comes next? **Join Greater Oklahoma City Chamber members and the public for the Breaking Through luncheon, Friday,**

May 6, at The Sheraton Oklahoma City, One N. Broadway Ave., from 11:30 a.m. to 1 p.m. Oklahoma City Mayor Mick Cornett and MAPS 3 Citizens Advisory Board Chairman Tom J. McDaniel will give an update on each project and their timeframes. Tickets are \$35 for members and \$40 for non-members. Special thanks to Series Signature Sponsor Cox Business.

CALENDAR OF EVENTS

Register securely online at www.okcchamber.com/events

April 12

SchmoosaPalooza

Time: 4 - 7 p.m.

Location: State Fair Park, Travel & Transportation Building, 3200 Stagecoach

Cost: Individuals tickets \$10; PaloozaSpecial available for multiple ticket packages of 6, 15 and 30 tickets (with advance purchase only)

April 28

MegaLunch

Time: 11 a.m. - 1:45 p.m.

Location: Quail Creek Golf & Country Club, 3501 Quail Creek Rd.

Cost: \$35 for members

May 3

Sunset Reception

Time: 4 - 6 p.m.

Location: Harding & Shelton, Inc., 12 E. California Ave.

Cost: Admission is free. RSVP not required.

May 6

Breaking Through

Time: 11:30 a.m. - 1 p.m.

Location: The Sheraton Oklahoma City, One North Broadway

Cost: \$35 members; \$40 non-members

May 10

Member Orientation

Time: 8:30 - 10 a.m.

Location: Chamber offices, 123 Park Ave.

Cost: Admission is free. RSVP to Christine Souileau at csoileau@okcchamber.com or 297-8949

May 17

Sunset Reception

Time: 4 - 6 p.m.

Location: Holiday Inn North - Quail Springs

Cost: Admission is free. RSVP not required.

Register securely online for Chamber events at www.okcchamber.com/events or e-mail register@okcchamber.com with questions.

<http://twitter.com/okcchamber>

<http://www.facebook.com/GreaterOKCChamber>

MARKET YOUR COMPANY THROUGH THE CHAMBER



The Chamber's annual Total Resource Development Campaign (TRDC) is gearing up for its kick-off on Wednesday, May 4. Rhonda Hooper, Jordan Associates,

and Dick Tanenbaum, Gardner Tanenbaum Holdings, have teamed up to lead the campaign as co-chairs. Along with their vice chair cabinet, they will oversee more than 100 volunteers from more than 20 corporate teams. The theme of this year's campaign is "Step Right Up."

Now is the time for companies to look at their marketing strategies and consider which opportunities might help increase business. **With several publications and dozens of events, the Chamber's products complement any marketing mix.**

Chamber members can leverage themselves by advertising to more than 5,000 fellow members in one of the Chamber's many publications, or by sponsoring a Chamber event. TRDC volunteers

are available to help companies determine what marketing opportunities are best. The TRDC section of the Chamber's website, www.okcchamber.com, contains contact information for more than 100 volunteers who can answer questions and provide price points on marketing opportunities.

Sales begin Friday, April 18. Members who purchased advertising/sponsorship opportunities in 2010 will have special opportunities to renew through May 31.

For more information on TRDC, contact Elena Listen, member development manager, at elisten@okcchamber.com or 405-297-8808.

WE ASKED YOU TO GIVE, AND YOU GAVE US

\$20,741,264

REASONS TO THANK YOU!

Your contributions to United Way of Central Oklahoma provide solutions to the needs of our community. Thank you for being a part of the solution.



Welcome New Transplant Surgeon

The Oklahoma Transplant Center at OU Medical Center is proud to welcome Alan Hawxby, MD.

He received his medical degree from the University of Oklahoma Health Sciences Center, followed by a Transplant Surgery Fellowship at The Johns Hopkins Hospital, Baltimore, Maryland.

Dr. Hawxby has served as a transplant surgeon at the University of Alabama – Birmingham and the University of Mississippi Medical Center.

Dr. Hawxby is a Liver, Kidney and Pancreas transplant surgeon. His practice also includes dialysis access surgery.

Learn more at www.outransplant.com



HCA Health Services of Oklahoma, Inc. (d.b.a. OU MEDICAL CENTER) is not part of, nor operated by, the University of Oklahoma.

FOUNDATION GATHERS LEADERS TO DISCUSS WHAT MAKES A CITY GREAT

Last month, CEOs from a number of Oklahoma City companies came together for the Oklahoma City Brain Trust meeting. Oklahoma City was one of 45 cities chosen to participate in a project that is working to imagine a new kind of future for urban life in America. This meeting was organized by CEOs for Cities, along with the Greater Oklahoma City Chamber and Mayor Mick Cornett, who helped identify a cross-section of leadership to participate.

The purpose of the Brain Trusts is to gather a group of urban leaders to engage in a discussion of what city success looks like locally, how that definition has changed or is changing and what steps leaders are taking to achieve their vision for their city.

and Company, acted as co-chairs for the meeting. Joining them were nearly 25 Oklahoma City leaders who engaged in a discussion of what city success looks like globally, and how this can be achieved on a local level.



