

# THE CHAMBER REPORT

## Talent Pipeline

What is Tulsa's workforce outlook?

**PLUS**

**MENTORING** matters

Let's Do Business, Tulsa

TYPros plans downtown  
**STREET CReD**

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#### 4.22.14

#### SMALL BUSINESS FORUM

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

#### 4.25.14

#### LEGISLATIVE BRIEFING BREAKFAST

Hyatt Regency Downtown  
100 E. Second St.  
7:30-9 a.m.

#### 4.30.14

#### MONTHLY CAPITOL LUNCHEON

Jim Thorpe Sports Hall of Fame  
4040 N. Lincoln Blvd., OKC  
11:30 a.m. - 1 p.m.

#### 5.13.14

#### BREAKFAST NETWORK

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

#### 5.14.14

#### MONTHLY CAPITOL LUNCHEON

Jim Thorpe Sports Hall of Fame  
4040 N. Lincoln Blvd., OKC  
11:30 a.m. - 1 p.m.

#### 5.15.14

#### MEMBER OVERVIEW

Tulsa Garden Center, 2435 S. Peoria Ave.  
4-5:30 p.m.

#### 5.19.14

#### STATE OF EDUCATION

Doubletree by Hilton Tulsa, Downtown  
616 W. Seventh St.  
Noon - 1:30 p.m.

#### 5.27.14

#### SMALL BUSINESS FORUM

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

#### 5.30.14

#### LEGISLATIVE BRIEFING BREAKFAST

Doubletree by Hilton Tulsa, Downtown  
616 W. Seventh St.  
7:30-9 a.m.

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

# Wanted: Roadmap for region's workforce

## DETERMINING TRAINING NEEDS OF INDUSTRIES AND RESIDENTS IN NORTHEASTERN OKLAHOMA

The Tulsa Regional Chamber and several community partners are amid a 24-week initiative to gauge the state of the Tulsa area's workforce and draft a regional plan for workforce development aimed at improving job training opportunities for residents and keeping the area's economy competitive. Linked with the region's ongoing visioning effort for improving life and business in northeast Oklahoma, this Workforce Analysis Project aims to address increasing competition from other metropolitan regions and find ways to fill workforce talent gaps that have left local high-paying jobs unfilled.

"It's an indisputable fact that cities with educated, skilled workforces attract the best jobs," said Mike Neal, president and CEO of the Chamber. "We certainly know that in Tulsa: Through our rigorous CareerTech programs, quality colleges and universities and a corporate community that partners with those institutions to enhance workforce development, we have a well-established talent pipeline that continues improving economic prosperity.

"But we also face harsh realities. We see increasingly greater competition from other metropolitan areas for high-paying jobs. We see gaps in our residents' education and training levels across geographic lines. Meanwhile, some of our existing employers struggle to find qualified workers for the jobs they already have. These workforce challenges are not unique to Tulsa, but our ability to rise above them will determine how seriously we can compete as a region in the years to come."

Since February, a consulting team from CAEL (The Council for Adult and Experiential Learning) and Avalanche Consulting has engaged elected officials, businesses, community leaders, educators and residents to identify workforce talent gaps and surpluses and build a strategy to align education and workforce investment with economic development activities throughout northeast

Oklahoma, but particularly in underserved areas of north, west and east Tulsa.

In a report to be released by the end of June, the consultants will also determine which target sectors provide the best opportunities for all residents; how to maximize the region's use of current education and training programs for all industries; and how to remove barriers for residents seeking to increase their skill levels.

The \$110,000 project is funded by a grant from the U.S. Department of Commerce's Economic Development Administration and funding partners The George Kaiser Family Foundation, the Indian Nations Council of Governments, the Community Service Council of Greater Tulsa and Public Service Company of Oklahoma.



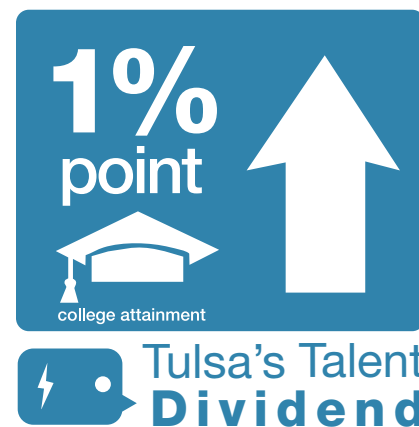
# What else is the region doing to **FILL THE TALENT PIPELINE?**

## TALENT DIVIDEND

Tulsa is participating in the national Talent Dividend contest to increase the rate of college attainment among working adults by one percentage point — a prospect that would have an estimated economic impact of \$646 million in the Tulsa area. The program seeks to increase the number of college degrees through lowering dropout rates, boosting college and other post-secondary enrollment rates and increasing the number of returning college students.

The contest, managed by CEOs for Cities, will compare increases in annual college attainment rates for the nation's top metropolitan areas between the 2009-10 and 2012-13 school years. The best-performing metro area will get \$1 million. With three years' data compiled, Tulsa is 14th among the 57 metro areas participating in the contest.

