ON THE COVER: Tulsa Regional Chamber Chair David Stratton outlined five strategic imperatives for the organization in 2019. Read this issue’s cover story to learn more about how degrees, developing the workforce, downtown, direct flights and diversity will ensure the Tulsa region keeps going places.

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March 4-5
Oklahoma City

Monthly Capitol Luncheon
March 26, 2019
Phillips Pavilion at the Governor’s Mansion

Legislative Briefing Breakfast
March 29, 2019
DoubleTree by Hilton Hotel Tulsa Downtown

Resource Campaign Kickoff Breakfast
April 4, 2019
DoubleTulsa by Hilton Hotel Warren Place

April 18, 2019
Marriott Tulsa Southern Hills

Legislative Briefing Breakfast
April 26, 2019
Renaissance Hotel & Convention Center

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At the Chamber's Annual Meeting in January, newly inaugurated Chair David Stratton wasn't the star of his own show.

Despite an impassioned speech to more than 1,450 attendees, Stratton was upstaged by two surprise guests toward the end of the event: his daughters, Scarlett and Olivia.

The girls concluded the Dr. Seuss-themed luncheon with a reading from one of the author's most inspirational books, "Oh, the Places You'll Go!":

Congratulations!
Today is your day.
You’re off to Great Places!
You’re off and away!

You have brains in your head.
You have feet in your shoes.
You can steer yourself
Any direction you choose.

And will you succeed?
Yes, you will indeed
98 and three quarters percent guaranteed.

Kid, you’ll move mountains.
Today is your day!
Your mountain is waiting.
So get on your way!

The passage summarized Stratton's outlook for his tenure as chair in 2019.

Tulsa is going places.
“As your 2019 Chamber chair, I want us to keep going,” Stratton said. “I want Tulsa to be the place our kids will call home after graduation from high school, technical school or college. To be the place with the best educational opportunities across the board. To be the place with the best jobs for the economy of tomorrow. To be the place with the most vibrant and beautiful downtown in the nation. And to be the place that attracts a diverse workforce, with equal opportunities for all.”

Stratton recognized that not only is Tulsa going places, but it’s a city that has come quite far even in just the last decade.

“From the revival of downtown with the 10-year anniversary of the BOK Center, historically low unemployment levels and unprecedented job announcements, capital investment that has exceeded our goals, more direct flights from Tulsa to key destinations, and the opening of the greatest public park in the United States, this city and this region are on the move,” said Stratton.

To continue that forward momentum, Stratton offered five areas of emphasis for the Chamber to focus on during his tenure: degrees, developing the workforce, downtown, direct flights and diversity.

**Degrees**

“There is not an issue I am more passionate about than adequately and competitively funding our education system in this state,” said Stratton. “We made progress this past year with the teacher pay raises, and I echo … gratitude to the legislature. But that was just a first step. We must continue to advocate to our new lawmakers that we are not where we want to be, especially in regard to teacher pay, classroom sizes and system efficiency.”

While K-12 education was the focus of much public discourse, Stratton turned attention to the decade of cuts sustained by Oklahoma’s colleges and universities.

“As with common education, we need more funding to make up for the years of cuts to higher ed,” said Stratton. “That’s an input. An output has to be graduating more students in the Tulsa area with four-year degrees, and with degrees that employers need. Regardless of how this is achieved, I believe this is paramount to Tulsa’s long-term success in terms of creating additional employment opportunities.”

Stratton committed the Chamber to being part of a regional effort to increase degree attainment.

“In 2019, the Chamber will work with our area universities to push for more degrees while advocating and helping those like the University of Tulsa that have ambitions of growing enrollment and pursuing and ensuring accessibility to local high school students,” declared Stratton. “I love TU’s ambitions and plans to increase the number of students who get a TU degree, but the idea of graduating more students in the region cannot rest solely on the shoulders of TU. It will take everyone in higher ed doing their part, and all of us advocating and supporting them to make that happen.”

**Developing the workforce**

Stratton’s second focus area is the natural result of increased investments in education.

“When it comes to recruiting new employers to the Tulsa region or helping our existing companies expand, there is perhaps no greater role the Chamber can play than workforce development,” said Stratton. “Greater collaboration between our educational institutions and our employers will be key. The Tulsa region is blessed to have arguably one of the best community colleges in the country in Tulsa Community College. We also have an incredible infrastructure in place with Tulsa Tech and our technical colleges in the Tulsa region. We have to take advantage of these.”

Stratton highlighted the opportunity to better align the certificates and degrees granted by educational and training institutions with the needs of employers in key industries.
“We believe it is in this area we can play a key role in improving the coordination among the many workforce training stakeholders in Tulsa, and present clear messaging and opportunities to existing industry, prospects, the workforce and the community at large,” said Stratton.

In 2018, the Chamber piloted employer-led workforce collaboratives of businesses, workforce and technical training systems, and post-secondary educators. These collaboratives are designed to improve the skills of workers in strategic industry sectors vital to Tulsa’s regional economic prosperity.

“In 2019, we will continue this effort of collaboration with renewed and expanded focus,” said Stratton. “This will include studying and facilitating several discussions with business leaders and local and regional educational providers who are investors in the Chamber’s economic development program, known as Tulsa’s Future. These discussions will ensure that all constituents are on the same page with regard to the jobs needed in the future, and that investors see the return on investment that we all demand in this area.”