“The CEOs for Cities meeting gave a number of Oklahoma City leaders a chance to discuss and brainstorm about the future of Oklahoma City,” said Edwards. “It gave us the opportunity to have a very healthy exchange of ideas and gave everyone involved a chance to have a voice in our individual ideas on a city’s future.”

CEOs for Cities will continue to conduct these meetings in other cities and gather the information received. When completed, the information will be analyzed, compiled and used to develop a national policy agenda and planned publications in a report by the Rockefeller Foundation.

Oklahoma City Mayor Cornett and Carl Edwards, Price Edwards

*“They’re fast, efficient
and friendly.
Comtech is our
one-stop shop
for mailing and printing solutions.”*

Janet L. Peery
CEO of the YWCA
Oklahoma City

Comtech offers a full range of direct mail solutions, focused on providing the highest quality, fastest turn times and superior customer service. Give us a call, we want to help deliver your message.

- Postal Processing *CASS, PAVE, NCOA, IMB*
- Mailing Lists *Home or Business Demographics*
- Graphic Design *On Paper or Online*
- Custom Printing *Offset, Digital, Variable Data, Envelope*
- Inkjet Addressing *Aqueous, Coated/Uncoated, UV*
- Marketing *Expert Advice*
- Fulfillment *Any Volume*

Comtech
Direct Mail Solutions

AccessComtech.com characterfirst 405.843.3185



CONTINENTAL RESOURCES MOVING OPERATIONS TO OKLAHOMA CITY (CONTINUED FROM PAGE 1)

Continental Resources new headquarters will be located at 20 North Broadway, in the building currently occupied by Devon Energy.

“We are pleased that Continental Resources chose to focus on growth in Oklahoma, which shows their commitment to our state,” said Roy H. Williams, president and CEO, Greater Oklahoma City chamber. “We welcome Continental to Oklahoma City, and look forward to assisting them in any way we can.”

Continental Resources currently has about 250 full-time employees in Enid.

Continental Resources is a crude-oil concentrated, independent oil and natural gas exploration and production company. The company focuses its operations in large new and developing plays where horizontal drilling, advanced fracture stimulation and enhanced recovery technologies provide the means to economically develop and produce oil and natural gas reserves from unconventional formations.



Provided by Continental Resources



Do you have a safety net in case of the unexpected?

In today's economy, many do not.

A major life change – a serious illness, an extended hospital stay – often creates expenses you don't see coming.

For example, if you became seriously ill today, how would you cover:

- Mortgage, rent, and other household expenses?
- School tuition?
- Health insurance deductible and copayments?
- Travel costs for out-of-town treatment?
- Child care?

You're invited to an upcoming free workshop where you'll learn how to start building your family's safety net. Protecting your income, savings and health is not as difficult as you think.

Attend a no-obligation, informative workshop.

Call for the locations nearest you.

Seats are limited, reserve your space today!

Call 1-866-824-5819

8 a.m. to 2 a.m. EST, Monday – Friday

Complimentary meal provided

HUMANA

STUDY REVEALS CONNECTIONS BETWEEN COUNTIES



The Greater Oklahoma City Chamber recently commissioned a study to identify the commuting patterns and workforce mobility within the 10-county Greater Oklahoma City Partnership region. A similar study was commissioned in 2003 when the Partnership was formed to determine what counties were interconnected and best qualified as a “region.” The previous study used data gathered from the 2000 census.

“It’s important that we understand how communities are dependent upon on another,” said Roy H. Williams, president and CEO, Greater Oklahoma City Chamber. “This study gives us a better picture of the mobility of our region’s workforce and the increasing interdependency among these counties.”

The study shows that more than 170,000 of the region’s workforce – nearly 33 percent – commute daily between counties within the 10-county partnership region. This is an increase of 27 percent over the 133,660 commuters in the last study. This increase shows that not only are the counties in the region interconnected, but they are becoming more dependent upon one another.

“As we work to strengthen our region through the recruitment

of new businesses and the expansion of existing ones, it is vital that we understand the linkage between the counties,” said Williams.

By understanding the commuter patterns in Central Oklahoma, the Chamber’s economic development team can help new businesses best decide where to locate and helps current employers determine where to focus their recruiting efforts. It also provides crucial data as the region works to recruit more destination retail.

“We do not tend to behave like typical retail consumers,” said Alison Oshel, director of community redevelopment, Greater Oklahoma City Chamber. “Our citizens are willing to drive longer distances, and we have to show retailers that, while our population density might be less than other cities, the population of our region as a whole can compete with other markets.”

Key findings from the study include:

