

THE POINT!

GREATER
OKLAHOMA CITY
CHAMBER

February 2011

www.okcchamber.com

ECONOMIC DEVELOPMENT EFFORTS BRING SUCCESS

The end of 2010 saw the completion of the Forward Oklahoma City III (FOKC III) economic development program, but that does not mean the end of an effort that has been driving economic development in Greater Oklahoma City for the past 15 years. This year marks the beginning of the next phase in this pre-eminent program with the start of Forward Oklahoma City IV.

There are four key goals for FOKC IV in the next five years:

- Grow Oklahoma City companies and industries
- Maximize Oklahoma City's competitive advantage
- Market to attract new companies and investment
- Seize Oklahoma City's opportunities

Forward Oklahoma City was established to create quality jobs, increase capital investment, retain existing business and improve per capita income. Through three five-year cycles, these initiatives have laid the groundwork for a dynamic economic

Continued on Page 8



OKLAHOMA CITY COUNCIL ELECTIONS: MARCH 1

On March 1st, there will be an important City Council election in the City of Oklahoma City. Citizens will be voting in four of the City's eight council wards, and those they elect will have a significant voice in the implementation of the MAPS 3 initiative passed in December of 2009, along with countless other issues vital to Oklahoma City's business community.

Seats will be decided in Wards 2, 5, 6 and 8. Candidates for election are:

Ward 2 — John Milner, Janis Powers, Ed Shadid, Jeffrey Stark, Charlie Swinton, Sam Tichenor (Current Councilman Sam Bowman is not seeking re-election for this seat.)

Ward 5 — David Greenwell, Brian Walters (incumbent)

Ward 6 — Jessica L. Holstein, Meg Salyer (incumbent), Adrian Van Manen

Ward 8 — Cliff Hearron, Patrick Ryan (incumbent)

Members of the business community who live and vote in these wards are encouraged to learn more about these candidates and exercise their right to vote in the upcoming election.

“Oklahoma City has been blessed to have a City Council with a real vision for our city,” said Roy Williams, president & CEO of the Greater Oklahoma City Chamber. **“It is important to elect representatives which will implement the vision of our community as voted in MAPS 3. These elections are of critical importance.”**

The Chamber will disseminate additional information during the month of February via e-mail and social media on these important elections. To stay up-to-date on the latest news and information, follow us on Twitter and Facebook at www.twitter.com/okcchamber and www.facebook.com/okcchamber.

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LEADERSHIP NOTES

Engaging in Our Future

Oklahoma City has seen incredible success over the past two decades. Much of this can be credited to the citizens who put their vote of confidence in Oklahoma City and its future by passing initiatives that have transformed our city. However, the progress we've seen would not have been possible without the leadership of our elected officials at both the capitol and the City of Oklahoma City.

As citizens, it is important that we remain involved in both the state and local political process, and as members of the business community, it is critical that we make our voice heard by casting our vote in elections and then having dialogue with those we elect.

The Chamber's Legislative Agenda for 2011 includes a variety of issues, but as always, our main focus is creating a stronger business climate in the region. And while we will diligently pursue all areas of our agenda, there are two that I want to bring to your attention – workers' compensation reform and lawsuit reform. Recently, we've been successful in enacting changes in both of these areas. And while these changes have produced some benefit to our employers, we must enact real reform if we want to be able to compete with other states.

On the local level, we have an opportunity to continue the progress that Oklahoma City has seen over the past two decades. Our current Mayor and his predecessors recognized that with the right commitment, we could make this a world class city. And with the support and direction of the members of the City Council, we have succeeded. On March 1, there will be primary elections for four of the eight seats on Oklahoma City's City Council, with the general election being held on Tuesday, April 5. If we want our city's progress to continue, we as citizens must elect those who will continue the vision that we have started.

It is vital that the business community remain engaged in the decisions being made at our capitol and at City Hall. During the upcoming election and the Legislative Session, please take every opportunity to make your voice heard – whether it's by voting on March 1 or contacting your legislators about issues important to you and your business. We have the opportunity to continue our progress, but we must remain vigilant and continue the vision we have started.

