Chamber Annual Campaign Set to Launch

The Total Resource Development Campaign (TRDC), the Chamber's annual membership engagement effort, will officially launch in May, but beginning on April 16, TRDC volunteers will be available to help Chamber members identify ways to get more involved in the work of the Chamber by supporting its events, publications and programs.

John Higginbotham, Bank of Oklahoma, and Michael Laird, Crowe & Dunlevy, are returning to serve as campaign co-chairs. Together, they will lead more than 150 volunteers from approximately 30 companies. Visit www.okcchamber.com/TRDC to connect with a volunteer and learn more about this year's campaign.

Sales will begin Thursday, April 16, and last until Wednesday, July 29. Members who purchased advertising and sponsorship opportunities in 2014 will have special opportunities to renew until Friday, May 29. For more information, contact Sheridan Irick, member development manager, at sirick@okcchamber.com or 297-8808.

Oklahoma City to Host AHA’s 2016 Youth Nationals

AHA’s announcement adds to the number of horse shows held in Oklahoma City, including national championships for various organizations. In 2016, Arabian and Half-Arabian Youth Nationals will be immediately followed by the American Quarter Horse Youth Association’s World Championship Show in July, the Grand National Morgan Horse Show in October and the American Quarter Horse World Championship Show in November.

“Oklahoma City’s combination of its western heritage and its modern renaissance make it an ideal location for equine events,” said Natalie Shirley, president of Oklahoma State University - Oklahoma City and vice chair of convention and visitor development for the Chamber. “As we continue to improve our event venues, we expect that our standing as the ‘Horse Show Capitol of the World’ will only become stronger.”

Oklahoma City gained its title of “Horse Show Capitol of the World” through its long history of welcoming horse shows of a variety of breed organizations. Today, Oklahoma City hosts 20 equine events a year that result in 165,000 room nights for

Continued on page 8

For more information on TRDC marketing opportunities for your company, turn to page 5 of this issue of the POINT!
In her presentation at the Chairman’s Event on March 9, Gov. Mary Fallin showed off the state’s new website listing five statewide goals and 160 measurable outcomes that will help agencies achieve these goals. The information found at www.ok.gov/okstatestat will help the state and its residents keep a better eye on whether state-funded programs are working or not, a move that Fallin expects will help the state manage its budget better.

As a resident of Oklahoma City, I know how much value an efficient and accountable government brings a city. Oklahoma City has been able to achieve high-levels of efficiency all while investing money into critical infrastructure improvements. Oklahoma City has also been a thought leader when it comes to investing in the quality of life of its residents through the MAPS program – all without incurring any debt.

I applaud Gov. Fallin for taking this important step in creating an effective and accountable government that is working toward measurable goals. The future success of Oklahoma City and the state of Oklahoma depends on the goals we set today. It is encouraging to know that elected officials like Gov. Fallin are working toward the same outcomes that the Chamber pursues every day: a more prosperous place to live and work and a better place to raise our children.

Sincerely,

Roy H. Williams, CCE
President & CEO

Leadership Notes

Creating prosperity through accountability
With an engaged membership of more than 4,000 companies, the Greater Oklahoma City Chamber offers an ideal audience for marketing the products and services of your business. In the next few months, Chamber members will have the opportunity to access marketing solutions through the Chamber’s annual Total Resource Development Campaign (TRDC).

During the campaign, a network of volunteers will help you discover how the Chamber’s programs, events, publications and websites can benefit your marketing plan. Beginning in mid-April, a TRDC volunteer will be available to help you identify the specific ways that Chamber tools can maximize your marketing budget.

In Print and on the Web
Chamber publications and websites are frequently accessed by businesses and individuals looking to learn more about Oklahoma City and its business community. These advertising opportunities allow businesses to promote themselves to thousands of people each month. TRDC is a perfect time to talk to a volunteer about purchasing a Member Spotlight on www.okcchamber.com or an ad in The POINT! monthly newsletter. Companies that want to market their services to new residents of Oklahoma City would benefit from an ad in the annual Oklahoma City Welcome Guide or on www.abetterlifeokc.com.

At Events
Each year, the Chamber hosts more than 70 events for the business community and the public. From monthly Sunset Receptions and the SchmoozaPalooza Trade Shows to Friday Forums and the Chamber’s Annual Meeting, Chamber events reach a combined number of more than 20,000 people each year.

