

AUGUST 2020

TULSA REGIONAL CHAMBER

# THE CHAMBER REPORT

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and a half of impact*

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# HEADTABLE

RECAPPING OUR RECENT ACTIVITIES, EVENTS, PROJECTS AND MORE

## GROUNDBREAKING HELD FOR NEW ZINK DAM

On Aug. 13, Tulsa-area leaders held a groundbreaking for the new Zink Dam near 31st and Riverside. The \$48 million project will make structural changes to the dam, improving safety and increasing the depth of the Arkansas River from Gathering Place to upstream of the I-244 bridge. Construction is underway, and the project will take 28 months to complete.

"After talking about it since 1964, Tulsans are finally moving forward with this project, which will create a lake in the Arkansas River," Mayor G.T. Bynum said. "This will transform the way Tulsans use and enjoy our greatest natural feature, and it will be located right next to Gathering Place - the greatest park gift to any city in American history. The design will also make our river corridor safer than it is today. I am incredibly grateful for the citizens of Tulsa making this investment in our city."

The project is funded by Vision Tulsa, the 2016 sales tax package for which the Tulsa Regional Chamber coordinated the "vote yes" campaign. Chamber Vice Chair of Community Development Gordy Guest, senior principal and CEO of Cyntergy, spoke at the groundbreaking.

"I think this is going to work for our region like the BOK Arena worked out of the first Vision package," said Guest. "This is going to be a transformative economic development tool for the city and the metro of Tulsa."

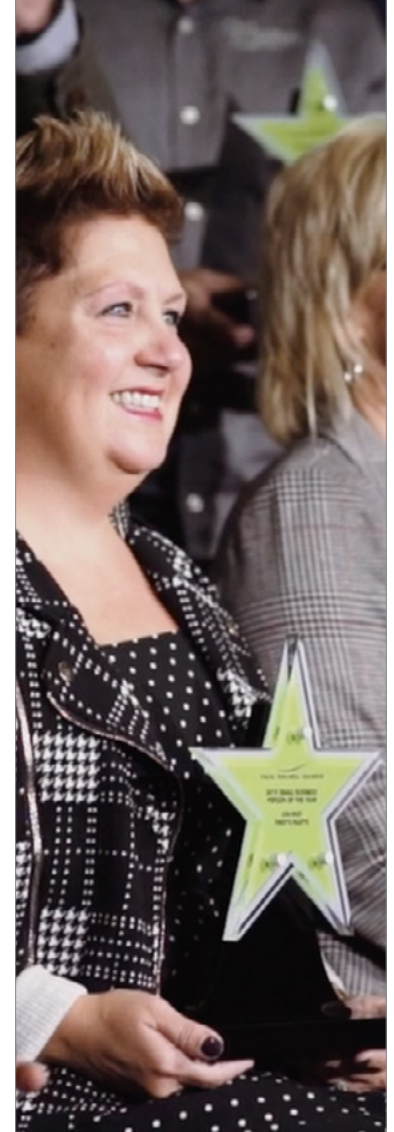


## AREA SMALL BUSINESSES RECOGNIZED BY SBA

Two Chamber members were recently recognized by the Oklahoma District Office of the U.S. Small Business Administration. Lisa Riley, owner of Pinot's Palette studios in Tulsa, Broken Arrow and Jenks, was named the Oklahoma Small Business Person of the Year, and Bill Solomon, founder of Vacuworx, was named the Oklahoma Manufacturer of the Year.

"Lisa Riley is an outstanding business owner, partner to the Chamber and advocate for the small business community, and we're thrilled she's being recognized for her resilience and leadership," says Chamber President and CEO Mike Neal. "We congratulate Lisa Riley, Bill Solomon and all of the award winners for the critical impact they have on our state's economy. Additionally, we thank the Small Business Administration for their partnership and work to support small businesses in Oklahoma."

Both Riley and Solomon were recognized at the Chamber's 2019 Tulsa Small Business Summit & Awards and then applied for the Oklahoma SBA awards. The Chamber's 2020 Small Business Award winners will be recognized at this year's virtual summit on Sept. 22. Award categories include Entrepreneurial Success, Diverse Business Champion, Small Business Person of the Year and more. You can register for this free event at [tulsachamber.com/events](https://tulsachamber.com/events).