Sincerely,



Roy H. Williams

Chamber CEO & President



Roy H. Williams
President & CEO

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CONTENTS

5 PUBLICATION MAILING

9 CVB SPOTLIGHT

12 MEMBER UPGRADES

6 UPCOMING CHAMBER EVENTS

11 FLASH BACK, FAST FORWARD

15 ECONOMIC INDICATORS

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CHAMBER PUBLICATIONS HEADING YOUR WAY



5,000 member companies. The Chamber's **Legislative Guide** features information on voting; district maps; photos and contact information for elected officials at the congressional, state, county, and local levels; as well as an explanation of the Chamber's legislative agenda for the year. The **Annual Report** details the work of the Chamber throughout the calendar year, spotlighting top stories and successes.

The packet will also include your 2011 Chamber member plaque sticker, as well as passes to local events and attractions.

Look for the Chamber's annual publications in your mailbox later this month. Included are the 2011 Business Resource Guide & Membership Directory, the 2011 Legislative Guide and the 2010 Annual Report.

The **Business Resource Guide & Membership Directory** is your go-to guide for information about the Chamber and its role in the community and a complete listing of more than

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UPCOMING EVENTS

CHAIRMAN'S BREAKFAST WITH THE GOVERNOR: FEB. 18



Governor Mary Fallin will share insights into what to expect during her term as Oklahoma Governor at the **Chairman's Breakfast, Friday, Feb. 18 from 7:30 to 9 a.m.**, at Oklahoma Christian University, 2501 E. Memorial Rd. Chamber Chairman Carl Edwards, Partner of Price Edwards & Company, will host the event as Gov. Fallin addresses key issues facing the state. Tickets for the breakfast are \$30 for members and

\$35 for non-members. Corporate tables seating eight are available for \$500 each. Special thanks to our Signature Sponsor: Cox Communications and Host Sponsor: Oklahoma Christian University.

SUNSET RECEPTION: FEB. 15

The Chamber's Sunset Receptions are a great place to increase your business contacts while enjoying complimentary food and drinks. **Stop by Procure Proton Therapy Center, 5901 W. Memorial Rd., for some after-hours networking on Tuesday, Feb. 15 from 4 to 6 p.m.** Don't miss the opportunity to network with Greater Oklahoma City's business community.



RISE & SHINE: FEB. 17

Rise & Shine is a semi-annual event that gives Chamber members the opportunity to learn how they can get more involved in the Chamber's activities. **Come to Crowne Plaza, 2945 N.W. Expressway, Thursday, Feb. 17 and discover how you can maximize your Chamber membership and get more involved in the Greater Oklahoma City business community.** Registration and networking beginning at 8 a.m. and the program will run from 8:15 to 9:30 a.m. For more information, contact Christine Soileau at csoileau@okcchamber.com or 297-8961.

CALENDAR OF EVENTS

Register securely online at www.okcchamber.com/events

February 15

Sunset Reception

Time: 4 - 6 p.m.

Location: Procure Proton Therapy Center, 5901 W. Memorial Rd.

Cost: No cost to attend. RSVP not required.

February 17

Rise & Shine

Time: 8 - 9:30 a.m.

Location: Crowne Plaza, 2945 N.W. Expressway

Cost: Admission is free to Chamber members.

February 18

Chairman's Breakfast with the Governor

Time: 7:30 - 9 a.m.

Location: Oklahoma Christian University, 2501 E. Memorial Road

Cost: \$30 for members; \$35 for non-members; Corporate tables seating 8 available for \$500

March 1

Greater Grads Career Fair

Time: 12 - 4:30 p.m.

Location: Cox Convention Center, One Myriad Gardens

Cost: Early bird exhibitor rates available until Feb. 18: \$400 for single booths; \$750 for double booths. After Feb. 18, \$500 for single booths; \$850 for double booths.

March 8

Breaking Through Luncheon

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

Location: Skirvin Hilton, One Park Avenue

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

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



GREATER GRADS CAREER FAIR: MAR. 1

Oklahoma's brightest graduates will soon be entering the workforce. **Don't miss the opportunity to showcase your company at the only career fair exclusively for Oklahoma companies – the 6th annual Greater Grads Career Fair, from noon to 4:30 p.m., Tuesday, March 1, at the Cox Convention Center, One Myriad Gardens.**

The early-bird exhibitor rate is available until Feb. 18 – single booths are \$400 and double booths are \$750. When you participate in the Greater Grads Career Fair, your company is promoted on college campuses across the state. For more information, visit www.greatergrads.com/recruiter.

