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THE CHAMBER REPORT

HOMEGROWN

CHAMBER SERVICES HELP EXISTING BUSINESSES GROW AND THRIVE

USA BMX

IDENTIFIES SITE FOR NEW HEADQUARTERS

TULSA'S FUTURE III BY THE NUMBERS

TULSA REGIONAL CHAMBER

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UPCOMING EVENTS

08.30.17
TULSA REGIONAL CHAMBER STATE OF EDUCATION
DoubleTree by Hilton, Downtown
616 W. 7th St., Tulsa | Noon-1:30 p.m.

09.07.17
ONEVOICE REGIONAL LEGISLATIVE SUMMIT
Hard Rock Hotel & Casino Tulsa
777 W Cherokee St, Catoosa | 7:30 a.m.-noon

09.15.17
CONGRESSIONAL FORUM:
Featuring Congressman Markwayne Mullin
Renaissance Hotel & Convention Center
6808 S 107th E Ave, Tulsa | 8 a.m.-9 a.m.

09.22.17
LEADERSHIP AND ELECTED OFFICIALS SKEET SHOOT
Tulsa Gun Club
8888 Mohawk Blvd, Tulsa | 8 a.m.-1:30 p.m.

09.28.17
TULSA SMALL BUSINESS CONNECTION SUMMIT AND AWARDS LUNCHEON
Marriott Tulsa Southern Hills
1902 E 71st St | 7:30 a.m.-1:30 p.m.

10.03.17–10.05.17
WHAT'S NEXT: INTERCITY VISIT
Fort Worth, TX

10.10.17
BREAKFAST NETWORK
Wyndham Hotel
10918 E 41st St, Tulsa | 7:30-9 a.m.

Visit **TulsaChamber.com/events** to register for these upcoming events.

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Senior Vice President

Steffanie Bonner
Vice President

Karen Humphrey
Executive Director, Resource Campaign

MAY VOLUNTEER OF THE MONTH
Nicolas Stolusky, *Tulsa Zoo*

MAY QUOTA MASTERS
Chris Keener, *Merrifield Office Supply*
James Joy, *Bank of America Home Loans*
Kevin O'Shaughnessy, *RCB Bank*
Rhonda McDaniel, *The Hospitality House of Tulsa*
Stacie Cato, *Saint Francis Community Services*

JUNE VOLUNTEER OF THE MONTH
Marvin Krueger, *Melaleuca, Inc.*

JUNE QUOTA MASTERS
Garrett Shaffer, *Oklahoma State University*
James Joy, *Bank of America Home Loans*
Jenny Johnson, *American Parkinson Disease Association*
Jessica Burns, *America's Incredible Pizza Company*
Kaylen Carpenter, *Rib Crib BBQ*
Keith Allison, *NAI Rupe Helmer*
Nicolas Stolusky, *Tulsa Zoo*
Rhonda McDaniel, *The Hospitality House of Tulsa*
Stacie Cato, *Saint Francis Community Services*
Tricia Weis, *The Leukemia & Lymphoma Society*

Socially Speaking...

June 20, TSBC
Our first Women Business Leaders event is happening now, and is full of story sharing, honest dialogue and plenty of laughter. Thank you to all the women who made our first Laugh and Learn a success!

June 26, TRC
It was a beautiful day for the 2017 Summer Golf Classic.

June 27, TRC
Governor Mary Fallin is addressing the crowd of nearly 1,000 business and community leaders at today's State of the State event.

June 29, TRC
The Chamber is announcing the results of its 16-week labor study, led by @SiteSelectionGr of Dallas.

July 7, TSBC
"It's not about the technology, it's about your workflow."

We had a great time meeting with Mark Rush and everyone at Nomerel, LLC. #TulsaSmallBizRocks

July 10, TRC
Greg Weber with Tulsa Opera just won a $100 Visa gift card and you can win one, too. Take our membership satisfaction survey to be entered into a drawing for one of three remaining gift cards.

July 24, TRC
Congratulations to Bama Companies, Inc. for 80 years of corporate excellence, not to mention the tasty hotcakes!

ARE YOU A SMALL BUSINESS?

The Small Business Connection is the Tulsa Regional Chamber's largest member-program, with programming designed by small business owners for small business owners. Events like the Breakfast Network series, Business Behind the Scenes and Small Business Socials are designed to empower, educate and expand small businesses just like you.

Already a Chamber member and want to get more involved in the Connection?
Email KathyDuck@tulsachamber.com for more info or to get involved.

TULSASMALLBUSINESS CONNECTION
POWERED BY THE TULSA REGIONAL CHAMBER

HOMEGROWN

Chamber services help existing businesses grow and thrive

Economic developers almost universally agree: it's easier to grow and retain existing businesses than it is to attract new ones. Once a company has invested capital, trained a workforce and established itself in the community, its potential for expansion is a prime opportunity for regional economic growth.

"The Tulsa Regional Chamber's economic development team is committed to the success of our existing employers," said Brien Thorstenberg, the Chamber's senior vice president of economic development. "Retaining existing companies and removing barriers to their long-term prosperity is an investment in the region's economy and future growth."

Bama is no exception. Since its incorporation in 1937, The Bama Companies has been a corporate staple in the Tulsa region. The company provides culinary product development services, product customization and oven-ready products to customers in more than 20 countries. Growth for Bama means growth for the regional economy, and the Chamber provides support and resources to enable companies like Bama to expand locally.

The success of McDonald's all-day breakfast provided Bama an opportunity for such an expansion. In July, coinciding with its 80th anniversary in business, Bama celebrated the opening of its hotcake facility in Owasso. The 55,000-square-foot plant allows Bama to strengthen its relationship with McDonald's, a customer for nearly 60 years. A million hotcakes leave the factory every day and are served at McDonald's restaurants around the world. With the facility expansion, Bama aims to grow its share of McDonald's hotcake supply from one third to half of all orders.

"It was truly amazing to watch and be a part of the collaboration and teamwork needed to bring the hotcake expansion to producing quality product in less than a year," said Bama Foods Plant Manager Brian Moore. "Because

of this expansion, we were able to add 48 additional new jobs to Bama and the community."

