

# THE CHAMBER REPORT

## VOTE YES IMPROVE OUR TULSA



TULSA REGIONAL CHAMBER

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### THOUSANDS lace up for TULSA RUN

VisitTulsa hosts inaugural  
*annual meeting*

2014 legislative agenda  
*begins to take shape*

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### 10.17.13 BUSINESS AFTER HOURS

Hard Rock Hotel and Casino Tulsa  
777 W. Cherokee St.  
5-7 p.m.

### 10.17.13 HEALTH CARE FORUM

Tulsa Regional Chamber  
1 W. Third St.  
8-9:30 a.m.

### 10.26.13 TULSA RUN

Downtown Tulsa  
Start times vary  
8:25-9:15 a.m.

### 10.29.13 SMALL BUSINESS FORUM

Tulsa Tech, Lemley Campus  
3420 S. Memorial Dr.  
7:30-9 a.m.

### 10.31.13 CONGRESSIONAL FORUM FEATURING U.S. REP. MARKWAYNE MULLIN

Doubletree by Hilton Tulsa - Warren Place  
6110 S. Yale Ave.  
8-9 a.m.

### 11.6.13 SPEAKER / PRO TEMP FORUM

Doubletree by Hilton Tulsa - Downtown  
616 W. Seventh St.  
Noon - 1 p.m.

### 11.12.13 ROUNDTABLE CONNECTION 5.0

Wyndham Hotel  
10918 E. 41st St.  
7:30-9 a.m.

Reserve your space online at [TulsaChamber.com](http://TulsaChamber.com) or call 918.560.0212 for more information.

# Voters asked to **VOTE YES** for Improve Our Tulsa package

On Nov. 12, Tulsans will hit the polls to decide whether or not they're ready to see a big change in their city. The question is, *is it time to Improve Our Tulsa?*

For most of us, the answer is yes.

The two-proposition package includes updates, maintenance and much-needed improvements to the city we love. From more than 30 parks, to potholes and the animal shelter, the Improve Our Tulsa package provides our city with one simple thing: what Tulsans are asking for.

Both propositions were unanimously endorsed by the Chamber, and have received the full support of the mayor and Tulsa City Council. What happens next is in the hands of the voters. Will we Improve Our Tulsa? Will we continue to build our region? Or, will we choose to vote no, and let go of the momentum building here?



## FACTS AND STATS:

**\$70 MILLION**

TOWARD PUBLIC SAFETY

**9 MONTHS** put into **50 PUBLIC MEETINGS**



**30 NEIGHBORHOOD PARKS** THAT WILL RECEIVE IMPROVEMENTS



In 1970, Tulsa began using **general obligation bonds** to fund infrastructure repair



**70+ %** of package dedicated to **streets and important infrastructure**

**1.1%** OF SALES TAX utilized to fund proposition two

**0% INCREASE** Tulsans will see in their sales tax or property tax

**OTHER METHODS** Tulsa uses to maintain infrastructure

More than nine months produced some 50 public meetings, where leadership listened and learned what exactly Tulsans wanted to see included in the package. That information-gathering, paired with another two rounds of town halls meetings, produced a lengthy list of top-priority items.

More than 70 percent of the package is directly related to street repairs and bridges, while some \$70 million will go toward public safety — much-needed equipment and updated technology for Tulsa's police and fire departments.

The first proposition will authorize a general obligation, or GO bond, \$355 million to fund infrastructure or traffic-related projects. The second proposition will extend 1.1 percent of the current 1.167 percent sales tax — the first package in our city's history that doesn't maintain tax rates, but actually lowers them — to build funds for street projects and capital improvements.

# HIGHLIGHT: The Chamber's first members

WHO WERE SOME OF THE FIRST TULSA-AREA COMPANIES TO JOIN THE CHAMBER? EACH ISSUE, WE HIGHLIGHT OUR LONGEST-STANDING MEMBERS.



TRIPPETS, 1938  
FIFTH & BOULDER

## TRIPPETS

### Why has your company believed in investing in the Chamber since 1940?

Dr. Trippet believed in Tulsa in the early years and we continue to believe in Tulsa today. The Chamber is responsible for showing off Tulsa to the world and bringing in new and prospective businesses. Small business is the backbone of our community and the Chamber speaks for us.

### How does your company strive to improve and contribute to the Tulsa community?

We work with limited resources and help when we can. We donate shoes to the needy through charitable organizations. We also support local schools with fundraisers.

### In about two sentences, describe the company's goals and mission.

To continue Dr. Trippet's dream, provide the Tulsa community with proper-fitting children's shoes and provide a few jobs to keep our local economy strong.

## From Our Archives: 1928

When the federal government selected Tulsa in 1927 to be among a limited few cities that would have the new airmail service, the celebration was restrained because Tulsa did not have a municipal airport. Chamber President W.G. Skelly pulled together 28 members from the Chamber board to join him in making sure Tulsa had an airport to meet the federal requirements. They put their personal signatures on a bank note to guarantee repayment of the money with which they built the city's airport by 1928.