Companies that purchase event sponsorship get recognized on event signage, invitations, websites and more – all while gaining exposure in front of elected officials, business leaders, decision makers and the public throughout the year.

How to Maximize Your Company’s Reach Through Chamber Marketing Opportunities

• Chamber event attendees include leaders from all aspects of the Oklahoma City community. Sponsor an event and get your company in front of important decision-makers.

• By advertising in Chamber publications, you can double your impact with ads in both print and digital versions.

Visit www.okcchamber.com/TRDC to make the best marketing decisions for your budget.
Is your company one of the fastest growing in the metro? The Metro 50 committee is now accepting applications for the 2015 Metro 50 awards, giving Oklahoma City businesses the chance to be recognized for their growth and success.

Qualified companies must have been in business for at least three years; be for-profit, privately-held companies; be headquartered and operated in the Greater Oklahoma City Metropolitan Statistical Area; have total operating revenues or sales in 2014 of at least $1 million; and not be a holding company, regulated bank or utility. Companies will be ranked based on percentage of revenue growth during 2012-2014.

To apply or see winners from 2014, visit www.okcchamber.com/metro50 or email Meredith Manley at mmanley@okcchamber.com for more information. The deadline for applications is Monday, June 1, 2015.


Rise and Shine Rescheduled for April 29

Due to winter weather conditions, the March Rise and Shine was rescheduled for Wednesday, April 29 from 8-9:30 a.m. at the Oklahoma City Boathouse Foundation – Devon Boathouse. Join the Chamber for a complimentary continental breakfast as you learn new ways to volunteer with the Chamber and network with other business professionals. RSVP to Amanda Bowen at 297-8961 or abowen@okchamber.com.

MegaLunch: April 15

Make new connections at the fun and fast-paced MegaLunch, where a computerized rotation schedule allows participants to maximize the number of people they meet. This members-only event will take place at The Greens Country Club, 13100 Green Valley Drive, on Wednesday, April 15, from 11 a.m.-2 p.m.

To maximize networking opportunities, only one person per member company may attend. Special thanks to Host Sponsor The Greens Country Club.

Sunset Reception: April 28

Join Chamber members as they open their doors to the public at the Chamber’s monthly Sunset Receptions. On Tuesday, April 28 from 4-6 p.m., SoccerCity will host the public for food, drinks and networking at their location at 4520 Old Farm Road. Admission to this event is free, and there is no need to RSVP. Special thanks to Signature Sponsor TapSnap Phototainment™.

Small Business Day at the Capitol: April 29

Small businesses in Oklahoma City play an important role in Oklahoma’s economy. Make sure your voice is heard by attending the upcoming Small Business Day at the state Capitol’s second floor rotunda on Wednesday, April 29, from 9:30 a.m.-1 p.m. This event allows small business owners to network with legislators while showcasing the importance of small business to our state’s economy. There is no cost to attend. Find out more and register at www.ok.gov/ghtgovernment.
Horse Shows Impact OKC Economy (continued from page 1)

Oklahoma City's hotels. In 2014, the direct impact of equine events on Oklahoma City totaled more than $185 million.

Key to the growth of this industry is Oklahoma State Fair Park, which has evolved into the 21st century horse show destination and one of the largest and busiest event facilities in the country. Renovations funded by the MAPS 3 penny sales tax ensure that State Fair Park continues to offer world-class venues for its events. The improvements, focused on equine education along with climate-controlled amenities and the addition of air conditioning to all of its show areas. A state-of-the-art ventilation system will continuously circulate fresh air in and out of the barns.

“In addition to being the ‘Horse Show Capital of the World,’ Oklahoma City is currently one of the most talked about cities in the country,” says Timothy J. O’T oole, President and CEO, Oklahoma State Fair, Inc. “Recent improvements throughout the city have attracted the eye of not only the business traveler, but also of the casual tourist. Oklahoma City is certainly on an upward spiral with attractions and activities to suit any and all tastes.”

Developments throughout the city provide opportunities for attendees of the Arabian and Half-Arabian Youth National Championship Horse Show to enjoy all of Oklahoma City's cultural amenities during their stay. The Oklahoma City Convention and Visitors Bureau, a division of the Chamber, will work to connect those visiting for events with all of Oklahoma City's attractions.