## RENOVATION OF COX BUSINESS CONVENTION CENTER COMPLETE

After a two-year renovation, the Cox Business Convention Center (CBCC) held a grand reopening of the venue's east side. The \$55 million project, which was funded by Vision Tulsa, created a "front door" for the facility with the addition of a three-story glass atrium, and the former 9,000-seat arena was converted into Grand Hall with 41,470 square feet of multi-use event space.

CBCC provides more than \$30 million in economic impact to Tulsa annually and hosts visitors from around the country. Bob McGrew, president and CEO of T.D. Williamson and a member of the Chamber's Tulsa Regional Tourism executive board, spoke at the ribbon cutting.

"Having the largest ballrooms in the state is a point of differentiation for Tulsa as an event destination, and it helps event planners select us as their host city," said McGrew. "This new facility is stunning, and I know the Chamber's tourism sales team is anxious to start impressing their clients and bringing future conferences and events into the space."

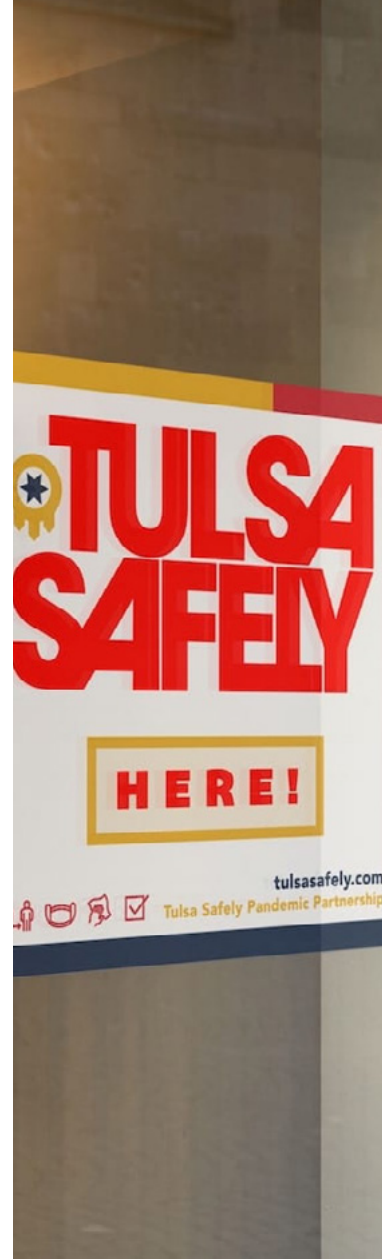


## STATE OF EDUCATION

Part of the Chamber's program of work is to support the region's talent pipeline, which starts at K-12 and includes technical degree and certificate completion, bachelor degree attainment, and talent attraction and retention. By all of these pieces working together, the pipeline for success is stronger.

The Chamber will host its virtual State of Education event on Sept. 17. The event will cover how the pandemic has impacted K-12 learning and the Tulsa Transfer Project coalition, which is designed to improve the transfer student experience and increase the number of bachelor's degrees.

You can register for the event at [tulsachamber.com/events](https://tulsachamber.com/events).



## JOIN THE TULSA SAFELY PARTNERSHIP

Tulsa Regional Tourism, the destination marketing organization housed at the Chamber, is leading an effort to raise awareness of the health and safety precautions taken by local businesses. Your company can join the Tulsa Safely partnership and demonstrate its commitment to the health and safety of our community.

Tulsa Safely partners commit to adhere to the Tulsa Health Department's workplace guidance for COVID-19. In return, partners will be listed as a Tulsa Safely business and receive window signage showing support for the program.

Learn more and sign up at [tulasafely.com](https://tulasafely.com).



# TYPROS @15

## Tulsa's Young Professionals celebrates a decade and a half of impact

*In 2005, a small group of passionate young Tulsans partnered with the Tulsa Regional Chamber to help reverse the “brain drain” of talent from the region. Since then, the group has grown into one of the largest and most influential young professionals organizations in the country. Tulsa's Young Professionals - TYPROS - has not only helped deepen the connection young Tulsans have with their community, but has also allowed these Tulsans to make a lasting impact on the region for the benefit of all.*

*As TYPROS commemorates its 15th anniversary, we asked several of the organization's chairs to reflect back on their time in leadership and share their hopes for the next 15 years.*



**MARNIE FERNANDEZ**  
2006 TYPROS CHAIR

I had only been in Tulsa for a couple of years, and I was thrilled to have been involved from the ground level of creating this organization. We were still very new when I was chair, so we were still figuring things out. Probably what I was most proud of was getting a seat on the Chamber's Executive Committee for the TYPROS chair. That was a

huge accomplishment and a turning point for our voice to be heard among the business leaders of Tulsa. I'm proud to see that tradition is still in place - that young professionals have a seat at the table in making decisions for our city.

