

# THE POINT!

# GREATER OKLAHOMA CITY CHAMBER

October 2011

www.okcchamber.com

## New OKCChamber.com Launches

The Greater Oklahoma City Chamber recently launched a new OKCChamber.com, with a fresh design and revamped content to meet the needs of today's Chamber members. An enhanced Membership Directory and interactive website footer make it easier for members to interact within the business community and with the Chamber 24/7.

The site was designed after extensive research of current trends, industry benchmarks and member needs, taking advantage of new technologies and giving an expansive picture of the work done by the Chamber.

"The Chamber has a number of services and opportunities to offer its members. We wanted to ensure our new site was user-friendly and gave members greater access to the information they're seeking," said Cynthia Reid, vice president, Marketing and

*Continued on Page 10*



*The Chamber recently launched a new OKCChamber.com with a fresh design and revamped content to benefit today's Chamber members.*

## OKC's Fastest Growing Companies Honored



On Sept. 22, the fastest-growing, privately-owned companies in Greater Oklahoma City were honored at the 16th annual Metro 50 Awards. Mayor Cornett recognized these

impressive businesses that demonstrated a marked percentage of annual growth and posted 2010 revenues of at least \$1 million.

*Continued on Page 7*

## Positive Results for OKC Image Campaign

During the last week of March, the Greater Oklahoma City Chamber launched a west coast marketing campaign to tell the story of Oklahoma City's success. The campaign included print advertisements, an online channel and digital magazine, along with multiple online components.

The goal of the campaign was to improve the image of Oklahoma City in order to impact the region's ability to attract jobs, investment and talent.

*Continued on Page 5*

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# Leadership Notes

*Keeping OKC Businesses Growing is Our Top Priority*

Economic development is the cornerstone of every activity at the Greater Oklahoma City Chamber. As our organization works to strengthen economic development in our region, it is critical that we consistently work with existing businesses to develop and nurture meaningful relationships in our key industry sectors.

This month, the Chamber's economic development team released its Annual Business Retention and Expansion Report (BRE). This report summarizes hundreds of conversations, meetings, phone calls and correspondence held with 317 businesses between July 1, 2010 and June 30, 2011.

While the report shows positive progress for our region and businesses, there are certainly areas where we need to place increased focus.

- **Talent** – Nearly 50 percent of Oklahoma City employers are having difficulty recruiting the employees they need – candidates lack the skills and education levels needed to meet companies' demands.
- **Workers Comp Reform** – Reforms passed by the Oklahoma legislature in 2011 are just beginning to impact companies with a reduction in rates but continued monitoring and attention to this issue to ensure companies have a way to control their costs in this area is important.
- **Transportation** – Oklahoma City and the State of Oklahoma are investing heavily right now in our community's surface transportation system. However, years of neglect cannot be fixed overnight.

You can read a story on the 2011 BRE on pages 8-9 and the full report is available at [www.okcchamber.com/2011BRE](http://www.okcchamber.com/2011BRE).

Sincerely,



Roy H. Williams  
Chamber CEO & President



Roy H. Williams  
President & CEO

## 2011 OFFICERS

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2011 Chairman

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Greater Oklahoma City Chamber  
President & CEO