## Chamber Blogosphere

### ATTRACTING WITH ATTRACTIONS:

Keeping young leaders in Tulsa takes more than a good job

**Brian Paschal**, senior vice president-designate, education and workforce

### POSTED ON: JULY 18, 2013

Eighty events a year...TYPros hosts 80 events every single year. We're hosting forums, Crew meetings, Pub Clubs, professional development events, debates, legislative and advocacy events, fundraisers, networking events, and arts culture events. Additionally, we partner with many community events like the Tulsa Run, Oktoberfest, and this weekend's brand new Center of the Universe Festival. What in the universe does entertainment have to do with professional talent?

The key here is our demographic. TYPros members are professional, they are talented, and they are leaders. In addition to all of these qualities that make them ripe for taking Tulsa into the next generation, our members are also young. Young people don't move to Austin because it's normal. And there's a reason multiple cities in California are found on multiple lists of the best places for YPs. Big cities, big entertainment

Tulsa is thriving. Our entertainment venues are internationally known. The BOK Center and Cain's Ballroom are consistently at the top of highest sales and best venues lists. We have beautiful river parks for outdoor entertainment. We have local art shows and local music. We have multiple night-life districts that please any evening-preferences. We have world-class museums and fantastic farmers' markets dotted throughout the city. These are the attractions that keep young talent in Tulsa. We're not minimizing the importance of job opportunities, good health care and good schools - but the bottom line is that attractions are one of the elements we have to highlight to keep our brightest young minds in our midst.

For more blogs on a variety of topics written by Chamber staff and volunteers, visit [TulsaChamber.com](http://TulsaChamber.com).

## SOCIALLY Speaking...



**@DeweyBartlett**: Bluesmanokiene. ws/19mMyK2 #hiddentalent via @TulsaChamber

**@solobrien**: My stomach is going to explode @

TulsaChamber. Thanks for a great event full of delicious #tulsa food! #RestaurantAfterHours

**@AreaDevelopment**: @WhirlpoolCorp Plans \$18.8M Investment At Its Tulsa, OK, #Manufacturing Facility...#econdev @OKcommerce @TulsaChamber

**@jeremyburton**: Listening to @TomCoburn speak at the @TulsaChamber breakfast. Impressed by his intellect! W/ @SalArmyTulsa leaders & @OralRobertsU deans.

**ShannonWilburn**: #Tulsa ranked as the top location in the U.S. for entrepreneurs - OH YEA! [ow.ly/ok3bq@TulsaChamber](http://ow.ly/ok3bq@TulsaChamber)

**TWShannon**: Honored to be a part! RT @TulsaChamber: Speaker TW Shannon speaks to 400 attendees about the 2014 #Oklahoma#session [ow.ly/i/2ZNLq](http://ow.ly/i/2ZNLq)



Have a question for the "Ask the Economist" column?  
 Email [bobball@tulsachamber.com](mailto:bobball@tulsachamber.com) with "Ask the Economist" in the subject line.

# Ask the ECONOMIST

**Q:** How does the **health care industry** bolster regional employment?

**A:** **Bob Ball**, economist and economic research manager, Tulsa Regional Chamber

Nearly 65,000 residents are employed in the health care industry in the 11-county area around Tulsa, each of whom provides services valued at more than \$59,000 to health-care customers in the region. This economic activity involves doing business with other companies and industries that serve health care. The jobs that exist in these companies and industries as a result of the health care industry are called "indirect jobs." Ten jobs in health care support nearly three indirect jobs with supplier companies elsewhere in the Tulsa-area economy.

Economic activity in health care also supports "induced jobs," those jobs created throughout the economy across all industries due of the spending of income earned by employees of the health care industry and the supplier companies. The industries in the table below are the top 10 industries in the Tulsa-area economy based on the number of indirect jobs attributable to the health care industry, accounting for 60.8 percent of all health-care indirect jobs.

Impact of 64,947 Health Care Jobs in the 11-county Area	Indirect	Induced
Employment services (temporary employment services)	2,979	617
Real estate establishments	2,733	1,547
Food services and drinking places	1,144	3,443
Accounting, tax preparation, bookkeeping and payroll services	693	275
Management, scientific and technical consulting services	648	156
Services to buildings and dwellings	638	309
Management of companies and enterprises	563	159
Wholesale trade businesses	447	943
Legal services	440	399
Business support services	382	181
Totals for the top 10 industries	10,667	8,029
<b>Ten industries' percent of total impact of health care jobs</b>	<b>60.8%</b>	<b>26.0%</b>

The variety of industries reflects how far-reaching health care is in its impact on Tulsa. The top three indicate that growth in health care is strong enough to require temporary employment while looking for qualified candidates to hire as nurses and technicians, that the hundreds of doctors' and dentists' offices and clinics in the area lease space for their operations, and that large hospitals contract their food service operations. Temp services, real estate and food service account for 64.3 percent of the indirect jobs in the top 10 industries.

The induced jobs include employment due to income spent by health care and the supplier industries. For instance, 617 jobs in everything from a pet groomer to a grocery store checker are supported by incomes earned by temporary employees and a portion of the income earned directly by health care workers.

Every job counts in every industry. People are hired, they get paid, and they spend and save their paychecks. Health care employees earn an average of just under \$20 an hour, a reasonably high wage, which when paid to 65,000 workers creates an appreciably large impact. Given the demographics that are top-heavy with baby boomers, growth in health care will be steady and have a strong, long-term impact on the whole Tulsa economy.