I have loved seeing the ideas and plans we set in place 15 years ago come to fruition over the years. Tulsa is a completely different place (for the better) than when I moved here 17 years ago. We are definitely a more progressive city, and I truly feel TYPROS has had a major part in our city's evolution. My hope is that TYPROS continues to thrive but doesn't stay the same - it needs to continue to change and evolve along with our city. I want Tulsa to be a place where my kids will want to live when they become young professionals.



**SHANE FERNANDEZ**  
2008 TYPROS CHAIR

As I am sure every TYPROS chair will agree, the accomplishments of the organization were only realized because of the alignment between the passion within our membership and the authentic support of our community leaders. I witnessed this firsthand when the vision of our diversity and inclusion crew evolved into creating

a laser-focused change agent that is now Mosaic [the Chamber's diversity, equity and inclusion coalition]. I feel a tremendous sense of pride when I hear that Mosaic is now featured in national arenas as a case study in best practices for empowerment and cultural shifts in the workplace.

If you are willing to put in the time and seize the opportunity, TYPROS can take you as far as you are willing to go. The organization exposes you to a network of visionaries, empowers you with the opportunities and provides you a stage to affect change. The servant leadership experience I gained in TYPROS created an opportunity for me to chair more than 30 boards and initiatives statewide. As my career continues to evolve, I am building upon this foundation even as my efforts are now on a national and global scale.

Tulsa has taken huge steps in systematically creating critical urban development projects that elevate our sense of place and attract new creative talent into the magnificent fabric of our city. TYPROS has been instrumental in instigating and facilitating these long-term conversations. I have no doubt that TYPROS will continue to be a powerful force in driving new, diverse perspectives, and I am confident that the business and community leaders within our state will continue to see the value in thinking bigger and being more inclusive.



**HILLARY PARKHURST SUTTON**  
2013 TYPROS CHAIR

I may be a bit biased, but our 2013 Leadership Team made incredible strides to move the organization forward in its eighth year. One of my favorite things to brag on our team about is launching Bring It to Tulsa, an initiative to help show our community some of the hurdles that cause

certain businesses to overlook our city. The first event focused on Trader Joe's, emphasizing a need for a downtown grocery store and revamped liquor laws. It was a great way for many crews to collaborate as a whole and earn national media attention while also gaining support from across the city.

TYPROS helped me both personally and professionally. I had the opportunity to have a seat at the table on many different boards in our community, offering a young professional voice in the decisions being made that affect our city. I also enjoyed building relationships with leaders from various industries, many of whom helped bolster my efforts in fundraising and development. Leading TYPROS also helped strengthen skills that are useful today, such as public speaking, delegation, multi-tasking and creative thinking.

I moved back to Tulsa almost 15 years ago and have witnessed a lot of transition and growth in that time. I was fortunate to work in the mayor's office after first moving back and see firsthand the efforts being made by our community leaders and energized young professionals to move the needle forward and take all necessary steps to revitalize our city. Tulsa now has a thriving arts community, concerts that compete with cities three times our size, a downtown ballpark, numerous restaurants to choose from, a booming nightlife, botanic gardens and a gorgeous world-renowned park along the river, all of which complement the treasures we were already so lucky to have like Ahha Tulsa, Philbrook, Gilcrease, the Performing Arts Center, and the list goes on and on. We are an incredibly unique and philanthropic community, and my hope for Tulsa 15 years from now is that we continue to grow our arts scene, we continue to make community investments in public spaces that benefit all citizens, and we keep our community unique and quirky in all the right ways!



**DANIEL REGAN**  
2016 TYPROS CHAIR

One of my absolute favorite memories revolves around all the community engagement we developed during my year as chair when we created the "Love Tulsa Vote" campaign. 2016 was a critical election year for local elections and ballot measures, and our voter initiative

program was nationally recognized for its unique success in helping register and drive engagement of more than 2,000 young voters in the City of Tulsa.