## THE POINT!

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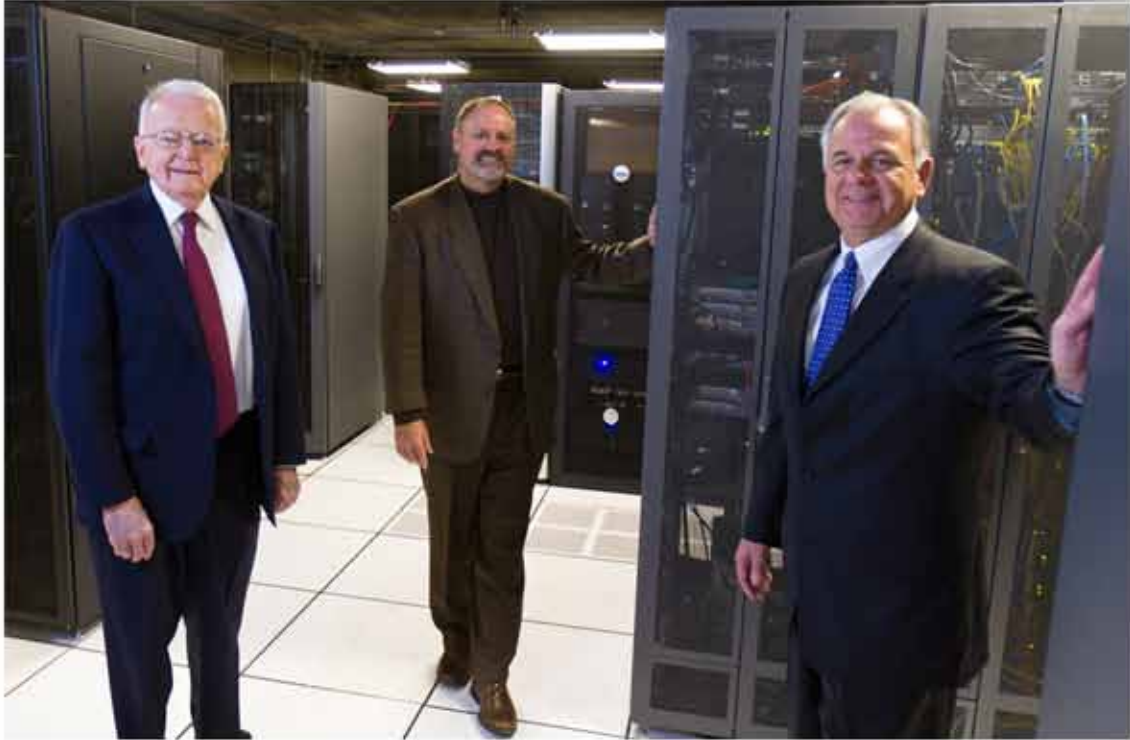
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# Relationship Banking...It's What We Do.



From left to right: Russell Swarts, Chairman of the Board, Coppermark Bank; Randy Allen, President/CEO, MIDCON Data Services; Randy K. Stafford, Senior Vice President, Coppermark Bank.

*"For the past 14 years, Mr. Swarts has helped me, mentored me and taught me how to do business. At MIDCON, we try to do business the Coppermark way, because we think Mr. Swarts does business the right way." - Randy Allen, MIDCON Data Services*

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# Positive Results for OKC Image Campaign

Continued from Page 1

**1/3** recalled seeing the campaign

**88%** want to learn more about Oklahoma City

**31%** rated Oklahoma City 16-31% higher than before

“We did extensive research on how Oklahoma City was perceived before launching the campaign,” said Roy H. Williams, Chamber president and CEO. “Our results show that not only did we move the needle overall, but more importantly, we moved the needle where it matters most – among site selectors and those making the big decisions when it comes to relocation.”

While the print portion of the campaign has come to an end, promotion of the region continues through the online channel, GreaterOKC.tv, and with a new edition of the digital magazine, *Velocity*.



A new version of the digital magazine, *Velocity*, is now available online at [GreaterOKC.tv](http://GreaterOKC.tv).

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# UPCOMING EVENTS



## Breaking Through: November 2

Oklahoma City is booming – and that growth isn't just downtown. Cranes and construction can be seen across the metro building new hotels, hospitals, retail, multi-family and more. Learn more about the scale and scope of these projects and what we might be able to expect in the future at the **Breaking Through luncheon, Wednesday, Nov. 2, at The Skirvin Hilton Grand Ballroom, One Park Ave., from 11:30 a.m. to 1 p.m.** Speakers include Russell Claus, City of Oklahoma City; Patti Davis, Oklahoma Hospital Association; John Williams, Williams & Associates Hospitality; John Wooley II, Raptor Properties. Tickets are \$35 for members and \$40 for non-members. Special thanks to Series Signature Sponsor, Cox Business.



