

CHAMBER WORKS TO LURE RETAIL TO OKC

For the sixth year in a row, the Greater Oklahoma City Chamber took a delegation from the Oklahoma City retail sector to RECon, the International Council of Shopping Centers' (ICSC) Global Retail Real Estate Convention, in Las Vegas, May 22 - 25.

The conference represents the world's largest gathering of retail real estate professionals. The three-day event featured educational sessions on retail and economic development issues, 800,000-sq.-ft. of exhibiting space and a Leasing Mall showcasing leading retailers, developers, leasing agents, brokers and public sector professionals. It is estimated that



approximately 25 percent of all shopping center development projects are the result of this annual convention.

Retail plays a vital role in greater Oklahoma City's economy. More than 79,000 people in the region are employed by the retail industry which provides \$1.95 billion in employee compensation. In 2010, total retail sales for the Oklahoma City MSA were nearly \$12 billion, a 52 percent increase since 2000.

"This conference represents a unique opportunity for Oklahoma City, because we are able to meet with many leading shopping center

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STRENGTHENING ENTREPRENEURIAL DEVELOPMENT



The Office of Entrepreneurial Development focuses on tech-based economic development strategies in emerging industries such as biosciences.

Earlier this year, the Greater Oklahoma City Chamber and i2E, Inc. joined forces to create an entrepreneurial development initiative to promote technology startups.

Housed at i2E, Inc. in the Presbyterian Health Foundation Research Park, the initiative is staffed by Josh O'Brien, who previously served as the Chamber's Senior Business Development Manager for Bioscience, and is now the Director of Entrepreneurial Development.

"Our organizations were looking for ways to put an increased focus on high-growth, high-value entrepreneurs," said Tom Walker,

president of i2E. "Additionally, we were looking to address gaps in the entrepreneurial development process. This partnership allows us to begin filling in those gaps in the Greater Oklahoma City region and develop programs that could become statewide initiatives."

The new office focuses on tech-based economic development strategies in both emerging and established industries, including biosciences and aerospace.

"More and more jobs are being created through entrepreneurship and new companies. The Chamber was asked what we could do to encourage that," said Roy Williams, President & CEO of the Chamber. "We spent time talking to i2E, and they do many of the same things and have the same objectives. We found out we were on a parallel track."

O'Brien is working to develop a continuum of services for

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LEADERSHIP NOTES

The Benefits of Our Processes

We're seeing exciting progress in our city – projects we are all anxious to see realized, but a process that take a great deal of time, effort and discussion. One of these is a key project of the MAPS 3 initiative – the new convention center. Eighteen months ago, we voted “yes” for the future of our city – both for an improved quality of life for us and a more attractive environment to appeal to visitors.

With the modern day renaissance we've seen over the past 15 years, our region now has the ability to not only succeed as a meetings destination, but we have a chance to excel – knocking out the competition with low costs and high quality. With more than \$1.8 billion visitor dollars coming to Oklahoma City each year, this is an area we cannot afford to ignore.

For that reason, it's vital that in planning the new convention center – everything from the location to the square-footage to the design – that we do it right. And when you're planning major projects such as a new convention center, proper planning and constructive dialogue are key components of our future success.

We benefit greatly from a transparent system when it comes to the planning and execution of MAPS projects. We saw this transparency with the originals MAPS projects through both the work of the citizen advisory board and the availability of public meetings. Today, it is no different. The processes in place are there to ensure that the end result is a successful one. Our leadership and the citizens are the best of the best. MAPS-like projects are the talk of leaders in cities across the country, and such initiatives are being emulated.

The incredible success we've seen from previous MAPS projects does not mean the processes we used were without conflict. We saw conflicts in the planning and execution of both the original MAPS projects and MAPS for Kids. But at the end of the day, the results were projects our community could be proud of.

As we move forward in the planning of the convention center, and the seven other projects included in the MAPS 3 initiative, I simply ask for patience. If you have questions, ask them. But remember, that we have the best of the best working to see that the time and effort we're devoting to the projects will drive us toward a brighter future.

Sincerely,



Roy H. Williams

Chamber CEO & President



Roy H. Williams
President & CEO

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Greater Oklahoma City Chamber
President & CEO

THE POINT!