## WE ❤️ OUR VOLUNTEERS

### ▶ JULY VOLUNTEER OF THE MONTH

**Marvin Krueger**, *Melaleuca, Inc.*

### ▶ AUGUST VOLUNTEERS OF THE MONTH

**Ron Benton**, *Rove Pest Control Inc. of Oklahoma*

**Vicki Hidde**, *Resume Source, Inc.*

### ▶ QUOTA MASTERS

**Kimberly Alsobrooks**, *Holiday Inn Tulsa City Center*

**Amy Arehart**, *Tulsa Zoo Management, Inc.*

**Chris Barton**, *Osage Casino*

**Brett Benge**, *ChartMark Investments, Inc.*

**Ron Benton**, *Rove Pest Control Inc. of Oklahoma*

**Amanda Brown**, *Tulsa Direct Mail, Inc.*

**Stephanie Cameron**, *APSCO*

**Orlando Dumalag**, *Orlando & Associates, Realtors*

**Janna Eremita**, *Employees Federal Credit Union*

**Ami Frazier**, *EasyTEL Communications, Inc.*

**Vicki Hidde**, *Resume Source, Inc.*

**Martha Hood**, *Sam's Club #8263*

**Deb Karstens**, *TheHomeMag of Tulsa*

**Meschell Klinglesmith**, *Career Point College*

**Marvin Krueger**, *Melaleuca, Inc.*

**Joey Minick**, *NotionBox Creative, LLC*

**Ashley Neighbors-Massey**, *Java Dave's Executive Coffee Service*

**Tianna Rogers**, *Tulsa Federal Credit Union*

**Eric Smothers**, *Graebel*

**Lisa Waterman**, *Waterman Insurance*

**Bob Wilson**, *Foursquare Insurance*

# SPOTLIGHT: Small Business Council

**CHAD TUTTLE, P.E.**  
 President, B+T Group



### How long have you been a small business owner?

In 1999, a friend and former co-worker named Dinesh Bhat contacted me with the idea of starting an engineering firm focused on the Wireless Telecom Industry. We did some planning, purchased \$15,000 worth of software on personal credit cards, and started the business out of our homes in 2000.

### What are the greatest challenges associated with small business ownership?

Learning how to change and grow yourself as the business grows is one of the biggest challenges. When we started the business, I did everything from sales, to production, to taking out the trash. As the business has grown, I have had to learn to delegate and focus my efforts in different areas. I will say most of the things I have learned have come from experience and talking to others. Unfortunately, there are no textbooks or manuals to guide you through this process.

### What do you find most rewarding about operating a small business?

Definitely our employees. It is so rewarding to know that we are providing for so many families. We strive to provide a great working environment, and I want to continue growing the business so that our employees have an opportunity to advance their careers and meet their professional goals.

### What advice would you give to any would-be small business owners considering starting a business in the Tulsa area?

I would advise them to participate in professional groups and activities. As I mentioned earlier, there are no textbooks to guide you through the process of growing a business. It is so valuable to talk to and collaborate with other people in similar positions. It is surprising how willing successful people are to provide free advice and assistance. I didn't do enough of this early on, and I think it made things a bit more difficult than they would have been had I talked to people who had already experienced what I was going through.

“ Learning how to change and grow yourself as the business grows is one of the biggest challenges.”

— CHAD TUTTLE

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# Tulsa-region companies announce nearly 400 jobs

Exploration and production company Midstates Petroleum joined Tulsa Regional Chamber officials and Tulsa Mayor Dewey Bartlett Aug. 21 to announce plans to add 130 jobs and to expand its Tulsa operations. The company is one of several that made significant job announcements in August.

During the next few years, Midstates will fill a variety of positions in Tulsa and other Oklahoma locations. In addition, the Houston-based company is expanding its office space in downtown Tulsa.

Tulsa Regional Chamber senior vice president of economic development Justin McLaughlin said the Chamber and regional partners are very pleased that Midstates and other companies are continuing to choose the Tulsa area for their growing operations.

"The Chamber is proud to work with companies such as Midstates through our regional economic development plan, Tulsa's Future, and to help them grow and thrive in northeast Oklahoma," McLaughlin said.

Whirlpool Corporation, a leading manufacturer and marketer of major home appliances, plans to add around

150 new jobs and \$18.8 million in capital investment at its Tulsa facility beginning in 2014. The company currently employs approximately 850 at north Tulsa's Cherokee Industrial Park.

Bartlett said Whirlpool's decision to grow its operation in Tulsa is a testament to the city's ability to cultivate successful companies.

"Tulsa continues to attract significant job creation and capital investment, and we are thrilled that Whirlpool has decided to expand its local operations," Bartlett said. "This announcement further highlights the business-friendly environment in Tulsa and shows that companies are growing and achieving great success here."

In addition, a pair of Tulsa-area companies representing the energy and medical technology fields announced plans to



## AUGUST JOB ANNOUNCEMENTS

- Midstates Petroleum: Up to 130 jobs**
- Whirlpool Corporation: Up to 150 jobs**
- Mid-Con Energy Operating: 45 jobs**
- Emerge Diagnostics: 28 jobs**

add more than 70 jobs as they expand their northeast Oklahoma operations.