## State of the Economy: November 9

Join the Greater Oklahoma City Chamber, the region's leading economic development organization, for the inaugural State of the Economy event, **Wednesday, Nov. 9, from 11 a.m. to 1:30 p.m., at the National Cowboy & Western Heritage Museum, 1700 NE 63rd St.** Pete Delaney, Chairman & CEO of OGE Energy Corp. and Chamber vice chair of economic development, will moderate a discussion featuring keynote speaker Tom Faranda, global strategist, as well a panel of local economists. Don't miss this opportunity to gain keen insight into the economic future of our region. Individual tickets are \$50 for members and \$75 for non-members. Special thanks to Signature Sponsor, Arvest Bank.

# CALENDAR OF EVENTS

**October 18**

### Sunset Reception

**Time:** 4 - 6 p.m.

**Location:** Celebration Station,  
509 Westline Dr.

**Cost:** Admission is free. RSVP not required.

**October 19**

### Experience China Info Session

**Time:** 5 - 6 p.m.

**Location:** Skirvin Hilton, Crystal Ballroom  
One N. Broadway Ave.

**Cost:** Admission is free.

**October 25**

### SchmoozaPalooza Trade Show

**Time:** 4 - 7 p.m.

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

**Cost:** \$10 for individual tickets; \$300 for  
10' x 10' exhibitor booth; \$600 for 10' x 20'  
exhibitor booth

**October 29**

### Navy Birthday Ball

**Time:** 6 - 9 p.m.

**Location:** National Cowboy & Western  
Heritage Museum, 1700 NE 63 St.

**Cost:** Individual tickets are \$75; Corporate  
tables seating 10 are available for \$1,500.

**November 2**

### Breaking Through

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

**Location:** Skirvin Hilton, Grand Ballroom  
One Park Ave.

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

**November 9**

### State of the Economy

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

**Location:** National Cowboy & Western  
Heritage Museum

**Cost:** \$50 for members; \$75 for non-  
members

Register securely online for  
Chamber events at  
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e-mail [register@okcchamber.com](mailto:register@okcchamber.com)  
with questions.

[twitter.com/okcchamber](https://twitter.com/okcchamber)  
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## Annual Meeting: December 8

Celebrate with your employees and clients at the Chamber's Annual Meeting, **Thursday, Dec. 8 from 11 a.m. to 1 p.m.**

**at the Cox Convention Center**, One Myriad Gardens. We will celebrate Oklahoma City and the work of the Greater Oklahoma City Chamber and look forward to 2012.

Speaking at this year's event is John Zogby, chairman and chief insights officer of IBOPE Zogby International (IZI). Zogby is also one of the nation's leading pollsters and trendspotter, as well as author of *The New York Times* bestseller *The Way We'll Be*. A renowned lecturer, he'll discuss the pulse of our country, drawing a picture of the trends that will drive our society in the future.

Corporate tables seating 10 are available for \$1,000. Individual seats for Chamber members are \$75 and \$100 for non-members. Special thanks to Signature Event Sponsor, The Chickasaw Nation.

## Experience China in 2012



For the third year, the Greater Oklahoma City Chamber, in partnership with Citilinc International, is offering the opportunity to spend nine days experiencing China and the incredible economic growth the country has seen.

The trip, March 15-23, 2012, will take attendees to Beijing, Shanghai, Suzhuo and Hangzhuo, showcasing China's historic past and booming present. The cost of the trip is \$1,999 for Chamber members and \$2,099 for non-members and is due no later than Thursday, Dec. 15, 2011. Visit [www.okcchamber.com/china](http://www.okcchamber.com/china) for a trip itinerary, specific cost information or to register.