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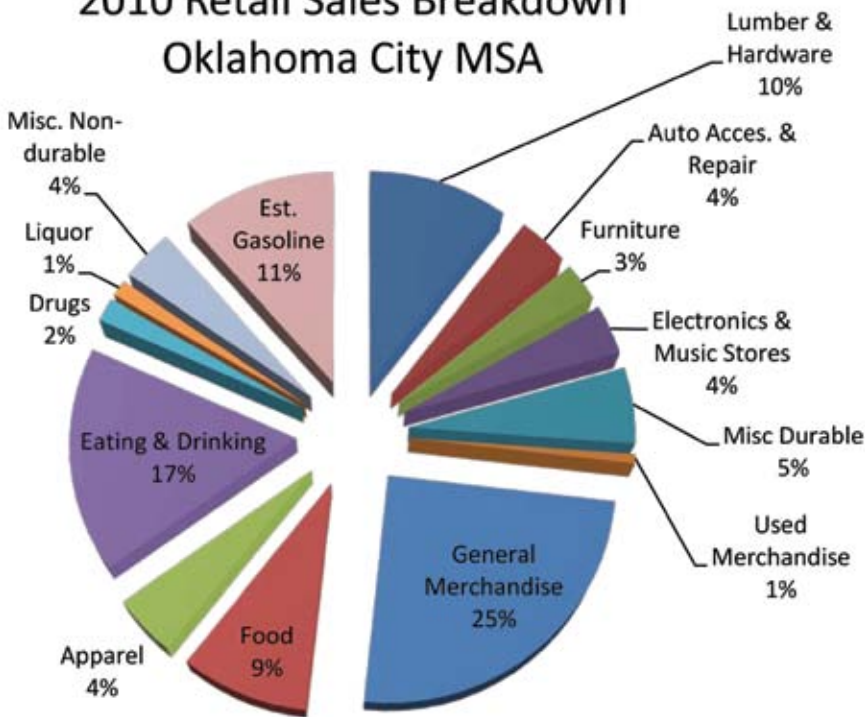
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RETAIL IMPACTS REGIONAL ECONOMY

2010 Retail Sales Breakdown
Oklahoma City MSA



Source: OU Center for Economic and Management Research Origins Database

- More than 79,000 people are employed in retail within the Oklahoma City Metro (MSA)
- Retail jobs account for \$1.95 billion in employee compensation
- Retail sales in 2010 equaled \$11.9 billion for Oklahoma City MSA
- Retail sales for the metro have grown by 52% since 2000
- Sales tax revenue for the City of Oklahoma City exceeded \$350 million in 2010



experience talent



Well-balanced advice starts with a balanced view of our role as business and civic leaders. The newest such leader in our Oklahoma City office is **Senior Manager Todd Pefferman, CPA**. Todd provides tax planning, consulting and preparation services to individuals and companies. Please join us in welcoming Todd to Oklahoma City.

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CHAMBER WORKS TO LURE RETAIL TO OKC CONT. FROM PAGE 1

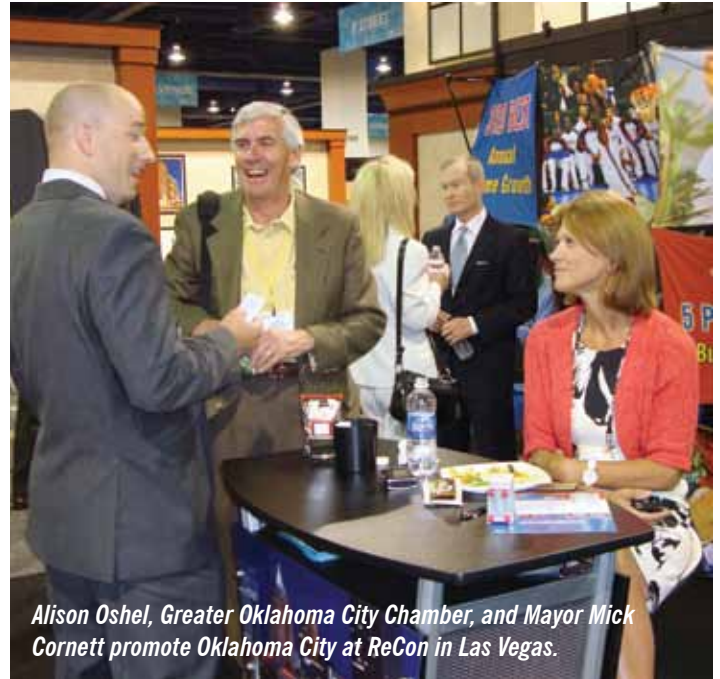
developers, owners and retailers over a three-day period, all in one place,” said Roy Williams, president and CEO of the Greater Oklahoma City Chamber. “We have been highly successful with recruiting retail at this conference in the past. This is a chance for us to showcase the untapped buying power that exists in Oklahoma City.”