TYPROS has absolutely helped me advance my career through friendships that have led to, or developed into, business relationships. I continue to lease commercial office space to individuals I met through TYPROS through my years in leadership roles. Equally, I would say that TYPROS is a significant factor in my engagement with other community organizations. Thanks to the Get on Board program, I had the opportunity to get to know dozens of great local nonprofits, and was even able to create a new nonprofit to restart Tulsa's Great Raft Race thanks to the TYPROS Foundation.

Tulsa has become a lot more accessible to our younger generation over the last 15 years, and you see significant policy and entrepreneurial growth because of that shift. I hope that access and transparency continues to produce a thriving environment for the next generation of young leaders.



**MOISES ECHEVERRIA**  
2018 TYPROS CHAIR

I have too many wonderful memories during my time as chair. Some of those include collaborating with Maggie Hoey and Adam Doverspike, who were in the executive leadership team with me, as well as all the energetic and passionate crew leaders who served during my time. In short, I am most proud of all the meaningful relationships

that TYPROS facilitated for its members.

Investing back in my community is a personal commitment I made. I decided to invest my time, talent and treasure into TYPROS because of the impact it has. I was able to network with a group of individuals who are of like passion - making our community better for all. Through my involvement, not only did I meet young professionals throughout the region, I was also able to work with business and community leaders who also share that passion. I am even more invested in giving back to my community than I was before my time in leadership with TYPROS.

Fifteen years ago, I was a young college student in Tulsa beginning to explore the city. We didn't have vibrant districts in downtown at that time. The investments made in our city since then continue to amaze me. I am also excited about the increased awareness and acknowledgement of the challenges facing diverse communities within the city. I am hopeful that as awareness increases, action and meaningful changes will follow.



**ADAM DOVERSPIKE**  
2019 TYPROS CHAIR

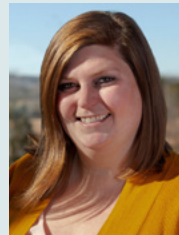
Street Cred: Tulsa Art Alley combined shining a light on a TYPROS Foundation grant recipient, elevating discussion on urban design and empowering local artists. The project brought together a large group of passionate young Tulsans to convert a dirty, smelly alleyway into a public space for public art that Tulsans can enjoy as they walk

through our always-improving downtown. After the months of planning, this Street Cred left behind several physical improvements, including consolidation of trash receptacles and the permanent artwork in the alley.

As a Tulsa boomerang, TYPROS helped me plug back into the community as an adult. The opportunity to attend the Chamber's OneVoice Day at the Capitol,

DC Fly-In, Intercity Visits and board meetings opened many doors to work with our business, government, nonprofit and tribal leaders to attract and retain young talent to the Tulsa region. TYPROS' events gave me an opportunity to be a Tulsa ambassador to new Tulsans and help them connect to like-motivated people to join boards, create community and grow roots in the Tulsa region.

When TYPROS was founded in 2005, a major knock on Tulsa was that there was nothing to do. Well, TYPROS may have been an overreaction to that problem. Even in 2018 and 2019, we held around 150 events. But in the 15 years since TYPROS was founded, Tulsans have been greeted with plenty more to do in town. New places to eat. New places to peruse art. New places to meet new people. A huge, expensive, amazing, award-winning new place to gather. Now, Tulsa attracts people if you can get them to visit. My hope for Tulsa 15 years from now is that we will have a major pipeline of educated young people coming through a four-year residential university in downtown that can bridge the gap in college degree holders that Tulsa faces today.



**CHELSEA MCGUIRE KESTER**  
2020 TYPROS CHAIR

As the current chair of TYPROS, my memories and accomplishments are still being formed. This year we set out to focus our efforts on bringing our members to the table as we work on initiatives to make Tulsa more awesome. I am immensely proud of how our leadership

team and our members have persevered during this trying year. We were one of the first organizations in the city to move our programming to the virtual space. We have been working hard as a community to make sure that TYPROS is a safe and inclusive organization for all of Tulsa's young professionals.

When I moved home after college in 2011, I wasn't sure Tulsa was the place I wanted to stay long-term. When I learned about an organization whose mission is to connect young people, develop leaders and give back to the community, I decided to give it a try. Through TYPROS, I quickly realized that Tulsa could be a great community to try out my ideas. A year later I took the leap to start my own business. By having a stable community in TYPROS that encourages creativity and entrepreneurialism, my ideas have evolved into a thriving event planning business. TYPROS has been with me through my whole entrepreneurial journey, and many TYPROS members have become my close friends and mentors.

