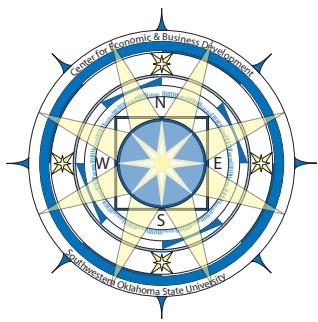


CENTER FOR ECONOMIC & BUSINESS DEVELOPMENT

Charting Your Course to the Future



Small Business Development Center

Oklahoma Manufacturing Alliance

**Economic Development
Administration University Center**

Regional Economic Modeling, Inc.

Southwest Oklahoma Impact Coalition

**Western Oklahoma Business
Commercialization Center**



Working Together to Build a Strong Economy

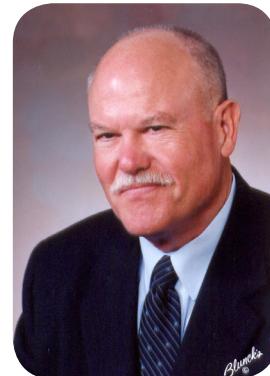
Southwestern Oklahoma State University's educational programs and business development center are partners in increasing the economic vitality of Western Oklahoma. The role of the University extends beyond the classroom and our priority is to provide regional businesses and communities with the people and tools to succeed.

Included in the SWOSU tool chest are

- ✓ Financial Lending Programs
- ✓ Bringing Products to Market
- ✓ Developing Growth Strategies
- ✓ Workforce Development
- ✓ Assessing New Technology
- ✓ Economic Impact Modeling
- ✓ Business and Market Analysis
- ✓ New Product Development
- ✓ Productivity Improvements
- ✓ Business Start-Up Assistance

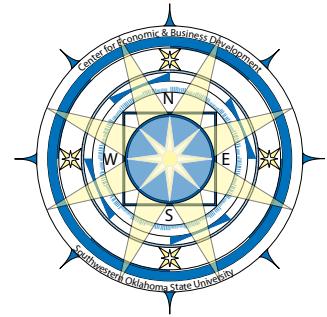
The Center for Economic and Business Development is your direct link to improving business and community success. This Center is available to provide assistance to help communities grow, assist entrepreneurs and improve business success.

John M. Hays, President, SWOSU

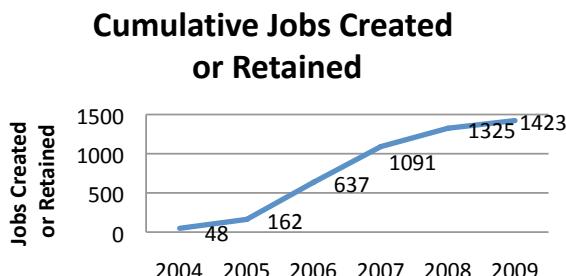
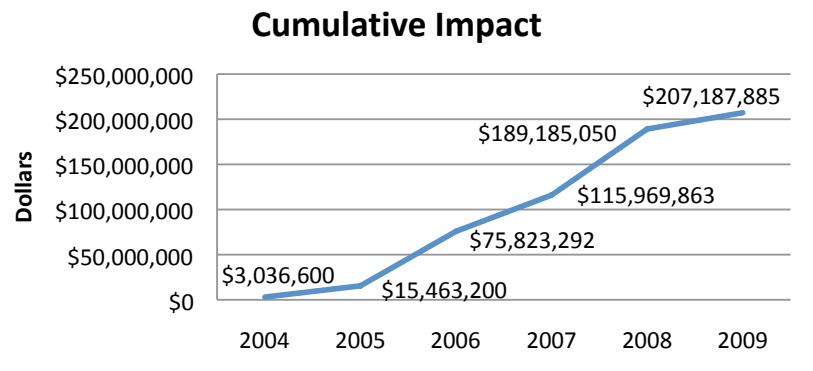


