

THE POINT

GREATER
OKLAHOMA CITY
CHAMBER

November 2017

www.okcchamber.com

NTT DATA to Expand in Oklahoma City



NTT DATA will be the first tenant in Westgate One, a flagship building located on the former Corning Inc. site and owned by Gardner Tanenbaum Holdings.

Last month, NTT DATA Services announced an expansion in Oklahoma City and revealed that it will be the initial tenant for the recently completed Westgate One, located at 10401 W Reno Ave. NTT DATA Services, headquartered in Plano, Texas, is a division of NTT DATA Corporation, a top 10 global business and IT services provider with 110,000+ professionals in more than 50 countries, and NTT Group, a partner to 88 percent of the Fortune 100.

The company had an existing presence in Oklahoma City after NTT DATA acquired Dell Services in 2016. With the expansion and new location, the company will be able to continue its work with existing clients and grow into new markets.

“With its focus on innovation, NTT DATA is a perfect complement to Oklahoma City’s innovative community, and we can’t wait to see them

Continued on page 5

New-to-OKC Companies Celebrate Grand Openings

Two recently announced companies celebrated the grand openings of their facilities last month, marking increased investment in Oklahoma City and the start of their growth in the region. Mobile Medical Examination Inc. (MedXM), a national leader in the design and implementation of preventive care technology and in-home health risk assessments, celebrated the opening of its Oklahoma City location with a ribbon-cutting ceremony on Oct. 25, and Amazon opened its sorting facility on Oct. 24.

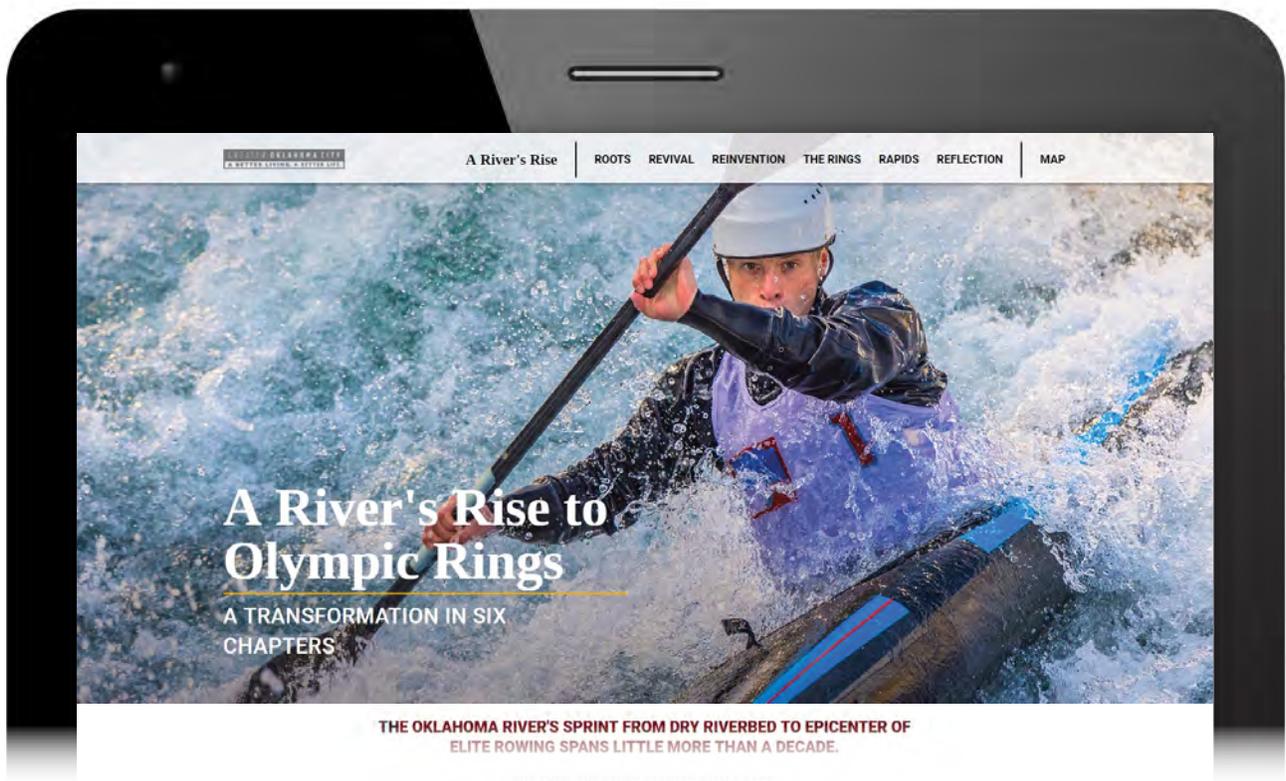
MedXM’s 23,000-square-foot outreach center, located in the former Lucent Technologies manufacturing facility, supports the company’s outreach initiatives and is the company’s second-largest outreach center. When fully staffed, MedXM plans to offer 400 full-time jobs in Oklahoma City over the course of five years, with an