Exploration and production company Mid-Con Energy Operating plans to add 45 employees to its local workforce, and medical technology firm Emerge Diagnostics plans to add 28. The companies will fill the announced jobs over the next few years.



# THE FORGE LAUNCHES NEW RESOURCE FOR TENANTS

Tulsa's Young Professionals' business incubator, The Forge, launched a new program in September. The Bull-Pen is a mentorship program offered to The Forge tenants. The mentors, known as Bull-Pen partners, will provide entrepreneurs with expert assistance in a wide-range of categories that can prepare small business owners with a variety of skill sets and professional services needed to succeed.

"Nothing teaches like experience, but mentorship is a very close second," said Brian Paschal, senior vice president-designate of education and workforce. "The Bull-Pen will ensure our entrepreneurs and small businesses learn from experts' experience and will use that knowledge to be successful. Successful small businesses are vital to improving the region's economy."

The Forge tenants have unlimited access to Bull-Pen mentors providing free services each year. However, each individual provider cannot be contacted more than once per month or one session per month.

For more information about the program or to volunteer as a mentor, contact the project manager of entrepreneurship, Jessica Flint, at 918.560.0265 or email at [jessicaflint@TulsaChamber.com](mailto:jessicaflint@TulsaChamber.com). For more information, visit [www.TheForge-Tulsa.com](http://www.TheForge-Tulsa.com) and click on the resources tab.



**STATE OF THE CITY ADDRESS**  
 TULSA MAYOR DEWEY F. BARTLETT, JR. UPDATED MORE THAN 1,000 ATTENDEES AT THE CHAMBER'S ANNUAL STATE OF THE CITY ADDRESS IN SEPTEMBER, SHARING ACCOMPLISHMENTS AND CHANGES IN THE PAST 12 MONTHS.

## 2013-2014 A WICKED BROADWAY SEASON!

November 12-17, 2013

January 21-26, 2014

April 1-6, 2014

May 13-18, 2014

June 18 - July 6, 2014

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8 SEPTEMBER / OCTOBER 2013

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# Chamber members invited to the 2013-2014 series of **FREE FORUMS**

Throughout the year, the Chamber hosts a variety of forums to inform members of current events and hot topics that could affect their businesses. All topics have the potential to impact the bottom line.

Members are invited to take advantage of this free opportunity to be informed on the subjects that impact their companies and employees.

**Forums are listed in the Chamber's Calendar @ a Glance, sent via email on Thursdays, and online in the events section of [TulsaChamber.com](http://TulsaChamber.com).**



## EDUCATION

Education is the first step in the talent pipeline; Tulsa's economic prosperity relies on the future workforce currently being educated at our schools, technical colleges and universities. Education Forums are an opportunity for you to weigh in, discuss and learn about current issues affecting education in Tulsa from legislation and funding to policy and curriculum. **To be added to the education forum distribution list, email program coordinator Joanna Slyter at [JoannaSlyter@TulsaChamber.com](mailto:JoannaSlyter@TulsaChamber.com).**



## HEALTH CARE

Health care is one of the largest industries in Tulsa and across the nation because it impacts every individual and business. These forums focus on the economic development aspect of health care, including needs related to medical schools, physicians and legislation. **To be added to the health care forum distribution list, email program coordinator Dazsa Carter at [DazsaCarter@TulsaChamber.com](mailto:DazsaCarter@TulsaChamber.com).**



## POLICY FORUMS

These forums are exactly what they sound like: forums regarding policies that affect business. Pro-business legislation is important to ensure the economy and businesses in Tulsa continue growing. These forums are scheduled based upon current issues and therefore encompass a wide variety of subjects. **To be added to the policy forum distribution list, email program coordinator Dazsa Carter at [DazsaCarter@TulsaChamber.com](mailto:DazsaCarter@TulsaChamber.com).**



## SMALL BUSINESS FORUMS

These monthly forums are geared toward educating area small business owners on a diverse collection of topics, ranging from important tax issues to disaster preparedness and more. They feature experts from throughout the community, offering practical advice on matters of great importance to our region's business. **To be added to the small business forum distribution list, email program coordinator Jodi Chapman at [JodiChapman@TulsaChamber.com](mailto:JodiChapman@TulsaChamber.com).**

onevoice

## REGIONAL LEGISLATIVE SUMMIT HELPS DEFINE LEGISLATIVE PRIORITIES FOR 2014

What top issues will the Chamber and its 60-plus OneVoice partners focus on in 2014? More than 400 participants helped define that list recently at the annual Regional Legislative Summit. The event, hosted by the Chamber in August of every year, is the culmination of multiple task force meetings and includes presentations by task force chairs to share top priorities identified over eight weeks of discussion and planning.

The day is spent in working groups, where tables focus on prioritizing the lengthy list of issues into a working list of 10 state and 10 federal items through a voting process.

The 400-plus participants represented a wide range of community members.

"This event is truly regional in scope," said Mike Neal, president and CEO of the

Chamber. "It brings together representatives from our 60-plus OneVoice endorsers, businesses large and small from multiple industries, elected officials, and even members of the federal delegation. It's a wonderful collaboration that produces very important results for the region."