To support this type of growth at both Bama and other regional employers, the Chamber's economic development division provides free business retention and expansion (BRE) services. This structured program helps eliminate barriers to growth for companies in key industry sectors, including aerospace and aviation, energy, health care, information technology, manufacturing, professional services, and transportation and logistics. BRE resources available to any primary employer in those industries include assistance and guidance with state incentives, government relations and permitting, workforce recruitment and training, and public relations, among others.

"BRE is a proactive approach to ensuring primary employers have the resources they need to be successful and continue to expand their operations in the Tulsa area," said Andrew Ralston, director of existing business and energy at the Chamber. "The ultimate goal is the addition of permanent, high-quality jobs, as well as new capital investment. Over the past seven years, the economic development team's work in BRE has accounted for 80 to 90 percent of the job creation projects in the Tulsa region annually."

In the case of Bama's recent expansion, Chamber economic development staff assisted the company with a successful application to the state's Quality Jobs Program. This incentive, administered by the Oklahoma Department of Commerce, provides qualifying enrolled companies quarterly cash rebates of up to five percent of newly created taxable payroll for 10 years. The program, targeted to manufacturers and certain service companies that project a new payroll investment of $2.5 million or more, is a valuable asset to improving a company's bottom line. This incentive is just one of several dozen resources available to regional employers. Without engaging the Chamber, many companies otherwise eligible for such programs leave these resources untapped.

"Many of the benefits, programs and incentives available would not be obvious to companies without the discussions we have during a visit to their facility," said Ralston.

Company visits help the Chamber understand an employer's needs and uncover obstacles they face to growing their business. The Chamber's economic development team makes 10 visits per week, which incorporate a range of issues unique to each employer. After meeting with a company, Chamber staff can then tailor an assistance package that may include technical expertise on applying for grants and incentives, connections to workforce training programs based on employer needs, and competitive wage research.

"The Chamber's BRE efforts are a cornerstone of economic development," said Thorstenberg. "Our team helps companies address a plethora of business issues with resources that may not be widely recognized."

These resources are available to companies through a network of partners, including local and state agencies, non-profits, business development organizations, and utility companies with which the Chamber has cultivated relationships. These resource partners are the primary service providers. Throughout the process, the Chamber offers guidance, technical expertise and advocacy to help companies navigate an often overwhelming terrain. In many projects, this facilitator role is indispensible – for example, an honest mistake on a Quality Jobs Program application may disqualify a company from receiving the rebate.

RESOURCE PARTNERS

- **City of Tulsa Economic Development**
- **Oklahoma Center for the Advancement of Science & Technology**
- **Oklahoma Department of Commerce**
- **Oklahoma Manufacturing Alliance**
- **Utility Providers**
  - **City of Tulsa**
  - **Public Service Company of Oklahoma**
  - **ONE Gas**
- **Workforce Development**
  - **Workforce Tulsa**
  - **Oklahoma Employment Security Commission**
  - **Goodwill Industries**
- **Workforce Training**
  - **Tulsa Tech**
  - **Tulsa Community College**
  - **OSU-IT**
  - **OK2Grow**

Andrew Ralston (left), director of existing business and energy for the Tulsa Regional Chamber, greets Shelley Cadamy, executive director of Workforce Tulsa, at a recent Chamber event.

In addition to one-on-one guidance, the Chamber hosts events based on trends in regional employers' needs, including career fairs and networking opportunities. Most recently, the Chamber partnered with the Oklahoma Center for the Advancement of Science & Technology (OCAST) on a luncheon for manufacturers. The event introduced dozens of companies to resources like the Oklahoma Manufacturing Alliance and Tulsa Tech's business and industry services.

"When tech-based companies want to develop and introduce a new product to the market or access top-rate interns, OCAST is there to help," said Cornell Cross, associate director of programs at OCAST. "The Tulsa Regional Chamber is an excellent partner to OCAST, and we enjoy the opportunity to assist in their important mission of retaining and expanding tech-based businesses in the Tulsa region."

While corporate relocations and new business announcements may easily attract headlines, BRE projects are just as noteworthy.

"When a company is ready to announce a new project or expansion, we can assist them with public relations to make sure they get the attention they deserve," said Ralston. "We want primary employers who are investing in our community to be recognized for their role in the Tulsa region's success."

As a third generation family-owned business, Bama has a long history of investing in the community. In addition to more than 900 employees in the Tulsa area, Bama is known for its leadership in diversity and inclusion, its support of social programs like Women In Recovery and the YWCA, and its commitment to excellence as a Malcolm Baldrige National Quality Award winner.

"We view our team members as part of our family," said Bama CEO Paula Marshall, granddaughter of the company's founder, Cornelia Alabama "Bama" Marshall. "And, of course, we love Tulsa and all the beautiful things we have here to enrich our lives."

For Bama's fourth generation of family ownership, and for regional employers in each of northeast Oklahoma's targeted industry sectors, the Chamber will remain a strategic partner in their homegrown expansions.

WE WANT TO GET TO KNOW YOUR BUSINESS AND ITS NEEDS.

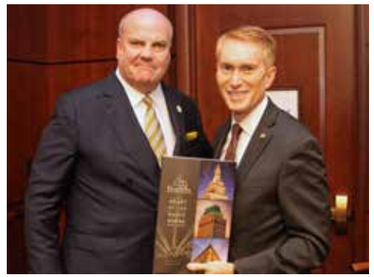
For more information about the Chamber's BRE services or to schedule an appointment, please call Andrew Ralston at 918.560.0239 or email andrewralston@tulsachamber.com.

TUL → DC

D.C. Fly-In promotes OneVoice in Washington

10 YEARS oneVoice
TEN YEARS: ONE VOICE

This has been a pivotal year in Washington D.C., as major changes occur quickly within the first months of the new presidential administration. To amplify the region's voice in these important policy discussions, an 80-person coalition traveled to the nation's capital for the Tulsa Regional Washington D.C. Fly-In, June 7-9. The event helps build collaborative relationships between federal elected officials and the northeast Oklahoma business community.