### Upcoming Experience China Information Session

**Featuring Peter Liu with Citilinc International**

**Tuesday, October 19**

**Skirvin Hilton, Crystal Ballroom**

**One Park Ave.**

**5 to 6 p.m.**

Register for the information session by e-mailing [register@okcchamber.com](mailto:register@okcchamber.com). If you have questions about the trip, contact Meredith Manley at 297-8964 or [mmanley@okcchamber.com](mailto:mmanley@okcchamber.com).

## OKC's Fastest Growing Companies Honored

Continued from Page 1



Taking home the top prize was RKI Exploration & Production, LLC, an independent oil and gas exploration and production company with substantial production and acreage in Wyoming, New Mexico, Texas and Oklahoma. Founded in late 2005, RKI has experienced 150-fold growth in enterprise value in just over five years. The company has amassed one of the largest oil-shale acreage positions in Wyoming and is an

early pioneer of Wyoming's horizontal Niobrara oil play and New Mexico's horizontal Bone Spring oil play.

This year's second place winner, Mariposa MedSpa, provides an extensive menu of non-surgical skin rejuvenation and body contouring services. The company's other recent accolades include being named one of the "Best of the Best" by *Oklahoma Magazine* in 2009 and 2010.

The third fastest growing company in Greater Oklahoma City in 2010 was Design+Build Group, LLC, a commercial construction company. Design+Build specializes in pre-construction, design/build, general contracting, construction management, floor plans and interior design.

See a complete list of 2011 Metro 50 winners, at [www.okcchamber.com/metro50](http://www.okcchamber.com/metro50).

# Chamber Efforts Helps Businesses Grow

## 2010-11 Community Strengths and Weaknesses

	Strength	Weakness
Business Services	91%	8%
Community Services	93%	3%
Community Leadership	100%	0%
Cost of Doing Business	99%	0%
Cost of Living	100%	0%
Customer / Supplier Accessibility	95%	2%
Economy	100%	0%
Employee Work Ethic	87%	12%
Infrastructure	41%	56%
Central Location	99%	0%
Quality of Life	100%	0%
Work Force	59%	35%
Transportation	15%	78%
Education	2%	85%
State and Local Taxes	69%	17%

*Note: More than one response can be selected for this question. Percentages may not total 100%.*

The Greater Oklahoma City Chamber's economic development team recently released the 2011 Business Retention & Expansion Report (BRE). The data was gathered over the course of a year through interviews with more than 300 Greater Oklahoma City businesses and represents more than 50,500 employees in eight industry sectors.

More than 65 percent of new jobs created in the U.S. are derived from existing businesses. The Chamber is constantly working to proactively assist and reach out to existing businesses in the Greater Oklahoma City region. Of the more than 300 businesses interviewed, 44 percent have plans to expand – increased from 34 percent in the 2010 BRE. More than 70 percent plan to hire new employees over the next 12-18 months.

While businesses continue to face challenges with the economy, the firms interviewed are navigating the current landscape relatively well. Only six percent of the firms interviewed reported to have downsized their employment over the last year. Many viewed

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the end of 2010 with cautious optimism, while the start of 2011 brought a more positive attitude. Other measures including unemployment rates, per capita income growth, real estate activity, sales tax collection and others, reflect a positive change in conditions in the regional market.

Key challenges identified by respondents included:

- Monitoring the impact of workers' compensation reform on reducing employer costs
- Improving K-12 education
- Improving the local and state road network
- The poor condition of the regional interstate highway system

Oklahoma City's business climate is recognized by existing companies and analysts as one of the more conducive in the country for business. Continuing to address critical needs will only enhance the ability of our companies to grow. In the coming year, the business,

### 2010-2011 Program Impact

4,037 jobs were added by Chamber-assisted companies  
\$71,946 was the average salary of jobs added by companies over the past year