**Downtown**

“Our downtown has progressed by leaps and bounds in the past decade, seeing world-class investments like the BOK Center and ONEOK Field alongside substantial private developments that are attracting new workers, visitors and residents,” said Stratton. “However, we cannot rest on our laurels. Even as the BOK Center continues to be recognized as one of the top arenas in the country, and we read about and see exciting new capital developments almost weekly, cities in our competitive set are working just as hard, and we must not let up, either.”

Stratton urged Chamber members - particularly those who operate in and around downtown - to help the City of Tulsa’s Downtown Coordinating Council (DCC) be successful.

“They are responsible for helping make sure downtown Tulsa continues to be a vibrant place for people, and the place more people will want to go in the future,” said Stratton.

“Ultimately, the success of [DCC Executive Director] Brian Kurtz and the DCC will be our success as it builds a downtown Tulsa that is active and vibrant, that is walkable and aesthetic, and that is inviting for all and full of programs.”
To achieve this vision of downtown, Stratton offered Chamber members two ways to support downtown’s growth.

“First, we need you to get engaged and share your thoughts and perspective [with the DCC] to help strategically shape the future of downtown Tulsa and the organization charged with its management. Second … [downtown] cannot just be a place we go to work. It must be a place where we eat breakfast, lunch and dinner, where we entertain ourselves, and where we spend time out with friends and family. This will lead to greater success of our existing downtown businesses, which in turn will create the business case for more development in the future.”

Further private sector development, as Stratton put it, “will follow footsteps, and that starts with all of us making downtown the place we visit often.”

Direct flights
For his fourth area of focus, Stratton urged the Chamber to continue the momentum established in 2018 to secure more direct flights to and from Tulsa International Airport.

“I know we were all excited in October when American Airlines announced the addition of daily nonstop service between Tulsa and LAX,” said Stratton. “This announcement followed a lengthy, strategic effort by personnel from the airport, the Chamber, the George Kaiser Family Foundation and the City of Tulsa to secure daily nonstop service to Los Angeles. The true test will begin in April, when the route starts, to see if our market will use the option often enough to ensure it stays long-term.”

Stratton pointed to companies adopting a “fly local” travel policy as a practical way Chamber members can assist in the effort.

“Sustained passenger traffic through Tulsa International creates a ‘critical mass’ of travel that will enable us both to keep the direct flights we already have and increase our chances of attracting new destinations such as Philadelphia, San Francisco or New York,” said Stratton. “If you have not already done so, I encourage those of you who are employers in our region to enact a fly local policy in support of our direct flights initiative, as this will remain a huge focus in 2019.”

Similar to 2018 Chair Steve Bradshaw, Stratton made the case for direct flights as an economic development imperative.

“Make no mistake: direct flights are a critical criteria for site selectors when they help relocating businesses evaluate potential destinations,” said Stratton. “Direct flights are also critical for mobile millennials looking to relocate. It may sound counterintuitive, but the greater our region’s ability to move around, the more people will want to stay here.”

“As Dr. Seuss might say, the more places we can go, the more our region will be going places.”

Diversity
For his fifth and final area of focus, Stratton emphasized the need to leverage the diversity of Tulsa’s workforce and foster inclusion within the business community.

“As we all know, inclusive policies and practices within the Tulsa business community help our region recruit and retain top talent and build a more robust regional workforce,” said Stratton. “An emphasis on diversity and inclusion makes us better from a job creation perspective. Young people, especially, want to live in cities and work for organizations that do this well.”

Stratton pointed to a 2018 Deloitte survey that found 74 percent of millennials – who will make up 75 percent of the workforce by 2025 - believe their organization is more innovative when it has a culture of inclusion. Similarly, a recent Harvard Business Review study found that companies with more diversity made between 18 and 69 percent more in terms of operating revenue and net income.

“Now more than ever, we must be a community that welcomes diversity and fosters inclusion,” said Stratton. “Increasing diversity at every level in our business community, whether on our boards or our leadership teams, will make our businesses stronger and our region more competitive.”
In 2018, the Chamber made an intentional effort to diversify its volunteer leadership. As a result, the Chamber increased gender diversity on its 2019 Board of Directors by 50 percent, with 70 percent of new board members being women or people of color.

“These are all things I am proud of, but, candidly, we still have work to do,” said Stratton. “At the Chamber, we need to increase the number of people of color on the board, and we have plans to do that in the years ahead.”

Mosaic, the Chamber’s coalition of companies and nonprofit partners that celebrate diversity, champion equity and cultivate inclusion, will be essential to leading this effort.

“Much more remains to be done to better leverage the diversity within our region … [and] intentionality will continue to be the order of the day at the Chamber. I’m convinced this will help us go to even higher places in the future.”

“Selfish dad and proud Tulsan”

With Scarlett and Olivia watching from the audience, Stratton admonished attendees at Annual Meeting to think of the next generation of Tulsans.

“My daughters and your kids and your grandkids will have so many places they could possibly go when they grow up,” said Stratton. “But like any selfish dad and proud Tulsan, I hope my kids choose here. The same goes for your kids and every kid sitting in a classroom today in the Tulsa region.”

Demonstrating to the next generation that there are places they can go in Tulsa is one of the Chamber’s primary concerns, and one that Stratton is happy to lead.