These regional leaders met with Oklahoma's legislators to discuss a number of priority issues, including energy, transportation, infrastructure and health care. In addition to the state delegation, trip attendees met with Secretary of the Interior Ryan Zinke, House Majority Whip Steve Scalise, Rep. William Hurd of Texas, members of the White House policy staff and leadership from the U.S. Chamber of Commerce.

Attendees represented Chamber member companies and organizations endorsing the OneVoice Regional Legislative Agenda, including cities, chambers of commerce and economic development organizations. The agenda, now in its tenth year, has become a well-respected resource for state and federal policy.

"Over the past decade, the Tulsa Regional Chamber has worked with a regional coalition that proactively engages our federal leaders to advance the Tulsa region and state of Oklahoma," said Mike Neal, president and CEO of the Tulsa Regional Chamber. "The Washington D.C. Fly-In is vital for fostering collaborative relationships with Oklahoma's federal delegation and ensuring the betterment of the Tulsa region through business-friendly legislation."

The regional OneVoice process begins each summer, as nine issue-specific task forces meet to discuss action items for the upcoming year. Each task force ultimately identifies three state and three federal priorities. Those issues are voted on by more than 400 participants at the annual OneVoice Regional Legislative Summit. A slate of 15 state and 15 federal priorities, including the top priority of each task force, then becomes the finalized OneVoice agenda.

OneVoice is a powerful mechanism to advance the economic prosperity of northeast Oklahoma, and the annual D.C. Fly-In is the primary federal advocacy opportunity for Chamber members and OneVoice agenda endorsers. Face-to-face meetings with elected representatives and their staff during the trip – whether at receptions, dinners or scheduled visits – strengthen the region's rapport and credibility in Washington. As Congress weighs various interests in crafting public policy, the Tulsa Regional Washington D.C. Fly-In is one way the Chamber helps ensure our nation's legislators consider the priorities of the Tulsa business community.

GET ENGAGED

Visit the Legislative Advocacy page on TulsaChamber.com to learn more about each task force and to register for the 2017 OneVoice Regional Legislative Summit.

OneVoice Task Forces

- Business & Environmental Resources
- Development, Economy & Taxes
- Education
- Energy
- Health Care Advocacy
- Regional Tourism
- Small Business & Entrepreneurship
- Transportation & Infrastructure
- Workforce & HR

WORKFORCE INSIGHTS

RESULTS OF THE CHAMBER'S LABOR MARKET STUDY UNVEILED

The availability of an educated, well-trained workforce is a fundamental economic driver, and developing that workforce in northeast Oklahoma has been a Chamber focus for years. Earlier this year, the Chamber commissioned a labor market study by Site Selection Group (SSG) of Dallas. The 16-week, 11-county study reviewed commute times, underemployment, the workforce pipeline and future demand, gaps between education and industry, and wages and benefits.

To uncover the nuances of the existing labor market, SSG surveyed nearly 1,000 employees from across northeast Oklahoma. They found that approximately 13.5 percent of the region's workforce is underemployed, meaning they are more likely to be accessible for job opportunities from new and expanding businesses. Findings also indicated that underemployed individuals tend to be more prevalent among white collar positions, younger individuals and individuals lacking a college degree.

For the industry perspective, SSG surveyed and interviewed more than 100 firms, data that represents more than 36,000 employed individuals across the region. The results indicated businesses in northeast Oklahoma are actively looking to grow, and companies recognize the need to fully engage workforce development and training opportunities. Regional employers take pride in their workforce, and repeatedly described their employees as skilled, hardworking and possessing a strong work ethic. The study also found that while businesses can find entry-level talent, they struggle to locate highly skilled workers.

The study also collected data for all seven of the industries targeted within the Chamber-led Tulsa's Future regional economic development plan: energy, aerospace and aviation, health care, transportation and logistics, advanced manufacturing, information technology, and professional services/regional headquarters. Strengths within these targeted industries include the ability to leverage underemployment to grow and diversify; concentrated, deep skill sets; and strong growth potential. Weaknesses include depth of skills sets compared to large markets; tight labor markets where training and workforce development is critical; and the need for growth in higher skill requirements.

Documenting real, verifiable commuting distances and times is crucial to demonstrating an available workforce for new and expanding companies. SSG found that a large portion of the regional workforce enjoys short, 20 to 30 minute commutes. However, individuals in more rural communities will often travel farther for jobs.

To grow in the Tulsa region, companies must have confidence in the local workforce pipeline. SSG found that northeast Oklahoma has a strong production environment that benefits from short commute times and cost advantages. However, labor markets remain tight, and regional companies need to focus on workforce development and training to meet future labor needs.

In addition to funding from Tulsa's Future, the study was made possible with support from Public Service Company of Oklahoma, OG&E and MidAmerica Industrial Park. These results will not only help existing area businesses plan for future growth, but will be a valuable asset for the Chamber's economic development staff in marketing the strengths and assets of the Tulsa region to relocating and expanding companies.

Northeast Oklahoma has seen tremendous growth over the past decade. To sustain and accelerate this pace, workforce development is an economic development imperative. Better understanding the current labor market will help Chamber staff and regional partners anticipate future workforce challenges and opportunities.

What's Next
EXCHANGE. EXPLORE. EXPAND.
FORT WORTH
Oct. 3-5 | Fort Worth, TX
Early bird registration: $1,500
After September 12: $1,650
Register @ TulsaChamber.com
PRESENTED BY HALL ESTILL ATTORNEYS AT LAW

JOIN THE CHAMBER IN FORT WORTH FOR THE EIGHTH ANNUAL
WHAT'S NEXT: INTERCITY VISIT

Join Chamber staff, elected officials, business leaders and regional partners for the eighth annual Intercity Visit. This year, we look forward to learning from Fort Worth's success in river development, downtown walkability, public health strategies, and tourism and sports.

The agenda includes an opening night reception at the historic Fort Worth Stockyards, presentations at the C.R. Smith Museum and a group dinner at the legendary Fort Worth Club.

We're local. We're global. And we're proud to be both.

Linde Engineering North America Inc. is part of the fabric of Tulsa and beyond. From playing an important role in the everyday items you use, to supporting our community, we're helping to make Tulsa and the world a better place to live.

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FOR THE WIN!

