

Letter from the President



Dear EWI of Oklahoma City,

Welcome to May! In this month's newsletter you'll find more detailed committee updates from our chapter and a brief recap of our April Business Meeting alongside regular updates.

As you may already know, our annual golf tournament has been postponed to Monday, June 25. This has given us a great opportunity to seek additional teams, raffle items and make sure this is an exceptional fundraiser for our Scholarship Program. Another great opportunity this date change has yielded is the opportunity to build stronger teamwork within our Chapter to carry ourselves to success. With support from each other, our remarkable Executives and incredible firms we will reach our goals.

I'd like to share with you all some excellent information I picked up from my Toastmasters magazine this month, from an article titled "8 Ideas to Revitalize Your Team's Morale and Productivity." I hope you find them useful and think of how these can be incorporated into the teams you may be leading in EWI or within your firms.

1. Rock Your Role – Your team's morale and performance being with you. Can they look at you and see the excellence you're asking of them?
2. Mind the Most Important Thing – You can boost morale and productivity by communicating clear, shared expectations.
3. Ditch the Diaper Drama – Effective leaders speak the truth. Improve your team's morale and productivity by speaking truth with compassion.
4. Channel Challengers - Effective leaders recognize the value every person on their team contributes.
5. Own the Ugly – Many leaders won't take responsibility for their mistakes. Apologize, make it right and move on. Your people will trust you, they'll more likely take responsibility themselves and morale will improve.
6. Play the Game, Don't Game the Score – To maximize your team's morale and productivity, keep them focused on what matters most.
7. Put People Before Projects – Productive teams enjoy high levels of trust, connection and collaboration. Build trust with, and between,

your people. Listen to what is important to them and encourage their success.

8. Trust the Trenches – In your employees and volunteers, you have a tremendous source of product knowledge, insights into customers and performance improvements. Listen to what they have to say. Help them learn how to recognize opportunities, celebrate their success and give them credit when their ideas work.

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 Director

Kristie Allen, NFP

Sergeant-At-Arms

Dana Nursick, Benchmark Financial

May Firm Feature: Greater Oklahoma City Chamber of Commerce

With a history as vibrant as the state’s itself, the Chamber and its members are the largest coalition of businesses in the state of Oklahoma. Established shortly after the historic land run of 1889, the Chamber has been the driving force behind the growth of Greater Oklahoma City for more than 125 years.

We combine the work of an economic development organization with convention and visitor’s bureau, public policy advocacy, retail and community development, education initiatives, events, membership services and the traditional business networks of a Chamber. All of what we do points back to our primary mission: to be the voice of business and the visionary organization of Oklahoma City.

We know that a strong Oklahoma City is only possible when its businesses are a part of that success. No matter the goals of your business, the Chamber wants to help you become the strongest company possible.

Contact the Chamber’s membership team today to discuss how the Chamber’s membership, networking, advertising and sponsorship opportunities would provide a return on investment for not only your business, but also for the future of Oklahoma City.

<https://www.okcchamber.com/index.php?submenu=JoinTheChamber&src=forms&ref=JoinTheChamber>

Affiliate Sites:

- Convention and Visitor’s Bureau: <https://www.visitokc.com/>
- Economic Development: <http://www.greateroklahomacity.com/>
- Education: <http://www.greatergrads.com/>
- Retail Development: <http://www.okcretail.com/>
- Relocation Resources: <http://www.abetterlifeokc.com/>
- Oklahoma City Channel: <http://www.greaterokc.tv/>



May Birthdays

- May 3 – Kay Lacey, Past President
- May 4 – Tom Friedemann, Executive – Francis Tuttle
- May 6 – Lynn Fielding, Executive – Eskridge Lexus
- May 10 – Helen Scott, Sustaining Member
- May 15 – Rhonda Hooper, Executive – Jordan Advertising

Happiest of birthdays to all!

News and Notes: Corporate Corner

The April President's call was hosted on April 25. As we anxiously await additional details of LCAM, it was announced that an e-mail blast will be sent on May 1 with some 'teasers' about the conference. We do know the keynote speaker we will have is a best-selling author and has worked with companies such as Disney, Lexus and The Oscars. Each Chapter President has also received an e-mail outlining suggestions for Chapter 'swag' to order and include in the LCAM swag bags.