average salary of \$34,000. The total estimated economic impact over that same period is \$99.2 million.

“We are excited to open our Oklahoma City location and we look forward to being part of this community by creating jobs and contributing to the state and local economy,” said MedXM CEO Sy Zahedi. “We chose Oklahoma City for our expansion due to the efficiencies and infrastructure of this location, along with the quality of the local workforce and availability of business incentives. I would like to thank Governor Mary Fallin and her staff in making this a wonderful experience. We were able to check every box we needed to make this an obvious choice.”

“We are pleased to add MedXM to our business community as we continue to diversify our economy,” said Oklahoma Governor Mary Fallin. “Oklahoma

Continued on page 10



Chamber Launches New Way to Tell OKC's Story

The Greater Oklahoma City Chamber works to tell Oklahoma City's story of success and to display the region as a great place to live and do business. To aid in that mission, the Chamber recently launched a new storytelling feature on www.greateroklahomacity.com. Launching with a story depicting the rise of Oklahoma City's river, the new storytelling section of the website will display Oklahoma City's growth through compelling articles and interactive features.

"Oklahoma City has an incredible history filled with inspiring examples of success, but many times people from outside our market don't know about our region's incredible renaissance," Cynthia Reid, Chamber vice president of marketing and communications, said. "This new aspect of our website makes it easy to share Oklahoma City's story with others, and it is also a way to combat the disconnect between the impressive amenities Oklahoma City offers and what the national audience perceives to be available."

"A River's Rise," the first featured story, walks the reader through the history of the Oklahoma River from the Land Run of 1889 to today. Each of the six chapters cover an important aspect of the river's renovation, from its roots as an important water source for early settlers and a venue for entertainment offerings like Delmar Gardens at the turn of the 20th Century, to

the more recent addition of the RIVERSPORT Rapids Whitewater Center and hosting the 2016 Olympic trials for whitewater kayaking.

Each chapter of the story offers the chance to engage with more contextual content, with links to news archives about Oklahoma City's hosting of the Olympic Festival of 1989 and videos capturing the original vision for the boathouses that now dot the banks of the Oklahoma River, all to tell Oklahoma City's story more fully.

Like all Chamber websites, this site is also responsive and can be accessed on smartphones, tablets and computers, which means it will look great however you choose to read it. The story is also easy to share with friends, co-workers and contacts outside of the Oklahoma City area.

"We are asking that people share a link to this story both inside and outside our community," Reid said. "We want to tell our story to as broad an audience as possible, and the more we work together, the more widely we can share the story of Oklahoma City's renaissance."

The Chamber will launch the second story, focused on Oklahoma City's growing bioscience industry, in early 2018. Read "A River's Rise" at www.greateroklahomacity.com/river.

Leadership Notes

Five things for which to be thankful in 2017

The month of November is an easy time to reflect on the year and the things for which you can be grateful. In 2017, Oklahoma City has no shortage of reasons to express gratitude. When I think back on the year, here's what comes to mind:

1. From existing businesses to new-to-market companies, we are seeing job announcements, expansions and grand openings of companies like Amazon, NTT DATA, MedXM, SkyWest and more. So far this year, Chamber-assisted companies have added 2,581 jobs to the market.
2. The year brought significant progress on several MAPS 3 projects, including the Senior Health and Wellness Centers, the OKC Streetcar and Scissortail Park.
3. Oklahoma City's innovation district is inspiring new connections and new concepts across industries, and we can expect that momentum to grow.
4. We are seeing criminal justice reform on both a state and local level, leading to less than 2,000 people in the Oklahoma County jail – the lowest number in more than a decade.
5. Oklahoma City residents voted yes to invest in Oklahoma City's streets, public safety and infrastructure, making sure our community can keep pace with its population growth.