MOHAWK SPORTS COMPLEX SCORES BIG WITH YOUTH TOURNAMENTS

Youth sports have established Tulsa's sports complexes as some of the top tournament destinations in the country. These competitions bring thousands of athletes, families and spectators to the region, and with them, new money into the area economy. The Tulsa Sports Commission, an amateur sports development and attraction entity under the Chamber's regional tourism division, is integral to this effort through the operation, promotion and marketing of the Mohawk Sports Complex.

"Since the Tulsa Sports Commission started marketing and promoting the Mohawk Sports Complex in 2013, the complex has risen from a local sports facility to a showcase complex that hosted one of the largest youth soccer championships in the country," said Tulsa Sports Commission Executive Director Vince Trinidad.

The Tulsa Sports Commission sponsored two major youth soccer tournaments during the fiscal year ending in June 2017. These tournaments brought in an estimated total economic impact of approximately $11.9 million.

The Lexus Tulsa Cup, the largest soccer tournament in state history, returned to Tulsa in the spring. The tournament was held April 8 and 9, during which 440 teams competed at four different sites. Nearly 75 percent of the teams traveled from out of town. Presented by Adidas and the Tulsa Sports Commission, the tournament attracted an estimated 30,000 spectators. With such a large number of visitors and an estimated economic impact of $6 million, the Lexus Tulsa Cup not only provided financial benefits to the city, but a positive reputation for the region's sports complexes.

In June, the Mohawk Sports Complex hosted the US Youth Soccer (USYS) Region III Presidents Cup. Roughly 5,400 attendees gathered to watch 120 teams from across the nation compete for a spot at the USYS National Presidents Cup. The tournament produced an economic impact estimated at $5.9 million, generating approximately $128,000 in city sales tax. Local hotels booked an estimated 8,350 room nights.

Attracting spectators and competitors from across the country, events of this size take months, and sometimes years, of preparation.

For the Lexus Tulsa Cup, the Tulsa Sports Commission began meeting with the event organizers three months in advance. Sports commission staff partnered with the Tulsa Soccer Club Hurricanes to produce the competition, as well as 20 volunteers who managed the four complexes during the event. With more cars than parking spaces, the staff partnered with a parking crew to run things efficiently. However, 2017 was Tulsa's third year hosting the tournament, and Mohawk Sports Complex Operations Manager Laura Porth said they have worked out the kinks.

"We have a lot of events that are annual, and some that are new each year," Porth said in a January interview with Sports Events magazine. "My main thing is that I try to make it better each time. It's the small details."

The process of bringing the USYS Presidents Cup to Tulsa began two years ago, when sports commission staff worked with the Oklahoma Soccer Association to bid on the event. In October, a working group began coordinating the five-day tournament, partnering with the City of Tulsa and maintenance crews to manage details such as the concession stand, merchandise store, field upkeep, nets, trash, recycling and more. 2017 was Mohawk's third year hosting a USYS championship, and the Tulsa Sports Commission doesn't plan on it being the last.

"Mohawk has so much to offer, and with the passing of [the Vision sales tax], we can reach our potential," Porth said. "With more parking and an additional exit, we can go after larger events such as the US Youth Soccer National Championship Series Regional and the USA Ultimate Club National Championship."

Nationally recognized tournaments such as the Lexus Tulsa Cup and USYS Presidents Cup are only two of dozens of amateur sporting events that continue to positively impact the Tulsa area by providing a superior reputation for the sporting community.

"Through the hard efforts of our dedicated staff, the complex is starting to fulfill the ideals and hopes of what Tulsa envisioned the complex to be when they voted for its creation," Trinidad said. "We look forward to continuing to showcase the complex across the nation as a premier destination."

TULSA REGIONAL CHAMBER
#ICONICTULSA
2017 RESOURCE CAMPAIGN

Thank you for an iconic 2017 Resource Campaign

The Tulsa Regional Chamber's Resource Campaign concluded in June with a historic finish. The 23rd annual campaign raised a total of $3,777,321, making it the highest-grossing campaign in Chamber history.

The Resource Campaign is vital to the Chamber, as these funds make up nearly 25 percent of the Chamber's annual budget. The money raised is invested back into the community through core Chamber initiatives and programs. More specifically, campaign fundraising supports the Chamber's member services, programming for small business and entrepreneurship, education, workforce attraction and legislative advocacy. It also supports contributions the Chamber makes to its regional economic development partnership, Tulsa's Future, and to its regional tourism development program, VisitTulsa.

Over the course of 10 weeks, more than 100 volunteers sold sponsorships to Chamber events, programs and publications. The success of this year's campaign is a reflection of the hard work of campaign volunteers and the commitment of member companies to the Chamber's mission.

"The annual Resource Campaign directly supports the Chamber's mission," said Phil Albert, president of Pelco Structural and 2017 Chamber chairman. "We thank all of our member companies that have shown their commitment to regional economic prosperity through support of this effort."

This year's campaign total far exceeded the $3.5 million goal, and marked the campaign's fourth consecutive year to raise more than $3.6 million. The 2017 cash total was also the highest in campaign history, at $2,491,424. Because of these successes, the Tulsa Regional Chamber Resource Campaign is now the largest and most successful Chamber total resource development campaign in the country.

"We cannot thank our incredible volunteers enough, because this campaign would not be possible without their dedication," said Mike Neal, president and CEO of the Tulsa Regional Chamber. "Through their effort, the Chamber will build upon our region's current momentum and ensure it is a thriving place to live, work and visit."

The 2017 campaign was led by Resource Campaign chair Tom Biolchini, vice chairman of the board for Valley National Bank. The leadership team also included co-chair Shane Fernandez of Nabholz Corporation, and vice chairs Heather Gowin of Cancer Treatment Centers of America, Matt Newman of Covanta Tulsa Renewable Energy, Janet Selser of Selser Schaefer Architects and Aaron Fulkerson of Schnake Turnbo Frank.

This year's top producing teams were Hidden Jules of Tulsa, team captain Julee March; Team Hot Cakes, team captain Shirley Bailey; and Naples Small Biz Patriots, team captains Jerry Holder and Lynda Wingo. The top overall producers were Shirley Bailey and Mark Poole.