Economic Impact

CEBD Economic Impact Tops \$207 Million

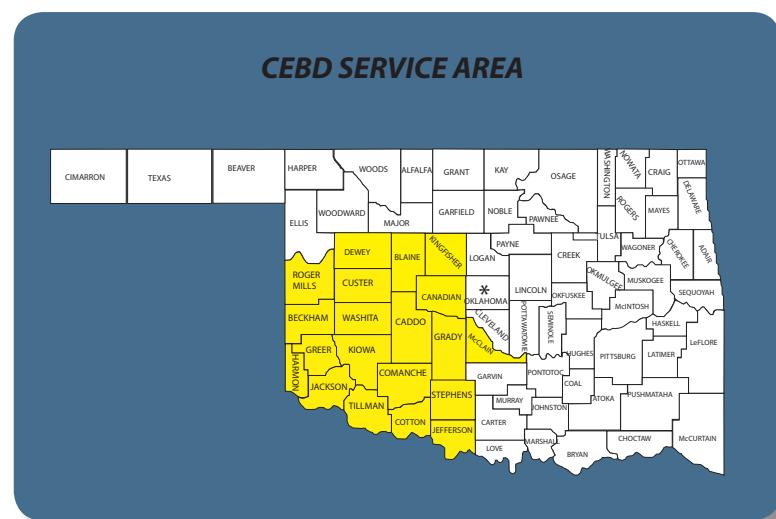


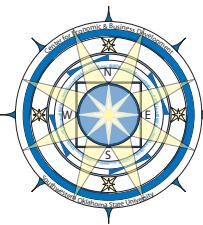
Over 2,500 Total Clients assisted by CEBD from 2002-2009.



The Center for Economic and Business Development promotes economic development by helping create jobs and financial impact in the communities we serve. The combined efforts of the CEBD have resulted in the creation or retention of 1,423 jobs and economic impact, including sales increases, increased investments, and loan placement, of \$207,187,885. Cumulatively, we have served over 2,500 different clients.

\$3,116,664
CEBD total external funding sources from 2002 - 2009.





Economic Impact Analysis



Using REMI, featuring Policy Insight® model, the CEBD offers leading economic forecasting and policy analysis to business leaders, local communities and policy makers. CEBD uses this in-depth 70-sector REMI model to analyze the impacts that a particular industry would have upon Oklahoma's economy. The model provides a comprehensive economic impact analysis to answer any "what if ..." scenarios, for example:

- "What are some of the severance impacts a local economy faced if a facility closed down?"
- "What is the economic importance of a new-publicly funded convention center upon a community region?"
- "How crucial would the impacts of a policy change be on the regional economy?"

Core Economic Variables

Employment
Gross Regional Product
Population
Output
Taxes
And more

Target Regions

OKC MSA
Tulsa MSA
Northwest Oklahoma
Northeast Oklahoma
Southwest Oklahoma
Southeast Oklahoma

"This is still an important key element (i.e. OK Manufacturing Sector) of the economic base of the state" said Mike Seney, senior vice president of The State Chamber.

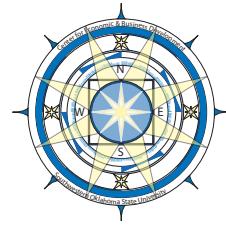
Featured Economic Impact Studies

Some of the economic impact studies conducted by the CEBD in the past years include the economic impacts of a community's growth and its implications for an interstate exit; the economic impacts of a bio-energy production plant upon Oklahoma; the economic impacts that an internet based provider would have upon the regions; the economic impacts of Oklahoma agricultural activities and the programs it supported; the native American economic impact study; and the possible impacts fueled by the Arts council on the Oklahoma's economy. Picture on the right features one of the recent studies we completed.

The REMI model economic impact study is available as a fee-based service. For more information, please contact: Dr. Marvin Hankins or Fui Phang.