“Let’s all take it upon ourselves … to inspire our kids, or any child for that matter, that there are places they can go in life, and that success awaits them – hopefully right here in the Tulsa region.”
2018 AWARD WINNERS

VOLUNTEER OF THE YEAR
Nicolas Stolusky, Tulsa Zoo Management

REGIONAL ECONOMIC & WORKFORCE DEVELOPMENT PARTNER OF THE YEAR
Sid McAnnally, ONE Gas

REGIONAL BUSINESS & EDUCATION ADVOCACY PARTNER OF THE YEAR
Jay Helm, American Residential Group

REGIONAL TOURISM PARTNER OF THE YEAR
Fred Dorwart, Frederic Dorwart, Lawyers

COMMUNITY DEVELOPMENT PARTNER OF THE YEAR
George Kaiser Family Foundation for Gathering Place

REGIONAL PARTNERS OF THE YEAR
Tulsa Mayor G.T. Bynum and Chief of Economic Development Kian Kamas

LIFETIME ACHIEVEMENT AWARD
Stuart Solomon, AEP-PSO

CHAIRMAN’S AWARD
Steve Bradshaw, BOK Financial

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As the centennial anniversary of the 1921 Tulsa Race Massacre approaches, Tulsa aims to be a national model of reconciliation. In 1921, a mob of white Tulsans decimated the city’s thriving Greenwood District, also known as Black Wall Street. Today, the 1921 Tulsa Race Massacre Centennial Commission leads the community’s commemoration of the 100-year anniversary of these events. Beyond the centennial, the commission hopes to educate the nation about the massacre and its impact on Tulsa, the state of Oklahoma and the United States.

“Tulsa and Tulsans must own our history, work together and continue to build trust within our community – showing that we have come a long way from the division that ushered in this heinous act,” says Mayor G.T. Bynum. “Every Tulsan has a unique contribution to make. Perhaps it is through the arts or education. Perhaps it is through business expertise or nonprofit experience. We all have a part to play in this historic moment in our city’s history.”

Reconciliation is essential to Tulsa being a more equitable community, which is in turn essential for the region’s long-term economic development. Here are five things the commission suggests businesses can do to help Tulsa prepare for this historic commemoration and be a part of the work of reconciliation.

1. **Use the word “massacre” instead of “riot.”**
   For many years, the violent events of 1921 were formally referred to as the Tulsa Race Riot. In 2018, the commission officially changed its name to the 1921 Tulsa Race Massacre Centennial Commission in recognition that “massacre” more accurately reflects the true nature of the incident.

2. **Visit and support local businesses in Greenwood.**
   The name Black Wall Street was given to the Greenwood District by Booker T. Washington because of its affluent African American community. Before 1921, there were more than 600 black-owned businesses: law offices, libraries, churches, pool halls and more. After most of these were destroyed in the massacre, the resilience of Greenwood’s residents and entrepreneurs enabled the district to rebuild. However, years of setbacks and the construction of a highway through Greenwood severely limited the entrepreneurial potential of this once flourishing Tulsa community.

3. **Donate to the 1921 Tulsa Race Massacre Centennial Commission’s capital campaign.**
   The 1921 Tulsa Race Massacre Centennial Commission will leverage the rich history of the Greenwood District for economic development and cultural tourism. The commission launched a capital campaign for the creation, development, implementation and maintenance of a permanent, world-class exhibition that tells the stories of the 1921 Tulsa Race Massacre and the resilience of Greenwood.

4. **Expand your knowledge about the Greenwood District and its history.**
   The 1921 Tulsa Race Massacre became part of Oklahoma’s required curriculum in February 2018, ensuring future generations will know this crucial part of Tulsa’s history. Education and knowledge are key to progress and reconciliation. Visit the Greenwood Cultural Center to learn more about Black Wall Street’s history.

5. **Share artifacts, photos, and memorabilia from that era in Tulsa history.**
   The commission asks anyone with historic photos and memorabilia of the Greenwood District during and around 1921 to share these items with the Greenwood Cultural Center as part of the centennial commemoration.

The ambitious timeline of the capital campaign is to receive pledges by spring 2019, commence construction in May 2019, and finish in time for the centennial in 2021.

To learn more about the work of the 1921 Tulsa Race Massacre Commission or to donate to the capital campaign, visit tulsa2021.org.
$1.1 billion is a lot of money. It’s equivalent to making $697.15 every minute of every day for three years – about $42,000 per hour.

From the beginning of 2016 through the end of last year, the Tulsa region did just that.

In the final weeks of 2018, the Chamber-led regional economic development partnership of public and private investors, Tulsa’s Future, surpassed its goal to generate $1.1 billion of new capital investment in northeast Oklahoma.

As a five-year goal for 2016-2020, the $1.1 billion was generated two years ahead of schedule.

“When we devised our five-year goals for Tulsa’s Future, we certainly considered $1.1 billion in capital investment an ambitious mark to hit,” said Brien Thorstenberg, senior vice president of economic development for the Chamber. “Our partners throughout the region – municipalities, counties, tribes, educational institutions, fellow chambers of commerce and workforce development organizations – have really embraced the collaborative foundation of Tulsa’s Future. Their efforts and commitment to regional prosperity have exceeded our expectations and allowed for this incredible amount of capital investment in such a short period of time.”