Thank you to all of the volunteers and member companies that made the 2017 Resource Campaign iconic. Through their support, the Chamber will continue its mission of improving the quality of community life through the development of regional economic prosperity.

Thank you to all of the volunteers and member companies that made the 2017 Resource Campaign iconic.

USA BMX IDENTIFIES EVANS-FINTUBE AS PREFERRED SITE FOR NEW HEADQUARTERS

Northeast of downtown Tulsa, the Evans-Fintube industrial site has been a prime redevelopment opportunity for decades. Long-time Chamber partner USA BMX now intends to transform the property into its international headquarters.

"After carefully considering each location, we have decided the Evans-Fintube site is our preferred site and will be the best option for our organization and the Tulsa community," said B.A. Anderson, CEO of USA BMX. "There is certainly a great deal of due diligence to complete in order to solidify this location. We look forward to working with the team in Tulsa to work through the logistics and make the new USA BMX headquarters a new, exciting addition to the Tulsa downtown skyline."

"After carefully considering each location, we have decided the Evans-Fintube site is our preferred site and will be the best option for our organization and the Tulsa community," said B.A. Anderson, CEO of USA BMX.

In April 2016, Tulsa voters approved the Vision sales tax package with a $15 million investment for USA BMX's headquarters and arena, which includes an Olympic training facility. That same month, USA BMX announced its intent to relocate from Arizona to Tulsa. While the original site identified for the new facility proved unworkable during contract negotiations, USA BMX remains committed to a future Tulsa headquarters.

"We are so happy to celebrate USA BMX's journey to their new home in Tulsa," said Vince Trinidad, executive director of the Tulsa Sports Commission. "We owe sincere gratitude to Bernard Anderson and the entire USA BMX staff for their commitment and unwavering faith in Tulsa. We also sincerely appreciate all of our sports partners, city and county leaders for pushing this effort forward."

The city is expected to see more than 100,000 visitors attending more than 100 local, state, and national events in the first five years – including the Olympic trials in 2020. BMX events are expected to help generate nearly $11 million for the Tulsa economy in that five-year time span.

"We are bringing an Olympic sport and its national audience to the Greenwood District," Tulsa Mayor G.T. Bynum said. "Much as the BOK Center was a public project that spurred private investment in downtown, we believe this partnership with USA BMX is the first step in drawing significant private investment to this area of north Tulsa."

For nearly three decades, Tulsa has hosted the USA BMX Grand Nationals at Expo Square. The Tulsa Sports Commission helps facilitate this world-class competition, and has developed a strong partnership with USA BMX.

"We are bringing an Olympic sport and its national audience to the Greenwood District," Tulsa Mayor G.T. Bynum said. "Much as the BOK Center was a public project that spurred private investment in downtown, we believe this partnership with USA BMX is the first step in drawing significant private investment to this area of north Tulsa."

"There was never any doubt an equally attractive location would be made available for Tulsa to be the epicenter for the sport of BMX," said Ray Hoyt, senior vice president of regional tourism at the Chamber. "The relationship we've nurtured with USA BMX's executive leadership team, staff and athletes over the last several decades, and our strong partnerships with city and county leadership, are a testament to what a top American city like Tulsa can achieve when we all believe in the same vision and work together to make big dreams real."

"The preferred Evans-Fintube site provides a wonderful backdrop of downtown Tulsa," said Trinidad. "The USA BMX headquarters will be a crown jewel of our great city for generations to come."

Tulsa Economic Development Corporation (TEDC) Executive Director Rose Washington, also a Chamber board member and former vice chair of education and workforce, noted the potential of USA BMX's relocation to spur development in north Tulsa. The property was included in a grant from the Environmental Protection Agency (EPA) to address both environmental and development issues at distressed "brownfield" sites in north Tulsa.

"Because of TEDC's partnership with the City of Tulsa, I've spent countless hours with city and community leaders discussing brownfield issues, as well as evaluating redevelopment proposals," said Washington. "When I heard about the BMX prospect and the potential it brings to the area for the first time, I was ecstatic, because this project has the opportunity to draw visitors from across the globe that will get acquainted with historic Greenwood."

The former steel manufacturing facility and foundry, once the largest manufacturing facility in the city, will soon be repurposed to power a new kind of energy in Tulsa.

"The preferred Evans-Fintube site provides a wonderful backdrop of downtown Tulsa," said Trinidad. "The USA BMX headquarters will be a crown jewel of our great city for generations to come."

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7:30 a.m. – Morning keynote

8:30-11:45 a.m. – Breakout sessions

- Cyber security
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Noon – Lunch keynote and Crystal Star Awards presentation
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ANN RHOADES, *President of People Ink and former executive at JetBlue and Southwest Airlines*

Built on Values: Creating an Enviable Culture That Outperforms the Competition

Most leaders know that a winning, engaged culture is the key to attracting top talent and customers. Yet, it remains elusive how exactly to create this ideal workplace – one where everyone from the front lines to the boardroom knows the company's values and feels comfortable and empowered to act on them. Ann describes a proven system for creating values and socially responsible cultures.

Based on Ann's years of experience with JetBlue, Southwest Airlines and other companies known for their trailblazing corporate cultures, Ann reveals how leaders can create winning environments and provides a clear blueprint of how to accomplish culture change.

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mosaic
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D&I 101: SUPPLIER DIVERSITY

Wes Mitchell
Vice Chair, Education and Workforce

In June, Mosaic held the inaugural CEO Roundtable discussion. The high corporate leadership attendance and participation at this event made me feel more confident than ever that companies in the Tulsa region will continue to invest in diversity and inclusion practices that contribute to the health of our region's economy. Providing further evidence of this, the Brookings Institute found that Tulsa was among eight out of a hundred large metropolitan areas that have improved economic inclusion, growth and prosperity across all income levels.

Supplier diversity, one of the five Mosaic pillars, is key to inclusion, innovation and increased profits. Building a network of diverse suppliers is not a quota or social program; it is a business strategy that drives successful outcomes in a market increasingly driven by disruptive innovation. Small businesses are significant contributors to the Tulsa economy, and supplier diversity programs give those companies an opportunity to have a seat at the table. That seat comes with increased competition in the supply chain, innovative solutions and potential new markets.