Reports



See our Website www.swosu.edu/cebd for the following reports:

- SOIC Regional Economic Indicators City Sales Tax Collections Report
- SOIC Regional Economic Indicators Individual City Focus on the Retail Trade Sectors Report
- The Business Development Series: Trade Area Capture and Trade Pull Factors for the Retail Trade Sectors Report

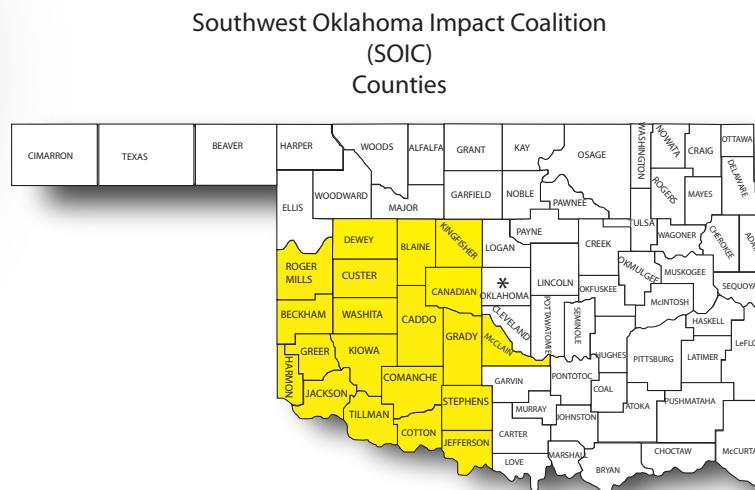
9.34%

2.34% increase in city sales tax collections as of 1st Qtr. 2009 in the SOIC region.

As part of our outreach program, the Center for Economic and Business Development provides regional information needed to better understand the workings of local communities.

RETAIL TRADE

The Retail Trade sectors make up 59.35% of the total sales tax collections in Clinton, 65.48% in Elk City and 70.34% in Weatherford.



Contact Leia Moore at (580) 774-7095 for more information.

From 4th Qtr 2002 to 1st Qtr 2009, regional city sales tax collections stand at a combined \$0.736 billion in the SOIC region.

Building Stronger Manufacturers

Oklahoma Manufacturing Alliance

Western Oklahoma Business Commercialization Center

Manufacturing is one of the largest economic sectors in Oklahoma's economy and is key to the economic vitality of western Oklahoma. Every 100 manufacturing jobs supports another 291 jobs elsewhere in the economy. Manufacturing adds new wealth to local communities.



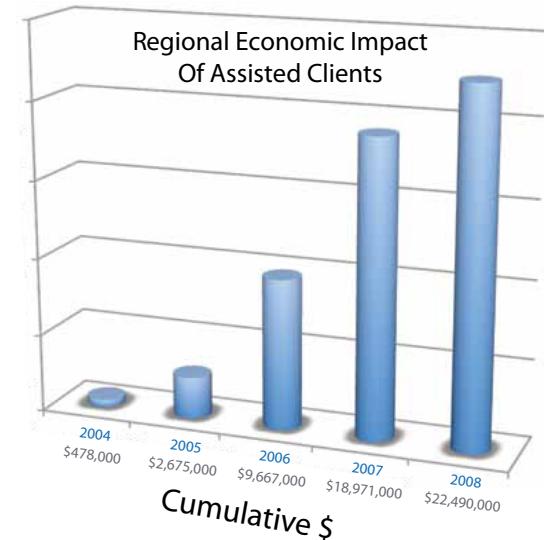
"We appreciate the crucial role the Alliance played in assisting us in the product development."

- Butch Robison, Robison Solar Systems



"We wouldn't be in business without the Alliance."

- Doug Schones, Dynaturn



Engineering

The Applications Engineering program provides expert technical advice and on-site, one-on-one, focused engineering assistance.



"Thanks to the Oklahoma Manufacturing Alliance our productivity improved 40%"

-Billy McCullers, Sportchassis

Expanding Markets

ExplorTech helps companies enter or expand in global markets. The Oklahoma Center for Aerospace Supplier Quality assist companies with increasing their business and supplier opportunities at military installations.

Building Stronger Manufacturers

Oklahoma Manufacturing Alliance
Western Oklahoma Business Commercialization Center



"The changes that we made at W-W Livestock Systems due to Lean Manufacturing have shown our company that you can significantly decrease inventory and lead time."

-Greg Overton
W-W Livestock Systems

Leadership Development

The Western Oklahoma Business Commercialization Center and SWOSU's College of Professional and Graduate Studies, provide customized training for leadership and management skills for western Oklahoma businesses.



"The Alliance has provided us technical and business support since day one. We now employ 15 additional people as a result of their help."