Tulsa's numbers show a 14.1 percent growth since tracking began, with 34 universities in the Tulsa metropolitan area having granted 144 degrees in the 2011-12 academic year, up from 5,884 the year before and 5,385 in the 2009-10 academic year. Those numbers only include schools based in the Tulsa metro. Branch locations



such as OSU-Tulsa, NSU-Broken Arrow and OU-Tulsa cannot be calculated for the competition because their graduates are all declared from their main campuses.

## MOSAIC

Mosaic, the Chamber's diversity business council, works tirelessly to create awareness about the competitive advantage of having a diverse and inclusive business climate in our region. Mosaic seeks to leverage the region's diversity to improve perceptions of our community and grow the economy, ultimately catapulting the Tulsa region into the forefront of diversity and inclusion through talent recruitment initiatives and business retention and expansion efforts.

Inclusion and diversity affect all aspects of the business environment, including workforce attraction and retention, overall competitiveness, customer client bases, and ultimately, the bottom line. Successful businesses learn to leverage diversity and foster inclusion. The diverse segments of our community possess incredible purchasing power and constitute the human capital needed to create workforces that will propel the Tulsa region forward.

For more on Mosaic, visit [MosaicTulsa.com](http://MosaicTulsa.com)



## FROM OUR ARCHIVES 1923

Like so many other well-established Tulsa agencies, the lineage of the Tulsa Area United Way (then the Tulsa Community Chest) can be traced to the boardroom of the Chamber. In 1923 there was expressed the opinion that a Community Chest was needed in Tulsa. In a public meeting held by the Chamber in April of that year, a 15-member committee appointed by the Chamber president was directed to look into the creation of a Community Chest and a Council of Social Agencies (the forerunner of today's Community Service Council). Later that year the newly organized Community Chest in its first campaign raised cash and pledges of \$233,000 that it distributed among 17 agencies.



Tulsa skyline, 1927



*An excerpt from "History of the Tulsa Chamber" by Bill Waller*



### CHAMBERCARE PLUS DELIVERS 15-30% AVERAGE PREMIUM SAVINGS OVER PREVIOUSLY AVAILABLE PROGRAMS AND OTHER SMALL BUSINESS PLANS

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# HIGHLIGHT: The Chamber's first members

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

## WORLD TRAVEL SERVICE

**Why has your company believed in investing in the Chamber since 1960?**

Because investing in the chamber is an investment in our future. We became a member of the Tulsa Chamber after our first year in business and have remained an active member ever since. Over the years, the Chamber has consistently represented our business and the business needs of Tulsa in our State Capitol, provided a variety of programs and resources to help us grow and given us a myriad of opportunities to connect and network with other area business. For World Travel, that combination has always added up to a wise investment strategy for us and our employees.



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

Although we are now a national Travel Management Company, our roots are firmly here in Tulsa so we feel it is important to give back to the community that contributes so much to our success. The Tulsa Regional Chamber helps us give back to Tulsa through our participation in

Partners In Education and Tulsa's Young Professionals. In addition, every year World Travel conducts a week-long United Way campaign and participates in the Family & Children's Services Holiday Assistance Program that provides Tulsa area families everything from necessities, to gifts, to hope.

### Describe your company's goals and mission.

Our goal, our mission, our reason for being is to help our clients solve complex travel-related challenges by providing honest, creative and real-world answers that allow them to effectively manage their corporate budgets, implement flawless meetings and experience vacations that stay with them for a lifetime.

## WE ❤️ OUR VOLUNTEERS

▶ **JANUARY VOLUNTEER OF THE MONTH**  
Lisa Waterman - Waterman Insurance

▶ **FEBRUARY VOLUNTEER OF THE MONTH**  
Jeff Moore - Safety First Supply Co., LLC

▶ **QUOTA MASTERS**

Kimberly Alsobrooks  
Holiday Inn Tulsa City Center

Allyson Howard  
Seed Technologies, Inc.

Deb Karstens  
Home Creations

Marvin Krueger  
Melaleuca, Inc.

Carl Novara  
Novara Insurance Agency

Tianna Rogers  
Tulsa Federal Credit Union

Lisa Waterman  
Waterman Insurance

Robert White  
Plan Benefit Analysts of Tulsa, Inc.

## Ask the ECONOMIST

Have a question for the "Ask the Economist" column?

Email  
bobball@tulsachamber.com  
with "Ask the Economist"  
in the subject line.