With increased competition in price and service levels, smaller firms have the opportunity to face-off against larger incumbents and increase overall productivity. A 2015 Hackett group study underscores the bottom line opportunities for diversifying suppliers: on average, supplier diversity programs add $3.6 million to the bottom line for every $1 million in procurement operation cost. Supplier diversity is not just a "feel-good" checkbox, but a business strategy with a great return on investment.

THE TULSA OFFICE OF
FILM, MUSIC, ARTS & CULTURE

FEATURED ARTIST

John Moreland

A songwriter's songwriter, John Moreland released his fourth full-length studio album, "Big Bad Luv," in early May. From interviews in Rolling Stone, the New Yorker and GQ to performances on CBS and the BBC, the past three months brought renewed international attention to the Tulsa artist. Moreland's recent release presents his music backed by a troupe of local musicians, a break from the solo act that propelled his early career.

Moreland's touring schedule will take him across the U.S. and Europe through the fall, with a return to his hometown for a show at the Cain's Ballroom Dec. 1. Listen to songs from "Big Bad Luv" and read more about Moreland at johnmoreland.net.

FOLLOW THE TULSA OFFICE OF FILM, MUSIC, ARTS & CULTURE AT @TULSAFMAC FOR MORE HIGHLIGHTS!

The State of Education

Joshua Wyner, vice president and executive director of the College Excellence Program at the Aspen Institute, will deliver the keynote speech at the Chamber's upcoming State of Education luncheon. Chamber staff recently discussed higher education with Wyner for a preview of his remarks at the event.

What led you to found the Aspen Institute's College Excellence Program?

Higher education is more important today than ever before for two major reasons. The first is talent development. Currently, the demand for college degrees is greater than the supply of Americans who have them. It's estimated that in the next 10 years, two-thirds of the population will need a postsecondary degree, but only about 40 percent currently have one.

The second reason higher education is so important right now is social mobility. The fastest growing portions of the college population are low-income, Hispanic and Latino, African American, and other minority groups. In the past, these students have been underserved compared to others and, consequently, have succeeded at lower rates. We can't develop the talent we need unless we do better by these groups of students. The notion of the American dream – that if you work hard, you can get ahead – must include higher education. We must make sure people pursuing these degrees have access to a better life as a result.

This is what motivated the creation of the Aspen College Excellence Program. We aim to support colleges in improving student learning and completion so more students have clear pathways to degrees that lead to good careers. Colleges and universities are the conduit for both talent development and social mobility. Our job is to support them in achieving those goals.

States are continually shifting the financial responsibilities for higher education onto students and federal student aid programs, with states' funding shares decreasing every year. What's the reason for this trend? Do states just not value higher education anymore?

There are a few states that have increased higher education funding since the end of the Great Recession; however, on the whole, colleges are still getting less money than before 2008. Why is that? One, there seems to be a long-term trend to lower tax rates. In a number of states, there's been a consistent drive to decrease taxes under the theory that leaving funds in the private sector will boost the economy, which will in turn benefit everyone. The amount available for higher education (and other public goods) won't change unless more voters want to invest in the public good.

A second reason is that no matter how big the pot of public money, entitlement programs take top priority. As the cost of entitlements like health care and retirement continue to grow rapidly, there is less and less for social programs. History tells us that among discretionary spending priorities, higher education tends to take a back seat to things like public safety and K-12 education.

As a chamber of commerce, one of our biggest focuses is workforce needs. What are the biggest barriers to aligning higher education programs with demands on the labor market?

The biggest barrier is not enough co-ownership of talent development by both industry and higher education. Improvements can be made on both sides. For higher education, there is a long-held tradition that the institutions are designed to help students become critical thinkers, problem solvers and lifelong learners. Colleges and universities, as well as employers, greatly value these skills as they certainly provide great benefit to society. At the same time, these institutions need to do a better job delivering sufficient technical skills to students. For example, there is plenty of demand by students and industry for more STEM programs in areas like health care and IT. However, higher education institutions, on a whole, have not increased those areas of study quickly enough to accommodate the growing need. They've also not enabled students who arrive in college with lower levels of math and science skills to catch up fast enough.

On the industry side, employer behavior is often driven by quarterly profit. Because of this, they operate at a much faster pace than colleges, which don't have that kind of quarterly set of incentives. So, employers want workers with skills they need now, and higher education takes time to revamp programs or build new ones. To bridge this gap, industry needs to do a better job of translating the skills they need clearly to colleges so that the colleges can then develop meaningful curriculum. Employers need to quickly tell colleges if the graduates they hire can't do something essential so colleges can fix the problem. Industry also needs to recognize that higher education institutions aren't getting the money they had in the past, and that continued investment is necessary to maintain and grow quality programming. In the end, the key to aligning higher education with workforce needs is to develop more co-ownership and trusting relationships between the two sectors.

You've stated in several articles that only about half of students who enroll in college actually graduate. What are the main reasons for this? Are there any innovative programs or policies addressing this issue?

There are a lot of reasons students don't graduate. One is inadequate preparation in K-12. Another has to do with the cost of college and the competing demands on students' time. A student may have to work full-time, so they don't have time to study or it takes too long to get a degree. And yet another reason, which we focus on, is that colleges are often not organized for the students of today. Many use systems and processes based on a legacy model of residential liberal arts programs enrolling students who aren't working full-time.

So, for colleges and universities to organize themselves to increase completion for the modern student, two specific structural challenges need to be addressed. The first is that there is not always a clear pathway to a degree or from the degree to a career. This needs to be clear from the moment students enroll. Without this clarity, students take unnecessary or extraneous coursework, or chose degrees that will make it difficult to find a good job.

The second challenge is often inadequate advising to guide students along the way. Students receive important guidance too far into the semester, which might be too late for those who aren't doing well. If students are adequately monitored from the very start, advisors and faculty can see when students are in trouble and can respond with appropriate interventions to ensure students are getting what they need to succeed. Most of the challenges students face can be fixed if colleges are aware that they are struggling and invested in addressing those challenges. So, colleges and universities nationally that achieve much higher completion rates are often adopting reforms related to these two challenges by creating clear pathways to a degree and then monitoring student behavior and intervening as needed along the way.