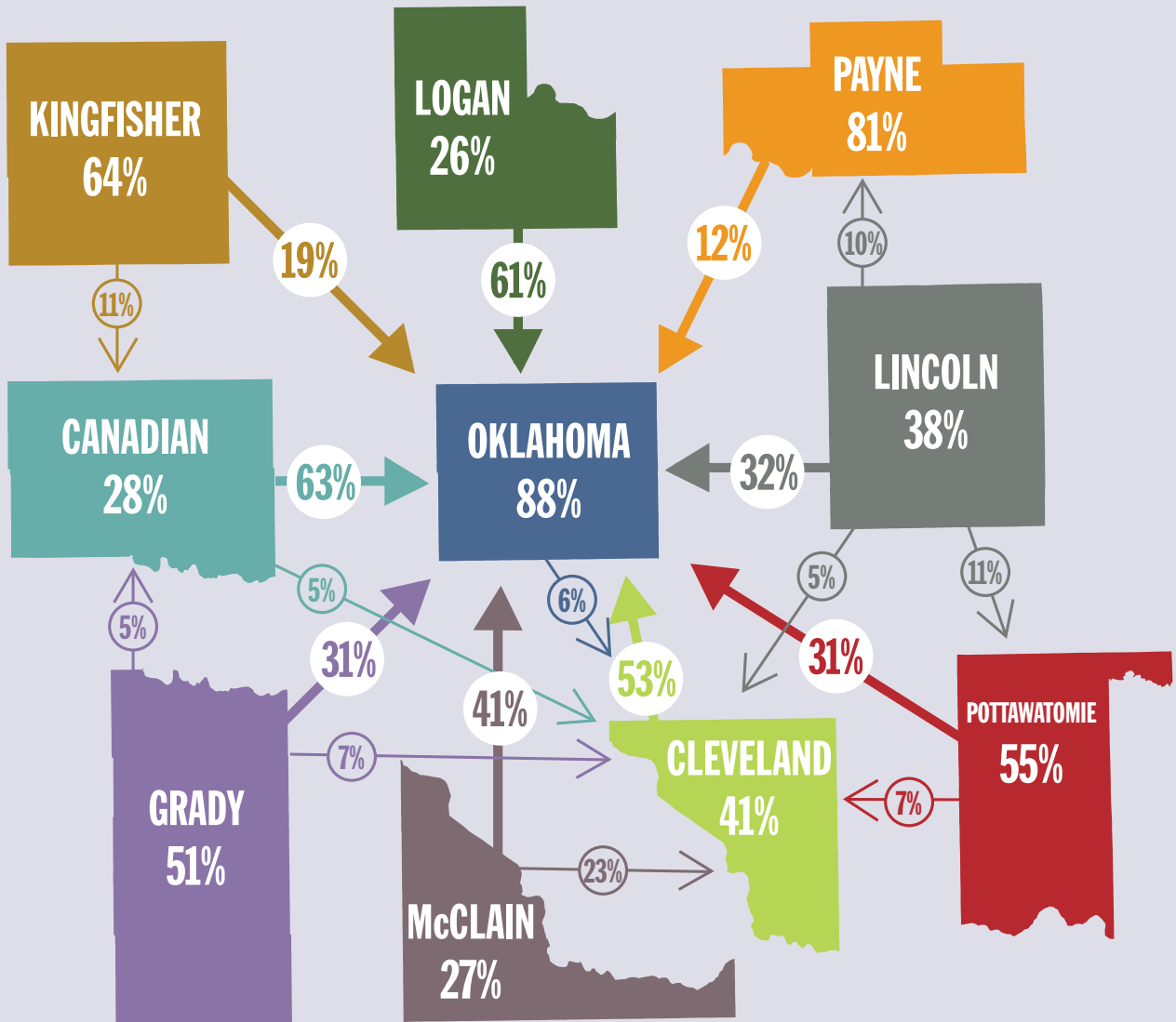
- From 2000 to 2008, the region’s population grew by 10 percent. Similarly, the number of jobs grew by 7.5 percent.
- 67 percent of all workers in the region work in Oklahoma County. Cleveland County is second with 13 percent.
- 53 percent of all workers in the region live in Oklahoma County. Cleveland County is second with 18 percent.
- Jobs in Oklahoma County generate more than \$17.2 billion in payroll, or 73 percent of total payroll for the region.
- Oklahoma County exports \$4.6 billion in payroll to other counties in the partnership.

The entire study is available at www.greateroklahomacity.com/commutingpatterns.



COMMUTER TRAFFIC PATTERNS

This map shows the 10-county Partnership and the commuting pattern between each. The number listed in the county is the percentage of residents who stay in their home county to work. The lines between counties show the percentage of residents who travel to other counties to work. Note: For the purpose of clarity, only commuter flows of 5% and above are pictured below.



COMMUTER TRAFFIC PATTERNS

| From ↓ To → | Canadian | Cleveland | Grady | Kingfisher | Lincoln | Logan | Mcclain | Oklahoma | Payne | Pottawatomie |
|--------------|----------|-----------|-------|------------|---------|-------|---------|----------|--------|--------------|
| Canadian | 12,252 | 2,291 | 412 | 266 | 101 | 198 | 237 | 28,016 | 225 | 251 |
| Cleveland | 1,643 | 40,171 | 607 | 80 | 161 | 222 | 1,604 | 51,601 | 509 | 1,172 |
| Grady | 645 | 967 | 7,152 | 46 | 30 | 107 | 392 | 4,328 | 116 | 146 |
| Kingfisher | 584 | 96 | 23 | 3,454 | 6 | 84 | 35 | 1,050 | 57 | 42 |
| Lincoln | 144 | 379 | 58 | 24 | 3,082 | 53 | 35 | 2,564 | 794 | 877 |
| Logan | 295 | 605 | 59 | 213 | 74 | 3,606 | 54 | 8,599 | 435 | 91 |
| Mcclain | 249 | 2,341 | 361 | 36 | 45 | 27 | 2,783 | 4,255 | 82 | 130 |
| Oklahoma | 7,483 | 17,870 | 1,190 | 487 | 672 | 1,958 | 914 | 247,232 | 1,756 | 2,220 |
| Payne | 180 | 555 | 52 | 44 | 311 | 301 | 72 | 2,752 | 18,770 | 249 |
| Pottawatomie | 318 | 1,574 | 71 | 41 | 660 | 58 | 123 | 6,964 | 315 | 12,466 |