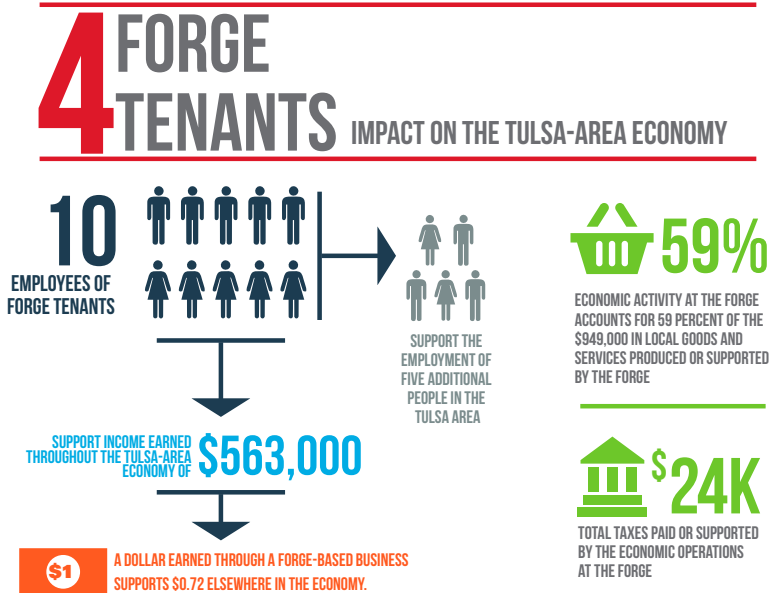
**Q:** What is the **economic impact** of **The Forge** TYPros' business incubator?

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

The Tulsa Regional Chamber's role is to foster economic development in northeast Oklahoma. An organization started by the Chamber is Tulsa's Young Professionals (TYPros), which has grown to a membership of more than 7,000 strong, and one which, in 2010, launched The Forge as a business incubator by young professionals, for young professionals. The Forge exists to accelerate the development and success of start-up businesses. In providing affordable downtown Tulsa office space, a gathering place for entrepreneurs and access to business advisers and mentors, The Forge grows tenant companies that contribute much the same as more established, more mature companies contribute: with direct jobs that produce goods and services and incomes spent and saved throughout the Tulsa-area economy, supporting other jobs in other businesses.

Currently, there are four tenants at The Forge with significant impact on the Tulsa-area economy.

- » The tenants employ 10 persons/owners whose annual operations support the employment of five additional persons elsewhere in the Tulsa-area economy, two of whom work in companies with whom the tenants do business.
- » Ten jobs at The Forge support income earned throughout the Tulsa-area economy of \$563,000. A dollar earned through a Forge-based business

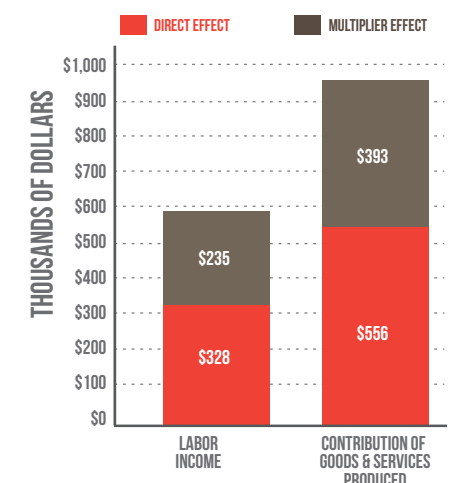


supports \$0.72 elsewhere in the economy.

- » The economic activity at The Forge accounts for 59 percent of the \$949,000 in local goods and services produced or supported by The Forge.
- » Total taxes paid or supported by the economic operations at The Forge are \$24,000.

The Forge tenants are companies that are "just getting off the ground." Eventually, they will outgrow The Forge. That's when we'll say "I knew them when..." and the dollars they earn will flow through the fingers of all of us as we spend and save in the Tulsa-area economy.

### DIRECT AND MULTIPLIER EFFECTS OF THE FORGE TENANTS: INCOME AND GOODS/SERVICES PRODUCED



# SAVE THE DATE

## SMALL BUSINESS SUMMIT, CRYSTAL STAR AWARDS PROGRAM PLANNED

Small business is a big contributor to the Tulsa-region economy, creating two out of three new jobs. This year, the Tulsa Regional Chamber is excited to offer the Small Business Summit in addition to its Crystal Star Small Business Awards. The summit and awards are slated for Friday, Oct. 3 at Hard Rock Hotel & Casino-Tulsa.

The annual Crystal Star awards honor the region's small business leaders, while the summit will offer multiple educational and networking opportunities, including sessions covering important topics such as health care, marketing and management.

**LOOK FOR ADDITIONAL DETAILS AND EARLY BIRD REGISTRATION OPPORTUNITIES ANNOUNCED IN JUNE.**



# SPOTLIGHT: Small Business Council

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

We started IBT in March of 2007 and have been blessed with growth year over year. Our primary goal was to help small- and medium-sized businesses get the most out of their technologies so they can focus on their business, not the challenges of supporting their computer networks and telephone systems.



ERIC KEHMEIER  
IBT

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

The greatest challenge has been learning how to manage change. It is inevitable that every business goes through new changes and improvements as they grow. As a small business owner, there are many times that you have to wear multiple hats to get things done.

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

I absolutely love creating quality jobs locally and will strive to create more jobs. The value is that IBT takes care of our team, our team takes care of our clients, and our clients will want to take care of IBT. This has always been the lifecycle that I believe should be in place.

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

The Tulsa area is a wonderful place to start and grow a business. There are many resources and people available to help you. Sometimes the hardest thing is knowing the right questions to ask. I have personally reached out to many Chamber staff for guidance and they have always pointed me in the right direction. This has been a huge value to me and to IBT. I also suggest that you will get out of any relationship what you are willing to put into it. I have gained many friends, business contacts and mentors who I can reach out to when I have a question and I'm always more than happy to help them whenever they reach out to me.