One such capital investment was from Wisconsin’s Greenheck Group, a manufacturer of air movement and control systems. In December, Greenheck Group opened the first 200,000 square feet of its $100 million Tulsa manufacturing campus, which will employ more than 600 people. These initial facilities will soon be joined by an additional 160,000 square feet as the company quickly grows its Tulsa-area footprint.

“Tulsa has been an ideal partner for expanding our operations,” said Jim McIntyre, CEO of Greenheck Group. “We are ready to hit the ground running in 2019 with more in store. Tulsa’s talented workforce is ideal for our investment plans. Our partnership with the Tulsa Regional Chamber, Cherokee Nation, the governor’s office and the City of Tulsa has been vital to this expansion’s success.”

Former Oklahoma Gov. Mary Fallin, in one of her final appearances before leaving office in January, congratulated Greenheck on their growth.

“The company’s ongoing investment in this campus is a great achievement and demonstrates the strength and potential of the Oklahoma economy,” Fallin said. “This is just another indication that our commitment to pro-business policies is retaining and attracting a wide variety of jobs and businesses to our state.”

Other major economic development projects announced in 2018 include Sofidel Group’s $360 million investment in a new conversion paper mill in Tulsa County and the relocation of an additional $1.5 billion of capital investment from a global company to Tulsa.
million facility in Inola, which added 300 jobs; Amazon’s $130 million fulfillment center near the Tulsa International Airport, which created 1,500 jobs (the largest new jobs announcement in Tulsa’s history); Whirlpool’s $55 million expansion, which added 150 jobs; and Spirit AeroSystems planned $80 million expansion, which will create 250 new jobs.

Through Tulsa’s Future, the Chamber provided direct support for the creation of 5,089 total new jobs in 2018. Of those, 2,045 jobs have a salary greater than $50,000, and 3,044 have a salary under $50,000.

"We track direct, primary jobs at companies in our region with which we have actively worked," Thorstenberg said. “The Tulsa’s Future partnership focuses on supporting new primary jobs, which in turn create other jobs in our economy.

Every engineer or manufacturing employee we help bring to Tulsa then supports more secondary jobs, such as cashiers, restaurant workers and others that thrive on a growing economy."

Tulsa’s Future has supported the creation of 66,640 new jobs in northeast Oklahoma since its inception in 2005. Since the third phase of Tulsa’s Future began in 2016, the Chamber has supported the creation of 13,773 new jobs.

“We had a tremendous, record-breaking year with more than $823 million in capital investment announced,” Thorstenberg said. “Sofidel’s announcement in Inola earlier this year got us off to a terrific start. We’ve had the opportunity to work on significant projects all year, and my entire economic development team is really proud to be a part of it. Our entire region should be excited about the economic growth and stability that comes with new investment and job creation.”
Demanding Jobs Require Powerful Tools
CHAMBER SPONSORSHIPS

All Access is an inside look at different Chamber programs and resources available to member companies and their employees. The Chamber offers a number of money-saving and promotional opportunities, all with the goal of helping its members gain increased exposure, credibility and access to information.

The Chamber’s annual Resource Campaign involves 100 volunteers who sell memberships and sponsorships to the Chamber’s programs, meetings, events and publications over the course of ten weeks. It’s considered a model program by chamber peers, and the revenue generated funds roughly a third of the Chamber’s operations.

Sponsorships provide Chamber members with visibility and credibility among the region’s business community, and the Chamber offers a number of different options and sponsor levels to align with a company’s marketing goals. Sponsorships include head table recognition at signature events, showcasing a location or facility through hosting an event, and placing a business promotion in one of the Chamber’s publications or newsletters.

HRB Consultants participates in the Resource Campaign each year and leverages sponsorships to enhance the company’s visibility.

“We regularly purchase sponsorships for marketing purposes and to gain publicity for our company,” says Kent Williams, principal at HRB Consultants. “But it’s also a great opportunity to showcase our support of the Chamber and our region.”

This year marks the 25th anniversary of the Resource Campaign, which will run April through mid-June. Most sponsorships sold during this year’s campaign will be for programs and events in 2020. Volunteers and Chamber staff are available to help decide which sponsorships are right for each member company.

GET ENGAGED

For more information about available sponsorships and the Resource Campaign, visit tulsachamber.com/sponsorships.
Lt. Governor Matt Pinnell is among several state officials hailing from the Tulsa region who took office alongside Gov. Kevin Stitt. He serves as secretary of tourism and branding on the governor’s cabinet, and on the Department of Commerce’s executive committee. In that role, he will lead the department’s effort to maximize Oklahoma’s Opportunity Zones, of which 117 have been designated in Oklahoma by the Trump administration.

“Tourism and effectively branding and marketing our state are vitally important to achieving our goal of making Oklahoma a top 10 state,” said Pinnell upon his appointment to the governor’s cabinet. “Together with my role [at the Department of Commerce] and in leading our efforts in Oklahoma’s Opportunity Zones, economic development will be the focus of our office.”

Before being elected as Oklahoma’s 17th lieutenant governor, Pinnell served as director of state parties for the Republican National Committee from 2013 to 2017. He was previously chairman of the Oklahoma Republican Party from 2010 to 2013.