Tulsa has grown so much from when I was a student at Jenks High School 15 years ago. When I was in high school, my friends and I would only come downtown to go to concerts, but besides Cain's Ballroom and the newly renamed Tulsa Theater, our options were very limited. Young Tulsans organized local concerts in warehouses and fields where beautiful music venues and other attractions now sit. As the former TYPROS Arts and Entertainment Crew leader, it wouldn't be right if I didn't say that my hope for Tulsa 15 years from now is that our look, sound and vibe continues to grow. My hope is that Tulsa will keep evolving to be a place where all Tulsans can succeed and find the beat of their own unique drums just like I did.

**CELEBRATE THE BEST OF TULSA'S BEST**

TYPROS' annual Boomtown Awards is the organization's premier celebration of the people, nonprofits and businesses making Tulsa a more desirable place for young professionals to live, work and play. In keeping with this year's event theme of "Ride the Wave," TYPROS will recognize the resilience of Tulsans in a year full of challenges on Friday, Nov. 6, at the Oklahoma Aquarium (subject to change).

Sponsorships for the event are also available. All funds raised by the Boomtown Awards support the TYPROS Foundation, which provides grants to engage young Tulsans in placemaking, innovation and community development.

Learn more at [typros.org/boomtownawards](https://typros.org/boomtownawards).







# OKLAHOMA GOV. KEVIN STITT

On Aug. 4, Gov. Kevin Stitt delivered his annual address to the northeast Oklahoma business community at the Tulsa Regional Chamber's virtual State of the State. Despite the challenge of COVID-19, the governor has remained one of Oklahoma's most passionate advocates for economic development. During this year's legislative session, he vetoed a bill that would have eliminated a critical incentive for attracting job creators and innovators to our state. He has worked with the Legislature to enhance important economic development tools, including the Governor's Quick Action Closing Fund and the Oklahoma Film Enhancement Rebate. Most recently, the governor was an outspoken champion of Tulsa's effort to attract a Tesla Gigafactory.

The following are excerpts from the governor's Q&A with Chamber Chair Roger Ramseyer.

## **Can you speak to the importance of the 2020 census and why Oklahomans need to participate?**

We spend about \$20 billion in our state, that's our state budget. And 40% of that comes from federal dollars, so [the census] is so important. Oklahoma needs every single person to fill that out, and it takes about 5 minutes. The second reason it's important, locally for Tulsa and all the communities around, is that there will be a redistricting, and you don't want to lose any representation to Oklahoma City based on the redistricting number. It's so important that Tulsa and all the communities around, in the counties around, fill that out and have that count.

I was in Seminole on [July 31], and the stats they told me, that if we just undercount in Seminole County by 2%, it will cost us \$10 million over the decade in that county. If it's a 5% undercount, it moves \$75 million. That's how critical that census is, so we need every Oklahoman to fill that out - that's roads and bridges and health care and education. Those are the dollars that we spend and invest back in Oklahoma citizens.

## **What are the implications for the state budget of Oklahoma's economic contraction due to the pandemic?**

We had a budget shortfall [for fiscal year 2021] of about \$1.3 billion. Gross production tax is a large part of our revenue at the state, and we've gone from about 110 rigs at this time last year down to under 10. The budget forecast coming up for next session, which will be in February, is between \$1.3 to \$1.7 billion off. So we have some tough decisions to make. The Legislature is in charge of writing that budget, and I look forward to working with them.

We want to protect the core services, but I'll tell you this: I'm so thankful that we saved, during my first session, \$200 million. We went into this downturn with the largest savings account in our state's history, over a billion dollars. When times are good, nobody can foresee the downturn. [In 2019], I told folks, 'We've got to save money right now, we need to save \$200 million.' Because if you don't save in the good times when you've got revenue going up, when are you going to save? We know, as businesspeople, revenue doesn't just always go up in a straight line. So thank goodness we went into this downturn and we were able to weather the last three months of fiscal year 2020, we were able to weather this 2021 budget. But now we're out of savings, and we'll have to make some tough decisions when we get back into session.

## **In anticipation of a tough budget process, what can be done to protect and prioritize proven economic incentives that help attract and retain jobs?**

We've got the third [federal] stimulus package, which brought in about \$1.2 billion into our state. It was designed to reimburse state agencies and municipalities for any COVID-related expenses ... But I also thought it was so important to get money to small businesses, so we set up a \$100 million plan to get money out to small businesses. We specifically excluded publicly traded companies. We wanted to get this on Main Street in our communities all across the state, and we prioritized minority-owned businesses.