CONVENTION & VISITORS BUREAU SPOTLIGHT: OKLAHOMA CITY GAINS AWARENESS AS A GROUP TRAVEL DESTINATION



In recent years, Oklahoma City has seen an increase in the group travel and motorcoach market, which continues to hold strong as a major source of out-of-town visitors to Oklahoma City. **Byways magazine, a leading publication in the group travel market, recognized the city's growth in this market**

by naming Oklahoma City as one of the Top 50 Group Tour Destinations of 2011 – a title Oklahoma City is proud to hold.

“So many things have happened in the last 10 to 15 years to create awareness of Oklahoma City as a destination for travelers,” said Sandy Price, director of tourism, Oklahoma City Convention &

Visitors Bureau (CVB). “Certainly all of the efforts seen today with the MAPS programs have been beneficial. From Bricktown and the Oklahoma River, to becoming a home for the NBA’s Oklahoma City Thunder, Oklahoma City is really coming into its own.”

Being at the geographical center of the United States, traveling to and from Oklahoma City via motorcoach is easy, simple and affordable. Located at the crossroads of Interstates 40, 35 and 44 and Route 66, not stopping in Oklahoma City during a motorcoach trip almost seems impossible. Once in Oklahoma City, the absence of major traffic and an easy city layout make finding the way to popular attractions simple. And with competitive hotel room rates, admission rates to attractions and prices at local restaurants, a group vacation to Oklahoma City can be done on a budget.

Oklahoma City is experiencing an increase in traveling church groups, bank clubs, and smaller groups traveling for family reunions, girl or guy getaways and grandparents traveling with grandkids. Tour operators are beginning to travel more with smaller groups to provide multiple activity options to their travelers. Student travel is on the rise for Oklahoma City.

The Right Fit Is Everything.



Feeling a little uncomfortable with your current CPA firm? Then they must not be a good fit. Maybe they're too small and can't provide the expertise you need. Or maybe they're too big and don't care about your business at all. With HoganTaylor, however, you can get all the experience of the big guys, with all the care and personal attention you'd expect from a smaller firm. Don't let your CPA relationship flounder. Get a firm that fits.

**HoganTaylor. Big enough to know.
Small enough to care.®**



HoganTaylor.com

Performance groups are traveling across the country to perform at competitions but make a stop in Oklahoma City. Most museums in Oklahoma City have curriculum programs available for student travelers, which is a very important aspect for this market. Volunteerism is a popular request for groups who want to give back to the communities they visit.

To market Oklahoma City to these segments of the group travel industry, the CVB regularly attends group tour marketplaces including American Bus Association, National Tour Association, Travel Alliance Partners, International Motorcoach Group, Student Youth Travel Association and Ontario Motor Coach Association. The CVB's tourism department also attends smaller group leaders' shows in the region including Heritage Bank Travel, Missouri Bank Travel and Red Carpet Travel Show. Placing group tour information on www.visitokc.com provides a one-stop resource for group travel planners. Incentives and itinerary planning assistance are also offered to motorcoach groups through the CVB.

One of the unique selling points of Oklahoma City is the variety. The city has cowboys and Indians. Fine arts and professional sports. Locally owned businesses and major corporate

headquarters. There is something for everyone in Oklahoma City. The National Cowboy & Western Heritage Museum and the Oklahoma City National Memorial & Museum are among the most visited attractions for group travel. With Western and American Indian heritage a particular point of interest, the Red Earth Native American Cultural Festival generates attention from group travelers along with Historic Stockyards City and its western shopping. Bricktown Entertainment District is always a popular destination for group dining with restaurants having special group rates or travelers choosing from the variety of tastes found in the district.

With changes happening every day, marketing Oklahoma City's future is important to keep visitors coming back.

"One great advantage we have right now are the things that are coming in the next few months and years," said Price. "We are sometimes selling Oklahoma City three years out. **Talking about exciting opportunities that are three to five years away ensures we always have something fresh for first time visitors, or visitors back for their second and third vacation to Oklahoma City.**"

— RENAISSANCE SALON & SPA —

*Mother's Day
Made Easy.*

Renaissance
SALON & SPA

FOR GIFT CERTIFICATES CALL 751.8888

10440 N. BROADWAY EXTENSION | WWW.SALONSPAREN.COM

FASTSIGNS[®]

Your vehicle wrap experts!

Ask Us About Adding a **QR Code** to Your Sign...

North OKC • 848-7446
South OKC • 943-3278
Edmond • 844-8844

SCAN for Special Discount on Vehicle Wraps!

www.fastsigns.com

Need a QR code app? Text **FSQR** to **368674 (DOTORG)** or go to <http://www.fsqr.org>

Delivering Your News

IN A WHOLE NEW WAY

THE OKLAHOMAN
NOW AVAILABLE FOR DOWNLOAD



FARMERS INSURANCE



Farmers' new 175,000-square-foot facility houses more than 1,500 employees and is situated on 18 acres.