Pinnell graduated from Oral Roberts University and lives in Tulsa with his wife, Lisa, and their four children, who attend Jenks Public Schools.

After being sworn in Jan. 14, Pinnell took time to answer several questions from the Chamber about his role as the state’s chief evangelist for tourism and small business.

What is your vision for Oklahoma, particularly related to economic growth and job creation?
I said from Day One that private sector job growth should be the leading goal of government policies at our state Capitol. Better schools, infrastructure and health care is easier with more taxpayers. There’s 28 million people in Texas and 4 million in Oklahoma. My vision is a more diversified economy, accomplished by a greater focus on entrepreneurship and small business growth.

The OneVoice Regional Legislative Agenda, a set of 15 state and 15 federal priorities developed by the Chamber and endorsed by 75 northeast Oklahoma organizations, supports incentives for startup, early stage and established small businesses to support a continuum of growth. One key incentive that must be preserved is the Small Employer Quality Jobs Program, the threshold for which was increased to 500 employees during the 2018 legislative session.

In your opinion, what is the most pressing issue facing Oklahoma? How do you plan to address it?
If we want to retrain and recruit business here, we must prioritize education here. Reducing class sizes, more competitive teacher pay, greater emphasis on before- and after-school programs, and championing the best CareerTech system in the country all must be supported by our Legislature.

OneVoice coalition supports a comprehensive, multi-year plan to fund public education for the 21st century and align Oklahoma’s education system with business and industry workforce needs. Another long-standing priority in the agenda is to address the teacher shortage through policies that increase the state’s pool of qualified teachers and improve job satisfaction.

What is you and your family’s plan to balance time between home in Tulsa and the capital?
The lieutenant governor is constantly all over the state – it’s part of the job of being an ambassador for Oklahoma. I might be in Oklahoma City one day and then Guymon or Broken Bow the next. So, we take it a week at a time. My rule is no more than two evening events a week, though. Family first. I refuse to let a job define who I am.

What was your favorite moment from the campaign trail?
Participating in the Will Rogers Rodeo Parade in Vinita toward the end of the campaign. Walking right down Route 66 with a tractor covered in my campaign signs and American flags was the perfect way to cap off my campaign journey. I still have the picture capturing that moment and will treasure it forever.
A TOP 10 GAME PLAN

by Chamber President and CEO Mike Neal

We at the Tulsa Regional Chamber agree with Gov. Kevin Stitt: Oklahoma can and should be a top 10 state.

A state that attracts investment from the world’s preeminent companies, where new graduates flock for high-paying jobs, and families add to their “can’t-miss” list of destinations to visit.

We believe in Oklahoma’s potential. So do the more than 400 northeastern Oklahomans who worked with us to assemble the 2019 OneVoice Regional Legislative Agenda. The 75 organizations endorsing the agenda - the largest coalition of its kind in the state - support 15 state and 15 federal priorities to ensure a prosperous economy, infrastructure critical to business, and an educated and healthy workforce.

The OneVoice agenda is a game plan for making Oklahoma a top 10 state.

Among this year’s priorities, the agenda calls for a long-term education funding plan. Fortune 500 companies - the type a top 10 state attracts - make strategic investments that yield a competitive advantage five, 10 or 15 years later. We should apply this same strategic thinking and invest in Oklahoma’s most competitive resource: our students.

As part of a multi-year plan, state leaders must align our education system with business and industry workforce needs. We must do more to combat the ongoing K-12 teacher shortage. We must also offset nearly a decade of cuts to higher education.

Rather than continuing the status quo, a long-term plan would map out funding goals and outcome-driven metrics to achieve a comprehensive vision for education. It would also let Oklahoma families hold their representatives accountable for what should be our state’s top priority.

As we educate our future workforce, we must recognize that our criminal justice system severely constrains the state’s labor pool. Oklahoma is the most incarcerated state in the nation, and it comes at great cost to taxpayers, families and society. We can both reduce future crime and save taxpayer dollars by investing in rehabilitation, reforming outdated fines and fees, rethinking our bail and bonding system, and nurturing a pipeline for re-entry that leads to stable employment. Gov. Stitt is right to make criminal justice reform a focus of his administration.

To be a top 10 state, we must have a clear vision and plan to grow our economy. Oklahoma needs to prioritize economic and workforce development in sectors with strong future potential. Looking ahead to the types of employees our state will need in years to come, the Tulsa Regional Chamber has partnered with the Greater Oklahoma City Chamber and the State Chamber to propose a new tax program to bolster the hiring of software engineers. Attracting this talent to our state is a necessity for high-growth startups and technology companies.

Such talent wants to live in, and tourists want to visit, vibrant places with access to the kinds of amenities a top 10 state provides. However, Oklahoma’s cities are impaired by having to rely on sales tax as their primary revenue source. Given the volatility and unpredictability of sales tax, it’s impossible for metro areas to make the kinds of strategic investments necessary to propel Oklahoma into the top 10. The OneVoice agenda calls for legislation that will enable cities and towns to diversify their revenue, which gives Oklahoma’s communities greater local control over their long-term development.

We also cannot be a top 10 state unless we address Oklahoma’s alarming health outcomes. We must reverse the trend of having the nation’s second-highest rate of uninsured residents and being among the bottom 10 states for overall health. Our employers and taxpayers foot a $577 million bill for uncompensated care. We need to explore all available funding options to extend health coverage to more Oklahomans.