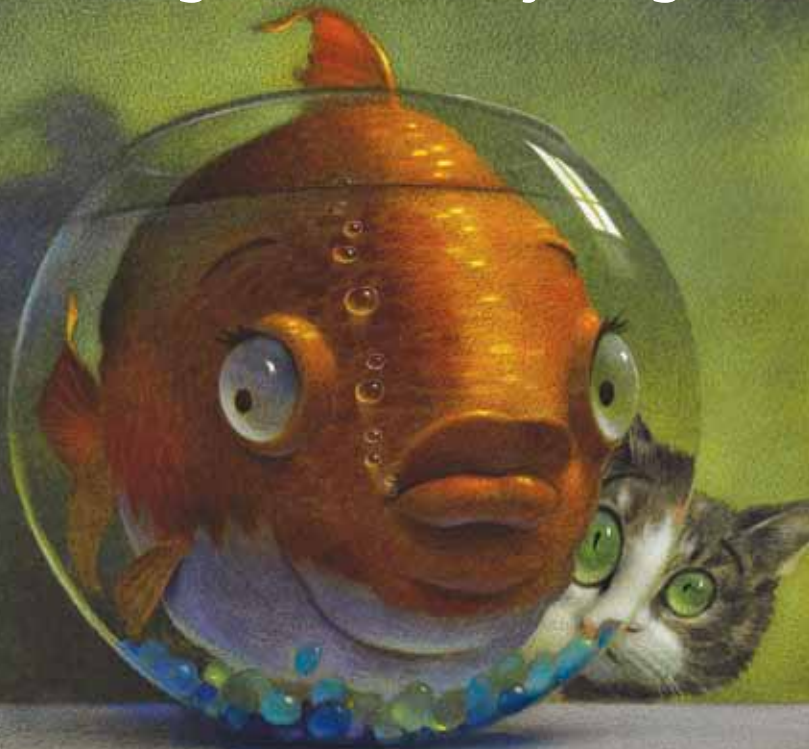
\$375,908,000 in new capital investment was made by companies during the period

125 companies interviewed by the Chamber added jobs in 2010-2011

civic and government sectors must work together on these critical issues:

For the full 2011 Business Retention & Expansion Report, visit [www.okcchamber.com/2011BRE](http://www.okcchamber.com/2011BRE). For more information about the Chamber's business recruitment and expansion assistance, contact Robin Roberts Krieger at [rroberts@okcchamber.com](mailto:rroberts@okcchamber.com).

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# New OKCChamber.com Launches

Continued from Page 1

Communications. “Ultimately, we wanted a site that was easier to navigate, easier to use, and provided quality content and features.”

## New Features

While the site can be utilized by individuals looking for information on Greater Oklahoma City’s business community, a number of member-only features were added. The following features help members utilize their membership and better engage in the business community:

- **Member Coupons:** Members can now post coupons available for download from their Membership Directory listing. Anyone visiting this section of the site will be able to see these coupons.
- **Member-to-Member Discounts:** Members also have the capability to post discounts to their Membership Directory listing that can only be seen by other Chamber members.
- **Member Newsroom:** Members can log-in to the site and post news and announcements in the Member Newsroom.

- **Member Profile Updates:** By logging into the site, members now have the ability to update their Chamber information, including adding social media links to their Membership Directory listings.
- **Interactive Footer:** Members have multiple options for continuing their engagement with the Chamber online once they reach the bottom of any site page. The new footer links to the Chamber’s affiliate sites, contact information and direction to the Chamber, as well as a window highlighting the Chamber’s social media outlets.

## New Technology, Improved Content and Navigation

New technology from existing development partners allowed for greater flexibility when displaying content, and led to a more user-friendly design.

One example of this new technology in action is the new online event listings. An event calendar is now displayed in the left column of most pages, giving users the ability to see upcoming events at a glance.