This is just a small sample of all that Oklahoma City can celebrate this year, but they all have one thing in common: you. Oklahoma City's people make progress possible. Thank you for all that you are doing to make 2017 a banner year.

Sincerely,

Roy H. Williams, CCE
Chamber CEO & President



Roy H. Williams, CCE
President & CEO

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*Source: Nielsen

NTT DATA Expands in OKC (cont'd from page 1)

expand,” Roy H. Williams, president and CEO of the Greater Oklahoma City Chamber, said. “Oklahoma City’s low cost of doing business and central location will help NTT DATA succeed, and we stand ready to celebrate their success as they expand in our market.”

Westgate One is the first facility in a 94-acre mixed-use campus designed by owner and developer Richard Tanenbaum. NTT DATA leased 120,000 square feet and is expected to occupy the building in the first quarter of 2018.

Steve Jarvie with ESRP Real Estate Services, NTT Data’s global real estate service provider, commented on the qualities that drew NTT DATA to locate in Oklahoma City.

“This was a multi-state site selection process that concluded the Oklahoma City market afforded NTT DATA a centrally located market with a sustainable labor force and available class-A real estate options,” Jarvie said.

“The Westgate One office space is in close proximity to our existing employee base, so it allows us to collaborate across offices,” said Tanvir Khan, president of Business Process Outsourcing for NTT DATA Services. “And since it’s a new facility that we can customize and continue to grow into, we’ll have the option to continue to expand with minimal disruption.”

“This was a multi-state site selection process that concluded the Oklahoma City market afforded NTT DATA a centrally-located market with a sustainable labor force and available class-A real estate options.”

- Steve Jarvie, ESRP Real Estate Services.

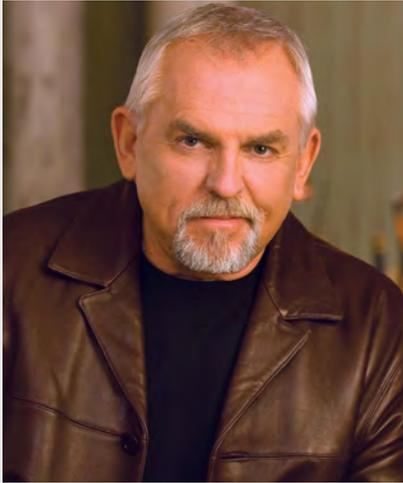
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UPCOMING EVENTS



Hear from John Ratzenberger, the actor who portrayed Cliff Clavin on Cheers, as he discusses the importance of the manufacturing industry and skilled labor at the Chamber's Annual Meeting on Dec. 14.

Chamber Annual Meeting: Dec. 14

The availability of a trained and talented workforce is one of the most important aspects of Oklahoma City's future economic success, and the discussion at Annual Meeting will focus on how the Chamber plans to engage in boosting Oklahoma City's workforce to the best in the nation.

Annual Meeting attendees will hear from John Ratzenberger, the actor who portrayed Cliff Clavin on Cheers, who is now an outspoken advocate for the manufacturing industry and skilled labor. He will highlight the importance of skilled trades and training of Oklahoma City's next generation of skilled workers.

Join the more than 1,200 local leaders at this event on Dec. 14 from 11 a.m. to 1 p.m. at Cox Convention Center. Individual tickets are \$75 for members and \$125 for nonmembers. Tables of 10 are available for \$1,250. Register online at www.okcchamber.com/events. Special thanks to Signature Sponsor Bank of Oklahoma, Video Sponsor The Gooden Group, Inc., Host Sponsor BKD CPAs & Advisors, Speaker Sponsor Topographic, Inc. and Signature Event Sponsors Central Liquor Company, Devon Energy Corporation, Enable Midstream Partners, Hobby Lobby and Wal-Mart District Office of Public Affairs.

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State of the Aerospace Defense Industry: Nov. 29

At the State of the Aerospace Defense Industry, scheduled for Nov. 29 from 11:30 a.m. to 1 p.m. at the Sheraton Midwest City Hotel at The Reed Conference Center, attendees will celebrate the industry's presence in the Oklahoma City region and hear from defense and industry leaders about growth opportunities and challenges.

Speakers include Lt. Gen. Lee K. Levy II, commander of the Air Force Sustainment Center at Tinker Air Force Base, and Richard Sullivan, vice president and program manager of the B-2 program for Northrop Grumman. Tickets for members are \$40 and \$60 for nonmembers. Tables of 10 are available for \$600.

