

## Letter from the President



Dear EWI of Oklahoma City,

Happy spring! I hope everyone has had an opportunity to spend spring break and holiday fun with friends and family these last couple of weeks.

Our annual Reading Rally was hosted last Thursday, March 29 at Horace Mann. I hope everyone had a blast! More details (and photos!) can be found on page 3. We have a special Business Meeting on the horizon, scheduled for next Tuesday, April 10. I am hopeful to see all of you there to discuss important updates on our Chapter as we look toward the last half of our fiscal year. Finally, our Tee-Off for Education Golf Tournament takes place Monday, April 16 at Oak Tree. We are only two weeks away and the golf tournament committee has been planning a fantastic event. If you cannot make it out for the golfing, be sure to join us for the 19<sup>th</sup> Hole Party that evening in the clubhouse!

Thank you for your commitment to our Chapter and the many ways we give back to our community.

Christine Laird  
Oklahoma City Chapter President  
Greater Oklahoma City Chamber of Commerce

### 2017-2018 Officers & Directors

#### President

Christine Laird, Greater Oklahoma City Chamber of Commerce

#### Vice President/President-Elect

Michelle Ferguson, TBS Factoring

#### Secretary/Treasurer

Kelsey Rusnack, Two Structures Homes

#### Membership Co-Directors

Kristie Allen, NFP  
Starla Hesse, Enterprise Holdings

## April Firm Feature: Jordan Advertising

For over 56 years Jordan has been an marketing, advertising and branding agency that offers comprehensive strategic and creative services including branding, marketing strategy, market research, website & interactive development, public relations, creative development, media strategy & buying, content marketing and social media strategy.

Jordan Advertising's rich Oklahoma history began in 1961 with Warren K. "Doc" Jordan. Jeanette Gamba followed Doc Jordan as president and CEO in 1993 growing the agency substantially during her tenure in both size and in client base until 2007.

Rhonda Hooper was named President/CEO in 2007 and continues to lead the agency into the future as one of Oklahoma's top advertising and marketing firms.

With strategic insight-based thinking and creative problem solving, Jordan has a prosperous local, regional and national history as a full-service advertising agency, developing groundbreaking campaigns across many different for profit and not-for-profit entities in Oklahoma and throughout the U.S.

"Our collaborative leadership style is based on a sense of ownership for each and every client partner's business." – Rhonda Hooper (President/CEO Jordan Advertising)

As a strategic marketing partner, Jordan Advertising works alongside clients to examine business models and provide comprehensive, integrated marketing solutions. Our goal is simple...to target audiences with the right message at the right time to deliver the results our clients want.

Learn more about Jordan Advertising on their website:  
[www.jordanadvertising.com](http://www.jordanadvertising.com).



## Reading Rally 2018 at Horace Mann Elementary School

Our annual Reading Rally was held Thursday, March 29 at Horace Mann Elementary School. We adopted 47 third grade students and collected more than 200 book donations! Each volunteer read the book “Gus and Me”, a book Keith Richards wrote about his discovery of, and subsequent love of music. The children were read to in groups of 9 and the reading followed with an activity using a character from the book. Our fun and educational activity focused on the ability to identify character traits and reimagine a scene with their chosen character highlighting those traits. Students wrote the traits down on sticky notes, making a border on their individual pieces of paper with the notes, and drawing a new scene with their character of choice.

After our activity, each student was presented with a backpack full of goodies (including books!). Both third grade teachers and the school librarian were presented with gifts to show our appreciation of their hard work and dedication to their students. We also presented Principal Ruzzoli with an additional donation to the school library.

What happened then? Pizza party! A great time was had by all. Additional photos can be found on our EWI of Oklahoma City Facebook page.



Thank you to our members who generously donated books and contributions to Horace Mann Elementary and volunteered time. We also thank the Metropolitan Library System, Feed the Children and Half Price Books for their book donations. Your 2018 Reading Rally Committee included DeAngela Jennings, Marissa Charness, Michelle Ferguson and Christine Laird.

## Board Digest Oklahoma City Chapter: March 2018

The Board of Directors met on March 27, 2018 at Two Structures Homes, 16704 N Pennsylvania Avenue Edmond OK 73012.

The Board discussed the progress of our website buildout by Levant Technologies, and Christine noted the website should be live within the next 8 weeks. The Board also discussed increased activity on EWI of Oklahoma City’s Facebook page with the posting of meetings, philanthropic events, sharing of photos and additional interaction with our community. Our page views have exceeded more than 50 in the past month and we will be further reviewing page analytics for potential targeted marketing efforts and member recruitment efforts.

### Current Membership:

20	Member Firms
33	Executives
21	Representatives
11	Sustaining and Honorary
1	Life

The Treasurer noted \$332.00 was raised from our January fundraiser, Kendra Gives Back. Additionally, the Treasurer has reconciled October and November 2017 and is diligently working on reconciliation of December 2017. The most current financial information will be reviewed and discussed at our April Business Meeting next week.

The April Board Meeting will be Tuesday, April 24 2018 at 5:30PM. The host and location are to be determined.

### DATES TO NOTE

**April 10, 2018 at 5:30PM**  
 Business Meeting  
*Location: OGE Technology Center, 220 East Wilshire*  
 Time: 5:30  
 RSVPs due Wednesday!

**April 16, 2018**  
 Tee-Off for Education Golf Tournament  
*Location: Oak Tree*  
 Time: 11AM-7PM

**April 18, 2018**  
 Board Reports Due  
 Email to Michelle Ferguson

**April 24, 2018 at 5:30PM**  
 Board Meeting



### April Birthdays

- April 2: Marissa Charness – Representative, TBS Factoring
- April 14: Michelle Ferguson – Representative, TBS Factoring
- April 14: Margaret Dubberstein-Pate – Sustaining, Past President

**Happiest of birthdays to all!**