



# CENTER FOR ECONOMIC & BUSINESS DEVELOPMENT

*Charting Your Course to the Future*



Southwestern Oklahoma State University's Center for Economic and Business Development provides access to a wide array of services that support its commitment to business and industry in the region. The Center focuses on economic issues by providing multiple services under one umbrella that can reinforce and help grow wealth by maximizing and coordinating workforce and economic development.

**SWOSU**  
Southwestern Oklahoma State University™



*"The role of the University extends beyond just the classroom."*

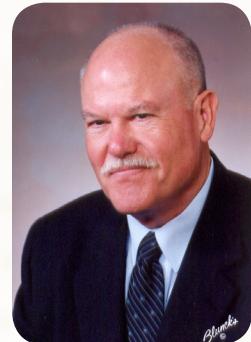
Dear Reader:

Southwestern Oklahoma State University's primary mission is one of teaching; however, the role of the University extends beyond the classroom. Research, scholarly activity and public service are also central to our mission.

We believe that the economic vitality of western Oklahoma is critical to the well being of its citizens. The Center for Economic and Business Development was established several years ago to be a direct link for assistance to individuals and communities. Through this Center the University is able to provide assistance to help communities grow, assist entrepreneurs and improve business success.

The Center has all the resources of the University available to assist with economic growth in western Oklahoma. The Center houses an economic modeling and research team plus the regional offices of the Oklahoma Small Business Development Center and the Oklahoma Manufacturing Alliance.

It is our hope that you will find this brochure useful in guiding you to seek assistance from the Center for Economic and Business Development.



Sincerely,

John M. Hays

President

Southwestern Oklahoma State University

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A mobile population able to live and do business virtually anywhere will focus on the viability and vitality of where they live and work. From this idea has grown the concept of regional stewardship, which emphasizes the boundary-crossing required to build sustainable places and focuses on the imperatives of an innovative economy, livable communities, collaborative governances, and social inclusion.

#### Alliance for Regional Stewardship

**OSBDC**  
Oklahoma Small Business  
Development Center



 **REMI**

  
OKLAHOMA  
MANUFACTURING  
ALLIANCE

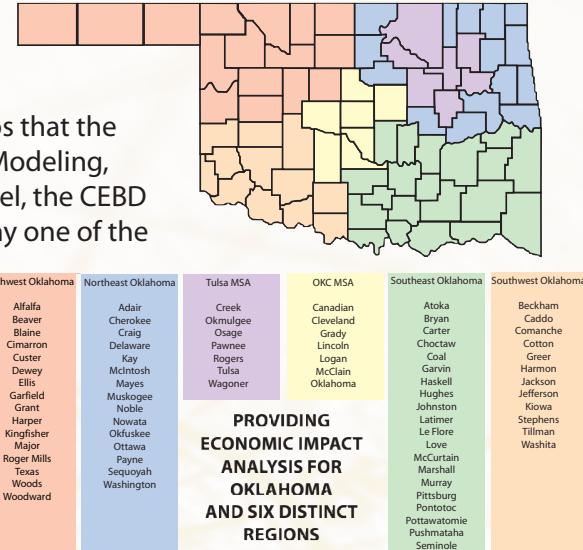
# Economic Impact Analysis

## Regional Economic Models, Inc. (REMI)

The REMI, featuring Policy Insight® model, provides the leading economic forecasting and policy analysis. The four primary scenarios that the CEBD focuses include Economic Impact Modeling, Counterfactual Modeling, Policy Modeling, and Tourism Impact Modeling. With the REMI model, the CEBD can provide economic impact analysis for the state of Oklahoma, any one of the six regions within the state, or a combination of regions within the state.

The versatility of the model is designed to model any types of scenarios and to answer any "What if...?" questions about the state and regional economies. One example of the policy question would be "What are some of the severance impacts a local economy faces if a facility closed down?" Major areas of concentration of the studies include forecasting and planning, economic development, transportation, energy, natural resources, regional policy, environmental, and taxation.

The economic model is divided into six-sub-state regions and further divided into 70 industrial sectors. With this, the CEBD can modify industry-specific variables for economic impact scenarios that affect a limited number of industries. Furthermore, for every economic-impact scenario, the model will delineate the economic impacts upon each of the 70 sectors. The REMI model economic impact study is available with a fee-based service.