Special thanks to Signature Event Sponsors Central Liquor Company, Devon Energy Corporation, Enable Midstream Partners, Hobby Lobby and Wal-Mart District Office of Public Affairs, Host Sponsor Sheraton Midwest City Hotel at The Reed Conference Center and Signature Sponsor The Boeing Company.

UPCOMING EVENTS

Nov. 8
MegaLunch
Time: 11 a.m. to 2 p.m.
Location: Gaillardia Country Club, 5300 Gaillardia Blvd.

Nov. 14
Member Orientation
Time: 8:30 to 10 a.m.
Location: Chamber offices, 123 Park Ave.

Nov. 14
Sunset Reception
Time: 4 to 6 p.m.
Location: Hilton Garden Inn Oklahoma City Midtown, 2809 Northwest Expressway

Nov. 15
State of the Economy
Time: 11 a.m. to 1:30 p.m.
Location: National Cowboy & Western Heritage Museum, 1700 NE 63rd Street

Nov. 29
State of the Aerospace Defense Industry
Time: 11:30 a.m. to 1 p.m.
Location: Sheraton Midwest City Hotel at The Reed Conference Center, 5750 Will Rogers Road in Midwest City

Dec. 6
Chamber Forum on Bricktown
Time: 11:30 a.m. to 1 p.m.
Location: Sheraton Oklahoma City Downtown Hotel, 1 N Broadway Ave.

Dec. 14
Annual Meeting
Time: 11 a.m. to 1 p.m.
Location: Cox Convention Center, 1 Myriad Gardens

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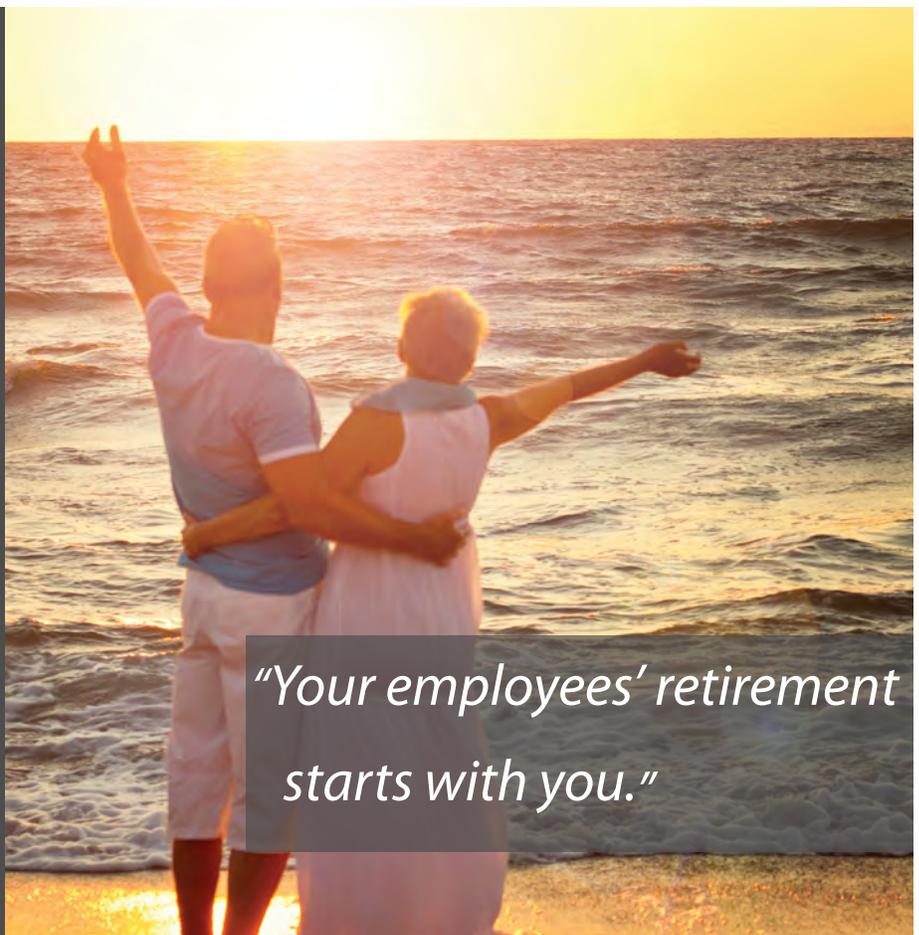
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Columbus Leads the Way for Smart Cities, Downtown

This is the second article in a three-part series that recaps the Chamber's recent InterCity Visit to Columbus, Ohio. While Columbus and Oklahoma City share many similarities, Columbus's model of success and growth is one from which Oklahoma City can learn. Read on for more about Columbus, and access the first article in the October issue of The POINT! at www.okcchamber.com/point.