-Farrell Miller, Granna's

State Business Incentives

Evaluation and determination of eligibility for state incentives such as tax credits, sales tax exemption and the Quality Jobs program which gives qualifying Oklahoma companies tax rebates for expanding and creating jobs.

Lean Transformation

Lean establishes a systematic approach to eliminating waste and creating flow throughout the whole organization. It implements a long-term plan to streamline operations for success.



"The welder training program has been a tremendous asset to our continued success."

-Terry Morse, Superior Fabrications

Business Growth Services

Eureka! Winning Ways assist companies with driving growth and profit margins through the discovery, measurement and development of new product and new business ideas.

It's not always what you know. It is knowing who can help.



The Center for Economic and Business Development

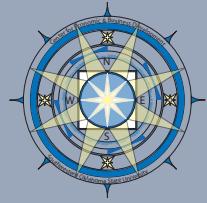
Oklahoma Manufacturing Alliance – The Alliance offers free technical assistance and business advice, helping manufacturers become progressively more successful. Services focus on improving the bottom line, while growing the entire company. The Alliance is the go-to source for identifying and assessing needs and providing private and public sector resources to fulfill these needs.

Oklahoma State University Applications Engineering Program – Applications engineers provide on-site, one-on-one, focused engineering assistance and technology transfer services to manufacturers. They have the expertise to help in areas such as: process redesign, equipment design, failure analysis, product testing, product redesign, plant layout, facility design, and product development. The program is a cooperative effort between Oklahoma State University and the Oklahoma Manufacturing Alliance.

Western Oklahoma Business Commercialization Center – A “virtual business incubator” to develop the technology, processes, procedures, products, marketing and workforce skills necessary to grow. The Center, operated with funding secured from the U.S. Department of Labor, assist new business entrepreneurs and Oklahoma owned small businesses.

Oklahoma Small Business Development Center – The Oklahoma Small Business Development Center (OSBDC) offers assistance in the fundamentals of starting and running a small business. Areas of assistance include development of business plans, marketing, legal structure, cash flow analysis, and human resource issues. The OSBDC also host workshops around the state that include topics such as business startup, taxation, financing, and programs for veterans and minorities.

CEBD Student Intern Program – The intern program at CEBD has become a model for the state of Oklahoma. This program allows students to experience first hand the complexities of the working business world. At the same time these interns provide valuable support services to companies in the region. Students assist in areas such as market analysis, return on investment, business valuation calculations, business planning, pro-forma projections, and marketing brochure creation. In the words of one local company, “if you want to see true win-win, look at the Southwestern Oklahoma State University CEBD Intern Program.”



pment

Economic Development Administration University Center - The Center for Economic and Business Development has been designated as a University Center by the Economic Development Administration of the U.S. Department of Commerce. The University Center provides economic development assistance to local governments, businesses, and industry and to economic development districts and organizations in the southwest quadrant of Oklahoma. The University Center provides technical assistance to communities and the private sector through consensus based strategic planning, grant writing assistance, loan application assistance and market analysis. In the area of applied research the University Center conducts surveys and analysis of business and industry in the project area to identify technical assistance needs. The University Center coordinates operations and activities with its primary partners: (Western Oklahoma State College, Cameron University, University of Science and Arts of Oklahoma, Redlands Community College, South Western Oklahoma Development Authority and the Association South Central Oklahoma Governments). The University Center is committed to assisting Southwest Oklahoma to help increase productivity, spur innovation and entrepreneurship, and increase long-term regional competitiveness and economic diversification.

Southwest Oklahoma Impact Coalition - The coalition consists of five higher education institutions and two regional councils of governments in southwest Oklahoma. Six Career Technology Centers have also joined the partnership. The Coalition is coordinating the region's resources for effective delivery of services and foster economic development. SOIC serves as a platform for collective efforts to address regional issues. A business plan has been adopted for the 20-county region with top priorities in workforce development, adequate transportation infrastructure, availability of quality childcare, broadband services and wireless connectivity, adequate healthcare in rural areas, and water quality and quantity. A technical assistance team was created and staffed by the partners to provide hands-on assistance.