## Economic Modeling Specialists, Inc. (EMSI)

EMSI provides a web-based analysis tool that brings together economic, labor market, demographic, and education data from 70 government and private-sector sources. Industry, workforce, education, and demographic data are available for a selected county, region, or the state of Oklahoma as a whole.

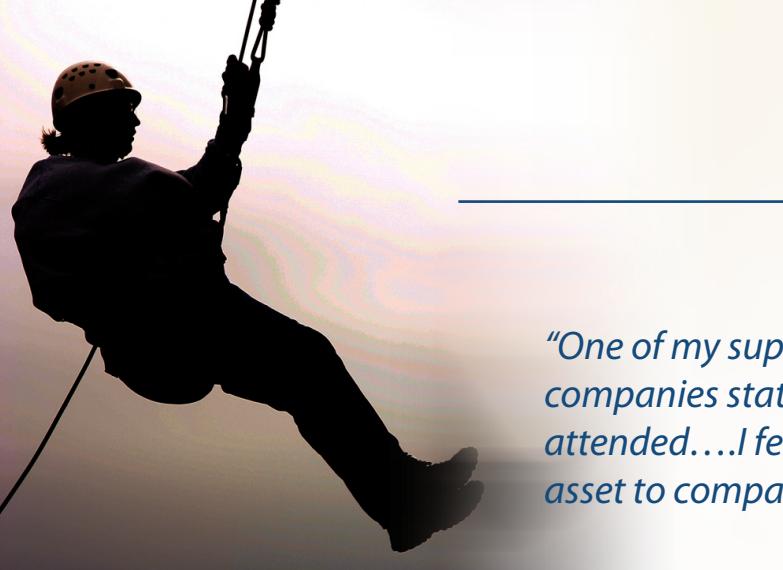
EMSI data is divided into four general categories: Industry Data, Occupation Data, Demographic Data, Education Data.

The Industry category allows users to view current and forecasted data for various industries in a region, including job growth/decline, unemployment, earnings per worker, establishments, industry concentration, competitiveness, staffing patterns, and more. The tool allows users to run most reports for any custom collection of one or more industries at various levels of industry detail.

The Occupation category is a complement to the Industry category and performs similar functions, except that all data is organized according to occupations rather than industries.

The Demographic category provides an interface to published and projected regional demographic data—current and projected populations numbers by gender, age, and ethnicity.

The Education category combines highly detailed data on regional occupations with information about regional post-secondary institutions, educational attainment, and high school graduations. It also matches occupations to post-secondary programs, allowing users to quickly assess the regional labor market outlook for specific programs.



## Promising Practices

*"One of my supervisors who has worked for other national companies stated it was the best day of training he had ever attended....I feel this program has the potential to be a major asset to companies throughout western Oklahoma."*

Max Pyron, Bar-S Foods

### Transitioning to Management

The successful transition to management can be difficult as many times managers are experiencing for the first time the challenges of leading, motivating and supervising others. Working with the Oklahoma Manufacturing Alliance and the Western Oklahoma Business Commercialization Center, the College of Professional and Graduate Studies identified real world leadership skills needed by western Oklahoma businesses. Bar-S Foods participated in the design of these classes to provide new and established managers with practical tools for achieving business success while successfully supervising and advancing employees.

The training involves six sessions taught by professors with an academic background and industry expertise on the subject matter. Topics covered include management styles, jurisprudence for managers, personal financial success, workplace violence, drug abuse, sexual harassment and lean processes.

Team building is provided at SWOSU's Crowder Lake challenge course by instructors certificated by numerous outdoor adventure training programs. This course is designed to enhance group cohesion, communications skills, problem solving abilities, self confidence and leadership.



*This training can be delivered to your business by contacting the Center for Economic and Business Development.*



## Promising Practices

### Focused Business Research

The Oklahoma Manufacturing Alliance and the Oklahoma Small Business Development Center collaborated with Freightliner Specialty Vehicles regarding a project that could benefit from student intern assistance. Freightliner had a specific request for the student team. The trucks that they receive at their facility are driven to a local truck wash in Clinton and washed on an average of three times before they ship.

The expense, time to wash the trucks and risk of truck damage prompted a business question. "Is it cost effective to build and operate a truck wash facility on site?" The Southwestern Oklahoma State University OSBDC student interns under the guidance of the CEBD then began intensive research into this proposed company expansion project.