## What have you experienced through your involvement with the Small Business Council?

Although it's only been a few short months since joining the Small Business Council, I have learned there is an extremely dedicated group of Chamber staff and small business owners who strive to constantly improve the local business environment and assist small businesses to become successful. It's been amazing to see what the Small Business Council has been able to achieve and is planning to achieve in the future.

## ▶ HELP US HELP YOU

### YOUR VALUABLE INPUT WILL HELP US SERVE THE REGION'S BUSINESSES.

Though northeast Oklahoma continues to emerge as an economic leader, we're always looking ahead at ways we can improve the Tulsa-area business climate.

We want to learn more about the needs of our regional business leaders and how we can assist them in achieving their goals. The Tulsa Regional Chamber recently launched its inaugural Business Climate Survey to assist in that regard.

By participating in a brief business climate survey, you'll help us learn how to better serve businesses that are strengthening the Tulsa region. Your input will help ensure that northeast Oklahoma remains a leader in economic growth and prosperity.

To participate in the brief survey, scan the QR code or visit [www.surveymonkey.com/s/tulsabusinessclimate](http://www.surveymonkey.com/s/tulsabusinessclimate).



**BAKER HUGHES EXPANDS** | Baker Hughes hosted a grand opening Feb. 20 for its new, world-class artificial lift research, development and testing facility in Claremore. The facility will handle work related to advancing the application of artificial lift systems in technically challenging markets and represents an investment of \$60 million.



**Running late for your flight?** Try valet parking at Tulsa International Airport. Drive up to the ticket counter drop-off kiosk, unload your bags, and head into the terminal. We'll park your vehicle in our garage and monitor your flight's arrival time to have your vehicle back at the curb waiting for you when you return. Discover why valet parking at Tulsa International Airport is the fastest growing parking option for Tulsa travelers and let us know what you think.



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**Garage / Covered Parking.** Our Garage / Covered Parking is just outside the baggage claim doors, steps from the terminal.

**Economy Parking.** Our Economy Parking is the closest Economy Lot to the terminal. Shuttles provide curbside to curbside service.

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See TulsaRun.com for official rules and registration forms

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- Tulsa Runner's Aduddell 5 Mile
- New Balance's Zoo Run



For more information about these qualifying runs visit [TulsaRun.com](http://TulsaRun.com)



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## Chamber announces promotions



**RUTH LITTLEFIELD**  
SENIOR VICE PRESIDENT OF  
MEMBERSHIP DEVELOPMENT  
& RELATIONS

**RUTH LITTLEFIELD** was promoted to the role of senior vice president of membership development & relations, and **ALLISON WALDEN** to the role of vice president of development. Littlefield has served in the role of vice president since 2008, and Walden in the director of development role since 2010.

"Promoting from within is a practice the Chamber readily embraces, and we are confident the promotions of Ruth and Allison will further strengthen continuous improvement within the organization," said Mike Neal, president and CEO of the Chamber.

Littlefield has been responsible for developing the

resource and membership division's program of work to accomplish the chamber's strategic plan through the recruitment and retention of new and existing members. She oversees and exercises control of a \$2.5 million membership division budget with 2,700 members throughout northeast Oklahoma.

Walden manages the donor-relations strategies associated with the Tulsa's Future and VisitTulsa campaigns, and provides strategic direction to ancillary initiatives associated with the Chamber, including political action committees and grant writing for special projects.



**ALLISON WALDEN**  
VICE PRESIDENT OF  
DEVELOPMENT

Celebrating 20 Years  
1993 - 2013  
**GTR**

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# What happens when Craig's List meets Groupon?

## LET'S DO BUSINESS TULSA

Let'sDoBusinessTulsa.com is a free member benefit intended to increase sales and help companies throughout the region gain high-quality exposure. Let's Do Business Tulsa allows users to make exclusive offers, request products and services and generate attention for their business. Get started today by visiting LetsDoBusinessTulsa.com.

### GAIN EXPOSURE.

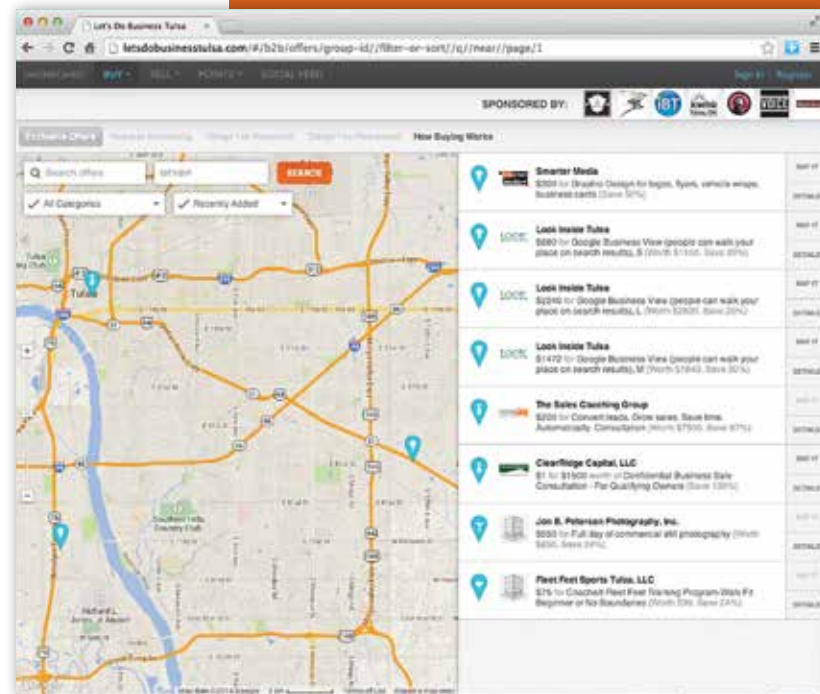
- » Your offers can be viewed and reserved by the entire Tulsa community
- » Share company news and learn about other local businesses
- » There's no online purchasing and no minimum inventory required
- » See your offers and requests on the Chamber's social media