FLASH BACK

The year was 2000. It was a new millennium, the continuation of a bright renaissance for Oklahoma City and the start of a new relationship between Farmers Insurance Group and Greater Oklahoma City.

Farmers had just opened a claims call center in Oklahoma City, leasing a 100,000-square-foot space in Shepherd Mall. During the first year Farmers added 600 new jobs. The average salary of these new jobs was \$37,000, with total salary pay-out for the first year equaling \$12.6 million. Just two years later, the company acquired an additional 50,000 square feet in Shepherd Mall and expanded their Oklahoma City operation by more than 400 employees.

"We feel very strongly that we get a quality employee in Oklahoma and Oklahoma City. The people that represent us here are very service-minded individuals and have strong loyalty to the organization," said Jim Westerman, who was the Oklahoma executive director for Farmers at that time. "We have seen a very favorable work history over the years. It has made it a natural for expansion in Oklahoma City."

FAST FORWARD

By the end of 2010, Farmers had more than 1,500 employees with an annual payroll of \$56.3 million. And in February 2011, the company moved out of its 150,000-square-foot space in Shepherd



Employees of Farmers Insurance Group celebrate the grand opening of their new facility on north Memorial Road.

Mall and moved into a brand new 175,500-square foot facility at Memorial Road and Rockwell Avenue.

The company's new facility is situated on 18 acres in northwest Oklahoma City and is evidence of their commitment to the region and the state.

"Farmers is committed to the state of Oklahoma," said John Lucido, Farmers executive director for Oklahoma. "Our presence in Oklahoma is very strong; we're one of the strongest (insurance) carriers in the state, and we have a great working relationship with the city of Oklahoma City."

The facility was also designed in pursuit of green design parameters of Leadership in Energy & Environmental Design (LEED). Nearly 40 percent of all building materials were recycled from previous pre-consumer and post-consumer products.

"Our goal was a first class facility that our employees and the community would be proud of," said Nicolle Welsh, facilities manager. "At the same time, we wanted a facility that was environmentally friendly. We accomplished our goal."

Farmers is the country's third largest insurer of both personal lines, passenger automobile and homeowners insurance, and also provides a number of other insurance and financial services products. Farmers serves more than 10 million households with more than 20 million individual policies across the U.S.

WELCOME NEW MEMBERS!

Recognizing members who take a special leadership role in financing the Chamber's operations at significantly higher levels. Each Lead Investor is highlighted with a **BLUE BOX** and identified as a **Platinum, Gold, Silver or Bronze Lead Investor**. Board of Advisor members are identified as well.

A Access Advisory Group, LLC
FINANCIAL PLANNING CONSULTANTS
Mr. James Oplotnik848-9836
6539 N. Classen Blvd.
Oklahoma City, OK 73116-7309
www.accessadvisory.com

Accord Insurance - Kristy K. Ward
INSURANCE
Ms. Kristy K. Ward410-2440
7612 Sandlewood Dr.
Oklahoma City, OK 73132
www.accord-insurance.net

The American Society for Mathematics
EDUCATIONAL COOPERATIVE ORGANIZATIONS
Dr. Richard S. Neal.....417-1838
824 Evans Hale Rd.
P.O. Box 60434
Oklahoma City, OK 73127
www.ascm.org

Brassfield Financial Group
INSURANCE
Ms. Paula C. Brassfield.....842-0577
3000 United Founders Blvd., Suite 127
Oklahoma City, OK 73112

Brown & Associates Insurance
INSURANCE AGENTS, BROKERS AND SERVICE
Ms. Dianna Brown(580) 338-7270
1009 N. Main St.
P.O. Box 38
Guyman, OK 73942
www.insurebrown.com

Board of Advisors Bronze
CP&Y, Inc.
ENGINEERS - CONSULTING
Mr. Jeremy C. Boswell, PE..... 848-2346
1000 W. Wilshire Blvd., Suite 224
Oklahoma City, OK 73116
www.cpyi.com

Capitol Window Cleaning, Inc.
WINDOW CLEANING SERVICES
Mr. Mike Rendeluk691-3986
5624 S.W. 134th St.
P.O. Box 890923
Oklahoma City, OK 73189

Carjo, LLC
CONSULTANTS
Mr. D. Scott Jones391-3963
5800 S. Harrah Rd.
P.O. Box 380
Newalla, OK 74857

DMReaves, LLC
CONSULTANTS
Mr. David Reaves.....990-3021
7109 N.W. 117th Terr.
Oklahoma City, OK 73162

The Daniluk Corporation
MANUFACTURERS
Mr. Mike Daniluk.....745-6644
8200 S.W. 29th St.
Oklahoma City, OK 73179
www.daniluk.com

Fairfield Inn I-240
HOTELS & MOTELS
Ms. Julie Brady634-9595
1101 E. I-240 Service Rd.
Oklahoma City, OK 73149
www.marriott.com/okcst

Gold Dome, LLC
MEETING / BANQUET FACILITIES
Dr. Irene Lam.....528-8200
1112 N.W. 23rd St., Suite 100
Oklahoma City, OK 73106
www.golddomeokc.net