The top-voted issues will help form the 2014 OneVoice Regional Legislative

Agenda. Arkansas River development and maintenance topped the federal priorities, while education funding was identified as the top priority at the state level.

**The full OneVoice agenda - 10 state and 10 federal issues - will be announced Jan. 30, before the start of the 2014 legislative session.**



## DAY OF CARING

Every year, the Tulsa Regional Chamber staff participates in the Tulsa Area United Way Day of Caring. For 2013, the staff had the honor of working on a variety of projects at YMCA of Greater Tulsa. Staff provided maintenance assistance, including painting, installation of parking signs and playground clean-up, and had a wonderful day with the staff at the Thornton Branch.

# Chamber, Sports Commission announce staff changes



**BRIAN PASCHAL**  
SENIOR VICE PRESIDENT-DESIGNATE OF EDUCATION AND WORKFORCE

**BRIAN PASCHAL** was promoted to senior vice president-designate of education and workforce in October. Paschal previously served as the executive director of Tulsa's Young Professionals (TYPros) for more than three years and has successfully advanced attraction and retention efforts of young professionals in the Tulsa region. Paschal will now lead the department, which houses TYPros and a variety of

other education and workforce programs. Paschal will utilize his knowledge of changing workforce and workplace trends to benefit the Chamber's strategic approach to education and workforce development.



**NICK DOCTOR**  
VICE PRESIDENT OF GOVERNMENT AFFAIRS

**NICK DOCTOR** has been promoted to vice president of government affairs. Doctor has served the government affairs division since 2010 as an invaluable team member in policy and advocacy efforts, particularly at the State Capitol and with local municipal governments. A registered lobbyist, he has gained the trust and respect of the Tulsa legislative delegation, and will continue working with Chamber leadership to

help guide the strategic direction of policy efforts at the local, state and federal levels. In his new role, Doctor will manage the Chamber's political campaign fundraising activities in addition to the TulsaBizPac and OklahomaBizPac fundraising efforts.

Additionally, **SHAGAH ZAKERION** was named interim executive director of Tulsa's Young Professionals, and **KIAN KAMAS** was promoted to director of government affairs – health care.



**RACHEL ANDERSON HILL, APR**  
VICE PRESIDENT OF COMMUNICATIONS AND MARKETING

**RACHEL ANDERSON HILL, APR**, was promoted to vice president of communications and marketing. Anderson Hill has worked for the Chamber for more than four years. In her role, Anderson Hill assists in managing the communications department in executing a comprehensive and strategic communications, public relations, marketing and social media plan. Additionally, she serves as editor of the Chamber's numerous award-winning print

and electronic publications, and oversees the Chamber's advertising plan. Anderson Hill manages a team of four communications managers and two creative/design managers toward their fulfillment of the organization's strategic plan.



**VINCE TRINIDAD**  
EXECUTIVE DIRECTOR, TULSA SPORTS COMMISSION

**VINCE TRINIDAD** joined the Tulsa Sports Commission in September as executive director. He most recently served for eight years in Tucson, Az., as the director of Tucson Sports, a division of Visit Tucson that develops and hosts sporting competitions in the Metro Tucson region. As executive director of the sports commission, Trinidad will be responsible for supervising ongoing recruitment and solicitation of new sports-related conven-

tions, tournaments and clinics to the Tulsa region. He will cultivate support for the organization with area businesses, event coordinators, local and state sports associations and national governing bodies in the athletics field.

## Susan Harris retires after 22 years with the Chamber

Susan Harris, an irreplaceable individual, will be retiring from the Chamber as its senior vice president of education and workforce at the end of September. Harris has worked for the Chamber since 1991 and has made an enormous impact on the community for her work toward continually improving education in the region. She is retiring but will remain in an advisory consultant role throughout 2014.

Harris said that her most notable career achievement happened in 1998 when she led the Chamber and volunteers in an effort to create and implement a legislative strategy that successfully brought Oklahoma State University to Tulsa. It was critical to Tulsa economic development efforts that a major, comprehensive public university be present to provide undergraduate degrees. An additional bonus has been the expansion of the University of Oklahoma's presence in Tulsa beyond the College of Medicine, and the growth of Northeastern State University at Broken Arrow.

Harris was also a strong proponent for Vision2025 (in 2003), which included \$102 million for OSU in Tulsa, OU-Tulsa,

NSU-Broken Arrow and Langston University. Each institution is adding facilities that greatly enhance their ability to serve additional students, add research that will have far-reaching economic impact, and at OU, add to our capacity for indigent health services.

The Chamber lobbies for better education, promotes reforms that close the achievement gap for underprivileged children, and supports programs to produce more high school graduates prepared for post-secondary education and training. Harris has been leading these initiatives since 1991, is also a registered Oklahoma lobbyist and has been advocating for education in Tulsa for 39 years. Additionally, she led the school

bond development process and raised the funds for successful campaigns for Tulsa Public Schools' capital needs since the mid-90s.

"Susan Harris has shaped the Tulsa community in ways too abundant to measure during her 22 years of tenure with the organization," said Mike Neal, the Chamber's president and CEO. "Her roles in multiple school bond issues; area capital improvement campaigns; school reform policies and workforce attraction strategies will leave an indelible impact on our community for generations to come."