## NEWSROOM

## CHAMBER EVENTS

Get the latest OKC news in the newsroom

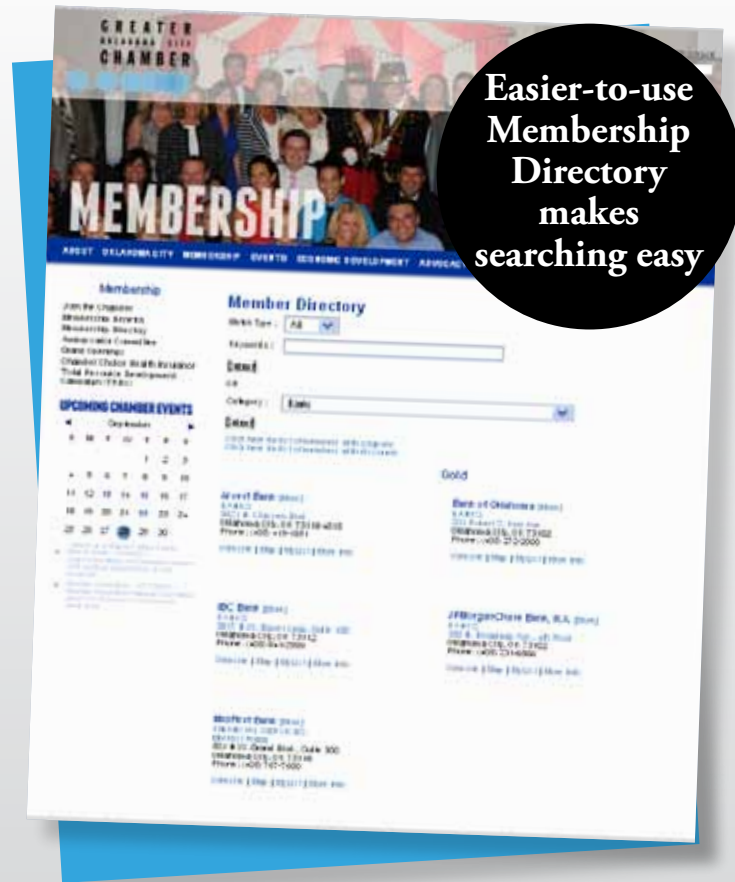


# MEMBERSHIP DIRECTORY

Expanded and fresh content combined with a new site map help organize information to make it more user-friendly and provide a rounded picture of the Chamber's program of work.

One of the areas of focus for new content was a better description of what each department of the Chamber does on a daily basis to serve Chamber members and the community.

"The work of the Chamber on behalf of the business community is vital to our city's growth," said Reid. "From Economic Development, to Government Relations, to Greater Grads, there is so much work going on behind-the-scenes to make Oklahoma City a better place to live, work, and play. By visiting this new site, we hope our members will get a full picture of how the organization is working to make Greater Oklahoma City a better place to live, work, play and visit."



# WEBSITE FOOTER



**Stay up-to-date on Chamber events**

**Check out the Chamber's affiliate sites**

**Connect through social media**

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# Schmooza palooza

Twice a year, local business leaders flock to State Fair Park for one of the region's best networking events.

SchmoozaPalooza is a biannual networking trade show that mixes nearly 1,000 attendees with more than 100 exhibitor booths – not to mention, live music, interactive entertainment, samples from more than a dozen restaurants and more. A Halloween theme will add even more fun to the event. Every guest is entered to win two coach domestic tickets courtesy of American Airlines or American Eagle to any U.S. 48 States, Canada, Mexico or Caribbean destination.

Tickets are available for purchase through the Chamber's website, [www.okcchamber.com/schmooza](http://www.okcchamber.com/schmooza). Individual tickets are \$10 each and include one drink ticket. A variety of ticket packages are also available. If you are interested in exhibition space, contact Elena Listen at 297-8875 or [elisten@okcchamber.com](mailto:elisten@okcchamber.com).