Hampton Inn OKC Airport
HOTELS & MOTELS
Ms. Mia Moore.....682-2080
1905 S. Meridian Ave.
Oklahoma City, OK 73108
www.hamptoninn.com

Kamp's 1910 Cafe No. 1, LLC
RESTAURANTS
Mr. Randall W. Kamp.....359-1828
10 N.E. 10th St.
2000 E. 15th St., Suite 450-C
Edmond, OK 73013
www.kampcofoods.com

Board of Advisors Bronze
The Toby Keith Foundation
FOUNDATIONS
Ms. Juliet Nees-Bright..... 217-8629
P.O. Box 721856
Norman, OK 73070
www.tobykeithfoundation.org

Board of Advisors Silver
Laborers' International Union of North America
LABOR ORGANIZATIONS
Mr. Reno Hammond(877) 548-6248
11720 E. 21st St., Suite D
Tulsa, OK 74129
www.swldc.org

Lightning Creek, LLC
APARTMENTS
Mrs. Tammie Knight.....634-8651
8113 S. Western Ave., Suite F
Oklahoma City, OK 73139

MSC Technologies, Inc.
COMPUTER SERVICES
Mr. Gary Gagnon721-5577
5909 N.W. Expressway, Suite 200
Oklahoma City, OK 73132
www.msctech.net

Metro Surfaces
TILE NON-CERAMIC CONTRACTORS & DEALERS
Mr. Keith J. Cunningham943-3400
4130 Will Rogers Parkway
Oklahoma City, OK 73108
www.metro Surfaces.com

Moore Logical Systems, Inc.
COMPUTER EQUIPMENT - SALES, SERVICE & CONTRACT MAINTENANCE
Ms. Kay Moore.....605-7770
4904 N. Sewell Ave.
Oklahoma City, OK 73118

North Village Apartments
APARTMENTS
Mr. David Jackson.....755-0300
10735 N. Western Ave.
Oklahoma City, OK 73114
www.seldin.com

Board of Advisors Bronze
Oklahoma Financial Center, Inc.
FINANCIAL SERVICES
Ms. Karen S. Cunningham 302-2900
12436 Saint Andrews Dr.
Oklahoma City, OK 73120-8601

Oklahoma Health Care Workforce Center, Inc.
GOVERNMENT AGENCIES & SERVICES
Mr. Jim Durbin319-8690
655 Research Parkway, Suite 325
Oklahoma City, OK 73104
www.ohcwc.com

Oklahoma Interventional Pain Management (OIPM, LLC)
PHYSICIANS & SURGEONS
Scott A. Mitchell, DO775-9355
3601 N.W. 138th St., Suite 200
Oklahoma City, OK 73134
www.oklapain.com

On-Call Computer Services, Inc.
COMPUTER SERVICES
Mr. Jeffrey A. Brown.....341-9901
1400 S. Fretz Ave., Suite 155
Edmond, OK 73003-5845
www.oncallokc.com

Orange Leaf Holdings, LLC
FRANCHISE DEVELOPMENT
Mr. Chad Robertson463-6867
14313 N. May Ave., Suite 100
Oklahoma City, OK 73134
www.orangeleafyogurt.com

Lead Investor Bronze
Pillar Hotels & Resorts Hospitality
HOTEL & MOTEL MANAGEMENT
Mr. Greg Smith 634-9696
6031 Connection Dr., Suite 500
1111 E. I-240 Service Rd.
Oklahoma City, OK 73149-4405
www.pillarhotels.com

Proforma Faith Marketing Solutions
ADVERTISING - SPECIALTIES
Mr. Rob Morriss533-3563
714 S. Willis St.
Stillwater, OK 74074
proformafaithmktg.logomall.com

RDP Enterprise, LLC
OIL FIELD CONSULTANTS
Mr. Ron Porter399-4111
12808 E. Britton Rd., Box 23
Jones, OK 73049

Residence Inn I-240
HOTELS & MOTELS
Mr. Greg Smith.....634-9696
1111 E. I-240 Service Rd.
Oklahoma City, OK 73149
www.marriott.com/okcric

Stow's Office Furniture
OFFICE FURNITURE & EQUIPMENT
Mr. Micah Blackwood.....235-3131
1 N.W. 6th St.
Oklahoma City, OK 73102
www.stowsofficefurniture.com

Transit Advertising, Inc.
ADVERTISING - TRANSIT & TRANSPORTATION
Mr. Mike Lemery(918) 321-5344
P.O. Box 14081
Tulsa, OK 74159
www.transitadvertisinginc.com