### INCREASE SALES.

- » Post offers on LetsDoBusinessTulsa.com to be viewed and purchased by the entire Tulsa region
- » Generate sales leads via purchases made on LetsDoBusinessTulsa.com
- » Receive industry-specific requests that fit your business' products from Let's Do Business Tulsa users
- » Let's Do Business Tulsa isn't a "deal of the day" program; you can post as many offers as you want at any time

### SAVE MONEY.

- » Shop the posted offers on LetsDoBusinessTulsa.com to find great deals on products and services your business needs.
- » Don't see what you need in the posted offers? Let's Do Business Tulsa will connect you with the member businesses that can fill your request.
- » Utilize your TulsaChamber.com login and password to access Let'sDoBusinessTulsa.com
- » Hover over the "Buy" tab and select "Request Something"
- » Follow the simple on-screen instructions and click "Submit Request"
- » You'll be notified via email by local and trusted member businesses that are ready to meet your needs



For more information, contact Jessica Flint at 918.560.0265 or [JessicaFlint@TulsaChamber.com](mailto:JessicaFlint@TulsaChamber.com).

# Legislative Update: Mid-session

The 2014 legislative session continues to progress as the governor, senate pro tempore, speaker of the house and legislators work to pass legislation to better the state. A strong pro-business agenda that improves Oklahoma's ability to attract and retain businesses and grow jobs is of the utmost importance.

### HIGHLIGHTS DURING SESSION AS OF THE DATE OF PRINT INCLUDE:

- » T.W. Shannon announced his bid for U.S. Senate, stepping down from his seat as speaker of the house to focus on his campaign. Rep. Jeff Hickman was elected speaker following Shannon's announcement.
- » Proposals that would decrease the state's income tax rate were unveiled in both the House and the Senate, calling for a cut from 5.25 percent to 5 percent. The decrease would remove approximately \$174 million from the

state's already-stressed budget funding for core services such as education, health care, transportation and public safety.

- » HB 2711 and SB1722, which modify the Quality Events Act to make it more impactful, have seen positive support and forward movement as session progresses. Both bills will tweak the legislation's language to optimize the economic impact of large events hosted by organizations such as VisitTulsa.
- » During her State of the State address, Gov. Mary Fallin reinforced her commitment to seek an extension of Insure Oklahoma. However, she also highlighted her continued opposition to accepting federal dollars for any form of Medicaid expansion or alternative program.
- » Gov. Fallin's proposed budget includes a \$12.35 million appropriation for the OSU Medical Center, which includes a 5

## oneVoice

percent reduction from FY2014 appropriation levels. Dedicated funding for this vital health care service provider is integral to the region and state.

- » A \$50 million increase for common education is included in the governor's budget, while funding for career tech is to remain the same and higher education funding is to be decreased by 5 percent.
- » The Oklahoma business community joined educators, parents, superintendents and state leaders who strongly support Common Core standards, stating the need for Oklahoma schools to properly prepare students to compete with their counterparts in other states to obtain high quality employment and provide Oklahoma businesses with a vibrant workforce.

## 2014 INTERCITY VISIT



Save the date for a can't-miss trip to Portland, Ore., Oct. 8-10, to study best practices and discuss "What's Next?" for the Tulsa region.

Join the Tulsa Regional Chamber, board chair-elect Alan Armstrong, president and CEO of Williams, area elected officials, and regional business, chamber and civic partners as we explore Portland for the fifth annual "What's Next: Intercity Visit" to study areas including talent attraction, downtown and river development, arts and entertainment, regional visioning and visitor attraction.

Registration is \$1,500 (airfare not included; includes hotel accommodations and most meals).

Questions? Email events director Jessica Lowe-Betts at [jessicalowe-betts@tulsachamber.com](mailto:jessicalowe-betts@tulsachamber.com) or call 918.560.0206.

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THE JOURNAL RECORD

# MENTORING can change a child's life

It's a well-known fact even an hour of one-on-one time with a child, whether it be tutoring or general mentoring, can have a dramatic impact on academic performance, behavioral tendencies and overall well-being.