"This is the best attended tradeshow with the most energy in OKC. We have exhibited three times and met many people interested in the museum and our programs." – Robbin Davis, Oklahoma History Center

"We've had the pleasure of participating in every SchmoozaPalooza since its inception. It is one of our top events for connecting with new and existing customers. And as a bonus, it's a blast!" – Lennon Patton, Jason's Deli



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4 - 7 p.m.  
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3.) Paid Distribution Outside the Mail	0	0
4.) Paid Distribution by Other Classes of Mail Through USPS	0	0
C. Total Paid Distribution	7,400	7,587
D. 1.) Free or Nominal Rate Outside County Copies Included on PS Form 3541	0	0
2.) Free or Nominal Rate In County Copies Included on PS Form 3541	0	0
3.) Free or Nominal Copies Mailed at Other Classes Through the USPS	0	0
4.) Free or Nominal Rate Distribution Outside the Mail	100	75
E. Total Free or Nominal Rate Distribution	100	75
F. Total Distribution	7,500	7,662
G. Copies not Distributed	130	112
H. Total	7,630	7,774
I. Percent Paid	98%	99%

# OKC Hosts 2011 Travel Media Showcase

## OKLAHOMA CITY 2011 TRAVEL MEDIA *showcase*

The Oklahoma City Convention & Visitors Bureau (OKC CVB) hosted Travel Media Showcase 2011 (TMS) September 20 to 22 at the Cox Convention Center. This convention brought 70 travel journalists from around the world and tourism executives from 60 markets throughout North America for three days of meetings and tours of attractions.

TMS gave top travel journalists and travel industry professionals a unique opportunity to meet one-on-one, at a single location, for the purpose of exchanging information and developing personal contacts. It also provided a unique opportunity for the OKC CVB to showcase Oklahoma City.

“Hosting Travel Media Showcase 2011 gave us the opportunity to show-off Oklahoma City to a large group

of travel journalists and tourism executives,” said Mike Carrier, president of the Oklahoma City Convention & Visitors Bureau. “We believe hosting these travel journalists in Oklahoma City and strengthening our relationships with them will pay dividends in the future.”

While in Oklahoma City, attendees visited the National Cowboy & Western Heritage Museum, the Oklahoma City National Memorial & Museum and Bricktown. They also attended their choice of four local tours showcasing downtown attractions, Western and Native American heritage, Oklahoma history & heritage and family fun activities.



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FOR SOCIAL RESPONSIBILITY



# CVB Recognized with 2011 Pinnacle Award and 2011 Distinctive Achievement Award

The Oklahoma City Convention & Visitors Bureau (CVB) recently received two prestigious awards from the convention and meeting planner industry.

*Successful Meetings* magazine recognized the CVB as a 2011 Pinnacle Award winner, and *Association Conventions & Facilities* magazine selected the CVB as a Distinctive Achievement Award winner.

“We are honored to be recognized by the readers of two prominent meeting planner publications,” said Mike Carrier, president of the Oklahoma City Convention & Visitors Bureau. “These

awards highlight the outstanding work of the Oklahoma City tourism community in promoting Oklahoma City as a first-class meeting destination.”

The CVB was selected as a Pinnacle Award recipient by the readers of *Successful Meetings* based upon their experiences while attending meetings and conventions held in Oklahoma City. The CVB is a three-time Pinnacle Award winner.

The CVB earned the Distinctive Achievement Award for meeting and exceeding the high standards association meeting planners look for in meeting destinations, as voted upon by the readers of *Association Conventions & Facilities* magazine.



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**Congratulations to the following Chamber members on their recent Grand Openings & Groundbreakings!**  
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To view more photos, see the schedule of upcoming Grand Openings or subscribe to the Grand Openings calendar, visit [www.okcchamber.com/grandopenings](http://www.okcchamber.com/grandopenings).