**SUSAN HARRIS**  
SENIOR VICE PRESIDENT, EDUCATION AND WORKFORCE

### PARTNERS IN EDUCATION KICKOFF

Partners and school administrators gathered to hear about the impact of Partners In Education on the Tulsa workforce at a kickoff on Thursday, Sept. 12. The focus areas for the 31st year of the program are literacy, drop-out prevention and STEM (science, technology, engineering and mathematics).



# Social entrepreneur fellowship announces projects, fellows

The Mine, a program housed at The Forge, is an innovative project-based social entrepreneurship program where 10 young professionals will work in two teams with \$10,000 to develop a socially innovative idea that will change Tulsa. The Mine Fellows were recently selected and include many Tulsa's Young Professionals members and one past chair. Visit [TulsaChamber.com](http://TulsaChamber.com) to meet the 10 fellows.

What will they be doing, exactly? Great question. Social entrepreneurship means creating a self-sustaining solution to a current problem. Instead of donating a case of water to someone who is thirsty, a social entrepreneur would install a water-well and teach them how to use and fix it. It's the 'teach a man to fish' concept applied to a variety of improvable social situations.



## MINE FELLOWS WILL BE SOLVING TWO PROJECTS:

### SOCIAL VENTURE FUNDING

The Mine is partnering with Tulsa Area United Way to develop the best approach to funding social ventures addressing emerging needs in the Tulsa community. The team of fellows will determine the best way to fund social ventures, working alongside the current TAUW Venture Grant Funding Committee as 'venture associates' and identifying innovative funding mechanisms (such as social impact bonds and pitch competitions) to augment current models of social funding allocation. The goal is to develop one of the best 'social venture capital' funds in the business to increase the sustainability of projects in Tulsa.

The Mine fellows are tasked with building available funds for social ventures, enhancing the quality of current social ventures, and building knowledge and application of social enterprise. The team will develop an operations plan, determine new funding mechanisms, and target potential funding receivers.

### TECH - HEALTH COLLABORATION

The Mine will work with Tulsa entrepreneur Chase Curtiss to develop a technology platform to leverage various resources to reinforce health behaviors and remind people/patients of desired actions and reinforce their knowledge of the disease. This platform would push health literacy (most likely in the form of videos) to patients who have been 'prescribed' the push video platform; the content on the videos would push information from their doctor, from community health workers in their geography, and from other resources that service that community (e.g. legal, financial, job resources) that link to real-world meetings and expectations.

The outcome will be a tested pilot, improved follow-through on health care in the pilot, a business plan, and a source of funding to continue the business.

# Dust off your running shoes for the Oct. 26 Tulsa Federal Credit Union Tulsa Run



The fall season in the Tulsa community is synonymous with one of the region's most historic events. This year on Oct. 26, runners, walkers and enthusiasts alike will head downtown for a 6 a.m. shotgun for the 2013 Tulsa Federal Credit Union Tulsa Run. Voted the "Best Run" by TulsaPeople Magazine, the race is a Tulsa favorite and more than 8,000 are anticipated to attend this year's event. As always, a select few will conquer the finish line with record times.

A new element to the race this year is the addition of USA Track and Field's Masters 15k Championships. The Tulsa Sports Commission has secured a five-year agreement to host the race in conjunction with the Tulsa Federal Credit Union Tulsa Run. USA Track and Field is the national governing body for track and field, long-distance running and race walking in the United States.

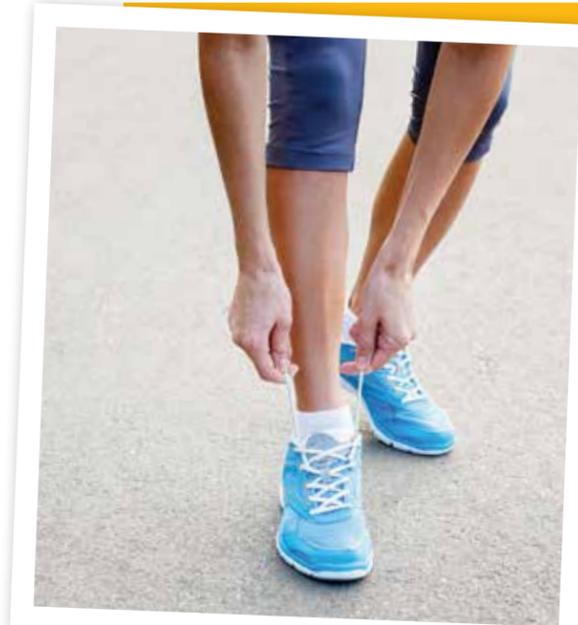
"We are thrilled to welcome USA Track and Field athletes to Tulsa this fall," said Ray Hoyt, senior vice president of the Tulsa Sports Commission and VisitTulsa. "This race will bring some of the nation's top runners to the region and boost the run's competition set."

Tulsans and visitors alike not only run for themselves, but for the last 12 years, a philanthropic element has been included in the race with a local nonprofit receiving \$25,000 in donations and matching funds. This year's primary beneficiary is the Community Food Bank of Eastern Oklahoma.