They conducted personal interviews about equipment reliability and functionality. Job shadowing was performed to correctly gauge the time involved by employees in driving the truck from the facility, washing the truck, and returning.

The completion of this project provided company personnel with over 80 hours of focused research and one-on-one discussions with the OSBDC team; plus they received a concrete answer to the proposed \$250,000 business expansion. The Southwestern Oklahoma State University OSBDC student interns received real world experience to complement the MBA degrees they seek. Using student interns can be made available to help your business.



*"... a win-win for everyone."*  
Tim Sinor, Freightliner Specialty Vehicles, Inc

Freightliner Specialty Vehicles, Inc. has used CEBD services since inception. Working with the Oklahoma Manufacturing Alliance they have implemented lean manufacturing and have achieved a 28% reduction in labor content while making significant vehicle improvements to increase customer satisfaction. They were also the first rural company to qualify for the Oklahoma Quality Jobs Program under a change of control provision.



# OSBDC Impact and Effectiveness

## STARTUP AND EXPANSION Capital for OSBDC clients in Oklahoma totaled more than \$19 million in 2006.

We help...

- Create and save jobs
- Increase sales
- Grow local communities
- Anyone who cannot afford the expense of a private consultant
- Bring together community resources
- Small businesses survive

### Additional Facts About OSBDC Assisted Businesses Compared to Other Oklahoma Businesses

#### OSBDC Clients

OSBDC assisted businesses increased sales by	31%
Employment by OSBDC assisted businesses grew	25%

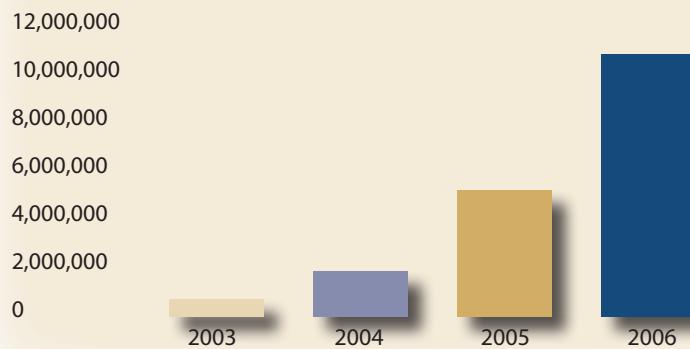
#### Other Businesses

Sales for all Oklahoma businesses increased	8%
Employment for all Oklahoma businesses grew	2%

In Oklahoma an OSBDC assisted client:

- Opens a new business every 20 hours
- Creates or saves a job every 11 hours
- Injects the Oklahoma economy with \$62,663.00 in capital every 24 hours

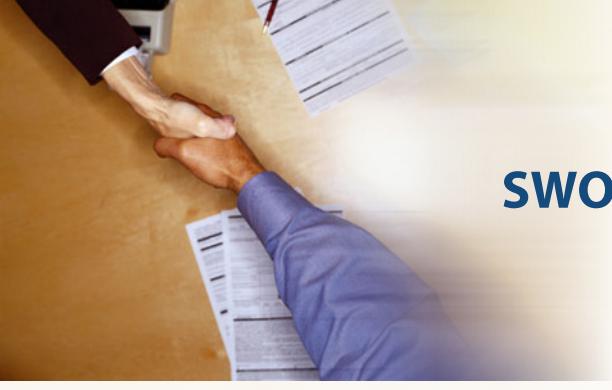
## SWOSU's OSBDC Loans Placed in Dollars



A total of \$25.5 million dollars in loans have been placed by OSBDC from the SWOSU CEBC offices over the past four years. In 2006 more than 60% of the OSBDC loans placed in the state of Oklahoma were processed by this office.



OSBDC Business Coordinators, Mary Eichinger and Doug Misak, greet participants at their information booth at the annual SOIC Conference.



## SWOSU's CEBD-OSBDC Presence Effective in Weatherford/Lawton

### SWOSU's CEBD-OSBDC Supports Development and Expansion in Lawton.

Recognizing the area around Fort Sill was experiencing a huge population growth, Tim and Marla Turney researched business opportunities identified to meet the community needs. Tim discovered the nearest donut shop was more than 12 miles away and immediately decided that a Southern Maid Donut franchise would be the perfect fit.