Regional Economic Models, Inc. - REMI® is the leading economic-forecasting and policy-analysis model that incorporates different aspects of modeling approaches, which includes input-output, general equilibrium, econometric and economic geography, to answer any "what if...?" questions on the state and regional economies of Oklahoma. The Center offers REMI model economic impact study as a fee-based service.

"Leave the Cleaning to Us"

Robert Brown, a Service Connected Disabled Veteran, was no stranger to entrepreneurship when he decided to relocate to Lawton, Oklahoma from Orlando, Florida after he was laid off from a general management position. He already knew first hand that Southwest Oklahoma offered a stable business environment since during a previous assignment at Fort Sill he owned and operated a successful cleaning business in his spare time. Proving the old proverb that "necessity is the mother of invention," Robert established Professional Cleaning Services, Inc. or PCS as a result of the lack of quality and affordable cleaning services that were available to him during the numerous PCS (permanent change of station) moves required over his 20 year Army career.

His objective was to create a full service cleaning company which would provide detailed cleaning services combined with carpet and tile steam cleaning to the commercial, residential and military housing markets. Robert scheduled an



appointment with Mary Eichinger, Coordinator of the SWOSU OSBDC in Lawton to discuss how he could turn his vision into a reality. Together, they developed a comprehensive business plan targeted at SBA lenders who participated in the Patriot Express program for Veterans. When they were satisfied that they had the best possible presentation, Mary set up an appointment with Bill Wilson at BancFirst. After an initial turn down, Robert's tenacity paid off when he passionately promoted his proposal and was ultimately approved for a \$72,000 SBA Patriot Express Loan by BancFirst. The future is bright for Robert as he builds and secures his client base in a community experiencing record growth. Robert reflects, "Through OSBDC's amazing service, we were able to get up and running in record time. Mary answered all our questions, put us in touch with the right people and kept us focused in the right direction. We couldn't have done it without her vast knowledge and constant support."

White Dog Hill Restaurant

Nelson King, owner of White Dog Hill Restaurant came to the Weatherford OSBDC with a very unique idea. Nelson wished to buy the old Clinton Country Club which is a two story structure built from native red sand stone, to convert this extremely neglected structure into a high scale restaurant.

Nelson began working with Doug Misak to develop a business plan which included outlining his concept of retro-fitting this historic building to create an up-scale restaurant in western Oklahoma. This business plan included estimated capital needs as well as both income and expense pro-forma projections for 36-months. In addition this very complete business plan included break even analysis and profit margin projections. Forming a team with the state SBA, a local bank in Weatherford, the SWOSU/OSBDC office, the Rural Electric Cooperative, and the Department of Environmental Quality, Nelson, along with a \$150,000 7-a loan was ready to begin his construction and renovation. Nelson completed all of the carpentry work by himself including replacement of windows and facings, replacing the flooring for the upper level as well as adding support beams.

The White Dog Hill restaurant opened for business August 1, 2007. On February 17, 2008, a grand opening was held which was attended by Lieutenant Governor, Jeri Askins, Rt. 66 officials, area press and a crowd of "White Dog" friends. In a statement from

Nelson King he stated, "None of this would have happened without the support of Doug Misak and the state SBA staff." "Doug has always been there advising, mentoring, sympathizing, encouraging – whatever was needed at the time." "Without him White Dog Hill would still be a pipe dream and a pile of rock!"