The delegation had more than 30 meetings which took place with developers, retailers, equity firms and others. During the meetings, the group highlighted the benefits of locating in Oklahoma City, focusing on the dozens of new investment projects and public capital improvements taking place, the low cost of doing business and the citizens’ higher than average level of disposable income.

Previous trips to RECon have proved successful for greater Oklahoma City – leading to the development of the new outlet mall which will open later this year. The outlet mall was the largest commercial development in the U.S. in 2010.

The Chamber provided space in its booth to representatives from the American Indian Cultural Center & Museum, who promoted their available retail opportunities. Mayor Mick Cornett

led the Oklahoma City delegation at RECon and was joined by a team including several brokers and other members of the Chamber staff.



Alison Oshel, Greater Oklahoma City Chamber, and Mayor Mick Cornett promote Oklahoma City at ReCon in Las Vegas.



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UPCOMING EVENTS



MEMBER ORIENTATION: JUNE 14

Whether you recently joined the Chamber or have been a member for years, now is the time to learn how to utilize your membership at Member Orientation, Tuesday, June 14, from 4:30 to 6 p.m., at the Chamber offices, 123 Park Ave. Hear about key initiatives as well as the Chamber's many programs, events and networking opportunities. To register, contact Christine Soileau at 297-8961 or csoileau@okcchamber.com.



SUNSET RECEPTION: JUNE 21

Gather your co-workers and head to the **Sunset Reception at Bravo! Cucina Italiana, 13810 N. Pennsylvania Ave., Tuesday, June 21 from 4 to 6 p.m.** Enjoy complimentary food and drinks in this fun, white-tablecloth casual eatery while making new business connections. Admission is free and there is no need to RSVP.

CALENDAR OF EVENTS

Register securely online at www.okcchamber.com/events

June 14 Member Orientation

Time: 4:30 - 6 p.m.
Location: Chamber offices, 123 Park Ave.
Cost: Admission is free. RSVP to Christine Soileau at csoileau@okcchamber.com or 297-8961

June 21 Sunset Reception

Time: 4 - 6 p.m.
Location: Bravo! Cucina Italiana
13810 N. Pennsylvania Ave.
Cost: Admission is free. RSVP not required.

July 12 Member Orientation

Time: 8:30 - 10 a.m.
Location: Chamber offices, 123 Park Ave.
Cost: Admission is free. RSVP to Christine Soileau at csoileau@okcchamber.com or 297-8961.

July 12 Sunset Reception

Time: 4 - 6 p.m.
Location: Metro Appliances & More, 220 NE 150th Street
Cost: Admission is free. RSVP not required.

July 27 MegaLunch

Time: 11 a.m. - 1:45 p.m.
Location: Southern Nazarene University,
6729 NW 39th Expressway
Cost: \$35 for members; Reservations must be made 72 hours prior to the event.

Register securely online for
Chamber events at
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with questions.

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GET THE MOST OUT OF YOUR MEMBERSHIP

Membership in the Greater Oklahoma City Chamber is more than a plaque at your front desk and a listing in the annual Membership Directory. The Chamber offers you access to a variety of events and opportunities – from networking to getting more involved in the business community.

The Chamber's monthly Member Orientations are the perfect opportunity to discover how you can get more involved and maximize your membership.