Working with the OSBDC, the Turnneys were able to qualify for SBA Community Express financing. The loan was an inexpensive alternative to expensive credit card debt and provided a regular payment schedule. The loan decision was issued in a matter of days.

"Tim and Marla are excellent examples of how preparation and progress can be made," said Mary Eichinger. The Turney's business has grown since opening in June of 2006, adding two new employees and an expanded menu."Mary stays in touch. We will be working on marketing and other projects. She wants to help ensure our long term success," said Tim.

### SWOSU's CEBD-OSBDC Supports Development and Expansion in Weatherford.

CASEDHOLE SOLUTIONS is a new business located in Weatherford, Oklahoma. CASEDHOLE SOLUTIONS is a company started by five individuals having decades of experience in the oil and gas industry. With the strong business skills possessed by CASEDHOLE SOLUTIONS owners and the assistance offered by SWOSU/OSBDC both a written and electronic business plan was completed within a few days.

Attention was now turned to financing. The capital needs for a project of this magnitude led Doug Misak to encourage them to negotiate interest rates with at least three local banks. To CASEDHOLE SOLUTIONS credit and the credit of The Weatherford OSBDC office; every bank that heard the proposal was interested in lending money. As a result, CASEDHOLE SOLUTIONS was able to choose the interest rate and repayment terms that best fit their needs.

CASEDHOLE SOLUTIONS continues to grow and expand, including expansion into other states. They currently employ over 50 people and are active community partners. These business owners with their financial resources, business experience, and tremendous work ethic are poised for expansion into different markets.

The Bank of Hydro continues to work diligently with this company to make sure that financing is in place for each phase of expansion. To quote the owners of CASEDHOLE SOLUTIONS "we're here to provide the best service for the money in the industry, without exception".