Membership invoices for May and past due statements for April will be sent out on May 1. Thank you to everyone who has returned payments in a timely manner, we appreciate your diligence!

DATES TO NOTE

May 8, 2018 at 5:30PM
Scholarship Banquet at The Sheraton Hotel
Reservations due Wednesday!

May 23, 2018
Board Reports Due
Email to Michelle Ferguson

May 29, 2018 at 5:30PM
Board Meeting
Host/Location: TBD

News and Notes: OKC Chapter – Golf and Membership

The golf tournament committee met on April 26th at the Sheraton Hotel to continue planning of our largest annual fundraiser. Judie, Kara, Carrie, Dana, Nancy, Christine were in attendance and the notes following outline what was discussed.

We compiled our notes on current donations and they're coming, but very slowly. We need to get our whole chapter out looking for donations from anywhere and everywhere. We need a lot more to make the raffle table bigger and entice players to purchase extra raffle tickets. We have a total of 8 teams (36 players now) as of today and we need to set our sights on about 7-8 more teams to reach our fundraising goal.

Christine has spent \$100 on Facebook advertising to a special targeted audience- for example, people that like Oaktree, golf, are 25-65 years old, etc. We have reached out to Oak Tree to ask them to share on their Social Media but have yet to hear back. If you utilize social media, please share it on your own pages, and we encourage you to share maybe twice a week to get more exposure. We will be sharing our flyer at the Greater OKC Chamber Rise & Shine event on May 2nd. This should get it in the hands of almost 150 people. Christine is also in the works with freedom 43's Rise & Shine show to discuss our event next month.

Our next committee meeting will be at 11:30 on May 14th. Location to be determined. If anyone is interested in attending, we would love to have the extra help!

Our membership committee is off and running! Nancy Pennell with First Maintenance Company has taken over the task of orientation and we're excited for our first quarterly orientation meeting that is scheduled for May 1. Carrie Parker with Sheraton OKC Downtown Hotel will be working on retention of our current member firms and reaching out to those we haven't seen in a while. I'm excited to be working with such a positive and committed group of women. We are constantly working to come up with better ways to recruit. Between our membership committee, board meetings and reaching out to other chapters, we are coming up with exciting new ideas. One of the recommendations from other chapters is to request membership buy-in to help increase our member firms. You recently received a membership wish list and it's not too late to turn yours in! Please consider sending your wish list in even if you only have one or two firms to offer. We received 8 potential firms to post and this is a wonderful start! We will be posting these firms and if approved will invite the exec's and rep's to an upcoming meeting or event. Please remember, it will take all of us to make this chapter more outstanding than it already is.

Board Digest Oklahoma City Chapter: April 2018

The Board of Directors met on April 24, 2018 at Benchmark Financial located at 2932 NW 122nd Street, Suite 19, Oklahoma City OK.

The Board reviewed the final draft of Levant Technologies’ new website build for us and discussed planning details of our first EWI Summer Social. The Membership recruitment process was also discussed to identify ways we could increase current member engagement and ensure we are connecting with potential new members in the most effective ways.

Current Membership:

20	Member Firms
33	Executives
22	Representatives
11	Sustaining
1	Life

The May Board Meeting will be Tuesday, May 29 2018 at 5:30PM. The host and location are to be determined.

Business Meeting Digest Oklahoma City Chapter: April 2018

The April Business Meeting took place on Tuesday, April 10 at OG&E’s Technology Center located at 220 E Wilshire Blvd.

The Membership Director reported that Starla Hesse stepped down as Membership Co-Chair and Nancy Pennell is currently organizing an Orientation meeting for early May. A firm ‘wish list’ was also distributed, asking each member to generate up to 5 membership referrals for the membership committee to recruit.

The operating and BCDP accounts have been reconciled through March 31.

President Christine Laird was nominated to be our Chapter’s delegate for LCAM and Vice-President Michelle Ferguson was nominated to be the alternate delegate.

Ramona distributed Membership Directories and asked that any changes requested be given to her to update the directory.