DC VISIT: JUNE 22-23

Join Oklahoma City civic and business leaders in Washington, D.C. June 22 and 23 as they meet with Oklahoma's congressional delegation and Pentagon officials. This visit gives attendees an opportunity to discuss pressing issues such as transportation, education and funding for bioscience research, as well as express the importance of Tinker Air Force Base in Oklahoma City. While visiting the nation's capitol, Oklahoma City delegates will meet with a number of legislators including Senators Jim Inhofe and Tom Coburn and Representatives Dan Boren, James Lankford, Frank Lucas and Tom Cole.

The cost for the Greater Oklahoma City Chamber's DC Visit is \$750 per person and includes one night's lodging at The Westin Washington, D.C., City Center, located in the heart of the nation's capital, and all affiliated events. Attendees will schedule their own air travel to and from Washington, D.C. in order to allow for additional business in the area. For more information or to register, contact Meredith Manley at mmanley@okcchamber.com or 297-8964.



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ECONOMIC DEVELOPMENT EFFORTS CONTINUED FROM PAGE 1

development effort that has produced results far exceeding expectations, repositioning Oklahoma City as one of the top economic development site locations in the country.

From the NBA Thunder to Boeing, from Tinker Air Force Base to AAA, from the activity along the resurgent Oklahoma River to the development on the Bricktown canal, there is a new level of pride and excitement as Oklahoma City's "Golden Age" continues.

"The items on the vast list of community successes over the past 15 years are all in some way indebted to Forward Oklahoma City," said J. Larry Nichols, Devon Energy Corporation, Forward Oklahoma City Vice Chair. "As we continue our path into the uncertain economic future, we are confident that the goals set forth in Forward Oklahoma City IV will enable us to sustain, grow and position ourselves for the next five years as one of the most competitive business locations in the nation."



Major Accomplishments from Forward OKC I, II and III:

- More than 71,000 new jobs created
- Increased economic impact of Tinker Air Force Base
- Established a 10-county economic development partnership
- Led the effort to pass Right-to-Work, workers' compensation reform and lawsuit reform
- Developed landmark Regional Bioscience Benchmarking Study and Strategy
- Ran a myriad of successful campaigns, including G.O. Bond, Tinker/GM Bond, Big League City and MAPS 3

Fundraising for FOKC IV is still in progress. For more information or to contribute, contact Robin Roberts Krieger, executive vice president, economic development, at rroberts@okcchamber.com or 297-8945.



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CONVENTION & VISITORS BUREAU SPOTLIGHT:

INCREASING AWARENESS THROUGH FAMILIARIZATION TRIP

Hosting high profile meeting planners provided a unique opportunity to showcase Oklahoma City



Planners from 10 organizations enjoyed two days of exploring Oklahoma City

increase awareness of Oklahoma City as a convention destination.

“We were excited to have groups such as US Rowing and The National Exchange Club attend the first trip of this kind for the CVB,” said Elizabeth Richardson, director of sales and services. “Having the full attention of educational, ethnic, medical, government, religious and sports convention and event planners on Oklahoma City for two days was invaluable.”

CVB staff welcomed 17 attendees from 10 different groups for a trip packed full of activities to highlight everything Oklahoma City has to offer as a convention and/or sports event destination. Attendees enjoyed an opening night in Bricktown, taking a ride on the Bricktown Water Taxis before a reception at Nonna’s Euro-American Ristorante & Bar with a welcome from Mayor Mick Cornett. The group ended the night at the OKC Arena watching the Oklahoma City Thunder take on the Philadelphia 76ers. To add to the excitement, Rumble the Bison stopped by to welcome the attendees to Oklahoma City.

A true Oklahoma breakfast at Cattlemen’s Steakhouse in Historic Stockyards City kicked off day two, followed by a stop at the National Cowboy & Western Heritage Museum to view the exhibits and event space before lunch aboard an Oklahoma River Cruiser. Tours of the Cox Convention Center and the Renaissance Oklahoma City Convention Center Hotel helped planners see the convention space available for their groups. A private tour was given of *Dale Chihuly: The Collection* at the Oklahoma City Museum of Art before dinner at the Museum Café. Entertainment for the evening was *SHREK THE MUSICAL* at the Civic Center. A nighttime tour of the Outdoor Symbolic Memorial at the Oklahoma City National Memorial & Museum gave attendees a sense of how

The Oklahoma City Convention & Visitors Bureau’s (CVB) Sales & Servicing Department hosted a familiarization trip last November to

the Oklahoma City community has grown in the 15 years since April 1995. The final morning included breakfast and a tour of the Skirvin Hilton, along with a tour of the Sheraton Hotel.