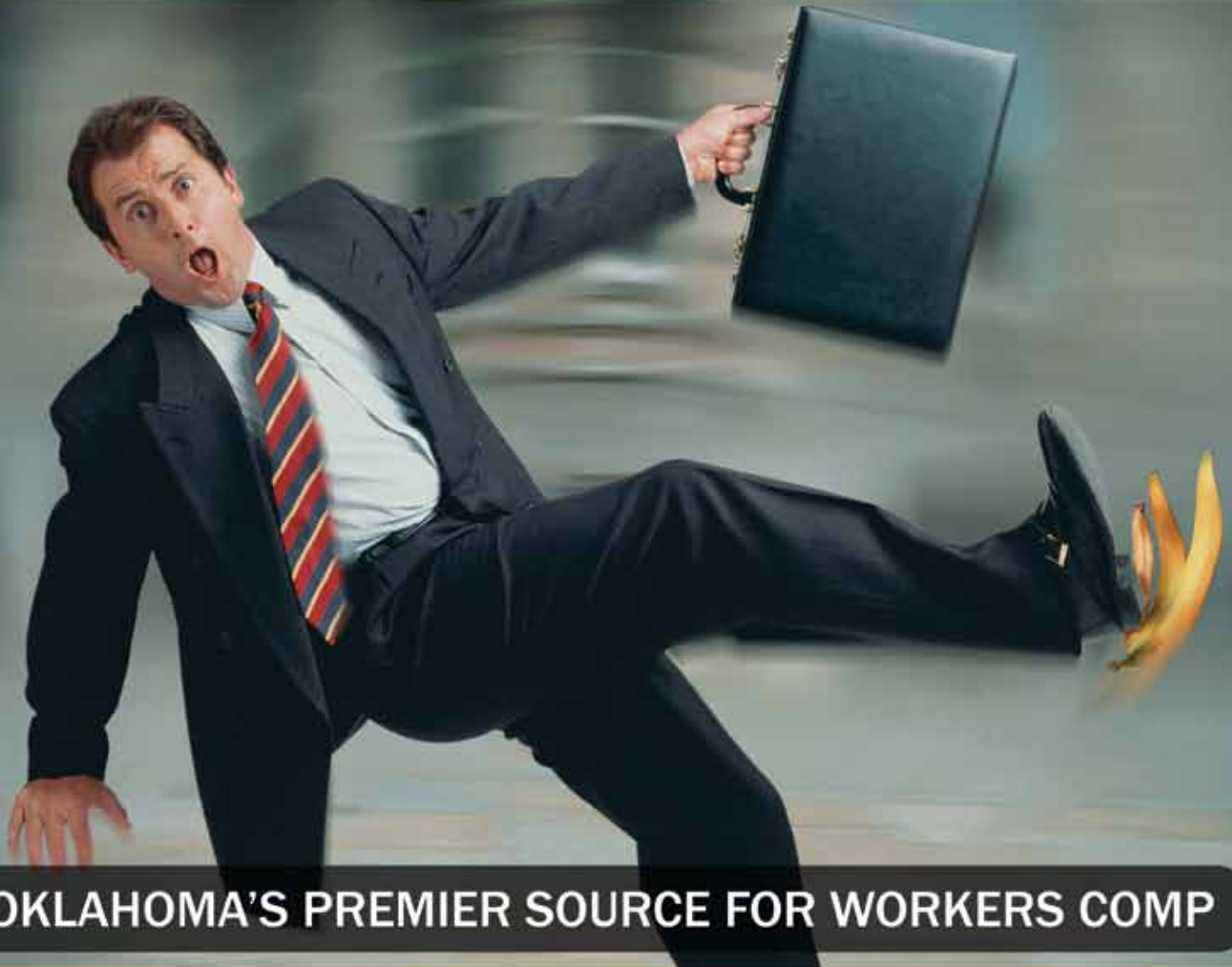
TRILINK Restoration Group, LLC
FIRE & WATER DAMAGE RESTORATION
Mr. Bill Wheat525-5465
3300 N. Santa Fe Ave.
Oklahoma City, OK 73118
www.trilink.pro

Woodley Building Maintenance
JANITORIAL SERVICES
Mr. William Gray(888) 926-7378
4334 N.W. Expressway, Suite 241
Oklahoma City, OK 73116
www.wbmservices.com

The Yellow Rose Dinner Theater
AMUSEMENT / ENTERTAINMENT / ATTRACTIONS
Mr. Ryan C. Colley.....793-7779
1005 S.W. 4th St.
Moore, OK 73160
www.yellowrosetheater.org

Accidents Happen

Do you trust your partner to catch you when it counts?



OKLAHOMA'S PREMIER SOURCE FOR WORKERS COMP

*Partnering with over 150 Insurance Agencies to provide quality workers comp coverage and superior local claims service
Please have your agent call us for a quote*



Your Insurance Premium stays in Oklahoma City



Workers Comp Specialists

LOUIS BRIGHAM
ROY SMITH
REBECCA BRIGHAM
DIANE RUSSELL

405-879-0155 — www.comp-risk.com

GRAND OPENINGS

Congratulations to the following Chamber members on their recent Grand Openings & Groundbreakings!

All Chamber members are welcome to attend Grand Openings.

To view more photos, see the schedule of upcoming Grand Openings or subscribe to the Grand Openings calendar, visit www.okchamber.com/grandopenings.



Arts Council of Oklahoma City, Inc.
400 W. California
Oklahoma City, OK 73102



Design Resources
7720 N. Robinson, Suite B3
Oklahoma City, OK 73116



Laser Spine Institute
13825 Quail Pointe Dr.
Oklahoma City, OK 73134



The Morgan Real Estate Group, LLC
2200 N.W. 50th St., Suite 127E
Oklahoma City, OK 73112



Town Village Retirement Community
13000 N. May Ave.
Oklahoma City, OK 73120



YMCA - Rockwell Crossing Branch
12100 N. Rockwell, Suite 6
Oklahoma City, OK 73162



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

**PLAY HERE
SHAPE HER
FUTURE
JOIN IN**

At the Y, we exist to strengthen community. Together with people like you, we nurture the potential of kids, help people understand and improve their health, and provide opportunities to give back and support neighbors. So join our cause. And create meaningful change not just for you, but also for your community.