"We're so excited to partner with the Tulsa Federal Credit Union Tulsa Run as this year's beneficiary," said Eileen Bradshaw, executive director of the Community Food Bank of Eastern Oklahoma. "The generous support we receive from the community makes our work possible. With this gift, we'll be able to distribute 100,000 meals to those struggling with hunger in eastern Oklahoma, which means people won't have to worry where or how they'll get their next meal."

Additionally, 10 other nonprofit organizations will receive donations from runners through registration as well as matching funds from the Tulsa Sports Commission. Once chosen, runners may include a donation to one of the agencies when registering, and the Tulsa Sports Commission will match donations up to \$5.

The Tulsa Sports Commission has also named this year's celebrity runners. Dr. Keith Ballard, superintendent of Tulsa Public Schools, and Stacey Butterfield, deputy superintendent of Jenks Public Schools, have agreed to champion the Tulsa Federal Credit Union Tulsa Run, both stressing the ability of the run to encourage physical fitness among students.



## REGISTER FOR THE TULSA RUN

There is still time to register. Registration is \$50 for the 15k and \$40 for the 5k. The registration rate for the 2k fun run is set at \$15 for the entire registration period. **Registration closes Oct. 12 so register now at [TulsaRun.com](http://TulsaRun.com)**

## RACE WINNINGS

**OVERALL MALE AND FEMALE WINNERS**  
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**\$1,000**

▶ For more information about The Mine, visit [www.TheMine-Tulsa.com](http://www.TheMine-Tulsa.com).

## NORTHEAST OKLAHOMA: A runner's paradise

The Oklahoma heat has subsided, and that means runners — from the rookie jogger to the marathon aficionado — are lacing up their shoes and hitting the pavement. Or trails. Or any of the region's boundless opportunities for anyone looking to cover some distance.

Runners can sometimes get into a rut, running the same path or trail day after day. With the Tulsa Federal Credit Union Tulsa Run just around the corner, it's the perfect time to challenge yourself with a new course, some unexpected hills and the great outdoors.

BROUGHT TO YOU BY VISITTULSA AND TULSA SPORTS COMMISSION

### RIVER TRAILS

Yes, it's the "usual suspect" for runners, but there's a reason for that. These 26 miles of asphalt-surfaced trails weaved along the shore of the Arkansas River let a runner see and be seen, take in the sights and sounds of nature, and maneuver any number of different routes. One of the favorites? Any path that lets you hear the unique sound of your feet hitting the wooden slats of the iconic pedestrian bridge.

### CREEK TURNPIKE LIBERTY TRAIL

For an extra challenge, attack the hills of the Liberty Trail, which begins at Garnett and stretches 9 miles along the Creek Turnpike to the NSU-Broken Arrow campus. Plus, runners can tack on an extra mile that weaves through the NSU campus. There are access points in several locations along the trail, and many places that allow both parking and access.

### LAFORTUNE PARK

Training for a 5k? LaFortune Park is just more than a 5k at 3.2 miles and loops around a 270-acre park right in the middle of one of the city's busiest areas. Plus, when you finish a jog, play a round of golf or bring the kids for time on the playground.

### TURKEY MOUNTAIN

Get away from it all — just 7 miles from downtown Tulsa. For a rugged terrain, head to Turkey Mountain at 68th and Elwood. Be prepared to duck under tree limbs, avoid rocks and find creative ways to navigate the paths.

### JENKS AQUARIUM TRAIL

For a shorter run with a nice view of the Arkansas River, hit the Jenks Aquarium Trail. Its 2.25 miles link the Jenks Pedestrian Bridge near 96th Street and Riverside Parkway to just west of Elm.

### OUTSIDE THE METRO

Great trails are available all over Northeast Oklahoma and are just a short drive away. The Greenleaf State Park Trail System provides scenic views, wooded landscapes and several places to stop for a rest, including an observation deck overlooking the river. The Claremore Lake Trail is a short path alongside Claremore Lake that extends from E. Blue Starr Dr. to the intersection of E. Lowry Rd. and W. Lake Rd. And finally, for the seasoned runner, a remote area just north of the Illinois River in Cherokee County, the J.T. Nickel Preserve, offers steep canyons, grassy prairies and a tree-covered trail. The preserve is home of "Tatur's Pumpkin Holler Hunnerd," an annual 100-mile race.

## VisitTulsa hosts inaugural annual meeting for investors, partners

Investors, tourism and sports industry partners, elected officials and board members gathered in September for the inaugural VisitTulsa Annual Meeting to learn about the organization's year-one accomplishments following a public-private funding campaign in 2012.

"The past year marked a new era of regional tourism development for VisitTulsa and the Tulsa Sports Commission," said Steve Bradshaw, chair of the VisitTulsa Oversight Committee and senior executive vice president of Bank of Oklahoma. "The organizations' strong leadership has forged valuable relationships with key stakeholders and built lasting partnerships with our many market segments. Business processes, operations and strategic direction have been revamped, and the future for our tourism and sports industries is proactive and innovative."

Speakers at the Annual Meeting included VisitTulsa Senior Vice President Ray Hoyt; Bradshaw; Tulsa Mayor Dewey Bartlett; Tulsa City Councilor and entrepreneur Blake Ewing; Dan Sullivan, Grand River Dam Authority; Pete Patel, Promise Hotels; and a keynote address from Mike Hill with Hilton Worldwide Sales.