We’re thrilled that Gov. Stitt assembled an amazing team of northeast Oklahoma’s best political minds. We have an opportunity this year to incorporate fresh ideas with unprecedented representation. With so many state leaders hailing from the Tulsa area, it’s also a mandate for our region to help lead Oklahoma into the top 10.
In December, Tulsa band BRONCHO released a music video for their song “Big City Boys.” The group has never shied away from ambitious video productions; last summer, they released a 12-minute visual treatment of two songs from their latest album. “Big City Boys” is no different. With a cast and crew of more than 50 people, the video has two rival all-women gangs engaged in an all-out brawl inside Tulsa’s Evans-Fintube site.

Yes, that Evans-Fintube site. The one that’s soon to be renovated as the headquarters for USA BMX. That isn’t even the most ambitious part.

“Big City Boys” was commissioned by Apple – yes, that Apple – as part of the company’s “Shot on iPhone” campaign. As expected, the entire video was filmed on the iPhone XS (with a little help from cinema-grade lights, lenses and dollies).

Behind the iPhone, Oklahoma native Richard Farmer served as director on the shoot. Farmer’s resumé includes commercial work for Gillette, Subway, Old Spice, Bacardi and Hyundai, among others.

Farmer calls the video “a visual love letter to the film and music video history of on-screen rumbles.” With obvious references to Michael Jackson’s “Beat It” and “Bad,” the video also recalls two cult classics filmed in Tulsa by acclaimed director Francis Ford Coppola – “Rumble Fish” and, of course, “The Outsiders.”

Tulsa production company Retrospec Films provided the crew of camera operators, gaffers, producers and editors, and makeup artists from Tulsa’s Clary Sage school of cosmetology and design transformed the cast into their on-screen personas. After the shoot, Retrospec owner Jason Burks wrote on Instagram that despite the physically demanding shoot, the entire cast and crew’s willingness to work toward an artistic vision resulted in something truly extraordinary.

“Pushing through limitations, complications and difficulties is what we do at Retrospec, [and] it’s certainly what wakes me up every day,” said Burks.

The Tulsa Office of Film, Music, Arts & Culture (Tulsa FMAC) assisted the “Big City Boys” shoot in preproduction. Tulsa FMAC is housed at the Chamber under Tulsa Regional Tourism and, as an accredited film commission, helped coordinate permitting and location logistics.

“Projects of this caliber not only generate immediate economic activity, but they put the national spotlight on the artistic capabilities of Tulsa’s filmmakers and musicians,” says Tulsa FMAC Director Abby Kurin. “It’s one thing to be a hotbed of creativity. It’s even better to be known as a hotbed of creativity.”

Not only does the video feature prominently on the Apple Music streaming music service, but the company published a behind-the-scenes featurette on its Instagram account followed by 12.6 million users.

“The arts are what define Tulsa as a city,” says Tulsa Mayor G.T. Bynum in the featurette. “We really view ourselves as a cultural capital of this part of the country.”

All that attention, Kurin says, is more than just appreciated - it’s deserved.

“Shot on iPhone, yes, but more importantly: shot in Tulsa.”
It’s never too early to start planning your next vacation.


flytulsa.com
Before becoming an overnight entrepreneur, I worked in an amazing corporate job. I’ll admit, I was pretty spoiled. There were people just down the hall who could help with any problems I ran into, professional development was easy to come by, and I had everything I needed to be successful. It was a dream job.

But when I started my business out of the spare bedroom of my house, I became an island. I couldn’t call up IT, HR or my manager if I had a problem. It was all on me. I quickly realized that my path to success, without the resources and perks I was accustomed to, was going to be much more difficult than I had imagined.

When I discovered the Tulsa Small Business Connection, I immediately started getting involved, making connections and attending events. It became a little boat carrying me off of my island and reconnecting me to the resources I had been missing. It’s a much quicker path to success, and I’m so excited to be able to help others find their way.

I am delighted to represent the Chamber as the Connection chair. I’m excited to see more small business owners succeed than ever before. A couple of ways to do that is through the CEO Roundtables and C-Suite Connections programs. A CEO Roundtable is a non-competing advisory group that meets once a month to work on business issues. C-Suite Connections are one-time meetings with a top-level executive to support you with a business challenge. Both programs give owners immediate help and have made the biggest impact in my business.

Thumbtack ranked Tulsa as the No. 1 place in the country for women to start a business, and I believe the Connection and the resources it provides are a part of that. The programming, events and professional development offered are unmatched in the region. I love these statistics and want to see Tulsa gain even more recognition for its efforts.

Small businesses account for roughly 85 percent of companies in the Tulsa region, and small businesses in Oklahoma employ almost 700,000 people. More than 750 businesses participated in Connection programming in 2018, and our 2019 plans are just as exciting. We are so fortunate to be members of a chamber of commerce that believes in and supports small business growth and development. I truly believe this is going to be the BEST year yet for small businesses in Tulsa.

Angela Byers
2019 Chair, Tulsa Small Business Connection
Owner, Byers Creative
TYPROS launches new Ambassadors program

The best marketing is word-of-mouth. Consumers trust the opinions and reviews of their friends and family more than the company trying to sell them a product.

