

SXSW Presence Promotes OK Industries

For the second year, Oklahoma had a presence at South by Southwest (SXSW), an annual 10-day music, film and interactive media conference in Austin. The Oklahoma Film & Music Office (OF&MO) hosted The Buffalo Lounge in partnership with the Greater Oklahoma City Chamber and other local partners. Oklahoma's presence at the SXSW helps promote and support Oklahoma's film, music and interactive industries.

"The state of Oklahoma has a storied history in film and music," said Josh O'Brien, director of entrepreneurial development, a joint initiative between i2E and the

Greater Oklahoma City Chamber. "And, today, our interactive media industry is advancing at an impressive rate. Our presence at SXSW gives us an opportunity to tell our story and show people that the strength of these industries in Oklahoma City continues to grow."

The Oklahoma partners hosted four days of networking and events at The Buffalo Lounge, as well as a booth at the SXSW trade show. From March 12 through March 15, delegates from the Chamber and the Office of Entrepreneurial Development marketed Oklahoma City's growing industries and promoted

Continued on Page 5

Market Your Company to More than 5,000 Businesses

Beginning, April 13, volunteers for the 2012 Total Resource Development Campaign (TRDC) will be available to help you look at your company's marketing strategies and consider which Chamber events and publications will increase your business and exposure among more than 5,000 companies. With several publications, dozens of events and a variety of online marketing opportunities, the Chamber's products are a great addition to any marketing mix.

Rhonda Hooper, Jordan Advertising, and Dick Tanenbaum, Gardner Tanenbaum Holdings, are teaming up for a second year to lead more than 100 volunteers from more than 20 corporate teams.

Visit www.okcchamber.com/trdc to connect with a volunteer and learn more about the campaign and the many marketing opportunities available.



Rhonda Hooper, Jordan Advertising, and Dick Tanenbaum, Gardner Tanenbaum Holdings, will lead more than 100 volunteers during the 2012 Total Resource Development Campaign.

Sales begin Friday, April 13 and last until July 27. Members who purchased advertising/sponsorship opportunities in 2011 will have special opportunities to renew through May 31. For more information, contact Debra Roper, member development manager, at droper@okcchamber.com or 405-297-8808.

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Leadership Notes

It's Time to Finish What We Started

Nearly 10 years ago, the idea for a center to highlight our state's rich Native American history came to life and the plans for the American Indian Cultural Center and Museum (AICCM) were set into motion. Today, we have taken what was once a blighted lot and have made significant steps toward creating another signature piece in Oklahoma City's renaissance.

This facility will be an incredible asset for our own citizens as well as a major attraction for people from around the world.

There's a major problem, however. The AICCM sits unfinished, in a state of limbo. Construction halted on the project earlier this year and cannot continue until it receives more funding.

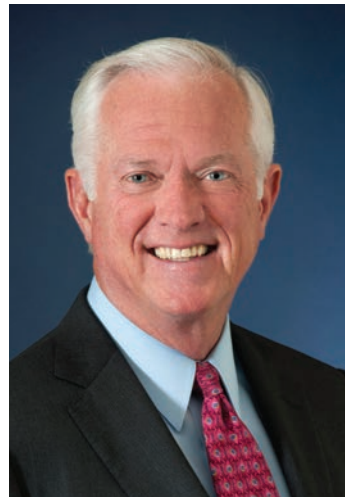
Last month, the Oklahoma City Council unanimously approved a \$9 million pledge to support the completion of the AICCM. This, combined with the city's donation of the land, brings their contribution to more than \$12 million. However, this pledge hinges on the state providing \$40 million for the completion of the project. Our City Council members have shown tremendous vision and support for this project. I know you will all join me in thanking them for their dedication.

Many people have invested millions of dollars in this project – state and local governments, Native American tribes, private companies and organizations and others. Now is the time for us to finish what we started. By adding to our previous investments, we will create an unparalleled facility that will not only represent the heritage of our state and region, but will also help our city continue its forward momentum. It is imperative that the state of Oklahoma – the legislature, local businesses, our Native American tribes and our citizens – do all that we can to ensure the completion of this facility. This is an opportunity we cannot afford to waste.