"I wanted to attend Member Orientation to make the most of my Chamber membership and see what resources are available to me – I'd also heard there were donuts. Orientation was chock full of information about the resources available to my business, and I was able to meet Chamber staff and other members. It was a fun way to connect with other members."

– **Brian Winkeler, Robot House Creative**

"I really had no idea what the Chamber did. I had joined with the idea of networking and developing my business presence in the community, but orientation helped me understand that the Chamber is so much more than just monthly get-togethers and meetings. It showed me that it is an important tool to helping my business grow." – **Simon Hurst, Simon Hurst Photography**

GREATER OKLAHOMA CITY CHAMBER MEMBER ORIENTATION

Attend one of the remaining 2011 Member Orientations and discover how you can use your Chamber membership to its fullest.

Tuesday, June 14, 4:30 - 6 p.m.

Tuesday, July 12, 8:30 - 10 a.m.

Tuesday, August 9, 4:30 - 6 p.m.

Tuesday, September 13, 8:30 - 10 a.m.

Tuesday, October 11, 4:30 - 6 p.m.

Tuesday, November 8, 8:30 - 10 a.m.

All Member Orientations are held at the Chamber offices, 123 Park Avenue. There will not be a Member Orientation offered in December. Contact Christine Soileau, member services coordinator, at csoileau@okcchamber.com or 297-8961 to RSVP.

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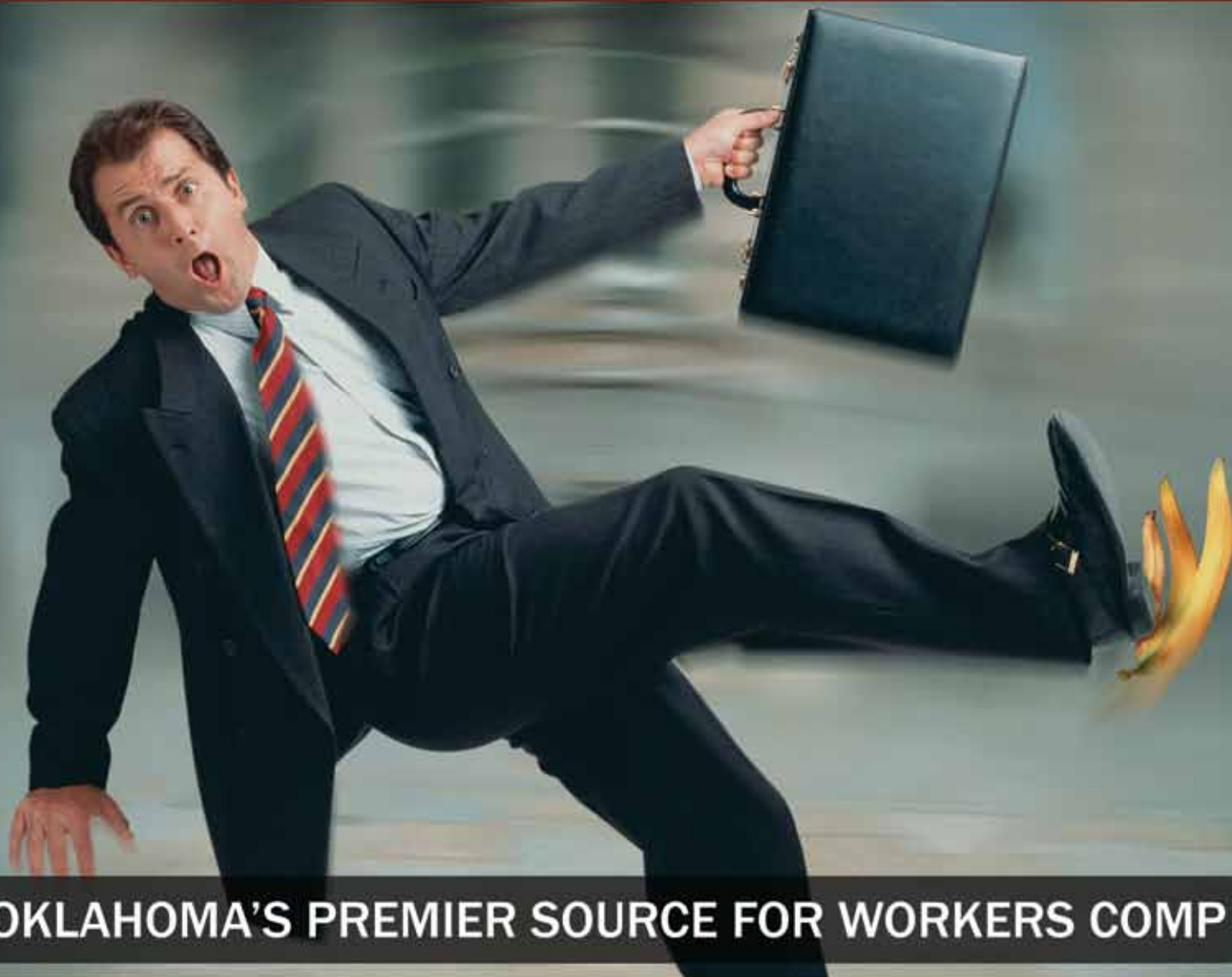