Visit www.ymca.net to find a Y near you!



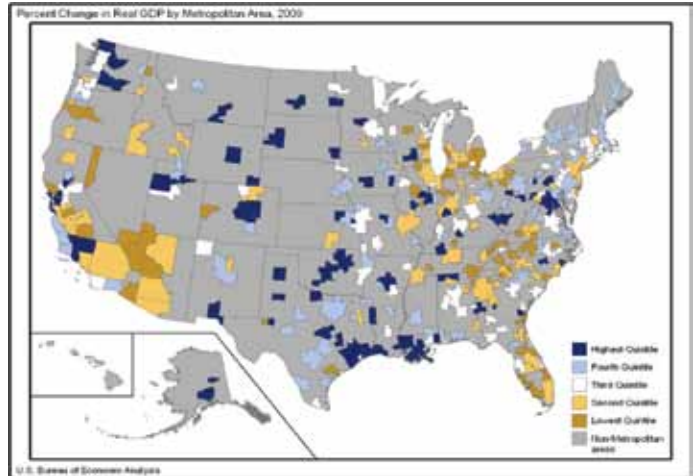
How Are We Doing OKC?

Oklahoma City #1 in Gross Domestic Product Large Metro Percentage Growth

- OKC ranked #3 overall and #1 among large metro markets in percentage change in real GDP, registering a 14.5% increase in metro output during 2008-2009 study period (most recent data available).
- 80 of the top 100 U.S. markets suffered a decline over same time period.
- If Oklahoma City were a country, it would be the 118th largest economy in the world.

Sources: Bureau of Economic Analysis; U.S. Conference of Mayors

Metro Percent Change in Real GDP 2008-09



What is GDP? It measures the total market value of all goods & services produced by a metro.

| Measure | Oklahoma City | | Albuquerque | | Kansas City | | Omaha | | San Antonio | |
|---|---------------|------|-------------|------|-------------|------|----------|------|-------------|------|
| | Change | Rank | Change | Rank | Change | Rank | Change | Rank | Change | Rank |
| Gross Domestic Product (GDP) Percent Change (2008-09) | 14.5% | 3 | -1.3% | 120 | -2.3% | 161 | -1.4% | 121 | -0.9% | 99 |
| GDP Current Dollars (millions of dollars) | \$61,099 | | \$35,498 | | \$103,137 | | \$45,733 | | \$77,712 | |

For comprehensive Economic Indicator and Regional Data, please visit your Greater Oklahoma City Chamber Economic Development Division www.greateroklahomacity.com/economicindicators or contact Eric Long, Research Economist— (405)297-8976; elong@okcchamber.com

PRISM PLACE...

Your Recognition, Our Opportunity.

- Acrylic Awards
- Plaques
- Trophies
- Ad Specialties



A Division of Dale Rogers Training Center

Blazing trails for people with disabilities since 1953

2501 NORTH UTAH AVE.
OKLAHOMA CITY, OK 73107
405.946.1079

www.prismplace.org

www.drctc.org



Southern Nazarene University does not discriminate on the basis of race, sex, age, color, national or ethnic origin, marital status, or disability in the recruitment, admission, and treatment of students or access to university programs or activities including the operation of all university programs, activities, services and employment. The following person has been designated to handle inquiries regarding non-discrimination policies: including Title IX, Section 504 of the Rehabilitation Act of 1973 and Age Discrimination: University Provost, Southern Nazarene University, Beebe Hall, 6729 NW 38th Expressway, Bethany, OK 73008, 405-491-6300



We can help get you there.

EARN YOUR GRADUATE DEGREE AT

SNU

MBA | MSM | MBA-Health Care
Our Graduate Programs offer you the convenience of:

- A one-night-a-week format.
- 100% online programs.
- A competitive tuition rate.
- A program schedule that allows you to concentrate on one course at a time.

Click or call to get started today.

snu.edu/mba-msm

OKC 405.717.6220
Tulsa 918.664.4100

Southern Nazarene University

CHARACTER | CULTURE | CHRIST

www.snu.edu

LOOK INSIDE!

- 4 IMAGE CAMPAIGN PROMOTING OKC
- 7 2011 TRDC CAMPAIGN
- 8 LEADERS DISCUSS CITY'S FUTURE
- 10 COMMUTER PATTERN STUDY
- 12 CVB SPOTLIGHT
- 15 FLASH BACK FAST FORWARD

A CLEAN ENERGY FUTURE IS
AFFORDABLE
WITH AMERICAN NATURAL GAS



AMERICA'S CHAMPION OF NATURAL GAS™

Chesapeake Energy Corporation is pleased to make this great city our corporate home. We help stimulate the economy by providing clean energy jobs, lowering energy costs and making significant tax contributions. We lead the way with clean natural gas that can power vehicles at a cost 50% lower than gasoline. As the nation's second-largest producer of natural gas, Chesapeake is fueling America's future. We're also optimistic about the prospects for Oklahoma City this coming year thanks to Oklahoma's clean, affordable, abundant natural gas. chk.com