Sincerely,



Roy H. Williams
Chamber CEO & President



Roy H. Williams
President & CEO

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CONTENTS

5 Represent OKC in DC

6 Upcoming Chamber Events

7 Mayor's Development Roundtable

9 Golf-a-Palooza

12 Welcome New Members

15 Economic Indicators



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continued from page 1

the region's positive image. With all of the conference's disciplines – film, music and interactive media – under one roof, the Oklahoma delegates had maximum opportunities to spread their message.

“We saw incredible traffic at both our booth and at The Buffalo Lounge,” said O'Brien. “We also saw our number of partners increase from 2011, giving us a greater opportunity to fully market what Oklahoma and Greater Oklahoma City have to offer.”

While the exact numbers for the 2012 show are not yet available, attendance this year well exceeded that from 2011. Last year, the SXSW Trade Show saw attendance of more than 65,000 people. Year-by-year, the show and its surrounding events continue to grow dramatically, and it is one of the largest events in the world.

“The Chamber has been a supporter of the Buffalo Lounge since its inception. Their team was one of the main forces behind fundraising, and their experience



Jill Simpson, OF&MO, and Josh O'Brien, Office of Entrepreneurial Development, speak to attendees at Oklahoma's booth during the SXSW Trade Show.

with trade shows proved to be invaluable in planning for the first-ever Oklahoma booth at the SXSW trade show,” said Abby Kurin, OF&MO. “We hope to continue working with the Chamber for many years to come.”

For more information on the Chamber's presence at SXSW, contact Josh O'Brien at jobrien@i2e.org.

Represent OKC in the Nation's Capital



Last year, nearly 50 delegates represented Oklahoma City in Washington, D.C. during meetings with Oklahoma's congressional delegation and other federal officials.

This June, Oklahoma City civic and business leaders will travel to Washington, D.C. to meet with Oklahoma's congressional delegation as well as Pentagon officials. The visit, June 27-28, gives Chamber members an opportunity to discuss pressing issues such as military, transportation, education, funding for bioscience research and more.

While visiting the nation's Capital, 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. Sen. Inhofe will serve as the group's host during their visit.

The cost for the visit is \$750 per person and includes one night's lodging at The Liaison Capitol Hill and all affiliated events. Air travel to and from Washington, D.C. is not included, giving participants options for extending their stay for additional business in the area. The room block is limited. Secure your place and view the agenda at www.okcchamber.com/dc.



UPCOMING EVENTS

MegaLunch: April 19



Maximize your ability to promote your business's products and services at this fast-paced networking lunch. MegaLunch, Thursday, April 19, from 11 a.m. to 1:45 p.m. at the Quail Creek Golf and

Country Club, 3501 Quail Creek Road, is an intensive experience open only to Chamber members. Using a computerized system, you'll rotate around tables and give a pitch about your products or services – allowing you to make valuable business contacts in a brief period of time. Due to the unique format of this event, only one person per member company may attend. Advanced reservations are required and must be made no later than Tuesday, April 17 at 5 p.m. Special thanks to Signature Event Sponsor GT Clean, Inc. For more information or to make reservations, email register@okcchamber.com.

Chamber Website Seminar: April 24

The new OKCChamber.com has a number of new features to help you increase your exposure to more than 5,000 local businesses. During the Website Seminar, Tuesday, April 24, from 4 to 5 p.m., at Oklahoma City University's Dulaney-Browne Library, 2501 N. Blackwelder, you will spend an hour learning about the new features including registering for events online, promoting your company in the "member newsroom," posting discounts and coupons, updating your membership profile and adding your social media to your directory listing. There is no fee to attend this seminar, but RSVP is requested. Registrants will receive specific parking instructions.



CALENDAR OF EVENTS

April 19

MegaLunch

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

Location: Quail Creek Golf and Country Club, 3501 Quail Creek Road

Cost: \$35 for members. Advanced reservations are required and must be made no later than Tuesday, April 17 at 5 p.m.