This is an exciting announcement for Oklahoma City,” said Michael Cañote, president of the Oklahoma City Convention and Visitors Bureau. “The Horse Show Capital of the World offers tremendous opportunities for the Arabian Horse Association’s Youth National Championship including a top-rated zoo, the new RIVERSPORT Rapids at the Boathouse District, the unique National Cowboy and Western Heritage Museum along with numerous other world class museums and plenty of family-fun facilities for all to enjoy. We are proud to have been selected to be the host city beginning in 2016 and look forward to showcasing Oklahoma City to those attending.”

Oklahoma City Hosts 2015 World Creativity Forum

Sir Ken Robinson, an internationally-recognized speaker on innovation and education, was scheduled to address attendees of the 2015 World Creativity Forum.

Oklahoma City's creative contributions to global thinking were on display at the recent 2015 Creativity World Forum on March 31 at the Civic Center Music Hall.

Dignitaries and innovative thinkers from across the world including Tampere, Shanghai, Scotland, Rio de Janeiro, Rhône-Alpes, Noord-Brabant, Lombardia, Karnataka, Flanders, Central-Denmark, Catalonia and Baden-Württember learned about Oklahoma's entrepreneurial spirit and ingenuity during a three-day reverse mission trip, which explored areas such as the Chickasaw Cultural Center, the University of Oklahoma's Center for the Creation of Economic Wealth and a tour of Tulsa's Brady District.

State dignitaries met with leaders from the Republic of Rwanda to highlight the vibrant and growing relationship between the two governments. Sacha Abercorn, the Duchess of Abercorn and founder of the Pushkin Literary Prizes, met with leaders from the Chickasaw nation to discuss ways to advance innovation in education.

“Oklahoma is a crossroads of creativity and innovation in North America,” said Creative Oklahoma President Susan McCalmon. “Since Oklahoma City is one of the fastest-growing entrepreneurial hubs in the nation, it was the perfect city to play host to a global event dedicated to innovative ideas.”

The forum featured a full schedule of internationally-recognized speakers alongside Oklahoma innovators discussing the theme “All Our Futures: Ideas that Matter.” This theme was based on Sir Ken Robinson's publication “All Our Futures: Creativity, Culture and Education,” which reformed U.K. creativity and education initiatives during former Prime Minister Tony Blair’s administration.

Robinson spoke in detail about creativity and innovation education alongside Susy Amis Cameron, an education and environmental activist that encourages students to live in an eco-friendly way. Michael Strautmanis, vice president of strategic programs for corporate citizenship for The Walt Disney Company, led a discussion about building the next generation of creative thinkers.

Oklahoma City's Boathouse District and the transformation of the Oklahoma River was highlighted by Mike Knopp as an example of creative thinking and innovative problem-solving at the forum, which allowed the story of MAPS to be told to more than 1,000 attendees. Local entrepreneurs were also involved in the event as the six top entrepreneurs of the “Dream Big Oklahoma” competition presented their business plans to top business and financial experts in an intensive three-hour workshop experience.

The forum is an annual global educational event of the international Districts of Creativity Network. Oklahoma City is currently the only North American representative of the network which aims to foster the entrepreneurial culture by bringing global leaders in education, business, creativity and innovation together to inspire a broad cross-sector of students, business leaders and community leaders.

Creative Oklahoma also honored Oklahomans who achieved national or international recognition for their creative accomplishments at the Oklahoma Creativity Ambassadors Gala on Monday, March 30. Five were named 2015 Creativity Ambassadors including Jeanette Elliott, executive vice president, Ackerman McQueen; Rand Elliott, poet, architect and designer; Mike Knopp, executive director, Oklahoma City Boathouse Foundation; Joe Thompson, founding director, Museum of Contemporary Art (MOCO); and Roger Webb, president emeritus, University of Central Oklahoma.
OKC Offers Resources for Entrepreneurs

Factors like Oklahoma City’s low cost of living and ease of doing business frequently earn Oklahoma City’s listing as one of the best cities in the nation to start a business. In addition to providing the right conditions for companies to succeed, Oklahoma City also provides a wealth of resources for entrepreneurs as they launch a business.

“Creating a network of support for entrepreneurs is critical to the success of startups, and it is something that Oklahoma City does really well,” said Roy H. Williams, president and CEO of the Greater Oklahoma City Chamber. “The entrepreneurial spirit is ingrained in Oklahoma City’s DNA. Our community is full of resources for any type of company that wishes to call Oklahoma City home.”