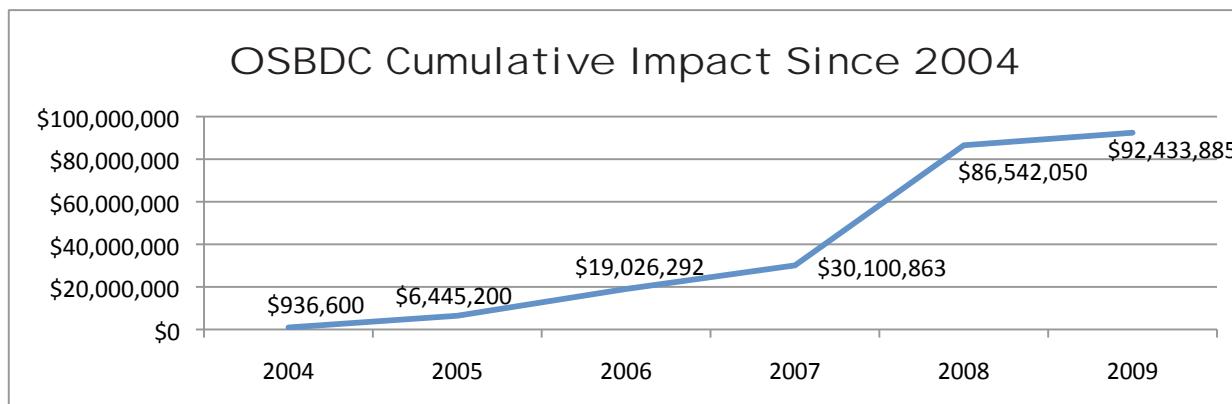
Nelson King has created an exceptionally unique, chic restaurant with a delightful historic ambiance where Nelson's philosophy is "come for the food, stay for the view." Total capital infusion for this project was \$180,000, along with many hours of hard work, and the creation of 10 full time jobs with the result of a fantastic place to dine in a relaxed atmosphere.



"Helping Small Businesses Start, Grow & Succeed"



The Weatherford and Lawton offices, sponsored by Southwestern Oklahoma State University's Center for Economic and Business Development, serve the 15 rural counties of southwest Oklahoma and specialize in financial assistance and veteran assistance. Doug Misak, SWOSU Center Director, was instrumental in the registration of two local banks as SBA Community Express Lenders. Mary Eichinger, Lawton Business Coordinator, works closely with army family readiness groups on Ft. Sill and provides training and education to veterans and their families who are in business or are considering starting businesses. Lisa Snider provides counseling and training for the Airman and Family Readiness Center at Altus Air Force Base.



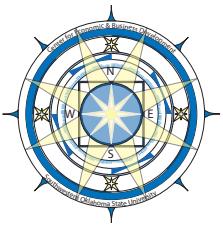
The mission of the Oklahoma SBDC is to provide quality one-to-one business counseling, economic development assistance, and training to small businesses throughout the state of Oklahoma. To carry out this mission, the OSBDC has established 15 easily accessible locations statewide. The OSBDC counselors are skilled professionals with experience in many areas including business planning, marketing, financial analysis, business start-up or acquisition, and business liquidation.

2009 SBDC Service Excellence and Innovation Award



From Left to Right: Lisa Rockett, Lisa Snider, Doug Misak, Marvin Hankins and Mary Eichinger

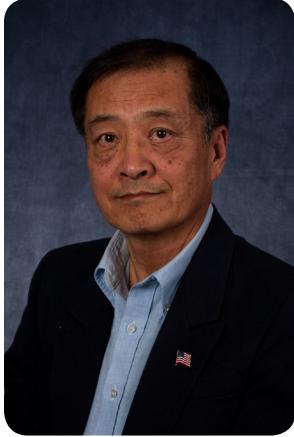
The SWOSU SBDC was recognized with the state, regional, and national Small Business Development Center Service Excellence and Innovation Center Awards, which honor an SBDC Service Center for its excellence in providing value to small businesses and advancing program delivery and management through innovation. The SWOSU SBDC provides key resources and services to the state's small business community. Southwestern Oklahoma State University's SBDC was honored for its achievement in advancing small business growth and development at several functions this year during National Small Business Week in Washington, D.C., including a personal visit with President Barack Obama. Doug Misak, The SWOSU SBDC director, was also honored for his individual achievements as the state and regional Financial Services Champion of the Year.



The Center's people...