The economic feeling and climate and public sentiment is so much different in Oklahoma than it is when I travel to other states and talk to other governors around the country. So we are managing this very well, specifically on whether there will be money to replenish the [Governor's Quick Action] Closing Fund next year. That's something we have to work with the Legislature - with a budget cut, with revenue down, that's going to be difficult. But I'm glad I got some money out to local businesses, and we are going to do everything we can with some of the incentives we have, such as the engineering tax credit.

We are also focused on manufacturers of automotive parts, which we are going after that sector really, really hard. I have also directed the commerce department to go after some of these states that are still shut down. I'm telling you, the businesses are going crazy in some of these states that are still shut down. So we've got the largest pipeline [of potential projects] we have ever had in [the Oklahoma Department of Commerce], and we are going to continue to go after that hard.

## **Tourism is a major economic driver for the Tulsa region - what's happening at the state level on this front?**

Lt. Gov. Matt Pinnell is doing an amazing job, and we work together so well. He's done a fantastic job with the rebranding effort, which was so important. We have 250 different state agencies, and everybody had a different logo, a different color scheme. So we wanted one brand in Oklahoma. We thought that would help us from a marketing standpoint, and it has.

Back to my governor's scorecard, which I talked about in my speech. I really want Oklahomans to look at that. It gives you a realistic idea of where we're at today. We don't hide or sugarcoat anything. I tell our state agencies that if we are 50th against every other state, I want you to put it out there. Then I want you to show what we need to do to be

25th, then what we need to do to be top 10. And you can see, when you're realistic about where you are at, you know where you're headed, you know where you're going and you can put a plan in place to go achieve that. I have every cabinet secretary give me two to three big metrics that we track.

We track visits to Oklahoma [and] hotel rooms, and tourism is going crazy. We are doing such a good job with our parks; we were one of the few states that kept our parks open [during the pandemic]. With [Oklahoma Tourism and Recreation Department] Director Winchester, we are redoing all of our restaurants around the state. We've done a private partnership with a restaurant group setting up new restaurants at Lake Murray and in different places around the state. So we are really trying to up that game.

We want to be top 10, and that's the message that I have with every one of my state agencies: you give me a plan on how to become top 10, and we'll go figure out how to get the money and how to fund it. Oklahomans deserve it, Oklahomans want that. The RV dealerships can't even keep an RV in the showroom right now, [same with] boat dealerships on Grand Lake - all the tourism things are really starting to explode, and that's economic [impact for] our state. It's something we can't take for granted, and I want to continue to push forward on that with the help of our team.

## **What are the next steps for you and the Legislature to ensure Medicaid expansion is fully implemented by the required date of July 2021?**

It is now part of our constitution, so we have to fund it. It's going to cost \$164 million. So, where is that money going to come from? I'm not raising taxes on hard-working Oklahomans. We don't have \$164 million sitting around, and as we just talked about, we have a \$1.3 billion shortfall. So you have to take it out of other state agencies, and you have to decide because now, constitutionally, you have to spend that money. Or it's going to come from the providers, and it's a provider tax or provider fee, called a SHOPP fee.

The Legislature has a tough decision on where to come up with that \$164 million. I'll obviously work with them, but that's something that's got to be funded now in perpetuity because it's part of our constitution. That's why I think it's bad when you tie stuff to your constitution, because it doesn't give our Legislature any flexibility, especially if the feds change something a year from now or in five years or 10 years or 20 years: we [might be] stuck now potentially paying off \$300 million, and for Oklahomans, it's part of our constitution and we've got to fund it.

# BOUNCING BACK

## *Area manufacturers pivot operations in response to COVID-19*

Last month, the Chamber hosted a roundtable meeting with Gov. Kevin Stitt, the Oklahoma Department of Commerce and several area manufacturing companies. Representatives from these companies discussed how their operations had to pivot in light of the pandemic and how they utilized state and federal assistance – including the Oklahoma Bounce Back grant program for manufacturers – to stay open, retain employees and innovate new products.

Manufacturing is a critical industry in the Tulsa region that employs more than 22,000 people. While Oklahoma's economic recovery from the pandemic will not be immediate, state and federal assistance has allowed a number of businesses to accelerate their bounce back.



Sawyer Manufacturing is a global provider of pipeline and welding equipment, along with fabricated components for the energy, food, health and wellness, and aerospace industries. The company received funds from the Oklahoma Bounce Back program with plans to invest in increased capabilities, including additional space. The company intends to use local suppliers and contracts to support regional recovery.



