

exceptional

desirable

accomplished

purposeful

outstanding

Economic **IMPACT**

fantastic

proficient

excellent

marvelous

breakthrough

magnificent

supreme

perfect

skilled

talented

responsible

masterful

intelligent

SWOSUTM

Southwestern Oklahoma State University
Weatherford / Sayre

efficient

brilliant

SWOSU's Impact

5.5:1

Output Impact Ratio

For every dollar allocated to SWOSU, \$5.50 of gross state output is generated.

3:1

Employment Impact Ratio

For every job at Southwestern Oklahoma State University, 3 other jobs are made possible throughout the state.

2011
Construction Activities
\$3.6 million

Southwestern Oklahoma
State University
accounted for
\$125 million
of Oklahoma's gross
state output in 2011.

Southwestern Oklahoma State University is dedicated to the economic strength and future of Oklahoma.



Randy Beutler, President, SWOSU

The University strives to be aware of the needs of the community and to help fulfill them in any way possible. SWOSU's students receive high quality education that they take into Oklahoma's communities.

SWOSU is partnered with the Center for Economic and Business Development as a straight path to aiding businesses and the community. SWOSU's educational programs and economic development activities increase the economic vitality of western Oklahoma. The role of the University extends beyond the classroom and SWOSU's priority is to provide regional businesses and communities with trained people and effective 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

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White Dog Hill Restaurant

Nelson King, owner of White Dog Hill Restaurant came to the SWOSU SBDC 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, and convert this extremely neglected structure into a high scale restaurant.

Located near Clinton, Oklahoma on historic Route 66, the old Country Club had a colorful history, but most importantly, had a magnificent colorful view. Although the scenic view from the old country club building was remarkable, Nelson knew the view inside the structure, even though it had potential, could not be realized without a significant financial investment as well as many hours of hard work.

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 SBDC office, the Rural Electric Cooperative, and the Department of Environmental Quality, Nelson was ready to begin his construction and renovation. Nelson completed all of the carpentry work himself including replacement of windows and facings, replacing the flooring for the upper level as well as adding support beams. Nelson did utilize local electricians, heat and air personnel, plumbers, and roofers to complete the project. Just weeks before the restaurant was due to open, Nelson lost the new roof during a bad storm and had to delay the opening to have a second roof added to the structure. Since that time, Nelson hand selected all furnishings and décor for this inimitable bistro to accentuate the exclusive characteristics of the old country club.



Nelson uncovered original landscaping by noticing that bulbs came up in a star formation which is now a part of an herb garden that contributes to the unique cuisine of the White Dog Hill Restaurant. In addition, Nelson also constructed walking trails around his exclusive eatery.

In a statement from Nelson King, he said, “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.”



Success Story

PZ Solutions

Tucker Pool and Jonathan Berrong, both graduates of Southwestern Oklahoma State University, have enjoyed economic success in their hometown. Tucker Pool holds a Bachelor of Business Administration in Marketing degree from SWOSU and Jonathan Berrong holds a Bachelor of Science in Communications degree.

While pursuing their undergraduate studies, both young men were heads of numerous organizations and owned their own companies. “Flipside Entertainment” was an entertainment company and “Ephraim” was a youth oriented entertainment organization that Tucker and Jonathan managed while in college.

After graduation, they both sought employment opportunities in their respective fields, and their work experience prepared them well for small business ownership. Together they started PZ Solutions, a multi-faceted group of subsidiary agencies, which includes practices in marketing, merchandising, media, information technology, and sales. PZ Solutions provides an un-matched approach to customer service through sophisticated customer relations and marketing model. The key to success for PZ Solutions, LLC is to establish and maintain vital client relationships by exceeding expectations in three areas: Price, Quality, and Turnaround.

Tucker and Jonathan first visited the SWOSU CEBD in 2008 when they needed assistance establishing an LLC and evaluating their business plan. Little did they know how swiftly their LLC would grow! In 2011 their business has grown so much that they are purchasing an expansion to a second location to increase their operations and double their employees.

SWOSU's Graduates

89%

of Bachelor's degree graduates remain in Oklahoma for one year after graduation, while 81% of graduates from other Oklahoma universities remain in state.

73%

of graduates stayed employed in Oklahoma after 5 years, while 62% of graduates from other Oklahoma universities remain employed in state.



93%

Master's degree graduates remain in Oklahoma for one year after graduation, while 73% of graduates from other Oklahoma universities remain in state.

79%

of Master's degree graduates remained employed in Oklahoma after 5 years, while 54% of graduates from other Oklahoma universities remain in state.

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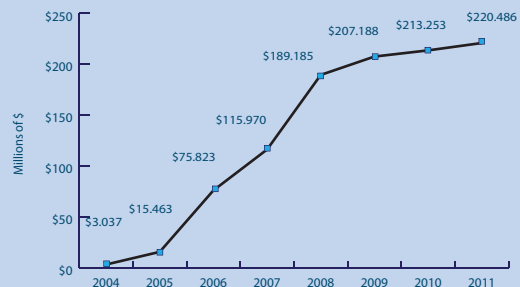
SWOSU's Center for Economic and Business Development Impact

Total Cumulative Impact
since 2004

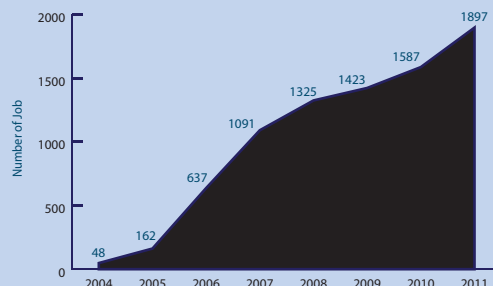
\$220 million

Jobs Created/Retained
1,897

Cumulative Direct Impact



Cumulative Jobs Created & Retained



Resource Partners

Apache Tribe ~ Association of South Central Oklahoma Governments ~ Caddo Electric Cooperative ~ Caddo-Kiowa Technology Center ~
Cameron University ~ Canadian Valley Technology Center ~ Cheyenne - Arapaho Career Tech ~ Chickasaw Nation ~
City of Sayre ~ City of Weatherford ~ US Economic Development Administration ~ East Central University ~ Great Plains RC&D ~
Great Plains Technology Center ~ High Plains RC&D ~ Kiwash Electric Cooperative ~ Northeastern State University ~
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 Manufacturing Alliance ~ 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. ~ Redlands Community College ~
Red River Technology Center ~ Regional University System of Oklahoma ~ Rogers State University ~ Rural Enterprises of Oklahoma, Inc. ~
Small Business Administration ~ Southeastern State University ~ South Western Oklahoma Development Authority ~
Southwest Oklahoma Impact Coalition ~ Southwest Technology Center ~ The State Chamber of Oklahoma ~
United States Department of Agriculture ~ United States Department of Labor ~ University of Central Oklahoma ~
University of Sciences & Arts of Oklahoma ~ Washita County Oklahoma Cooperative Extension Office ~ Western Technology Center ~ Wichita Tribe

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This publication is funded in part by Southwestern Oklahoma State University and the Economic Development Administration. The information was compiled by SWOSU's Center for Economic and Business Development. Southwestern Oklahoma State University is in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendment of 1972, Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures. This includes but is not limited to admissions, employment, financial aid, and educational services.