A key component of the Chamber's Partners In Education program, mentoring is a free and easy way to boost volunteerism and general wellbeing among your company's employees, improve community standing and help make a difference in the lives of students. Mentoring can take a number of forms, including:

**session** A regular but **brief one-on-one** with a student in which a mentor visits informally with the child. Discussion topics might include schoolwork or the child's home life, but regardless of the topic, the mentor acts as a responsible friend. Just having a stabilizing adult presence can boost a child's grades and instill self-confidence.

**Lunch buddies.** An even more informal one-on-one mentor

relationship, lunch buddies need only spend one lunch hour a week with a student in a friendly lunchtime environment.

**A one-time "career presentation"** to a classroom. Students can benefit from hearing the perspective of a member of the workforce regardless of profession. Exposure to different professions and potential careers can give a child direction in life.

**Opening up a workplace to guided tours for students.** Much like career presentations to classrooms, workplace tours can be a powerful influence on a student's career choices.

**Email Chamber education program manager Kuma Browne at [kumabrowne@tulsachamber.com](mailto:kumabrowne@tulsachamber.com) for Partners In Education mentor opportunities.**



The Honorable Dewey F. Bartlett, Jr., Tulsa mayor, First Lady Victoria Bartlett and school leaders in February inaugurated the City of Tulsa's new partnership with Emerson Elementary School, wherein city employees are asked to spend their lunch hour with Emerson students weekly. The partnership, detailed at the Mentoring to the Max Breakfast with Bartlett, is a prime example of how organizations can make an impact through the Partners In Education program without a financial contribution.

## MENTORING SUCCESS STORY LOCAL COMPANY CONTRIBUTES EMPLOYEES AS MENTORS

The third-grade boy Blair Lemon mentors once a week at Hawthorne Elementary School talks a little about his home life and a little about school. Lemon isn't just his mentor. She's a friend.

"It's just a normal conversation," Lemon said. "We're hanging out; we read some; we do some math; we talk, play games. That's all they need."

Lemon, an employee at WPX Energy, has mentored the third-grader for nearly two years under a program that allows her to meet her company's employee wellness requirements by mentoring at the company's partner school.

For 30 to 60 minutes a week, she has listened to his personal troubles, lent the occasional word of advice and helped where she could with schoolwork. In the summer, she writes him letters letting him know that she's thinking about him.

"My main focus in being involved is that I want to be consistent," she said. "I think that any child, whether coming from a low-income home or not, needs to know that someone always will be there and will show up."



Sarah Walker, Tulsa's PIE chair and WPX's manager of community affairs and administration, said her company's partnership with Hawthorne is about more than time and money. It has become a top-to-bottom, organization-wide commitment to the wellbeing of the school, its students and the future of Tulsa, she said.

Lemon is one of more than 60 WPX employees serving as mentors at Hawthorne. It's a rewarding experience that doesn't take as much time and responsibility as people might think, Lemon said.

# WhyPIE: Connect here

The 30-year-old Partners In Education program is the Tulsa region's premier network for connecting caring individuals and organizations with local schools in need. Recognized as some of the community's most valued stewards, partners help guarantee the success of the next generation of Tulsans.



## 1 GET STARTED

**Visit [TulsaChamber.com/partnersineducation](http://TulsaChamber.com/partnersineducation)**

Prospective partners will receive info about the program, detailed school profiles and assistance in choosing the right school for them — including through school site visits and meetings with school representatives.

**Complete the Partner Pledge Form**

Find the form at [TulsaChamber.com](http://TulsaChamber.com).

**Determine your potential resources, talents and time**

There's more than one way to be a partner, and donating money is just one. Mentorship and other forms of volunteering go a long way.

## 2 GET THE MOST OUT OF PIE

**Use the PIE network**

The Tulsa Regional Chamber has extensive connections and resources for promoting the successes of your partnership and helping determine how you best help your partner school. Visit [TulsaChamber.com/partnersineducation](http://TulsaChamber.com/partnersineducation) for more.

**Communicate often with school rep**

Determine where and how you can help. Does your partner school want to reduce



its dropout rate? Improve reading abilities? Show teacher appreciation?

**Visit your partner school regularly**

Evaluate the impact of your investment with school leaders.

## 3 OVERCOMING OBJECTIONS

PIE partnerships benefit both partners and schools, and it's easy to help out.

**My organization doesn't have much money.**

The great thing about Partners In Education is that it doesn't necessarily require money at all. In fact, every school can use

lunch buddies, mentors, tutors, volunteers and a number of other resources that your company can share. In some cases, Partners In Education have orchestrated fundraising drives among employees. Partners might also offer incentives for employees to donate needed supplies to a school.

**I don't have hours to spend volunteering every week.**

If you don't have much time during the week (and most people don't!), consider being a lunch or reading buddy. These volunteers spend just ONE lunch hour per week with a student. This is a minimal time commitment with huge rewards. In addition, your organization can donate old office supplies or equipment, books, expertise and many other resources.