Whirlpool Corporation is a manufacturer and marketer of home appliances and opened its new 800,000-square-foot Tulsa distribution center just weeks before the pandemic. The company implemented numerous safety protocols in an effort to maintain the health and safety of its employees. By implementing the necessary safety measures, Whirlpool was able to maintain operations and maximize productions. Whirlpool also received assistance from the Oklahoma Bounce Back program, which enabled it to purchase manufacturing equipment to support production, expand capacity and ultimately increase jobs.



Kenco Engineering is a third-generation manufacturing company in Tulsa. Kenco received assistance from the Oklahoma Bounce Back program to invest in critical research and development to bring new products into the market. Kenco has been able to retain 92 of its 94 employees since the pandemic began by implementing a mandatory furlough program. Each employee is required to serve a two-week furlough between June and December of this year. The program has been well-received by employees, and Kenco expects to keep the remaining 92 employees on staff through the end of the year.



Vacuworx engineers and manufactures lifting equipment for the oil and gas, water and sewer, highway and heavy construction, concrete construction, landscaping, and manufacturing industries. After experiencing supply chain constraints for source components due to the pandemic, the company used funding received through the Oklahoma Bounce Back program to purchase new equipment and hire staff to manufacture these source components in-house. Doing so has enabled Vacuworx to reduce costs, increase product delivery speeds and create new income by producing components for other companies.



## SMALL BUSINESS SPOTLIGHT

# ACROBATANT.

AcrobatAnt is an advertising agency founded in 2008 and currently owned by partners Angela Harless, David Downing, Bryan Cooper and David Vavra. Like many businesses, the pandemic has changed the way their team interacts with each other and their clients, so we asked for their insights on making the most of working from home and how to maintain a supportive company culture.

### How do you approach your work as communications professionals?

Beyond traditional advertising, we consider all possibilities to activate our clients' brands and create compelling and impactful communication solutions. With the clients' goals in mind, we start at the business problem to solve, not at advertising tactics that we like. Our team of creative thinkers and strategists develop and manage marketing plans that may include traditional, digital or social media, video, websites, and email or environmental design, to name a few. Above all, we believe in being good humans and serving our clients thoughtfully well.

### How have you maintained company culture while working remotely?

Initially, working remotely took some getting used to. But, after a couple of weeks, we found our rhythm and continue to welcome employee solutions to improve and encourage camaraderie. Our team is in constant communication through chat - and our use of emoji and gifs have improved immensely. We have consistent team video meetings and still enjoy email, chat and phone calls with each other to catch up on work and our personal lives. Social media plays a role in staying in touch personally with team members as well.

### How have you had to alter your support for clients in light of the pandemic?

While collaboration internally must be more intentional while working remotely, we have

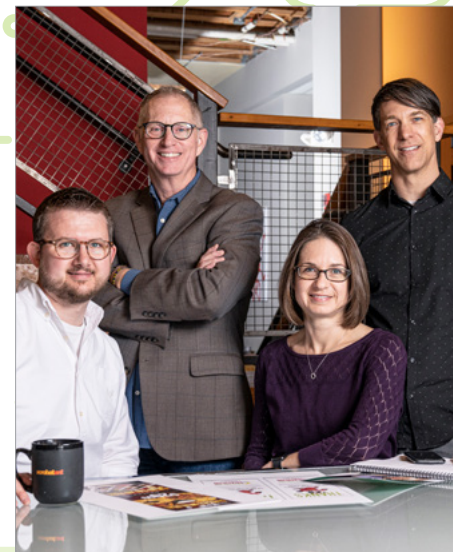
not had to sacrifice or change our client service model during the pandemic, thankfully. Our account management team maintains their client relationships via phone and email, as always. Phone calls are more likely from cell phones versus their office phone, but the team is just as accessible as prior to the pandemic, and our video chat skills have definitely improved.

### What have you learned about leading a team during this time?

Leadership during a pandemic takes intention. Walk-by, casual interactions that help build relationships and provide ongoing input regarding clients, projects and processes don't exist, unless they are created via a phone call, email or chat. We've learned that leading a great team is more than creating great work - it's supporting employees through uncertainty, health scares and family concerns. While adjusting to changing work demands is a challenge faced by everyone, being sympathetic to family and home demands, and being accommodating to those demands, is vital to success at work.