The Chamber focuses on entrepreneurship as a key component of its economic development strategy, but there are many resources available from partners throughout Oklahoma City. The following are examples of those organizations that assist with the entrepreneurial process.

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- **OCAST** is a state agency dedicated to investing in technology transfer and commercialization, and it also provides an internship program that connects Oklahoma students with the real-world experience provided by science and technology companies.

- **As part of the state network of Oklahoma Small Business Development Centers, colleges and universities in the Oklahoma City metro area offer free business coaching for entrepreneurs. The University of Central Oklahoma’s Small Business Development Center has three locations throughout the metro area that help new and existing businesses with their business plan. Rose State College has a similar program that assists with business planning, management and finance.**

- **Oklahoma State University’s Riata Center for Entrepreneurship uses its innovative programming to foster the spirit of entrepreneurship in Oklahoma, including a pitch competition and a program geared specifically to veterans who are disabled as a result of their service. The Center for the Creation of Economic Wealth at the University of Oklahoma provides resources for technology commercialization, software business acceleration, startup ventures and product design.**

### OSU-OKC Industry Training

*We measure OUR success by YOUR success.*

Through a partnership between Cox Communications and Oklahoma State University-Oklahoma City, the Cox Reaching Higher program has allowed 25 Cox employees to pursue their undergraduate degrees over the last two years. Cox is dedicated to strengthening its workforce from within, and OSU-OKC helped develop a program that did just that.

Going back to college as an adult presents the unique challenge of balancing a job, family, and school. OSU-OKC’s program was specifically designed to address this challenge. Thanks to the support and guidance of the staff and instructors at OSU-OKC, the program has been a huge success. One employee said, “Cox’s investment in my future and belief that I can positively impact our business has increased my morale and loyalty to our company.”

### An investment in Human Capital

Your organization’s employees are among its greatest assets. Putting the OU Medicine YourHealth program to work for you can help promote better health and increase retention of these valued employees.

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Welcome New Employees with Chamber Resources

Because of its low cost of living, healthy job market and high quality of life, Oklahoma City has seen an impressive increase in new companies locating in the region. As the Oklahoma City metro continues to add jobs to its workforce, the competition for recruiting employees continues to increase.

As companies continue to grow, the need to recruit both new and experienced talent to Greater Oklahoma City from out of market increases. In order to be successful in these efforts, the Chamber has developed resources and tools to present Oklahoma City’s story to those looking to move here. If your company is recruiting employees to Oklahoma City, the Chamber’s “The Better Life” Welcome Program can help your future employees get to know the region.

To date, the welcome program includes:

- ABetterLifeOKC.com – the Chamber’s official relocation website with resources on Oklahoma City housing, education, employment and lifestyle;
- VeloCity Digital Magazine – an online and interactive magazine with features detailing Oklahoma City’s recent renaissance (www.velocityokc.com);
- GreaterOKC.tv – an online video channel with nearly 1,000 videos about life in Oklahoma City;
- The Better Life Weekly Blog and Email – A short email and blog (www.abetterlifeokc.com/blog) detailing current events and attractions in the area; and
- Oklahoma City Welcome Guide – an annual printed and digital relocation resource that can be read at www.abetterlifeokc.com/welcome.

For more information on how to add these resources to your company’s recruitment tools, contact Jennifer Seaton at jseaton@okcchamber.com or 297-8941.
Forward Oklahoma City: Impact on Economic Development

When the Chamber’s first Forward Oklahoma City (FOKC) initiative launched in 1995, Oklahoma City had yet to experience the positive benefits of its first MAPS vote. During that time, it was difficult for the Chamber to recruit new companies to the area. While MAPS projects improved Oklahoma City’s quality of life, Forward Oklahoma City addressed other factors that would help position Oklahoma City for increased economic development, including improving the business climate through legislative reform and changing the perception of Oklahoma City through targeted image development campaigns.

When added to the Chamber’s robust business recruitment and expansion tactics, the 20 years of Forward Oklahoma City investments have led Oklahoma City to a new age of success. Below are highlights of two decades of the improvements that resulted from the Chamber’s Forward Oklahoma City Campaign.