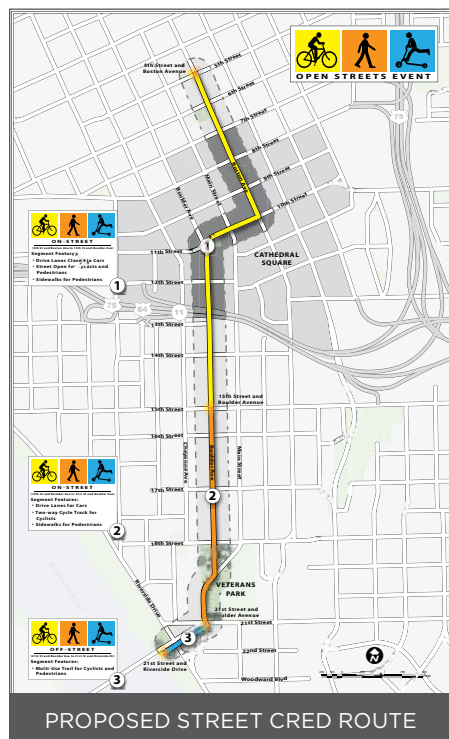


# TYPROS CONTINUES TO EARN ITS "STREET CRED"



Tulsa's Young Professionals' most popular community impact event of the year will be bigger than ever in 2014. Scheduled for May 3 and 4, **Street CReD: Urban Core** will feature activities along a mile of city streets in southern downtown, encouraging residents to enjoy the area on foot or bicycle while bringing attention to the need for a walkable shopping, nightlife and entertainment district there.

Isaac Rocha, 2014 TYPros chair, said the group chose southern downtown because of its vast potential for redevelopment, as the area contains a portion of Route 66 and a built-in customer base of 8,000 Tulsa Community College students. However, Rocha noted that a fully vibrant downtown will be crucial if Tulsa hopes to retain young talent. While the Brady, Blue Dome and East Village districts have benefited from recent pedestrian-based development, southern downtown — currently dominated by surface parking — has



largely been left out of the conversation so far, he said.

Street CReD is one of TYPros' most popular events of the year, typically attracting hundreds of visitors over a week-end. Based on the mantra that "when no area of Tulsa is neglected, the entire city benefits," Street CReD draws attention to the need for redevelopment in an underdeveloped area of Tulsa each year by giving that area a makeover and offering activities for visitors. Past Street CReD events have focused on the Pearl District, Red Fork and the 36th Street North and Peoria Avenue area.

This year's event will be in the style of the Open Streets Project, a national movement to open streets to people instead of vehicles, temporarily closing streets so that people may use them for walking, bicycling, dancing, playing and socializing.

For more on this event, visit [TYPros.org](http://TYPros.org).

## ▶ Let TYPros HELP YOU RECRUIT young professionals

With 10,000 baby boomers retiring daily, Tulsa's Young Professionals can help companies fill the gap - and keep it filled. The organization has a number of resources for helping local companies recruit, retain and develop young professionals.

**>FOR PROSPECTIVE EMPLOYEES:** TYPros can promote job openings to hundreds of young, skilled job seekers and can help recruit new young Tulsans by showing them what Tulsa has to offer a younger demographic and helping them find housing and living amenities. **Email [info@TYPros.org](mailto:info@TYPros.org) for more.**

**>DIVE PRESENTATIONS:** Through its DIVE program, TYPros sends representatives to companies to deliver presentations on a variety of subjects, including TYPros' activities, how to get involved with the organization and why young professionals should stay in Tulsa. DIVE presentations are perfect for companies seeking to encourage volunteering and community involvement among their employees and for companies seeking to recruit young professionals. **To schedule a presentation, visit [TulsaChamber.com/dive-presentation](http://TulsaChamber.com/dive-presentation).**



**10,000**  
BABY BOOMERS REACH  
RETIREMENT AGE DAILY\*  
\* PEW RESEARCH CENTER

**>FOR CURRENT EMPLOYEES:** With more than 80 events a year, TYPros members have access to a wide range of information and professional development opportunities. **Visit [TYPros.org](http://TYPros.org) for opportunities to get involved.**



There are no shortcuts to the experience required to **develop** and **deliver** the right message to the right audience.

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# Take it Outside

BROUGHT TO YOU BY VISITTULSA

With nationally recognized parks and miles of river trails spread across the city, Tulsa has something for everyone to enjoy the warmer weather. Whether looking for exercise, family time or just getting outside, VisitTulsa has a number of exciting ideas to get you out and enjoy spring.

## PARKS

The City of Tulsa manages 140 parks covering over 8,200 acres, with facilities that include more than 65 picnic shelters. Add this to the 700 acres making up four county parks. A couple of the well-known parks include:

**Mohawk Park**, containing 2,800 acres, is the largest park in Tulsa and one of the largest in the country. The sprawling park was created as part of the 1924 public works project that piped drinking water from the Spavinaw Dam to Tulsa. More than 800 acres feature hiking, biking and interpretative trails, and the Oxley Nature Center, which houses hands-on exhibits. The area is home to abundant wildlife and waterfowl, the Tulsa Zoo and

Mohawk Park Golf Course.

Main park entrance is located at 5701 E. 36th St. North.

**LaFortune Park** is 270-plus acres tucked in midtown Tulsa and offers golf, baseball, tennis, a 5k trail, pool, playgrounds, picnic tables, shelters, fishing and a community center. The park is located at 5202 S. Hudson Ave.