April 24

Chamber Website Seminar

Time: 4 - 5 p.m.

Location: Oklahoma City University, Dulaney-Browne Library Computer Lab, 2501 N. Blackwelder

Cost: Admission is free. RSVP is requested. Registrants will receive specific parking instructions.

April 30

Small Business Day at the Capitol

Time: 9:30 a.m. - 1:00 p.m.

Location: State Capitol, Second Floor Rotunda, 2300 N. Lincoln Blvd.

Cost: Admission is free. Registration available online at www.ok.gov/lfgovernor.

May 8

Member Orientation

Time: 4 - 5 p.m.

Location: Chamber offices, 123 Park Ave.

Cost: Admission is free. Register by contacting Christine Soileau at 297-8961 or csoileau@okcchamber.com.

May 14

Golf-a-Palooza

Time: 4 - 6 p.m. Golf;

6 - 8 p.m. Palooza After Party

Location: Greens Country Club, 13100 Green Valley Drive.

Cost: \$150 for a team of two (includes admission to the Palooza After Party); \$10 for single tickets to the Palooza After Party

May 16

Mayor's Development Roundtable

Time: 8 a.m. - 1 p.m.

Location: Cox Convention Center, Great Hall C, 1 Myriad Gardens

Cost: \$75 per person. To register for this event, visit www.okc.gov/planning/roundtable.

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

Small Business Day at the Capitol: April 30

The 14th annual Small Business Day at the Capitol will be held Monday, April 30, from 9:30 a.m. to 1 p.m., in the second floor rotunda at the State Capitol, 2300 N. Lincoln Blvd. Network with other business owners while learning about resources available to ensure your business' growth. Local legislators will be on hand to speak about the issues facing your business. Speakers will include Gov. Mary Fallin, Lt. Gov. Todd Lamb, Senate Pro Tempore Brian Bingman, Speaker of the House Kris Steele, Labor Commissioner Mark Costello, Attorney General Scott Pruitt, Secretary of Commerce Dave Lopez and others. Registration is available online at www.ok.gov/ltgovernor.



Mayor's Development Roundtable: May 16



Join Mayor Mick Cornett for the Mayor's Development Roundtable, Wednesday, May 16, from 8 a.m. to 1 p.m. in Great Hall at the Cox Convention Center, 1 Myriad Gardens. This event highlights the public and private sector's commitment to developing a great community by bringing together experts, local panel members and attendees to discuss topics relevant to Oklahoma City's growth and development. Speakers at this year's event include Judy J. Hatfield, Equity Commercial Realty, LLC; Dick Tanenbaum, Gardner Tanenbaum Holdings; Chuck E. Wiggin, Wiggin Properties; and several others. The cost to attend is \$75 per person. For more information or to register online, visit www.okc.gov/planning/roundtable.



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Don't Miss the First-Ever Golf-a-Palooza

The Chamber will host the first Golf-a-Palooza and Palooza After Party, Monday, May 14, at the Greens Country Club, 13100 Green Valley Drive. Golf-a-Palooza lasts from 4 to 6 p.m. with the Palooza After Party starting at 6 p.m. and lasting until 8 p.m. This event is a great networking opportunities for golf enthusiasts and beginners, alike. With no score cards, this noncompetitive event pairs two two-person teams together to play nine holes in a scramble format. Each hole also features a quick networking game to help you get the most business connections out of your time on the course.

If golf is not your thing, for \$10, you can still enjoy networking opportunities with the golfers and other members of the business community at the Palooza After Party. Attendees will enjoy great food and drinks, live music and prizes. The party kicks off at 6 p.m. Individual tickets can be purchased for \$10.

Sponsorship opportunities are still available. Sponsors will meet and greet participants as well as be recognized on the Chamber's website and on signage at the event. Special thanks to Host Sponsor, The Greens Country Club.