TYPROS, the young professionals organization housed at the Tulsa Regional Chamber, plans to apply this same strategy to selling Tulsa.

The TYPROS Ambassadors program will recruit community members to represent both TYPROS and Tulsa at various events, including college outreach activities, career fairs and festivals. Ambassadors will help ensure that people have a great impression of Tulsa.

In other words, have young people who love Tulsa help sell Tulsa to other young people.

“Personal connections can make a huge difference for someone who’s visiting or considering moving to Tulsa,” says TYPROS 2019 Chair Adam Doverspike. “Ensuring they are greeted warmly and inclusively will help us in our talent attraction efforts.”

While much of TYPROS’ programming is focused on talent retention, the ambassadors program will specifically target bringing new talent to the region and connecting people to TYPROS.

“TYPROS’ mission is to both attract and keep young talent in Tulsa,” says Maggie Hoey, TYPROS executive director. “So much of what TYPROS does now focuses on the retention piece, including offering opportunities for professional development and networking for young professionals who already live here. We recognized there was a significant gap in our efforts to attract new talent to Tulsa, and we hope to boost this with the ambassadors program.”

As part of the program, TYPROS also plans to develop a Tulsa Concierge service modeled after a similar program in Detroit. Through Tulsa Concierge, in-the-know locals would provide visiting guests with information about what to do and see during their stay, as well as answer questions and connect them with area resources.

“When visiting a city, unless you know someone who lives there, it’s so easy to miss the best parts simply because you don’t know where to go,” says Andrea Nieves, chair of TYPROS Ambassadors. “The ambassadors will make sure we’re doing everything we can to make visitors’ experience in Tulsa the best it can be.”

TYPROS Ambassadors aligns with the Chamber’s strategic goal to increase the percentage of people with bachelor’s degrees moving to the region. It will also strengthen TYPROS’ relationship with regional colleges and universities to help develop a better talent pipeline for northeast Oklahoma businesses. Ambassadors will also collaborate with Intern in Tulsa, another TYPROS program that curates social and networking opportunities for summer interns.

“If they’re interested in relocating here, we want to get ourselves on their radar and help close the deal,” said Nieves.

Doverspike says its one more way for TYPROS to not only help develop the next generation of business and civic leaders, but to make a meaningful impact on the community.

“Our Ambassadors program provides another way for our volunteers to step up and help make Tulsa even better.”

TO LEARN MORE ABOUT THE TYPROS AMBASSADORS PROGRAM AND HOW IT COULD HELP YOUR COMPANY, CONTACT MAGGIE HOEY AT MAGGIEHOEY@TYPROS.ORG.
Introducing TYPROS’ 2019 Chair
Adam Doverspike

What would you do to make Tulsa even more awesome?

Since moving back to Tulsa, I’ve seen TYPROS and the TYPROS Foundation rally young voters, bring recycling to downtown apartments, fund public art, attract Trader Joe’s and Uber to Tulsa, help modernize Oklahoma’s liquor laws, and support the creation of The Outsiders House Museum, among many other projects. Each project begins with a young Tulsan and an idea about how to make Tulsa better. TYPROS is here to help make it happen. So, what’s your idea?

The TYPROS Foundation provides microgrants to Tulsans who have ideas to improve our community, while TYPROS’ seven work crews are uniquely organized for you to meet diverse young Tulsans with similar passions. There are so many ways you can get involved in this organization of young people who are all passionate about Tulsa.

In 2012, I left a national law firm in Washington, D.C., to move my family home to Tulsa. I wanted to be in a city that valued civic involvement and where I could participate directly in municipal leadership, and I knew Tulsa was the right place. After finding a work home at one of Tulsa’s oldest law firms, GableGotwals, I found a civic home in TYPROS.

Tulsa is big enough to have the ingredients of a thriving million-person metropolitan region, while being small enough that merely showing up can make you a leader if you follow your passion. Whether you want to network for your career; meet young Tulsans with similar passions; discover the newest restaurants, bars, entertainment and outdoor activities in town; or create something new for our city, TYPROS has a place for you.

Bring your ideas. Bring your passion. And let’s make Tulsa even more awesome together.
WHILE THIS MAY HAVE BEEN A GREAT WAY TO START YOUR BUSINESS, IT'S NOT A VERY GOOD WAY TO PLAN FOR YOUR RETIREMENT.

STARTING A BUSINESS IS RISKY. BUT RISKING YOUR LIFETIME SAVINGS IS FOOLISH. WE CAN HELP YOU PREPARE FOR RETIREMENT SO YOU CAN RELAX WITH FINANCIAL PEACE OF MIND. LET'S TALK!
Jay & Associates is a local accounting firm of 11 employees that focuses on accounting, tax, consulting and business valuation services to small to midsize businesses. The company also provides individual tax and consulting services to small business owners. We spoke with Managing Shareholder Neil Jay to learn more about him and his business.

**When did you realize you wanted to take over the family business?**
From a young age, I knew I wanted to run the family business. I considered other options, but I always wanted to continue my father’s work. He ran the company with a level of trust and honesty – he would make tough decisions and deliver difficult but honest answers. It’s important to me to continue that legacy and provide solutions for our clients.