## ARKANSAS RIVER

River parks have become a staple in the Tulsa community. The River Parks Authority manages 26 miles of asphalt-surfaced trails. Weaving past gathering areas, playgrounds, fountains and sculptures, the trails run along the Arkansas River in Tulsa.

In addition to river trails, the authority owns and leases hundreds of

acres for wildlife habitation and land preservation within the **Turkey Mountain Urban Wilderness**. The 45 miles of dirt trails on Turkey Mountain are perfect for hiking, mountain biking and horseback riding.

## TULSA GARDEN CENTER

Located in historic **Woodward Park**, **Tulsa Garden Center** provides a variety of horticultural and environmental education opportunities for the community. The center is open to the public with no admission cost on Tuesday through Saturday, 9 a.m. to 4 p.m.

Visitors can enjoy lectures, classes, shows and special events – all focusing on responsible stewardship of plants and their habitats. Additionally, the center is proud to have one of the finest horticultural libraries in this part of the country. The library includes more than 5,000 volumes on horticulture, botany, landscaping and related subjects.

Whether looking for a park to take the family, an outdoor place to exercise or beautiful gardens, Tulsa has something for you to enjoy. VisitTulsa invites you to get outside, enjoy the beautiful weather and take in the scenery. Share your favorite springtime Tulsa activities with us on Facebook and Twitter. **And for more information or outdoor possibilities, please go to VisitTulsa.com.**



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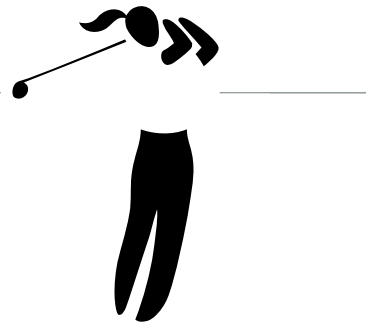


Mohawk Park



Woodward Park, Tulsa Garden Center

# Teeing up to be THE CHAMPION



The greens are precisely trimmed and ready for the NCAA Division I Women's Golf Championship. The tournament is coming to the Tulsa Country Club, May 20-23. Twenty-four teams and six individuals from across the country will vie for the opportunity to be called the national champion.

Though the competition will be fierce, each team will do its part in giving back to the community. This year, athletes are showing their school spirit by bringing different merchandise to be distributed throughout the community.

The championship is hosted by the Tulsa Sports Commission and The University of Tulsa. The two organizations have set the stage and invite you to be a part of the excitement. Watch these teams hit the greens for four days of exciting competition. **For ticket information and a complete schedule, please visit [naaa.com](http://naaa.com) or [tulsahurricane.com](http://tulsahurricane.com).**



**NCAA**  
**2014 GOLF CHAMPIONSHIPS**  
DIVISION I • TULSA, OKLAHOMA

# Preparing for a communications crisis

TACTICAL SOLUTIONS FROM SIXPR

Disasters in business, both the natural and the man-made kind, make headlines.

As a business owner you would be remiss if you didn't have a plan for data loss, technology down-time, employee succession, or shipment delays.

But few businesses have a plan on the shelf in case of damage to relationships, which is the lifeblood to small and mid-sized companies. The preparations you make before the crisis, the responses you make during the crisis and the follow-up communications after the crisis make all the difference in the world.

The first hour of a crisis is considered the "golden hour," but it's in the first 15 minutes when critical information is gathered and difference-making decisions are made. The best defense is a good offense and the last 45 minutes is used to create a command center, identify a spokesperson, and prepare the message response.



Marnie Fernandez  
and Sheila Curley,  
principals at SixPR



## SIX TACTICS TO MITIGATE DAMAGE

**GET REAL** | a crisis is no time to be vague or pretend it isn't happening. Prepare to ask tough questions of yourself and your team because reporters will ask tough questions.

**STRIVE FOR MESSAGE DISCIPLINE** | the message delivered externally should match the message delivered internally. Refrain from paraphrasing with employees as any deviation from the message is confusing.

**DRIVE DIVERSITY IN DISTRIBUTION** | remember your audience doesn't receive information from a single source. The right message with the wrong delivery channel won't resonate.

**GET SERIOUS** | the tone of a response amplifies everything. Be a champion for investigating the issue, not for defending a stance. Use a response to reinforce your ethical business practices.

**SHOW THE METRICS** | assessing the impact of your tough news on customers, prospects, and your employees is critical.

**PREPARE FOR THE NEXT ROUND** | just because the first tidal wave has retreated doesn't mean there isn't an undertow. Your reputation, employee morale, and future sales are still at risk.

“Few businesses have a plan on the shelf in case of damage to relationships, which is the lifeblood to small and mid-sized companies.”

## DUG MIDCONTINENT CONFERENCE

VisitTulsa welcomed the second annual DUG Midcontinent conference and exhibition, “Harvesting the Heartland,” March 2-4 at the Cox Business Center. Top energy CEOs from around the world took part as keynote speakers and more than 100 exhibitors, roundtable sessions and networking opportunities provided attendees original and timely data from the energy industry.



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