A two person team costs \$150. To register or find out about sponsorship opportunities, contact Elena Listen at elisten@okcchamber.com or 297-8875 or visit www.okcchamber.com/golfapalooza.



Be Honored as One of OKC's Fastest Growing Companies

The Metro 50 committee is currently accepting applications for the 17th annual Metro 50, a ranking of the Oklahoma City metropolitan area's fastest growing local and private businesses. A complete list of 2011 recipients, along with the 2012 application and eligible criteria, are available at www.okcchamber.com/metro50.

Qualified companies must have been in business for at least three years; be for-profit, privately owned companies; be headquartered and operated in the Greater Oklahoma City MSA; have total operating revenues or sales in 2011 of at least \$1 million; and not be a holding company, regulated bank or utility.

Metro 50 sponsors include Bank of Oklahoma, Cox Business, Ernst & Young LLP, Express Employment Professionals, Hartzog Conger Cason & Neville, The Journal Record Publishing Company, OGE Energy Corp., and the Greater Oklahoma City Chamber.

Applicants will be ranked based on percentage of revenue growth over the past two years (2009 base year). The registration deadline is Friday, June 1. The Metro 50 awards banquet will take place Monday, Sept. 24 at the National Cowboy & Western Heritage Museum. For more information, contact Jennifer Seaton at jseaton@okcchamber.com or 405-297-8941, or visit www.okcchamber.com/metro50.



Visitor Promotion Key to CVB Success

Despite a difficult economy nationwide, a recent report done by the U.S. Travel Association shows that investing in travel promotion increases the number of visitors, drives tax revenues and creates new jobs. According to the study, domestic and international travelers took 2 billion trips to destinations in all 50 states and Washington, D.C. in 2011 – resulting in nearly \$760 billion in direct spending on goods and services.

Since 1972, the Oklahoma City Convention and Visitors Bureau (CVB) has been recognized as the official visitor marketing and convention sales organization for the city. Along with providing the most up-to-date visitor information, the CVB is responsible for promoting the city as a first-class visitor destination

through the solicitation and servicing of conventions and other related group business.

The importance of a bustling local tourism industry and the effect it has on the local economy cannot be overestimated. The U.S. Travel Association states that “the travel industry creates more than twice as many jobs compared to the rest of the private sector for any given increase in sales.” In fact, in 2011, the travel industry was responsible for the creation of one out of every 10 jobs created in the U.S. In Oklahoma, every \$82,790 spent by domestic travelers results in the generation of one job (according to the Oklahoma Tourism & Recreation Department).

U.S.	State of Oklahoma	Oklahoma City
7.4 million jobs	74,900 jobs (as of 2010)	59,700 (as of April 2011)
\$118 billion in tax revenue	\$1+ billion in tax revenue	\$16.4 million in tax revenues
\$760 billion in direct spending	\$2.1 billion in direct spending	\$422.7 million in direct spending

Sources: “The Power of Travel Promotion” (U.S. Travel Association); Oklahoma Tourism and Recreation Department; Oklahoma City Convention & Visitors Bureau

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The CVB staff utilizes various avenues to promote the travel industry in Greater Oklahoma City. With a direct promotion budget of \$1.942 million, the CVB staff travels to various tradeshow, conferences and sales missions throughout the year to solicit convention and group tour business. To help maintain Oklahoma City's status as the Horse Show Capital of the World, the CVB staff partners with State Fair Park to attract and promote equine and agricultural events and works closely with local industry professionals



to ensure the stability and continued growth of this key marget segment. In addition, the CVB provides public relations and leisure visitor services for Oklahoma City to increase the awareness of the varied activities available to visitors, convention and meeting delegates, horse show exhibitors, sports enthusiasts and corporate clients.

In FY 2011, the CVB operated off a budget of \$3.67 million which is generated through a 2 percent hotel room tax in Oklahoma City. Through their efforts, Oklahoma City saw a 117:1 return on investment and the generation of \$422.7 million in direct spending.

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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.