**What has been your greatest learning moment since taking over the business?**
It didn’t take long to learn, but people are always the greatest asset of a small business. With a small service business, you have to learn quickly that you can’t do everything yourself, and hiring the best people is absolutely essential. Maintaining a positive work environment and attracting the best talent is critical for sustained success.

**What motivates you?**
The client. The client has always driven our firm to provide the best service possible. In our business, we are in a unique position to have a front row seat to our clients’ successes and failures. I rejoice when our clients succeed and hurt when our clients go through difficult situations. To provide them the greatest solutions, whatever their situation, is my motivation every day.

**What tax planning tips do you have for a small business owner?**
This could be a never-ending list, so I will keep it to two very simple tips. First is communication with your accountant and attorney. I can only help a person if I have open lines of communication. Consult your accountant prior to making major business decisions, and be in contact with your attorney regarding life changes that may require adjustments to your operating agreements and/or wills and trusts. Second, never make a decision based on a tax deduction; make a decision because it is the right business or financial decision, then look to the tax benefits as the final part of that decision. I have so many examples of individuals and businesses making acquisitions because it provides a deduction rather than providing future opportunities. Buying a piece of equipment because it provides a deduction is a short-sighted decision compared with buying a piece of equipment that will allow you to grow your business and generate new sources of revenue.

**What advice would you give to your younger self?**
Learn to utilize and leverage time better. There’s really not a secret to running a service company. The key to growth is to hire the very best candidates and trust them to do their job. I would have tried to incorporate this knowledge earlier in my career.

**What is your favorite thing to do in Tulsa in your free time?**
I love Tulsa. It’s my home, and I love this city. I enjoy spending time downtown, and I am amazed at the levels of investment in the central part of the city. I provide services for musicians in the Texas and Oklahoma music scenes, and I enjoy hearing them perform at Cain’s and other downtown locations. Recently, I’ve started to cook at home more often and have enjoyed preparing meals and spending time with my family.
### NEW MEMBERS

#### NOVEMBER/DECEMBER 2018

<table>
<thead>
<tr>
<th>BOARD OF ADVISORS</th>
<th>Bronze Level</th>
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| XCaliber International | 1783 E. 71st St.  
Tulsa, OK 74136  
(918) 824-0300  
xcaliberinternational.com  
Tier-four tobacco manufacturer. |

| Dyslexia Center of Tulsa | 8118 S. Memorial Dr.  
Tulsa, OK 74133  
(918) 313-5518  
dyslexiatulsa.com  
Links the evidence-based science of therapy and education together for individuals with dyslexia to reach their learning potential. |

| El Guapo’s Cantina South | 8161 S. Harvard Ave.  
Tulsa, OK 74137  
(918) 728-7482  
elguapocsantina.com  
Restaurant. |

| Greenwood Chamber of Commerce | 131 N. Greenwood Ave.  
Tulsa, OK 74120  
(918) 585-2084  
greenwoodchamberofcommerce.com  
Chamber of commerce. |

| HH Entertainment | 6321 E. 41st St.  
Tulsa, OK 74135  
hustlerhollywood.com |

| Okahoma Neurofeedback Specialists | 10232 S. Evanston Pl.  
Tulsa, OK 74137  
(918) 636-8383  
eurofeedback.com  
Neurofeedback and counseling office that primarily treats ADD, anxiety, and insomnia. |

| Raising Cane’s Chicken Fingers | 10707 E. 71st St.  
Tulsa, OK 74133  
rasingcanes.com  
Restaurant. |

| Robertson Tire #15 | 12821 E. 31st St.  
Tulsa, OK 74146  
(918) 664-0740  
robertson-tire.com  
Auto tires and auto service. |

| T-Mobile | 4259 S. 76th E. Ave.  
Tulsa, OK 74145  
(918) 373-1627  
t-mobile.com/business  
Wireless communications. |

| The Bond Event Center | 608 E. 3rd St.  
Tulsa, OK 74120  
(918) 442-2993  
bondtulsa.com  
Event venue. |

| The Bull in the Alley |  
(918) 949-9803  
Restaurant. |

| The Salvation Army | P.O. Box 397  
Tulsa, OK 74101  
(918) 587-7801  
salarmytulsa.org  
501(c)(3) not-for-profit corporation. |

| The Wolek Group Keller Williams Realty Advantage | 2651 E. 21st St., Ste. 100  
Tulsa, OK 74114  
(918) 706-9845  
thewolekgroup.com  
Realtor. |

| Universal Insurance Company | P.O. Box 1290  
Sapulpa, OK 74066  
(918) 760-5420  
Insurance agency specializing in property, casualty and employee benefits. |

| Visiting Angels | 1532 S. Peoria Ave.  
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(918) 609-5600  
visitingangels.com/tulsa  
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125 W. 3rd St.  
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apis.pe

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We’ve been driving Tulsa business success for over 75 years and continue to do so today. Let’s explore how to raise the bar for your project!

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DAY AT THE CAPITOL
MARCH 4-5, 2019

The Chamber’s signature state advocacy trip, OneVoice Day at the Capitol begins with an evening reception that gives attendees the chance to discuss important issues face-to-face with elected officials and fellow community leaders. The following day, attendees will visit the Capitol building for a full day of education and advocacy featuring issue briefings, meetings with legislators and a lunch at the governor’s mansion.

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Jennifer Jezek
President, York Electronic Systems
MEMBER SINCE 1984