Are there any examples of colleges that are doing this particularly well?

At the community college level, Lake Area Technical Institute in Watertown, South Dakota, is doing a great job of ensuring student success. Remarkably, 74 percent of their students attain a degree. That's better than 85 percent of four-year colleges in the country. Upon graduation, 99 percent of their students have a job or have moved on to a four-year bachelor program. Nearly half of their students receive Pell Grants. How do they do it?

Lake Area students don't choose courses; instead, students enter a program of study. The college organizes the whole schedule for students so they never make a wrong course choice. Lake Area Tech also has a really strong relationship with local employers. So much so that employers give the college regular feedback on skills needed for jobs, help support students through internships and workplace learning, and even donate expensive equipment to the school. So there's co-ownership for student success and talent development.

In terms of universities, Georgia State University is doing great work. They build clear degree pathways and monitor students at every step, starting during the first weeks of school. They employ thousands of interventions, contacting students by email or text and then intervening in ways they know are likely to work based on past experience. So, if a student gets a "D" on a quiz, she will get a call from an advisor or a faculty member and be recommended for tutoring. They've got a very sophisticated way to guide and monitor their students. They also have a very diverse student population.

Who do you think stands to gain the most from attending the Chamber's State of Education luncheon?

I hope the session has value to anyone interested in talent development, especially those engaged with higher education. Our organization tends to focus on practice: what happens within the college itself but also how well the college partners with other institutions – including employers -- to deliver talent. I look forward to coming to discuss the key issues of talent development and social mobility.

TULSA REGIONAL CHAMBER

State of Education

with keynote speaker Joshua Wyner

Wednesday, August 30 | Noon-1:30 pm
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Spotlight: SMALL BUSINESS CONNECTION

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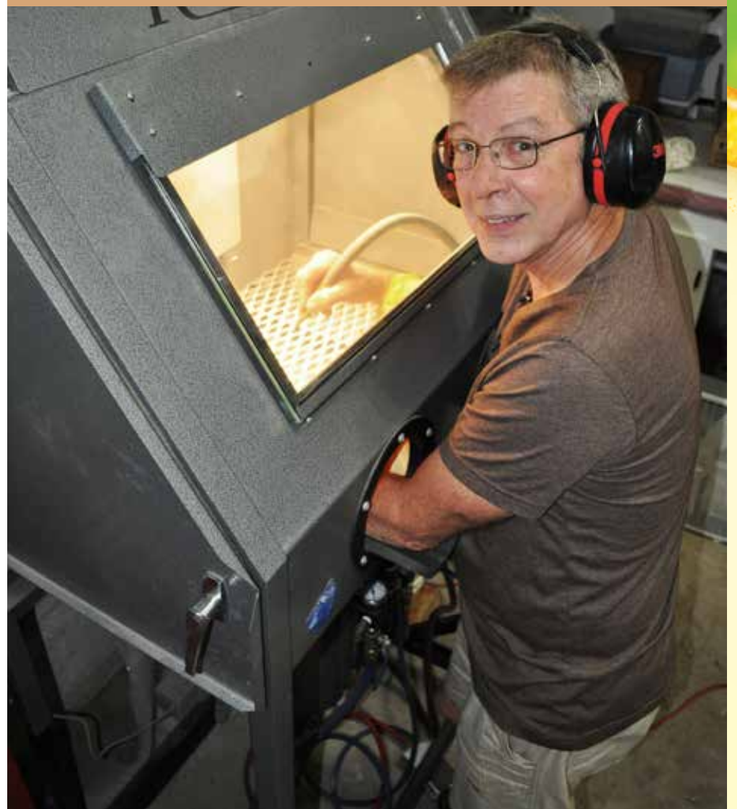
DARA BURGE AND PAUL SCHROEDER, *The Chizel*



How long have you been a small business owner? Two years.

What made you decide to open your small business? We saw the opportunity to pursue our interests and apply our mutual strengths to an artistic product not common in the Tulsa area. Plus, aside from the business itself, our friendship and working relationship has such a synergy that we were determined to build something together.

What are the greatest challenges associated with small business ownership? Growing a new business when capital assets are not available in abundance, identifying the market and optimal client profiles, and determining the short- and long-range goals of the business and crafting a reasonable plan to accomplish them.

What do you find most rewarding about operating a small business? Operating a small business provides a great deal of freedom to pursue goals. When structured correctly, the profit realized stays with the owners and allows for further growth.

What advice would you give to any would-be small business owners considering starting a business in the Tulsa area? Research the market carefully and establish a reasonable and workable plan for growing your business without incurring massive debt.

How do your small business beginnings impact your passion for being a leader for the next generation of small businesses? It's always satisfying to share what we have learned with those who are starting their own business. There are so many paths that lead to success, and success can be measured in so many ways. We have goals that are specific to not only our business, but also to us as individuals, and those goals tend to come together. It is a very personal journey and essentially becomes your identity. This whole process has been terrifying and liberating. Finding a way to enjoy the journey is crucial.

What personal trait contributes the most to your success? Relentlessly striving for excellence in everything we do. This is true not only for the art we create, but it also pertains to our interaction with our clients and colleagues.

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TAKING TO THE SKIES

Chamber staff, partners attend Paris Air Show

Once viewed as the oil capital of the world, Tulsa is now focused on diversifying its economy in seven key industry sectors. Aerospace accounts for some of the region's strongest economic output, rivaling even the energy industry. In order to foster relationships within the global aerospace industry, Tulsa Regional Chamber staff joined state and regional economic development partners at the Paris International Air Show, a premier event for commercial and military aviation.

The air show brings together industry players from around the world, showcasing the latest technological innovations in aviation and defense. Attended by more than 351,000 visitors from 50 countries, the show provides space for exhibitors and industry partners to demonstrate products, secure contracts and conduct business face-to-face.