# The CEBD Umbrella



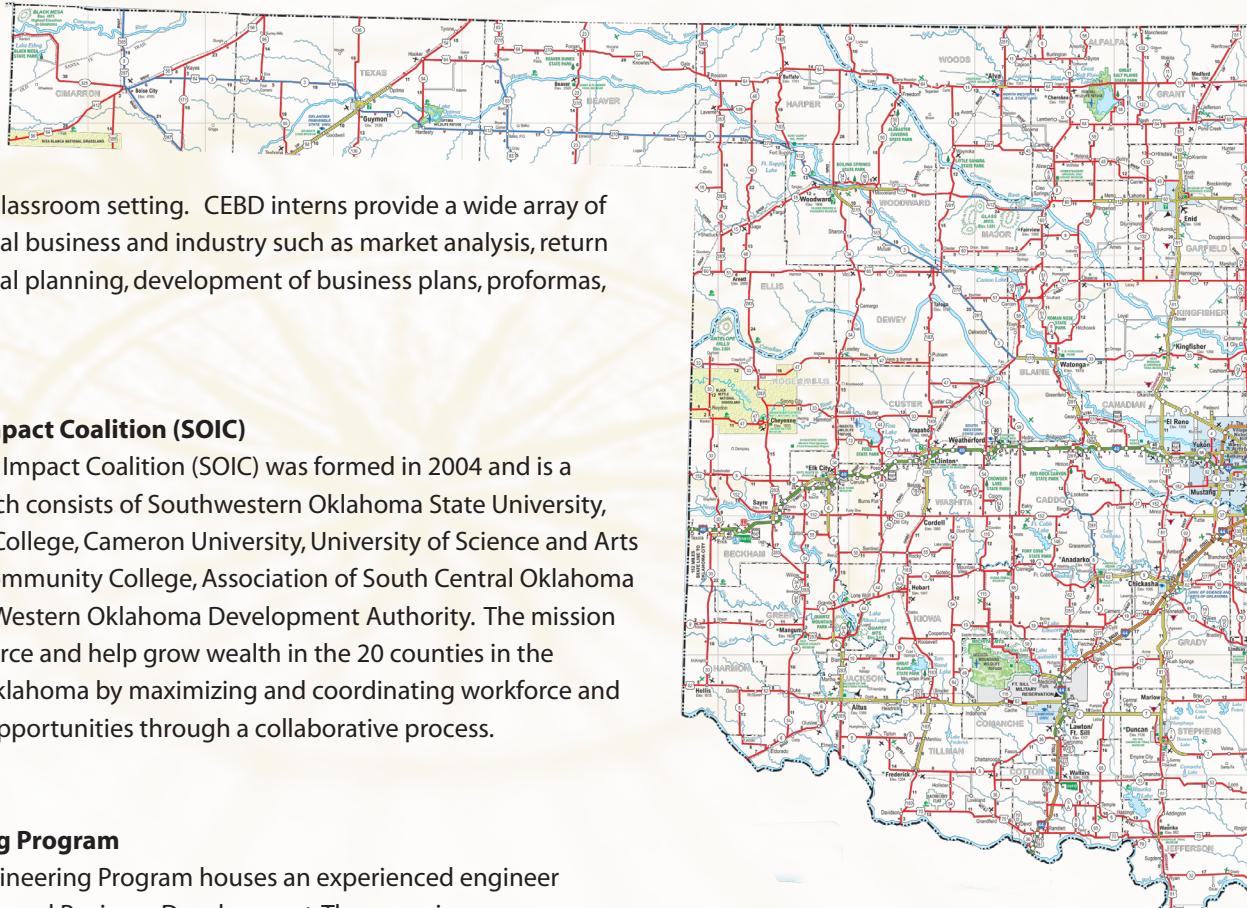
## Leadership Training

The Western Oklahoma Business Commercialization Center and SWOSU's College of Professional and Graduate Studies, developed customized training for leadership skills needed by western Oklahoma businesses. The classes are designed to provide new and established managers with practical tools to achieve business success while successfully supervising and advancing employees.

## CEBD Interns

The internship program provides students with real-world experience

they can not acquire in a classroom setting. CEBD interns provide a wide array of support services to regional business and industry such as market analysis, return on investment, promotional planning, development of business plans, proformas, brochures, etc.



## Southwest Oklahoma Impact Coalition (SOIC)

The Southwest Oklahoma Impact Coalition (SOIC) was formed in 2004 and is a voluntary association which consists of Southwestern Oklahoma State University, Western Oklahoma State College, Cameron University, University of Science and Arts of Oklahoma, Redlands Community College, Association of South Central Oklahoma Governments, and South Western Oklahoma Development Authority. The mission of the coalition is to reinforce and help grow wealth in the 20 counties in the Southwest Quadrant of Oklahoma by maximizing and coordinating workforce and economic development opportunities through a collaborative process.

## Applications Engineering Program

The OSU Applications Engineering Program houses an experienced engineer at the Center for Economic and Business Development. These engineers are an integral part of the Oklahoma Cooperative Extension Service and the Oklahoma Manufacturing Alliance. Applications engineers have the expertise to help manufacturers, such as: process redesign, equipment design, failure analysis, product testing, product redesign, plant layout, facility design, and product development.

## e-Synchronist

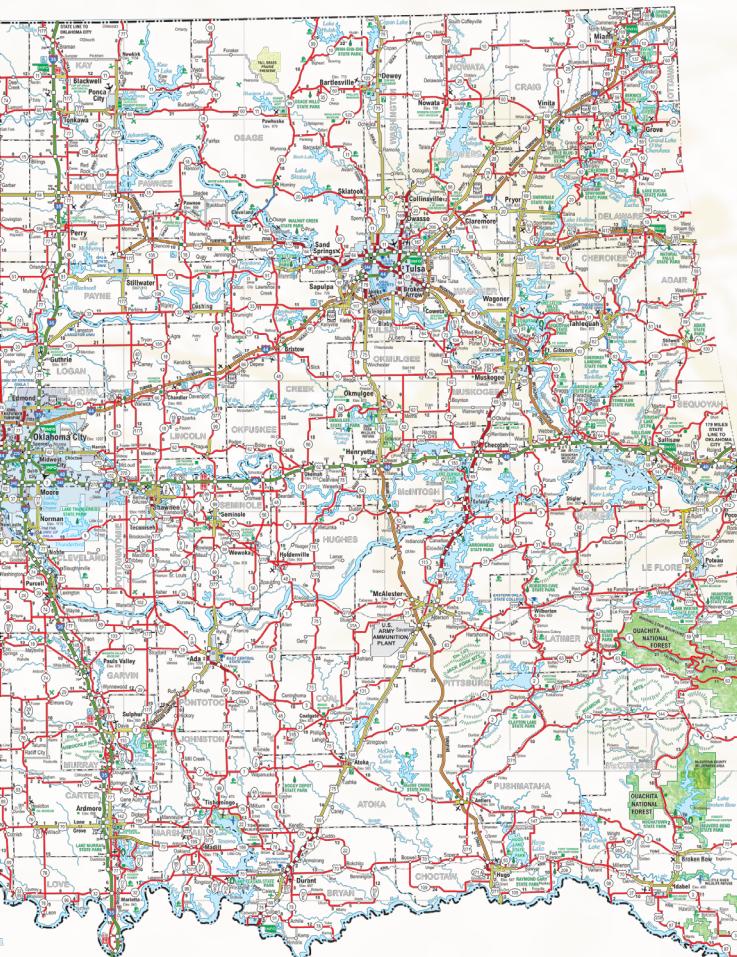
The e-Synchronist Business Information System is a web-based software tool to provide business retention and expansion (BR&E) teams with a better way to organize, analyze and report company information, enabling them to assist businesses to expand and create jobs. Over 300 regional business and industry locations have entered information accessible through CEBD.