Most notable successes from the past year include:

- In FY 2013, lodging tax collections increased 11.26 percent.
- VisitTulsa and the Tulsa Sports Commission secured events totaling an estimated \$592 million in economic impact for the Tulsa region.

- The entire Tulsa MSA enjoyed a strong 9.4 percent increase in hotel occupancy. Coupled with an increase in available rooms in the past 12 months, this number is even more notable.
- RevPAR (revenue per available room) increased 11.4 percent for the MSA and 13.2 percent for downtown properties.
- VisitTulsa and the Tulsa Sports Commission surpassed a goal of 112,500 room nights by 1.5 percent for a total of 114,225 room nights, a 30 percent increase over the past two years.
- Hosted the second-most attended Bassmaster Classic in the event's history, topping more than 106,000 attendees.

"We've shown VisitTulsa is a smart investment," said Hoyt. "VisitTulsa investors have helped position Tulsa as an attractive tourism destination, which has generated undeniable economic impact. With key successes in the past year, we solidified who we are, what we have to offer and what we are capable of."



Steve Bradshaw, VisitTulsa Oversight Committee chair, presented an update on the past year's achievements.

## VISITTULSA

### MISSION

VisitTulsa will enhance the Tulsa region's economy through tourism to position and sell our region worldwide, in partnership with the public and private sector, as a premier destination for conventions, trade shows, corporate meetings, multi-cultural groups, sporting events and top-tier equestrian competitions.

### KEY PERFORMANCE METRICS

**INCREASE**  
regional occupancy  
by **3 percent annually**

**IMPROVE**  
meeting planner *satisfactory*  
rating **20 percent** by 2015

**GENERATE**  
**2,900 sales leads** by 2015

**SECURE**  
**340,000 total room nights**  
by 2015

**REALIZE**  
a regional economic impact of  
**\$630 million** by 2015

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Imagine boarding your plane after experiencing shuttle services that were exceptional, and knowing that you don't have to think for one moment about the safety of your car while you are away! Sometimes it's the small details that can really spoil your trip — don't let it happen to you again.

What's the difference between one airport parking and shuttle service and another? Plenty! If you travel frequently, no doubt you have had to wait for longer than you wanted to for a shuttle to pick you up, whether it was to take you to the airport or to return you to your car on your arrival back in Tulsa. There is no excuse for this! When you use an award-winning facility, you can count on the fact that you will never wait longer than 10 minutes on your return trip to be whisked back to your car.

Have you ever worried that your car would be broken in to or vandalized while you were away? Or perhaps you have had such an experience. By choosing Fine Airport Parking, you can rest assured that your property is completely safe and secure.

Have you ever wished that staff members at the airport parking and shuttle services you currently use were a bit more helpful? Maybe you wonder why you never see a familiar face. By choosing the best in town, you will see the same smiling faces every time you travel, and even get to know the staff members. Your satisfaction is the number one priority of employees, who will go out of their way to make sure all of your needs are met. How's that for service?

Whether you travel once a year or every week, do it the right way. Stop worrying about the security of your car and late running shuttles, and enjoy knowing that the next time you take a trip; you will see a face you have come to know and trust. The fact is, all TIA airport parking and shuttle services are not the same — and we can prove it! Try us out, you won't be disappointed.

## Preserving Tulsa's History

BY WALLER PR

We all know that history is important—it's taught from an early age and students are graded on their knowledge of it even through the collegiate years. And while some of us take a more keen interest in the study of history, others aren't so eager to spend their free time exploring the past.

Tulsa Historical Society's executive director Michelle Place wants to change that. In fact, she has a favorite saying about why we should all be interested in history: "The past causes the present, and therefore shapes the future." The emotional ties we have to the past reinforce our desire to stay connected with those who came before us. Our history, quite simply, is part of the identity we have created for ourselves.

The Tulsa Historical Society is the only museum in Tulsa focused on building, preserving, and presenting a broad-based general collection of our city's history. The museum's team works every day to preserve the stories of Tulsa and Oklahoma so they can be remembered for years to come.

In addition to rotating exhibits that focus on everything from Tulsa in the Teens to the women who shaped early Tulsa, educational programs play a significant part in the Tulsa Historical



THE HISTORIC TRAVIS MANSION, HOME OF THE TULSA HISTORICAL SOCIETY AND MUSEUM

Society's mission to help the community better understand what our city has experienced. Programs geared toward adults and children cover a wide range of topics designed to educate the community in fun and interesting ways.

It's remarkable what you can discover through the study of our city's history. **Waller & Company Public Relations is proud to partner with the Tulsa Historical Society to help tell the stories of Tulsa's past as we build Tulsa's future. To learn how we can help you do the same, visit [www.wallerpr.com](http://www.wallerpr.com). And to learn more about the Tulsa Historical Society, visit [www.tulsaohistory.org](http://www.tulsaohistory.org).**

"The past causes the present, and therefore shapes the future."

MICHELLE PLACE,  
TULSA HISTORICAL SOCIETY'S  
EXECUTIVE DIRECTOR



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