Building the Smart City of Tomorrow

Out of 78 cities from 35 states, Columbus won the nation's first smart cities challenge from the U.S. Department of Transportation, and with it \$50 million to put their plan into action. The challenge asked mid-sized cities to develop ideas for an integrated transportation system that would use technology to help people and goods move more quickly and efficiently. Columbus's smart cities plan is being implemented in four districts: a residential area, a commercial area, in downtown Columbus, and in an area dominated by logistics. All four have distinct challenges but will

follow the same implementation plan. The plan includes making no-regret, foundational investments—things like sharing data between transit providers and modernizing the traffic grid. The next phase includes testing autonomous vehicles and smart logistics platooning. Finally, Columbus's smart cities team plans to tackle the ultimate culture shift that must take place for these things to be adopted citywide.

While Columbus is only just beginning to implement its plan, it has already resulted in \$500 million in private investment, with an eventual goal of \$1 billion.

Reclaiming public space by capping highways

When Cleve Ricksecker, president of SID Public Services Association, moved to the Short North district of Columbus in the early 1990s, he said the disinvestment of the area was "unbelievable." The Short North stretches from immediately north of downtown Columbus to just south of Ohio State University's campus but is separated from the downtown area by Interstate 670.

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“It became apparent early on that the highway was a huge impediment in encouraging investment in the new neighborhood,” Ricksecker said. “People were afraid to walk across the chasm to the north side.”

Ricksecker, who was the director of the Short North Association at the time, worked to solve the problem by advocating for a cap across the highway that would connect the two areas. After encountering several challenges, including acquiring land rights, moving utilities and finding a developer who would build on top of the cap, the project was completed, and it largely made the highway disappear and development surge. Now the community has added another cap over a highway in the King-Lincoln district, and the Ohio Department of Transportation is adding more pedestrian-friendly touches to bridges and street crossings throughout the area.

Reconstructing downtown

Downtown Columbus is in the middle of a vibrant resurgence, one in which Columbus Downtown Development Corporation (CDDC) has played a key role. Amy Taylor, COO of the organization, calls their

role “the developer of last resort.” They come in and work on projects that developers can’t or won’t—and with stunning results. Their projects include Columbus Commons, an urban park on the original site of the former City Center Mall; Scioto Mile, a public green space that reconnected the Scioto River with downtown through parks, boulevards, bikeways and pedestrian paths; and the Lazarus Building, a former department store turned into a fully leased office building of almost 700,000 square feet.

The investments made in these areas have helped downtown Columbus recover from a severe decline in its resident population and, according to Taylor, help recruit a younger workforce. In 1950, 30,000 people lived downtown, but that number dwindled to just 2,000 residents in 2000, despite the area containing 12 percent of the city’s jobs and 85,000 employees. Now, 8,300 residents live in downtown Columbus, and there is virtually a 100 percent apartment occupancy rate.

“All of this happened because businesses said this isn’t a government problem and the government said this isn’t a business problem,” Taylor said. “They said, ‘It’s our problem, and we’ve got to solve it together.’”



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December 1st marks the global awareness of World AIDS Day. The **Oklahoma AIDS Care Fund** and local HIV/AIDS service providers are collaborating to paint the town **RED** in support of World AIDS Day and bring much-needed awareness to the cause.



World AIDS Day Art Show

Benefiting the Oklahoma AIDS Care Fund

Thursday, November 30th at Waters Edge Winery
2nd Floor Event Space at 712 N Broadway Ave in Oklahoma City
5:00p.m. - 8:00p.m. with Suggested Admission Donation of \$10

Participating Artists Include: Alysson Atchison, Ronnie Bagenstos, Rose Braun, Ander Cardinale, Denise Duong, Graham Edwards, Kyle Golding, Mycah Highley, Carl Hurst, Farooq Karim, Bethany McAfee, Holley Mangam, Jon Martinez, Cindy Mason, Devie Maxwell, Mickie Metcalfe, Ric Miller, Regina Murphy, Armando Ortiz, Betty Refour, Virginia Sitzes, Bill Struby, Stephen Teafatiller, Suzanne Thomas. Plus Fresh StART Artists Lee Jones, Mark Lamb, Brenda McGahey & Art Reyes.