**SWOSU**  
Southwestern Oklahoma State University



## **WOBCC**

In 2004 Congressman Frank Lucas, working with University President John Hays, secured funding for the establishment of the Western Oklahoma Business Commercialization Center on the campus of SWOSU. This resource is committed to contribute to the educational and business growth of Western Oklahoma.



**OSBDC**  
Oklahoma Small Business  
Development Center

 **REMI**

 **OKMA**  
OKLAHOMA  
MANUFACTURING  
ALLIANCE

## **Oklahoma Small Business Development Center (OSBDC) Services Offered**

The OSBDC offers counseling in structuring the company, market identification and analysis, developing a business plan, funding options, production and financial management, and human resources. Additionally, the OSBDC network offers a variety of valuable resource programs on such topics as taxation, government procurement, international trade, patent searches, and new product feasibility.

## **Oklahoma Manufacturing Alliance**

The Oklahoma Manufacturing Alliance brings together a statewide network of manufacturing extension agents to assist manufacturers.

The Alliance is the go-to source for assessing needs and finding solutions available through public and private sources. The Alliance is trained by the Oklahoma Department of Commerce to assist business with state incentives. The western Oklahoma office is sponsored by Southwestern Oklahoma State University and Western Technology Center.

## **Regional Economic Models, Inc (REMI)**

The REMI, featuring Policy Insight® model, provides the leading economic forecasting and policy analysis. The versatility of the model is designed to answer "What if ..." questions about the state and regional economies of Oklahoma. The economic model is divided into six-sub-state regions and further divided into 70 industrial sectors. Major areas of concentration include forecasting & planning, economic development, transportation, energy, regional policy, taxation and etc. The REMI model economic impact study is available with a fee-based service.

## **Economic Modeling Specialist, Inc. (EMSI)**

EMSI provides a web-based analysis tool that brings together industry, workforce, and education perspectives. The data is compiled using EMSI's proprietary industry, occupation, and demographic data sets, which are generated by integrating 70 federal and state sources.

# Success Stories

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## Granna's Food Company

The Oklahoma Manufacturing Alliance has been an integral part of Granna's success. When the company opened in 2003, the Alliance helped design the plant layout with the goal of maximizing space and creating efficiency. The results are evident by looking at the company's sales which continue to grow and now exceed \$1 million. Since then, the Alliance has assisted in marketing, sales, and automating plant equipment. In order to tackle the marketing and sales assistance, student interns were given responsibility for creating a logo and developing informational promotional materials describing the variety of food products Granna's offers.



## WestOak Industries, Inc.

WestOak Industries, Inc. has been a leading Oklahoma manufacturer of circuit board assemblies since 1973. The company designs and manufactures electronic and electromechanical assemblies. Working through the Oklahoma Manufacturing Alliance, they requested assistance in reviewing a strategic business plan. The student interns at the Center were assigned the project of reviewing the strategic plan and making suggestions and recommendations. Through the collaborative efforts of the interns and WestOak employees, the intern team was able to recommend radical changes that focused more on the company's purpose, mission, and goals. The Oklahoma Manufacturing Alliance has also assisted WestOak with several process improvement projects including lean manufacturing.