Dr. Marvin Hankins
Director



CM Lin
Assistant Director



Fui Phang
Sr. Research Analyst



Leia Moore
Research Analyst



Lisa Rockett
Project Specialist



Lisa Snider
Business Development Specialist



Doug Misak
Director, SBDC



Mary Eichinger
Coordinator, Lawton



Sebastian Rodriguez
Business Development Specialist
Lawton



Paul Walenciak
Manufacturing Extension Agent



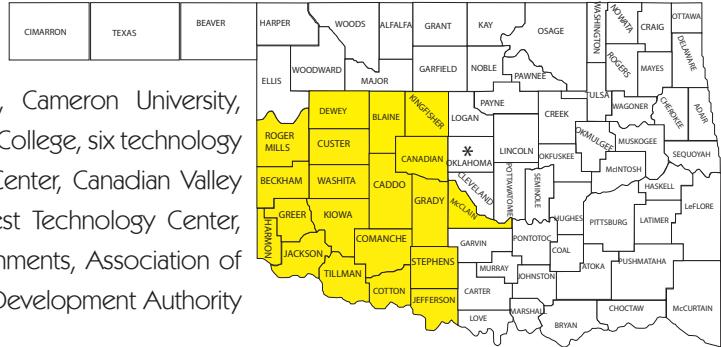
Don Lake
Oklahoma State University
Applications Engineer

Southwestern Oklahoma State University
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Phone: 580-774-7096
Fax: 580-774-7096
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Lawton Satellite Office
Small Business Development Center
711 SW "D" Avenue, Suite 203
Lawton, Oklahoma 73501
Phone: 580-248-4946
Fax: 580-357-4964

Southwest Oklahoma Impact Coalition

Organized in 2004, the Southwest Oklahoma Impact Coalition (SOIC) members consist of five universities, Southwestern Oklahoma State University, Western Oklahoma State College, Cameron University, University of Science and Arts of Oklahoma, Redlands Community College, six technology centers, Great Plains Technology Center, Red River Technology Center, Canadian Valley Technology Center, Caddo Kiowa Technology Center, Southwest Technology Center, Western Technology Center and two regional councils of governments, Association of South Central Oklahoma Government, South Western Oklahoma Development Authority in the 20 southwestern counties in Oklahoma.



"SOIC's primary mission is to continually communicate the idea and understanding that this region's future economic success and vitality is dependent on our willingness to work together, to share information, and to collaborate."

-Marilyn Feaver,
Executive Director

SOIC Priorities:

- workforce development
- education and skill training
- economic and business development
- workers' compensation
- intermodal transportation
- broadband and wireless services
- healthcare
- child care for working families
- water resource planning and development
- public utilities and facilities



The mission of the coalition is to reinforce and grow wealth in the southwest quadrant of the state by maximizing and coordinating workforce and economic development opportunities through a collaborative process.

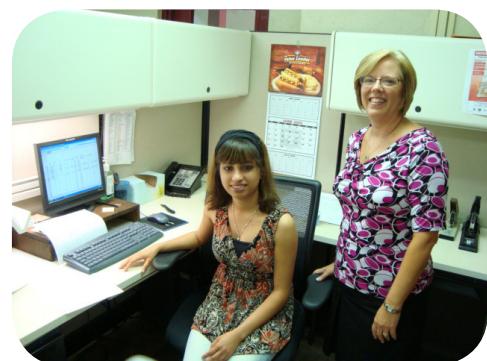
In the past seven years, more than 500 businesses were interviewed. The data gives community decision-makers insight into dynamics of local economy, provides the capability of detailed economic and development analysis, and support business retention and expansion.

Student Internship Program

In 2006 the Center for Economic and Business Development initiated an internship program to promote economic development. To date, CEBD has employed 45 interns. These internships are designed to provide students with real-world experience assisting area businesses and industries. University professors and CEBD staff advise student interns and assign projects that allow the students to work as a team and develop and strengthen their teamwork abilities.

Experiences range from designing and presenting marketing and business plans to create financial reports and company web pages to even providing foreign language translation and interpreting documents for managers and employers in manufacturing settings. Interns may also be given the opportunity to assist clients with updating and organizing their financial records and calculating business valuations. These hands-on experiences help prepare the student interns for real-world scenarios and allow them to work with a variety of clients in different industries.

Interns selected for the program may be upper level or graduate students. They are individuals enrolled in a wide variety of fields of study, including business, technology, communication arts, and graphic design. The student interns also have the option to earn academic credit for their internship experience. Interns are paid for their services either by the CEBD Internship program, a grant initiative, or a company that employs them in conjunction with the student's university program. Currently SWOSU-CEBD is initiating research in the area of conducting internships in high skill, high tech industries.