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CONVENTION & VISITORS BUREAU SPOTLIGHT:

HOMETOWN HEROES HONORED

To celebrate National Tourism Week, the OKC Convention & Visitors Bureau (CVB) hosted the 2nd Annual Hometown Heroes Luncheon at the Gaylord-Pickens Oklahoma Heritage Museum on May 10. More than 120 members of the Oklahoma City tourism and hospitality industry gathered to honor seven individuals and one visitor attraction for their contributions to tourism.

“We always enjoy bringing the Oklahoma City tourism and hospitality industry together to celebrate our accomplishments,” said Mike Carrier, CVB president. “Our industry has become what it is today from the hard work and commitment of the more than 35,000 people employed in hospitality and tourism in Oklahoma County.”

Oklahoma Lieutenant Governor Todd Lamb; Sandy Pantlik, director of the Travel Promotion Division of the Oklahoma Tourism & Recreation Department; and Rhonda Hooper, chair of the CVB Commission were in attendance to show their appreciation to the CVB and the Oklahoma City tourism industry.

2011 Hometown Heroes include:

Scot Akins, Co-Chair and Local Tournament Committee

Metropolis of Denver's 2011 Greek Orthodox Youth Association Basketball Tournament (GOYA)

The Metropolis of Denver consists of 12 states in the central U.S. who come together in faith and fellowship for the GOYA Basketball Tournament each year in Oklahoma City. The St. George Greek Orthodox Church of Oklahoma City coordinates the event, bringing in more than 1,000 room nights.

Ron Radigonda, ASA/USA Softball & Tim Brassfield, Oklahoma City All Sports Association

NCAA Women's College World Series (WCWS)

With an economic impact of more than \$13 million and 10,000 to 12,000 room nights each year, the WCWS is one of Oklahoma City's most significant sporting events – helping the WCWS and Oklahoma City receive national attention through daily ESPN broadcasts. Ron Radigonda, president of ASA/USA Softball and Tim Brassfield, executive director of the Oklahoma City All Sports Association partner each year to keep the WCWS in Oklahoma City.

Archie Randall, Head Wrestling Coach – Oklahoma City University

USA Wrestling Girls Folkstyle National Championship

The USA Wrestling Girls Folkstyle National Championship began in Oklahoma City in 2007 and draws more than 3,400 attendees

each year as 6 to 18-year-old athletes compete for National Champion and All-American titles. The staff at Oklahoma City University, lead by head wrestling coach Archie Randall, work with USA Wrestling to bring this event and other major events, such as the USA World Team Trials this June, to Oklahoma City.

Mickey Clagg, Chair – Oklahoma Regional Planning Committee and Harold Holley, Oklahoma Regional Director

U.S. FIRST Robotics

Oklahoma FIRST is dedicated to inspiring young peoples' interest in science and technology. FIRST stands for “For Inspiration and Recognition of Science and Technology.” Through its programs, students team with local engineers, professors and business people to solve real world engineering challenges. After a host city recommendation from Mickey Clagg and Harold Holley, Oklahoma City has hosted the U.S. FIRST competition for many years.