Wright Career College - Wellness Center
2203 W. I-240 Service Rd.
Oklahoma City, OK 73159



SpokesME.com
4917 N. Portland Ave.
Oklahoma City, OK 73112



Tony's Tree Plantation, LLC
3801 S. Post Rd.
Oklahoma City, OK 73150

THE RIGHT FIT IS EVERYTHING. (SO'S THE RIGHT TEAM.)



from left –

Bob Vaught,
TAX PARTNER & FORMER
MANAGING PARTNER

Randy Nail,
CEO

Bob Slovacek,
OKC MANAGING PARTNER

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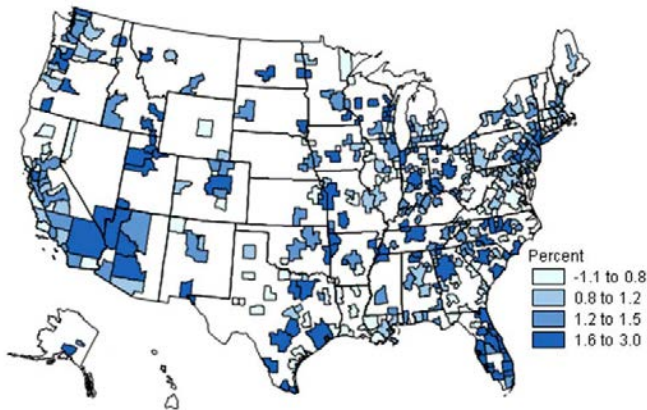
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ECONOMIC INDICATORS

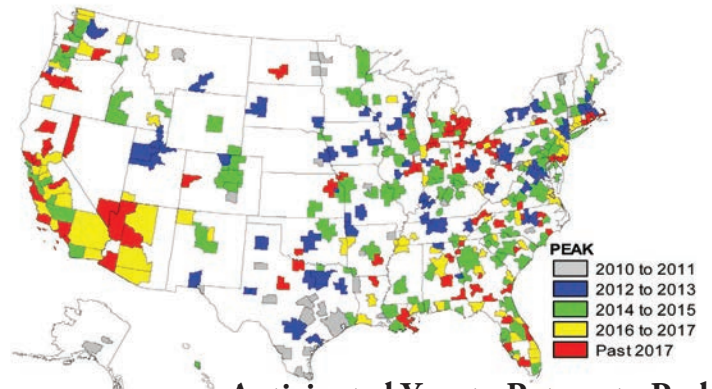
Oklahoma City Continues To Lead in Job Growth

- By the end of 2012, Oklahoma City is expected to be one of only 52 metro areas out of 363 that will have recovered all of its jobs lost since the recession
- Oklahoma City ranks in the top 15% of all metros for anticipated job gains in 2012
- Oklahoma City accounts for 36% of statewide employment (over 570,000 jobs)

Sources: Bureau of Labor Statistics, U.S. Conference of Mayors; IHS Global Insight



Anticipated 2012 Employment Growth by Metro



Anticipated Year to Return to Peak Employment by Metro Areas

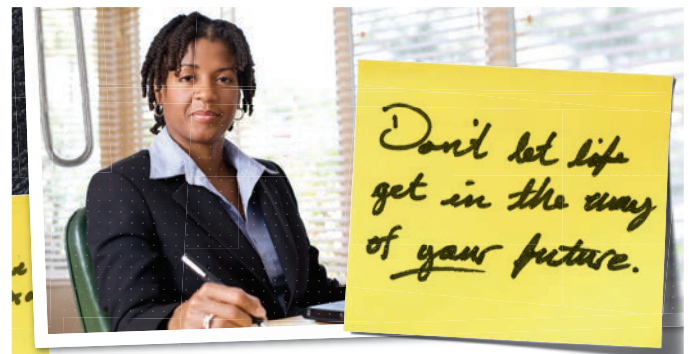
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LOOK INSIDE!

- 5 Represent OKC in DC
- 6 Upcoming Chamber Events
- 7 Mayor's Development Roundtable
- 9 Golf-a-Palooza
- 12 Welcome New Members
- 15 Economic Indicators



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