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MedXM, Amazon Open New Facilities (cont'd from page 1)

City has seen significant growth in customer service and support operations. MedXM's decision to expand to this area showcases the positive benefits of operating in Oklahoma City and the state of Oklahoma. This expansion will also open the door for Oklahomans looking for career opportunities in the field of customer service."

"MedXM's decision to locate their facility in Oklahoma City further validates what we have known for a long time," said Oklahoma City Mayor Mick Cornett. "If you have a great place to live, work, learn and play, complemented by a quality workforce, businesses will come and grow with you. We are excited to welcome MedXM to Oklahoma City!"

"We are confident that Oklahoma City's business-friendly environment and high quality of life will provide MedXM with everything it needs to be successful in this community," said Roy H. Williams, president and CEO of the Greater Oklahoma City

Chamber. "We welcome MedXM to our city and pledge to support them in their future growth."

MedXM's range of services includes comprehensive health risk assessments, post hospital discharge visits, osteoporosis screenings, labs, ancillary services, identification of invalid data, and other data analytics. MedXM offers a complete network of connections between members, their health plan and providers. The Oklahoma City location will handle MedXM's Customer Service in all 50 states.

Amazon's sorting facility, located in southwest Oklahoma City at the corner of Southwest 15th and Council Road, celebrated the grand opening of their 300,000-square-foot project as well. While the facility will not store unsold inventory, it will sort customer packages by ZIP code, which will lead to improved delivery times for customers in Oklahoma. The facility was built to house hundreds of associate employees, and is opening in time for the holiday shipping rush.



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OKC Maintains Its Standing as Horse Show Capital



Home to more equine events than any other city in the world, Oklahoma City is the venue of choice for more than a dozen top national and world championship horse shows, attracting riders from across the nation – and the world – each year.

Oklahoma City's standing as Horse Show Capital of the World was continued when citizens voted to increase the hotel tax in 2004, which is financing a bond to pay for upgrades and continuous improvements to State Fair Park equine and livestock facilities. Providing top-notch showing facilities helps Oklahoma City retain current horse shows and pursue new shows.

Equine organizations around the world are noticing the state-of-the-art, 21st-century complex at State Fair Park. The complex features nine barns, VIP RV parking, exercise areas and a conference and meetings facility.

Not only do Oklahoma City horse shows provide fun entertainment and a natural connection to Oklahoma City's western roots, but they also make a substantial contribution to the city's economy. In the 2017 fiscal year, Oklahoma City's horse shows lead to direct spending of more than \$188 million in the Oklahoma City market and brought thousands of attendees to the area.

Already in 2017, Oklahoma City has hosted the OQHA Redbud Spectacular Horse Show, National Reining Horse Derby, Arabian Horse Association Youth Nationals, American Quarter Horse Youth World Championship, Grand National Morgan Horse Show and Cinch USTRC National Finals of Team Roping. In November, Oklahoma City will host the 2017 AQHA World Championship Show and the 2017 NRHA Futurity & Adequan Championship Show, which will attract 11,000 and 6,000 attendees, respectively.



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Mr. Rohit Patel 210-2195
7307 N MacArthur Blvd., Suite 103
Warr Acres, OK 73132

Zip Local

Advertising / Marketing
Ms. Jennifer Fulton 315-2609
8408 NW 126th St.
Oklahoma City, OK 73142
www.ziplocal.com

Members Upgrade Their Support of the Chamber

Through increased financial support and attendance at board meetings, Board of Advisor and Lead Investor companies play a key role in the Chamber. The following member company recently increased their investment, demonstrating strong support of the Chamber's efforts to drive the region's economy.

To increase your investment, contact the membership division of the Chamber at 297-8949 or info@okcchamber.com.

Board of Advisors

A-1 Freeman Moving & Storage, Inc.