Dan Provo, Host Committee Chair

American Association for State and Local History (AASLH)

The annual meeting for AASLH brings together history, museum and cultural site staff, board members and volunteers from across the nation and some foreign countries. Collaboration among the Oklahoma Historical Society, Oklahoma Museums Association and the Oklahoma State Library, along with many local museums, helped make this event a reality and accounted for 1,500 room nights. Dan Provo, director of the Oklahoma History Center, served as host committee chair for the AASLH Annual Meeting.

Oklahoma City Zoo & Botanical Gardens

New Exhibits in 2010-2011

The Oklahoma City Zoo has been a staple in the Oklahoma City tourism market for more than 100 years. In 2010, the Children's Zoo debuted giving children an area where they can explore, touch and immerse themselves in a natural environment. This April, the Gambulos ZooZeum opened as the only museum of its kind in the country where the public can experience zoo memories from the past 100 years. The new \$13 million, Asian-themed elephant habitat opened in early March 2011. This exhibit spans 9.5 acres making it one of the largest elephant zoo exhibits in the country and welcomed the OKC Zoo's newest resident, Malee, the first elephant birth in the zoo's history. Assistant Director Alan Varsik accepted the award on behalf of the Oklahoma City Zoo.

For more information on tourism in Oklahoma City, go to www.visitokc.com.

2011 TRDC STARTS OFF WITH BANG



Campaign Co-Chairs Rhonda Hooper and Dick Tanenbaum join Roy H. Williams, Chamber president and CEO, as they invite volunteers to "Step Right Up" at the TRDC Kick-Off on May 4th.

The 2011 Total Resource Development Campaign (TRDC) kicked off May 4 as co-chairs Rhonda Hooper, Jordan Associates, and Dick Tanenbaum, Gardner Tanenbaum Holdings, invited the more than 100 volunteers to "Step Right Up" to their \$2.2 million fundraising goal. As of May 24, volunteers have already raised \$1,059,575, and 13 volunteers have already surpassed the \$10,000 mark.

Throughout the campaign, volunteers offer Chamber members opportunities to market their companies through Chamber events and publications. These volunteers also invite companies to join the Chamber. To date, 82 new companies have become Chamber members.

By sponsoring Chamber events and advertising in Chamber publications, members have the opportunity to market their businesses to the Chamber's more than 5,000 member companies, in addition to opportunities to reach the public.

Visit www.okcchamber.com/trdc to learn more about the campaign or to find contact information for volunteers who can help assess which Chamber marketing strategies are the best fit for your business.

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STRENGTHENING ENTREPRENEURIAL DEVELOPMENT

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entrepreneurs in these high-growth sectors. He also plays a role in growing i2E's existing entrepreneurial development initiatives such as the Donald W. Reynolds Governor's Cup business plan competition and workshops led by its Entrepreneurs-in-Residence.

"A significant component of our Forward Oklahoma City IV economic development program is the growth of entrepreneurship in Oklahoma City," explained Williams. "Entrepreneurship is the core of i2E's work and this partnership will maximize both our efforts. Supporting these entrepreneurs, who create the next generation of corporate headquarter firms is a critical component of economic development today."

Established in 1999 by the Oklahoma State Legislature, the Technology Business Finance Program, funded through OCAST and managed by i2E, is a proof-of-concept fund operating at targeted stages of the capital cycle to fill financing gaps for Oklahoma's technology sector. In 2010, i2E was one of four organizations awarded the State Science and Technology Institute's (SSTI) Excellence in Technology-based Economic Development award for serving as a national model for states and regions investing in science, technology and innovation to grow and sustain its economy and create high-paying jobs.

Oklahoma labeled as "outdoing the usual suspects" on the latest *Kauffman Index of Entrepreneurial Activity* by the Kauffman Foundation (May 2010)

OKC named a Top 10 Metro for Economic Growth Potential by *Business Facilities* (July 2010)

OKC named No. 1 in Tech Job Growth by *TechAmerica Foundation* (Dec. 2010)

OKC No. 2 in *The Business Journal's* "Small Business Vitality" Ranking (April 2011)



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MEGA LUNCH

Members of the Greater Oklahoma City Chamber have access to some of the best networking events around. With more than 20 events each year specifically targeted at getting members in front of other members and the public, your Chamber membership is a vital tool for promoting your company in the business community.