# Success Stories

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## Superior Fabrication, Inc.

Superior Fabrication, Inc. better known as SFI aims to be a quality, customer-oriented fabrication facility for AMSE Code as well as Non-Code pressure vessel construction. Working with the Oklahoma Manufacturing Alliance, Western Oklahoma Business Commercialization Center and Western Technology Center, Superior Fabrication implemented a welding program for the purpose of training current and potential employees in the welding arts. Each class provides over 200 hours of training including WorkKeys Assessment, KeyTrain, theory of welding, blueprints and tools, safety, soft skills, overview of welding equipment, and practical welding. The welding program continues to be a great success. The company has successfully trained 4 to 5 trainees a month for a total of 18 trainees in just 4 months time.

In addition to the welding program, the Oklahoma Manufacturing Alliance has established the Oklahoma Department of Commerce's Small Employer Quality Jobs program for SFI. Utilizing this program results in the state reimbursing up to 5 percent of the company's payroll expenses associated with the addition of new manufacturing jobs.





*"The CEBD student internships provide real-world experiences that give them an edge when they seek employment. Interns give manufacturers and business people a fresh perspective when looking at various aspects of their operation." - Paul Walenciak, Oklahoma Manufacturing Alliance*

## Student Internship Program

In 2006 the Center for Economic and Business Development received support to initiate internships associated with economic development. To date, CEBD has employed 25 interns. These paid internships were designed to provide students with real-world experiences assisting area business and industry. Interns work in collaboration with university departmental personnel and CEBD staff. Student intern advisors meet weekly with the interns to discuss schedules, activities, and specific challenges being addressed as a result of their placement or project.



Experiences range from designing marketing and business plans, financial reports and company web pages to providing foreign language translation and interpreting documents for managers and employers in manufacturing settings.

Interns selected for the program may be upper level or graduate students. They are individuals that are enrolled in a wide variety of fields of study. However, a majority of the CEBD Interns have business or technology as a major area. Interns are paid for their services either by the CEBD Internship program, a grant initiative, or a company may employ them in conjunction with the student's university program. Currently SWOSU-CEBD is initiating research in the area of the application of internships in high skills, high tech industries.

## WorkKeys™ Assessment Program

WorkKeys is a job skills assessment system measuring "real world" skills that employers believe are critical to job success. These skills are valuable for any occupation—skilled or professional—and at any level of education. The Center for Economic and Business Development supports this state sponsored program by disseminating information and was a primary partner in establishing SWOSU as a pilot assessment site.

A Career Readiness Certificate, an employability skill credential, demonstrates that an individual has certain essential and technical skills that are important across a range of jobs. The Certificate provides employers and those preparing individuals for the workplace an easily understood, conveniently attained, and universally valued credential that will contribute to the region's workforce and economic development objectives.

These Certificates compliment other traditional credentials such as the community college degree or diploma, college degree, and high school diploma, which represents the culmination of an individual's classroom learning experiences. Career Readiness Certificates confirm specifically the skill set of the individual in relationship to workplace requirements. Certificate levels represent different skill levels, with each higher level communicating readiness for a greater range of jobs. A Gold Certificate, for example, is a very rigorous standard of performance, based on existing research, and it is currently attained by less than 15% of the tested population.

*"It was time for WestOak to be proactive in the hiring process. By using this tool we are trying to avoid costly errors in placement and create more job satisfaction."*

J.W. Rosson,  
WestOak Industries

WestOak Industries uses WorkKeys to:

- gain higher efficiencies
- reduce turnover
- increase employee retention rate
- make fewer production errors
- take the guesswork out of hiring decisions
- maximize efficiency from training practices
- assist in adhering to ISO 9000 standards
- ensure quality business practices