Highlights of the Chamber’s Forward Oklahoma City successes:

• Through a joint venture between the Chamber, the U.S. Small Business Network and the University of Central Oklahoma’s Small Business Development Center, the Oklahoma City Business network was born to provide information and assistance to small businesses.
• The Chamber launched a national advertising campaign in The Wall Street Journal, helping to reposition the perception of Oklahoma City.
• The Chamber-led campaign to approve State Questions 680 and 681 was successful, leading to the growth of a technology-based economy in Oklahoma. i2E was formed in response to this agreement.
• The Chamber worked with Boeing to increase its Oklahoma City employment by more than 1,000 and assisted Tinker Air Force Base with the addition of public-private partnerships to handle its Department of Defense workload.

Forward Oklahoma City II (2000-2004):
• The Chamber worked to recruit Quad/Graphics, the world’s largest privately-held printing company, and Dell, Inc., to both locate major operations in Oklahoma City.
• The Chamber’s efforts to lead the Right-to-Work campaign proved successful and marked a historic victory for the future of Oklahoma.
• In cooperation with the State Chamber and Oklahoma Department of Commerce, the Forward Oklahoma City staff conducted successful trade missions to China, Europe and South America.
• The Chamber’s public relations efforts resulted in numerous stories in national media outlets and generated more than $510 million direct ad equivalency and $2.5 million in advertising impact.
• The Chamber created the 10-county regional partnership with more than 30 partners to bolster the economic development power of the region.
• The Chamber created community forums for its Project Next initiative of developing, retaining and attracting a competitive workforce.

Forward Oklahoma City III (2005-2009):
• The Chamber unveiled a comprehensive plan to create more jobs, investment and research in Oklahoma City’s bioscience cluster.
• The Chamber launched its Greater Grads program, a comprehensive strategy to attract and retain a young, talented workforce.
• The Oklahoma City Convention and Visitors Bureau, a division of the Chamber, recruits the Big XII Men’s and Women’s basketball tournaments.

Forward Oklahoma City IV (2010-present):
• The Chamber launched a comprehensive relocation program, including a new website and blog (ABetterLifeOKC.com), a video channel (GreaterOKC.tv) and an online magazine (www.velocityokc.com).
• The Chamber recruited additional employees from Boeing, new jobs to Tinker AFB and the construction of GE Research’s Oil and Gas Technology Center in Oklahoma City.

Since 1995, Forward Oklahoma City programs have created more than 89,000 jobs in the area and capital investment in excess of $3 billion.

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GRAND OPENINGS

Congratulations to these Chamber members on their recent Grand Openings! 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.

ECONOMIC INDICATORS

Oklahoma City ranked No. 7 in Economic Growth Among U.S. Metros 2013-2014

• Oklahoma City ranked No. 66 in economic growth among world metropolitan economies in 2013-2014.
• Oklahoma City’s gross domestic product, the value of all its goods and services produced within an area’s economy, increased 1.8 percent and OKC’s employment grew 2.9 percent between 2013-2014.
• Oklahoma City’s GDP growth was six times higher than the average for North American metros.
• Oklahoma City’s employment grew almost twice that of the average for all world metros.

Metro | U.S. rank | Global rank | GDP per capita change | Employment change
--- | --- | --- | --- | ---
Austin, Texas | 1 | 38 | +1.9% | +3.6%
Houston, Texas | 2 | 39 | +1.6% | +3.7%
Raleigh, N.C. | 3 | 43 | +0.8% | +4.0%
Fresno, Calif. | 4 | 49 | -0.3% | +4.5%
Dallas, Tex. | 5 | 63 | +0.8% | +3.4%
Baton Rouge, La. | 6 | 65 | +1.5% | +3.0%
Oklahoma City, Okla. | 7 | 66 | +1.3% | +2.9%
Las Vegas, Nev. | 8 | 68 | +1.3% | +3.0%
Grand Rapids, Mich. | 9 | 69 | +0.6% | +3.3%
San Jose, Calif. | 10 | 72 | +0.2% | +3.4%


If you or a loved one are 65 or older, your health care needs are best served through specialized treatment. At OU Medicine, our geriatricians are trained to diagnose and treat the unique medical issues of older adults, helping preserve quality of life and independence. Make the transition now for a full, healthy life with care from the state’s largest group of board-certified geriatricians.

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*Geographic and service restrictions apply to AT&T U-verse services. Call or go to www.att.com/u-verse to see if you qualify.