MegaLunch is a quarterly speed networking event that connects Chamber members in a creative way. The program uses a computerized rotation schedule, giving participants 90 seconds to promote their products and services. With nearly 100 business people participating each quarter, MegaLunch lets you easily maximize your networking opportunities.

Don't miss these remaining 2011 MegaLunch opportunities!
Wednesday, July 27
11 a.m. to 1:45 p.m.
Southern Nazarene University, 6729 NW 39th Expressway

Thursday, Nov. 17
11 a.m. to 1:45 p.m.
Central Oklahoma Home Builders Association, Inc.,
420 E. Britton Rd.

Reservations must be made 72 hours prior to the event. For more information or to make a reservation, contact register@okcchamber.com.



"MegaLunch is an event that you cannot miss. It's fast-paced speed networking where I get to learn about 40 to 70 people and get to share my story about me and my business."

— Alan Goldfarb, Southwest Securities



"Are you looking for a great way to meet many different types of companies, hear about what they do and get contact information that can lead to a great business transaction and relationship? Then go to MegaLunch!"

— Barbara Anne DeBolt, Holiday Inn North - Quail Springs



"I have 5th and 6th generation clients that can be linked to MegaLunch connections. It's a small investment of time and money that results in new clients and friends."

— Billy Doyal, Billy Doyal / Shelter Insurance Co.



"MegaLunch is a great way to showcase your company because you have the spotlight for 90 seconds."

— Nancy Morgan, The Morgan Real Estate Group, LLC.

AMBASSADORS REPRESENT CHAMBER, COMPANIES THROUGHOUT COMMUNITY



Chamber Ambassadors welcome new businesses at grand openings.

With more than 5,000 member companies spread primarily over the 10-county region of greater Oklahoma City, the Chamber's work never ceases. A group of Greater Oklahoma City Chamber members

play a vital role in the Chamber's work to strengthen the business community throughout the region. **Chamber Ambassadors represent both their companies and the Chamber at events and activities throughout the community, providing a quality image of the Chamber and giving them an opportunity to increase their involvement in the Chamber's work.**

"Our Ambassadors help us have a wider reach in the community," said Lisa Boevers, vice president, Membership. "These individuals have shown a special interest in the work we

do and take pride in their involvement while also gaining extensive networking opportunities for themselves and their companies."

The Chamber's Ambassadors volunteer at a variety of events – everything from Grand Openings and Sunset Receptions to the Greater Grads Career Fair and SchmooszaPalooza. They also have the opportunity to attend monthly meetings where they network with each other while learning more about the Chamber's efforts to strengthen the business community. With more than 100 Ambassadors, the Chamber is able to be in multiple places at one time and better serve its member companies.

"The Ambassadors is a tremendous group of individuals," said Bryan Gonterman, AT&T Oklahoma, Chamber Membership vice chair. "Their enthusiasm and commitment are further proof that the Chamber is doing its job as the voice of business and the visionary organization in Oklahoma City."

Interested in becoming a Chamber Ambassador? Contact Christine Soileau at csoileau@okcchamber.com or 297-8961.

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CHAMBER WELCOMES NEW EMPLOYEE



Earlier this year, the Greater Oklahoma City Chamber welcomed Leslie Wehrenberg to its team. Leslie serves as the executive assistant for the Chamber's Membership division.

As executive assistant to the Membership team, Leslie manages the membership database and membership lists. She also manages the directory verification for the Chamber's annual Membership Directory & Business Resource Guide.