“This trip to Oklahoma City was impressive,” said Sally Johnson, executive director of the National Council of Youth Sports. “It seems to me that there are hundreds of thousands of cities and towns in the USA who could take a page out of Oklahoma City’s book on how to grow a unified progressive city while welcoming people with open arms that are full of an abundance of warm hospitality.”

Of the 10 groups that attended the familiarization trip, seven asked to have tentative space held for future conventions in Oklahoma City. To date, two of those seven groups have selected Oklahoma City and signed hotel contracts. The CVB plans to make this an annual event to bring in groups that may have not considered Oklahoma City as a convention destination for their organization. Through the relationships the CVB has with various partners throughout Oklahoma City, the familiarization trip proved to be a team effort across the board.

“The CVB could not have produced a successful trip without the help of our industry partners,” said Richardson. “It was a true group effort to showcase Oklahoma City.”



Fam trip attendees & CVB staff enjoy a tour of Bricktown aboard a Bricktown water taxi

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S & S PROMOTIONS

FLASH BACK

Invention and reinvention is a recurring theme in the business world, and one with which Stephen Saak, founder and CEO of S&S Promotions, is more than familiar. Since starting his business nearly 40 years ago at the age of 19, with no more than 100 square feet of operating space and \$100 in capital, Saak has navigated S&S Promotions through its fair share of ups and downs with determined confidence.

“We started out screen printing on t-shirts, license plates and safety signs, among other things,” Saak recalls. “If it stood still long enough, we screen printed on it.”

The company has always taken pride in its ability to come up with new and innovative ideas. In the late 1990s, they were tasked with creating a sign to promote a popular gelatin dessert.

“They wanted a sign that showed how the gelatin jiggled,” noted Saak. The company met the challenge, creating a sign with cut-out letters made of a light, translucent material, complete with hidden springs to allow for its own jiggling.

FAST FORWARD

Today, S&S Promotions specializes in the creation, printing, manufacturing, production and fulfillment of sophisticated merchandising programs for a long list of regional and national organizations, including a number of Fortune 500 companies. Numerous long-time clients, though, see S&S Promotions as much more than a printer.

Printing technology has changed radically since the company was founded in 1972, but S&S Promotions has evolved with it. And after nearly 40 years in the business, Saak understands that one thing hasn't changed: the value of customer service.

“We recently had a national client come to us with a nagging problem and a lengthy ‘wish list.’ And after 18 months of software development and a substantial investment by our company, we had a solution.” Within the result, S&S Promotions had compressed a formerly 16-week production process down to six weeks, and found it had reinvented itself yet again.

In addition to serving its customers, S&S Promotions has always valued serving the community as well. After originally



S&S Promotions' new facility includes a showroom and production plant, and houses the company's 35 employees.



S&S Promotions prints a variety of promotional materials, including window signs for Allied Arts in Automobile Alley.

finding itself in the inner city by happenstance, Saak addressed the need to relocate to one of Oklahoma City's "enterprise zones" when growth suggested expansion.

“Every potential new site we considered was going to require a complete renovation,” Saak said. “So we decided to buy a shell and start from scratch.”

The new upgraded facility, located on SW Pennsylvania Ave., is a showroom and production plant rolled into one. After two years and several million dollars in renovations, it's a place the company's 35 full-time employees are proud to call home.

For all his success, Saak believes the best is yet to come.

“We can always get better. Experience has shown me that when the pendulum swings one way, it will eventually swing back. We're going to come out of this nationwide economic downturn stronger than ever.”

MEMBERS SHOW SUPPORT FOR CHAMBER

The following member companies increased their investment between October and December, 2010, demonstrating strong support of the Chamber's efforts to drive the city's economy to make this the best place to live, work, play and visit.