### What shifts in marketing trends have you seen over the last few months?

At the beginning of the pandemic, we saw a hesitancy to invest in long-term projects without immediate ROI, such as websites and capital improvements that would be a foundation for future efforts. So, most marketing efforts are focused on tactics that provide a short-term,



measurable return. Currently, it seems that some industries are becoming more bullish about the future and are willing to invest in longer-term projects, but with a reduced budget than what we may have expected a year ago.

### During these difficult circumstances, how have other members of the business community been helpful you and your business?

Knowing what other businesses have been doing during this time has been helpful. While it affects each business differently, it has been nice to know how others are approaching similar challenges and working together to find solutions, and just knowing that we're not alone to navigate these unprecedented times.

### PRESENTED BY:



# NEW MEMBERS

July 2020

**Engine Room Boxing LLC**

1338 E. 6th St.  
Tulsa, OK 74120  
(918) 671-2696  
[engineroomboxing.com](http://engineroomboxing.com)  
*Boxing and fitness gym.*

**BA Med Spa**

510 N. Elm Pl.  
Broken Arrow, OK 74012  
(918) 872-9999  
[baweightspa.com](http://baweightspa.com)  
*Medical spa and weight loss center.*

**The Bridges Foundation**

1813 N. Ash  
Jenks, OK 74037  
(918) 299-2656  
[bridgestulsa.org](http://bridgestulsa.org)  
*Employment opportunities, training and education to individuals with disabilities*

**h3 Strategies**

6542 E. 85th St.  
Tulsa, OK 74133  
(918) 260-4883  
[h3strat.com](http://h3strat.com)  
*Executive, leadership and management coaching, team development, and training.*

**Hungry Howie's Pizza**

1669 S. Yale Ave.  
Tulsa, OK 74112  
(918) 770-9200  
[hungryhowies.com](http://hungryhowies.com)  
*Pizza restaurant.*

**IMMI Safeguard Inc.**

3621 N. Mingo Rd.  
Tulsa, OK 74116  
(786) 664-8276  
[imminet.com](http://imminet.com)  
*Builds safety seats for buses.*

**Jardum**

PO Box 304  
Owasso, OK 74055  
(918) 238-1907  
[jardum.com](http://jardum.com)  
*Electronics and systems integrator for specialized vehicle and engine driven equipment.*

**Madison Strategies**

907 S. Detroit Ave., Ste. 210  
Tulsa, OK 74120  
[madisonstrategies.org](http://madisonstrategies.org)  
*Connects individuals with quality education and employment opportunities, maximizing their unique talents to achieve advancement and independence.*

**Quest Technical Services**

PO Box 1059  
Stillwater, OK 74076  
(877) 783-7844  
[quest411.com](http://quest411.com)  
*Information technology consulting firm and IT service provider.*

**Travis Hall Photography**

8021 S. 85th E. Ave.  
Tulsa, OK 74133  
(918) 724-1700  
[travishallphoto.com](http://travishallphoto.com)  
*Freelance commercial photographer.*

**William Loyd - Farmers Insurance Agency**

1515 E. 36th St.  
Tulsa, OK 74105  
(918) 381-8610  
[agents.farmers.com/ok/tulsa/william-loyd](http://agents.farmers.com/ok/tulsa/william-loyd)  
*Insurance agent.*

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# COVID-19 WORKPLACE GUIDELINES

Source: Centers for Disease Control and Prevention (CDC)



## Stay home if you are sick.

COVID-19 symptoms include cough, shortness of breath or difficulty breathing, fever, chills, muscle pain, headache, sore throat and loss of taste or smell.



## Wash your hands often.

Wash with soap and water for at least 20 seconds. Use hand sanitizer with at least 60% alcohol if soap and water are not available.



## Wear a mask.

Cloth face coverings can slow the spread of the virus. Face covers should fit snugly against the side of the face, include multiple layers of fabric, and be able to be laundered and machine dried.



## Clean and disinfect.

Routinely clean and disinfect all frequently touched surfaces, such as keyboards, telephones, light switches, drawers, cabinets, handrails and doorknobs, as well as shared equipment, such as printers and copiers.



## Keep your distance.

Keeping six feet between you and others is one of the best ways to avoid exposure and slow the spread of the virus.



## Avoid touching your face.

Germs can spread from other people or surfaces when you touch your eyes, nose or mouth with unwashed hands.

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