ECONOMY HELPED LAND NEW FLIGHT SERVICE

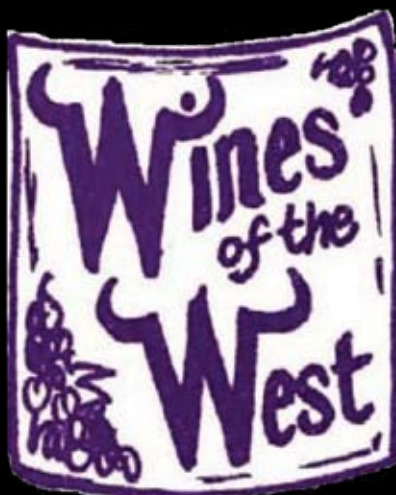


For the first time since 2007, the Will Rogers World Airport has added a new nonstop service. United Airlines can now take Oklahoma City passengers nonstop to San Francisco.

Tools such as low unemployment, evidence of companies hiring and an increase in per capita income helped the airport staff to make this deal possible. The Chamber's economic development staff assisted the airport staff in marketing Oklahoma City to United Airlines.

"Growing the number of nonstop flights from Oklahoma City is an important part of our economy's growth," said Roy H. Williams, Chamber president and CEO. "I'm confident that as our economy continues to improve and our city's image gains positive momentum, we will be able to add other major cities to the list with San Francisco."

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www.vinosarmonicos.com

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Oklahoma City, OK 73102-6007
www.beautifuldayimages.com

Benchmark Mechanical Services, Inc.

CONTRACTORS - MECHANICAL
Mr. Joseph J. Aragona, Jr.(405) 759-2104
12913 White Hawk Lane
P.O. Box 272104
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www.benchmarkmechanicalinc.com

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www.itassets.org

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ok.nami.org

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Norman, OK 73070
www.newspin360.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.okcchamber.com/grandopenings.



Jackie Cooper Electronics
4117 N.W. 63rd St.
Oklahoma City, OK 73116



PortoFino's Italian Restaurant
4700 W. Reno Ave.
Oklahoma City, OK 73127



Rausch Coleman Home, New Division
11409 S.W. 29th St.
Oklahoma City, OK 73099



Verdigris
1001 N.W. 10th St.
Oklahoma City, OK 73106



welcome to Oklahoma's newest landmark.

This beautiful six story, glass atrium serves as a gateway to health for Oklahoma children and their families. Its light-filled design creates a space where form and function are equally appealing. Infused with family-friendly features, it makes a visit to the doctor's office or a trip to the hospital a more pleasant experience for all.

The Children's Hospital at OU Medical Center and OU Children's Physicians have long been Oklahoma's only providers of comprehensive, specialty children's medical care. The Women's & Newborn Center at The Children's Hospital delivers unique, highly advanced care in the comfort of spacious, family-friendly birthing suites. Now, this magnificent new atrium links all three into one convenient, comprehensive medical facility dedicated to serving Oklahoma's women and children.

Learn more at www.oumedicine.com/atrium

ANOTHER LEVEL OF MEDICINE OU Medical Center OU Physicians The Children's Hospital OU College of Medicine You

How Are We Doing OKC?

What has changed?

The Bureau of Labor Statistics (BLS) has changed how they estimate unemployment rates

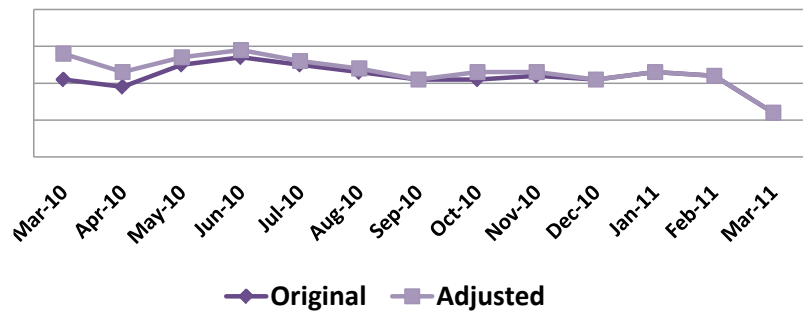
This impacted all states and metro areas, not just Oklahoma City

To be consistent, all numbers were modified dating back to 2006

UNEMPLOYMENT RATE

- March rate of 5.2% is lowest of any large metro in the U.S.
- Unemployment improved from 6.2% in prior month
- Large one percentage point change explained by market improvements but also methodology change

OKC Unemployment Rates Before and After BLS Adjustments



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

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