Movers
Mr. Adam Nevitt..... 751-7561
11517 N Broadway Extension
Oklahoma City, OK 73114
www.A-1Freeman.com

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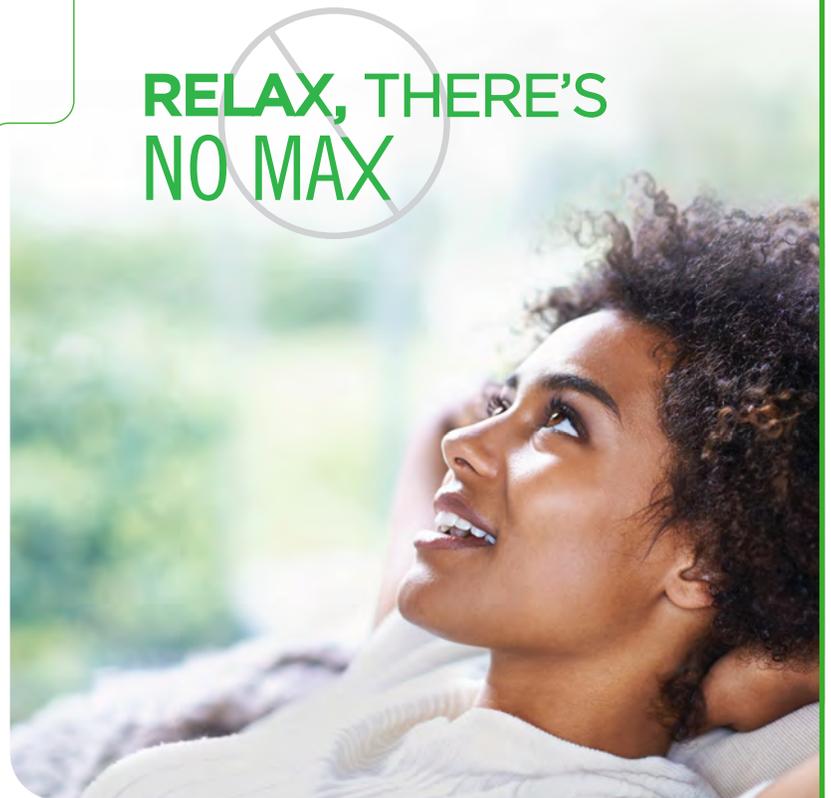
Delta Dental PPO - No Max is the newest offering from Oklahoma's leading dental benefits provider.

With **Delta Dental PPO - No Max**, enrollees have the security they can receive dental care when it is needed, without the concern of exceeding an annual maximum.

Reassurance of an unlimited annual maximum is coupled with the **state's largest network of PPO dentists** and Delta Dental of Oklahoma's **commitment to superior customer service.**

Learn more at
DeltaDentalOK.org/RelaxNoMax

RELAX, THERE'S NO MAX



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.



Vatterott College
5537 Northwest Expressway
Oklahoma City, OK 73132



Boys & Girls Clubs of Oklahoma County
3535 N Western Avenue
Oklahoma City, OK 73118



Odyssey Leadership Academy
100 E California Avenue, Suite 300
Oklahoma City, OK 73102



Service King Collision Repair Center
2590 Boardwalk Ave.
Norman, OK 73069



Rausch Coleman Homes
9121 SW 56th Street
Oklahoma City, OK 73179



Cos Bar
5820 N Classen Blvd, Suite E01
Oklahoma City, OK 73118



TBS Factoring Service
7800 NW 85th Terrace
Oklahoma City, OK 73132



Richardson Communications & Consulting
4212 N. Harvey Parkway
Oklahoma City, OK 73118-8406

ECONOMIC INDICATORS

Oklahoma City Ranks Among Top Best Cities for Jobs

- Glassdoor's Best Cities for Jobs report identifies and ranks the 50 most populated U.S. metros based on their Glassdoor City Score.
- Each region's Glassdoor City Score is determined by weighing three factors equally: hiring opportunity, cost of living and job satisfaction.
- Oklahoma City metro currently has nearly 44,000 job openings and ranks fifth-highest for job satisfaction.
- Oklahoma City ranked higher than metros like Seattle, Nashville and Dallas.