Chamber staff, including Senior Vice President of Economic Development Brien Thorstenberg and Director of Aerospace Strategy and Development Dennis Altendorf, were on hand at the State of Oklahoma booth to spotlight the Tulsa region's vital role in the aerospace industry. Thorstenberg, Altendorf and Kathy Taylor, chief of economic development for the City of Tulsa, held private meetings with three companies currently in Tulsa and with 12 exploring potential expansions to the region. A major selling point for corporate expansion is northeast Oklahoma's robust aerospace workforce, nearly 32,000 strong. The group also shared that companies have developed an extended value chain of suppliers, producers and customers for the region's aerospace sector, making it a major economic generator for Tulsa and the surrounding area.

Additional regional partners in attendance at the air show included the Tulsa Airport Authority, the City of Broken Arrow, the Mid America Industrial Park, M&M Manufacturing, Janeway Machine, Ferra Aerospace and Consolidated Turbine Specialist. Gov. Mary Fallin, Secretary of Commerce Debbie Snodgrass and Secretary of Science and Technology Kelvin Droegemeier also attended the show.

As the aerospace sector in Oklahoma continues to grow and evolve, participation at events such as the Paris Air Show are crucial to maintaining the Tulsa region's standing in the industry. As the city looks ahead to the future, Tulsans can expect to see the region's already thriving aerospace sector's reputation continue to grow on both the national and international scale.

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Tulsa, OK 74137
(918) 381-2625
thechizel.com
GRAPHIC DESIGN

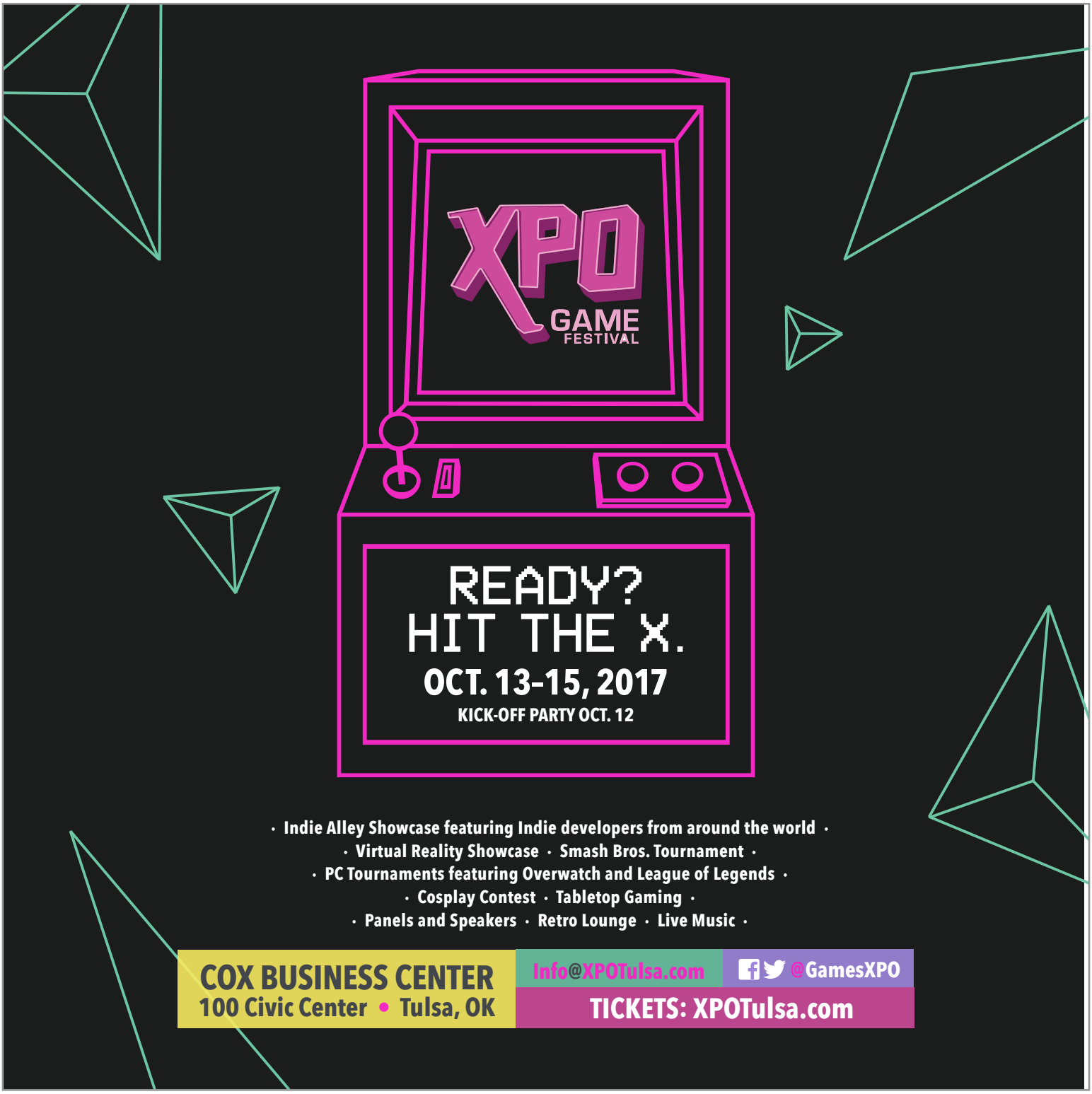
Tulsa Hills Wine Cellar/Cigar Cellar and Market
7422 S. Olympia Ave.
Tulsa, OK 74132
(918) 445-8804
tulsahillswinecellar.com
LIQUOR - RETAIL &/OR WHOLESALE

U.S. Pioneer
P.O. Box 472065
Tulsa, OK 74147
(918) 359-5200
uspioneer.net
MANUFACTURERS

United Contracting Services, Inc.
P.O. Box 1674
Broken Arrow, OK 74012
(918) 551-7659
unitedcontractingservices.com
MANUFACTURERS

Universal Sandblasting & Coating, Inc.
1800 S. 49th W. Ave
Tulsa, OK 74107
(918) 587-8788
universalblast.com

Waterfront District, LLC.
P.O. Box 52052
Tulsa, OK 74152
(918) 260-3970
crelisting.net/Ghv43xv1A
REAL ESTATE

TULSA REGIONAL CHAMBER
Williams Center Tower I
One West Third Street, Suite 100
Tulsa, OK 74103
TulsaChamber.com

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