"It is a great program. It helps us fill a need with outstanding students while providing real world experience for the student."

- Karen Murray, Controller, Bar-S

- Communication
 - Business Writing
 - Listening
 - Reading for Information
 - Writing
- Problem Solving
 - Applied Mathematics
 - Applied Technology
 - Locating Information
 - Observation
- Interpersonal Skills
 - Teamwork

WorkKeys®

WorkKeys is a job skills assessment system measuring "real world" skills that the employers believe are critical to job success. These skills are valuable for any occupation – skilled or professional, and at any level of education.

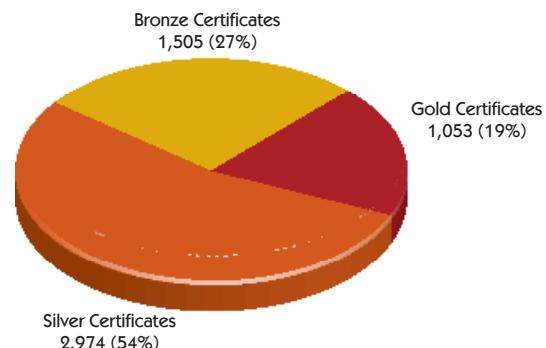
The abilities to learn, listen, communicate, work in teams, and solve problems are important assets for any worker, regardless of career choice. WorkKeys assessments measure these abilities in three key areas:

In the SOIC Region, as of February 2009, a total of more than 5,500 assessments have been completed. There are 1,053(19%) Gold Certificates; 2,974(54%) Silver; and 1,505(27%) Bronze issued by the Oklahoma Department of Commerce.

The WorkKeys Assessment can be taken at various locations including universities, state employment offices and technology skills centers, at no cost to the individual.

Contact CEBD for a location near you.

SOIC Region WorkKeys® Certificates





Resource Partners

Anadarko Bank & Trust, Anadarko, Oklahoma

Apache Tribe

Association of South Central Oklahoma Governments

BancFirst, Southwestern Oklahoma Region

Bank of Cordell, Cordell, Oklahoma

Bank of Hydro, Hydro, Oklahoma

Bank of Western Oklahoma, Southwestern Oklahoma Region

Caddo Electric Cooperative

Caddo-Kiowa Career Tech

Chickasaw Nation

US Economic Development Administration

First National Bank & Trust, Weatherford, Oklahoma

Great Plains National Bank, Elk City, Oklahoma

Great Plains RC&D

Great Plains Technology Center

High Plains RC&D

Kiwash Electric Cooperative

Legacy Bank, Hinton Oklahoma

MidFirst Bank, Southwestern Oklahoma Region

Northwestern Oklahoma State University

Oklahoma Arts Council

Oklahoma Center for the Advancement of Science and Technology

Oklahoma Community Institute

Oklahoma Department of Agriculture, Food and Forestry

Oklahoma Department of Commerce

Oklahoma Employment Security Commission

Oklahoma Small Business Development Center

Oklahoma Southwest Alliance

Oklahoma State Regents for Higher Education

Oklahoma State University Food & Agricultural Products Center

Oklahoma Tax Commission

OneNet

OSU Center for Innovation and Economic Development, Inc.

Red River Career Tech

Regional University System of Oklahoma

Rogers State University

Rural Enterprises of Oklahoma, Inc.

Small Business Association

South Western Oklahoma Development Authority

Southwest National Bank

Southwest Oklahoma Impact Coalition

Southwest Technology Center

Southwestern Oklahoma State University

The State Chamber

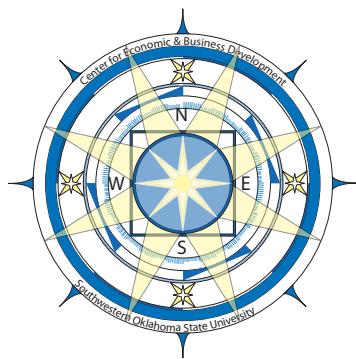
United States Department of Agriculture

United States Department of Labor

Washita County Oklahoma Cooperative Extension Office

Western Technology Center

Wichita Tribe



Center for Economic & Business Development

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