Rank	City	City Score	Population	Job Openings	Median Base Salary	Median Home Value	Job Satisfaction
1	Pittsburgh, PA	4.4	2,342,299	95,339	\$44,000	\$137,000	3.2
2	Indianapolis, IN	4.4	2,004,230	80,561	\$43,000	\$138,100	3.3
3	Kansas City, MO	4.4	2,104,509	90,649	\$45,000	\$159,400	3.3
4	Raleigh, NC	4.4	1,302,946	65,810	\$50,000	\$228,200	3.4
5	St. Louis, MO	4.4	2,807,002	104,725	\$41,200	\$119,700	3.3
6	Memphis, TN	4.4	1,342,842	42,347	\$41,200	\$119,700	3.3
7	Columbus, OH	4.3	2,041,520	78,370	\$45,000	\$162,500	3.4
8	Cincinnati, OH	4.3	2,165,139	79,554	\$44,637	\$152,600	3.3
9	Cleveland, OH	4.3	2,055,612	66,410	\$43,000	\$134,600	3.3
10	Louisville, KY	4.2	1,283,430	49,213	\$40,138	\$148,600	3.3
11	Birmingham, AL	4.2	1,147,417	40,123	\$38,000	\$133,400	3.3
12	Detroit, MI	4.2	4,297,617	119,567	\$46,344	\$141,000	3.3
13	Minn-St. Paul, MN	4.1	3,551,036	151,656	\$52,000	\$247,400	3.4
14	Hartford, CT	4.1	1,206,836	46,274	\$55,000	\$223,100	3.3
15	Oklahoma City, OK	4.1	1,373,211	43,898	\$36,000	\$134,900	3.4

Source: Glassdoor's Best Cities for Jobs 2017 report

For comprehensive Economic Indicators and Regional Data, please visit your Greater Oklahoma City Chamber Economic Development Division at www.greateroklahomacity.com/economicindicators or contact Eric Long, Research Economist – (405)297-8976; elong@okcchamber.com



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RETAINING TOP TALENT

BY RANDY CHANDLER

Vice President, Cox Business Oklahoma

FOR MANY ENTREPRENEURS, FINDING THE RIGHT TALENT IS ONE OF THE HARDEST PARTS OF THE JOB. UNFORTUNATELY, RETAINING STRONG EMPLOYEES IS EQUALLY TOUGH. ACCORDING TO A RECENT STORY IN THE WALL STREET JOURNAL, COMPANIES OFTEN PAY TWICE AN EMPLOYEE'S ANNUAL SALARY TO FIND AND TRAIN A REPLACEMENT. FOR SMALL BUSINESSES, THAT CAN BE A HIGH PRICE TO PAY. RANDY CHANDLER, VICE PRESIDENT OF COX BUSINESS, SHARES THE FOLLOWING TIPS TO HELP ENTREPRENEURS BUILD BETTER TEAMS AND TAKE THEIR STARTUPS FROM VISION TO REALITY.

Encourage employee growth

Micro-management is one of the quickest ways to chase away talent. You're bringing in a highly-skilled individual to perform a job. Coaching and feedback is important, but you should also maintain a healthy "hands-off" approach.

Many managers also fail to stay connected and may become unaware of their team members' shifting interests. The programmer you hired three years ago may have developed an interest in digital marketing. Is he/she someone you want in your company long-term? Encourage growth by offering him/her a chance to explore that newfound interest. Otherwise, you risk losing them.

Show them money - and time

All employees want to feel valued. What better way to invest in them than with company resources and your personal time? Begin by setting up weekly one-on-ones with an employee to talk about professional growth. Make this a concentrated discussion around their work experience, including the employee's likes, dislikes

and areas of interest. Coach that employee when necessary. Then, once a month, grab a casual lunch directly after your one-on one, and make work a forbidden topic.

Through these conversations, you will better identify employees' areas of interest. Challenge your employees to find a relevant conference or workshop and send them to it. Investing your time to learn more about their work experience while also making a material contribution to their development will go a long way in making them feel invested in and of value to your company.

Work for more than the dollar

Today's employees are interested in far more than just earning a paycheck. They want their work to make a difference. A 2016 study from Deloitte showed that both millennials as well as older generations increasingly see businesses as capable of making a positive impact on social issues.

Even if your company isn't deeply rooted in a social impact area, you can still incorporate a corporate social responsibility plan into your business. Identify a cause that has an intuitive connection to your corporate mission, and then provide opportunities for your employees to engage with it. When your employees feel like their work contributes to the greater good, they will find greater satisfaction and deeper meaning in their daily work.

WHETHER YOUR BUSINESS IS JUST GETTING OFF THE GROUND OR GATHERING MOMENTUM, COX BUSINESS PROVIDES COMMUNICATIONS SOLUTIONS THAT WORK FOR YOUR GROWING NEEDS. Visit www.cox.com/business to learn more.