# Resource Partners

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Association of South Central Oklahoma Governments	Chickasaw Nation	Oklahoma Tax Commission
South Western Oklahoma Development Authority	Northwestern Oklahoma State University	Oklahoma Employment Security Commission
Southwest Economic Development Alliance, Inc.	Oklahoma Arts Council	Oklahoma Department of Agriculture, Food and Forestry
Anadarko Bank & Trust Anadarko, Oklahoma	OneNet	Economic Development Administration
BancFirst Southwestern Oklahoma Region	Rogers State University	The State Chamber
Bank of Cordell Cordell, Oklahoma	Southwestern Oklahoma State University	Oklahoma Community Institute
Bank of Hydro Hydro, Oklahoma	Wichita Tribe	Oklahoma State Regents for Higher Education
Bank of Western Oklahoma Southwestern Oklahoma Region	United States Department of Agriculture	Regional University System of Oklahoma
First National Bank & Trust Weatherford, Oklahoma	Kiwash Electric Cooperative	Great Plains RC&D
Great Plains National Bank Elk City, Oklahoma	Caddo Electric Cooperative	Southwest Oklahoma Impact Coalition (SOIC)
Legacy Bank Hinton, Oklahoma	Oklahoma Center for the Advancement of Science and Technology	Oklahoma Small Business Development Center (OSBDC)
MidFirst Bank Southwestern Oklahoma Region	Western Technology Center	Oklahoma Alliance for Manufacturing Excellence (OAME)
Southwest National Bank Southwestern Oklahoma Region	Great Plains Technology Center	United States Department of Labor
Apache Tribe	Washita County Extension Office	
	Red Carpet Bid Assistance Center	
	Southwest Technology Center	
	Oklahoma State University	
	Rural Enterprises of Oklahoma Inc	



## External Funding Sources and Economic Outcomes

### External Funding Sources for CEBD

Oklahoma Small Business Development Center Grant 2002-2007	\$987,961
Economic Development Administration—University Center Grant 2005-2007	\$356,184
Oklahoma Alliance for Manufacturing Excellence Grant 2002-2007	\$312,334
Oklahoma State Regents for Higher Education Economic Development Enrichment Grant for Interns 2006-2007	\$50,000
Oklahoma State Regents for Higher Education Southwest Oklahoma Impact Coalition Internship Grant 2007	\$12,000
Southwest Oklahoma Impact Coalition Grant 2007	\$50,000
Western Oklahoma Business Commercialization Center Grant 2006-2007 U.S. Department of Labor	\$317,440

**Total Amount 2002 - 2007 \$2,085,919**

### Economic Outcomes

Startup and Expansion Capital Placed 2002-2007	\$25.5 Million
Direct Business Improvements 2005 - 2007	\$13.8 Million
Jobs Retained or Created	424 Jobs
CEBD Supervised Internships 2006-2007	25 Interns
Total Client Assisted by CEBD 2002-2007	2,585 Clients



# Southwestern Oklahoma State University

## Center for Economic & Business Development

### Charting Your Course to the Future

October, 2007

Dear Business, Community, and Educational Leaders,

I would like to invite you to contact Southwestern Oklahoma State University's Center for Economic and Business Development. As you seek opportunities to maximize your efforts for future development of your business we would like to assist you in locating efficient, effective service providers. This brochure describes a wide variety of services available to assist you in your quest for improving your economic status by using proven strategies and applications.

By sharing previous applications and examples that have been implemented by your colleagues across the region, we have hopefully provided an inspiration for you to assess your current operation and look to the future. Our vision at CEBD is to be a part of the future of economic development in Southwest Oklahoma.

For more comprehensive information about individual CEBD programs contact our website listed on the Southwestern Oklahoma State University webpage at [www.swosu.edu/cebd/](http://www.swosu.edu/cebd/).

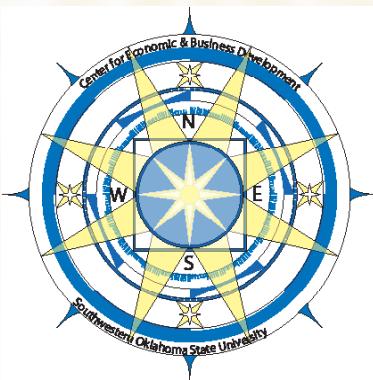
Sincerely,



Marvin Hankins, Ed.D.  
Director



Back row: Marvin Hankins, Don Lake, Jaime Gomez-Pardo,  
Doug Misak, Chase Hunsicker, Paul Walenciak, and Brian Thatcher  
Front row: Mary Eichinger, Carl Densem, Lisa Rockett, Fui Phang,  
Lisa Snider, Leia Moore, and Don Nigus



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