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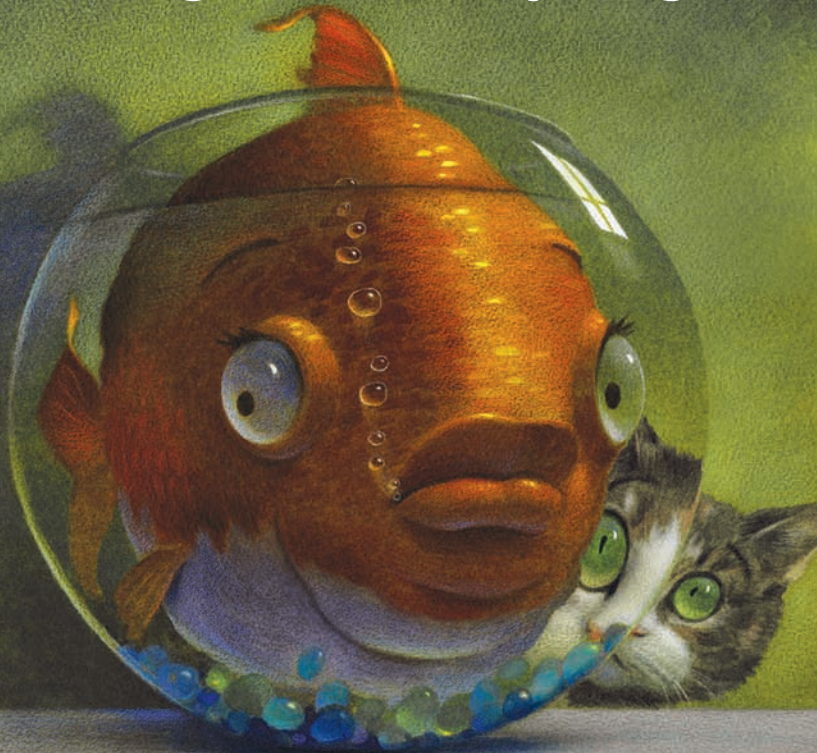
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GRAND OPENINGS

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 and see the schedule of upcoming Grand Openings, visit www.okcchamber.com/grandopenings.



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2219 W. I-240 Service Rd., Suite 124
Oklahoma City, OK 73159



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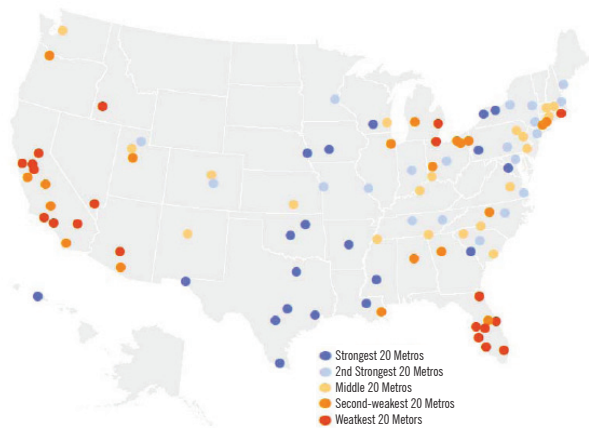
How Are We Doing OKC?

OKC in Top 20 for Economic Performance

- OKC continues to be in the top 20 performing metro economies since the recession began based upon unemployment, job creation, GMP growth, and housing prices.
- Seven of the 20 metro areas that have had the worst economic performance are in California
- OKC was one of only 15 metros with at least 3 quarters of consecutive job growth

Source: MetroMonitor, Brookings Institution, 3rd Qtr 2010

Metro Overall Performance & Strength



Select City Comparison – Top 100 Metro Ranking

Measure	Oklahoma City		Albuquerque		Kansas City		Omaha		San Antonio	
	Change	Rank	Change	Rank	Change	Rank	Change	Rank	Change	Rank
One quarter change in employment (Q2 2010 to Q3 2010)	0.9%	1	-0.4%	62	-0.8%	82	-0.3%	53	0.3%	10
GMP change from peak Q4 2008 to Q3 2010	2.0%	17	3.5%	13	0.6%	29	0.9%	27	5.4%	7
% change in Housing Price from peak (Q1 2009 to Q3 2010)	-4.5%	6	-15.0%	49	-12.8%	38	-9.7%	30	-6.8%	13

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 Manager – (405)297-8976; elong@okcchamber.com

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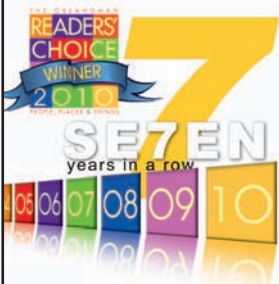
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- 9** CVB SPOTLIGHT
- 11** FLASH BACK, FAST FORWARD
- 12** MEMBER UPGRADES
- 15** ECONOMIC INDICATORS

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