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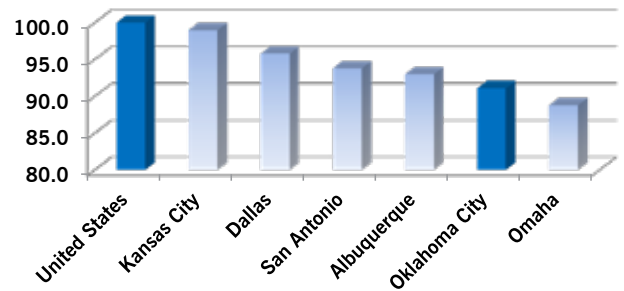
# ECONOMIC INDICATORS

## Focus on Cost of Living

If you are earning \$50,000 in Oklahoma City, you would have to earn a salary of \$75,412 in Boston, MA to maintain your current standard of living (after-tax dollars).

Check out the Cost of Living Calculator at [www.okcchamber.com](http://www.okcchamber.com) – Moving to Oklahoma City to compare other cities.

## Oklahoma City Cost of Living Index 9% Below The Nation For Q2-2011



## Where You Live Matters! Q2 - 2011 Average Price Report – ACCRA - [www.coli.org](http://www.coli.org) Many Oklahoma Communities Benefit From Low Cost of Living

	Apartment Rent	Take-Out Pizza	Total Energy Bill	Doctor Visit	2 Liter Bottle Coke	Half Gallon Milk	Saturday Night Movie Ticket
<b>Oklahoma City</b>	<b>\$721</b>	<b>\$9.99</b>	<b>\$130.58</b>	<b>\$ 96.25</b>	<b>\$1.22</b>	<b>\$2.35</b>	<b>\$8.35</b>
Enid	\$558	\$10.42	\$140.82	\$95.00	\$1.30	\$2.06	\$8.75
Lawton	\$670	\$8.00	\$150.89	\$85.50	\$1.47	\$2.32	\$9.13
Edmond	\$780	\$8.00	\$128.49	\$87.09	\$1.27	\$2.32	\$8.25
Stillwater	\$589	\$8.00	\$150.10	\$81.60	\$1.27	\$2.01	\$7.00
Tulsa	\$600	\$8.00	\$139.03	\$101.33	\$1.08	\$2.30	\$8.50
<b>Nationwide All City Avg.</b>	<b>\$ 851</b>	<b>\$8.98</b>	<b>\$164.82</b>	<b>\$92.18</b>	<b>\$1.50</b>	<b>\$2.25</b>	<b>\$9.04</b>

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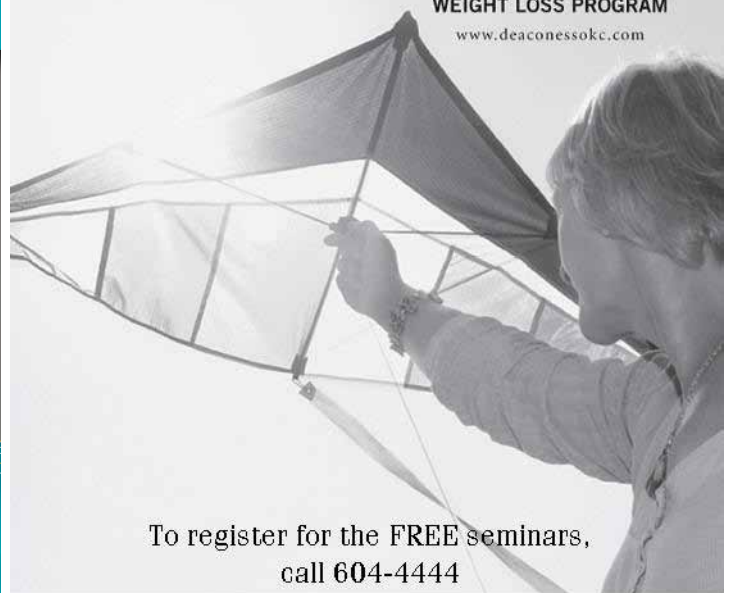
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