

Developing Wagoner County

A quarterly e-newsletter from OSU Extension, Wagoner County Community Development providing information businesses and communities need to grow.

Leadership Applications Sought

Oklahoma State University Extension, Wagoner County is offering an exciting opportunity to sign up for the fifth Leadership Wagoner County class. This program is supported by the Coweta and Wagoner Chambers of Commerce. Applications are now being accepted for Class V.

Participants in the class will meet monthly to learn more about Wagoner County and its communities and to help develop leadership skills that will guide our county to a bright future. Meetings will blend lectures, interactive leadership and team building exercises. The class will also visit various local businesses and government bodies.

Since 2008, Leadership Wagoner County has been attended by more than 120 community leaders, educators and professionals dedicated to learning more about the county where they work, live and raise their children.

The deadline to apply is August 13, 2012. The class will meet the second Thursday of every month from September to May. Tuition is \$250.00 which covers the cost of materials, some transportation and food. Scholarships are available.

For more information, or to receive an application, please contact Darla Heller at OSU Extension, Wagoner County at 918 486-4589 or the Coweta or Wagoner Chamber of Commerce.



Darla Heller

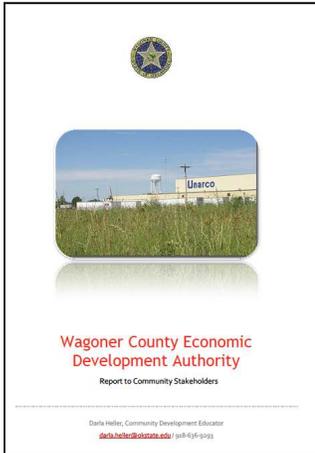
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Wagoner County OSU Extension
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918 486-4589

Darla services as point of contact for the Wagoner County Economic Development Authority and marketing representative for the Wagoner Industrial Development Authority.



Visit www.wagonercountydevelopment.com for available commercial listings as well as demographics.

Stakeholders Report Available



The Wagoner County Economic Development Authority (WCEDA) is a public trust who is vitally concerned with creating wealth for Wagoner County and its communities. The authority recently released a report to stakeholders detailing work that has been accomplished including number of jobs created directly and indirectly. Since WCEDA's inception over 346

jobs have been created in Wagoner County. Additionally, more than \$35 million in investment has been made in Wagoner County based on projects that WCEDA has directly influenced. To review the full report visit the web site at

www.wagonercountydevelopment.com

Growing Strong in Wagoner

Elastomeric Specialties adds jobs

Elastomer Specialties has provided customers with quality polyurethane parts for the mining, oil field, and pipeline, marine, manufacturing, automotive and chemical industries since 1979. Yet the company does much more than provide quality work for its customer. President Olin Emmons puts a strong emphasis on quality yet also strives to make sure he provides a quality work environment for his employees. "We are really proud of the people that work for us," said Emmons. Elastomer Specialties recently added 12 jobs to bring their total employment to 42.

Emmons is equally proud of doing business in Wagoner. Elastomer constructed a new 12,000 square foot production facility, bringing total production area to 46,000 square feet. "We needed to expand our business and wanted to do it in Wagoner," said Emmons. "There were a few roadblocks with that expansion and through the efforts of the City of Wagoner and especially the Wagoner Industrial Development Authority (WIDA), we were able to carry out our plans and grow our business in here in Wagoner."

"We are always on the lookout for more businesses like Elastomer and Mr. Emmons," said WIDA Chairman, Charlie Burns. Elastomer located in Wagoner in 2006 and has a long relationship with WIDA according to Burns.

"WIDA has been a great friend to our business," said Emmons. "That group (WIDA) has a great vision for the City of Wagoner and works hard to see that businesses that provide quality jobs are able to locate and thrive in Wagoner."

The Wagoner Industrial Development Authority is a City of Wagoner Trust Authority whose main interest is to create wealth for the City of Wagoner focusing on industrial development and recruitment. The board is appointed by the City of Wagoner. Currently Charlie Burns, Anthony Wagoner, Lucile Mallett, Johnny Wells and Charlotte Swenson serve on that board.

The WIDA is developing a new industrial park in the city limits of Wagoner and is seeking clients for its development. For information on WIDA or locating a business in Wagoner please contact Darla Heller at 918 636-9293.



Upcoming Small Business Seminars



Capturing and Retaining Customers

Capturing Customers on the Web - If you have a small business website or are considering starting one, this workshop will help lead you down the path toward a top Internet ranking and more customers. "Build it and they will come" doesn't work for small business websites. Getting your business found is a key component to your success, and websites can be very helpful IF they are marketed correctly. Learn the importance of consistent imaging for your business and Search Engine Optimization (SEO). Other Internet marketing options are also explored, including email newsletters, Google Local Search, Facebook advertising, and pay-per-click opportunities.

Keeping Customers Happy - To the customer, the first employee they meet is the business. This training focuses on practical and proven practices to improve customer service to sustain your business. After completing the interactive workshop, you'll feel more confident in your ability to better serve your customers. This workshop is perfect for everyone, including front-line employees, management, and everyone in between.

Register Online
www.ruralenterprises.com

Tuesday, June 26th
8:30 am - 12:00 pm

Wagoner Civic Center
 301 S Grant Avenue
 Wagoner, Oklahoma

Registration: \$15

Presenter:
 Brian Whitacre, OSU
 Darla Heller, OSU Extension

Co-Sponsors: OSU Extension Wagoner County, OSBDC, Coweta Chamber of Commerce, Wagoner Chamber of Commerce and REI Women's Business Center

For more information please call the WBC at 800.658.2823.

SBA Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Barbara Buckley, WBC Program Manager, P.O. Box 1335, Durant, OK 74702 or call 1-800-658-2823.



ICTC | Indian Capital TECHNOLOGY CENTER

Free Business Training: Brought to you by Indian Capital Technology Centers



We will be talking about the changes to government contracting systems and the new SAM system. We will also cover Hubzone, 8a, Duns and CCR, for government contracting. All business owners should make it a priority to attend very important information will be shared on these subjects

Dates and Locations:

Government Contracting- Review the new SAM system, Minority certifications and cover the basics of government contracting.

Muskogee- June 12 and August 14 - ICTC campus 10am

Tablequah- June 19th and August 28- ICTC campus 10am

Stilwell- June 14 and September 18- ICTC campus 10am

Sallisaw- June 28 and September 25- ICTC campus 10am

To RSVP Please Call:

Mackie Moore

Bid Specialist ICTC

Phone: 918-348-7940



OSU Extension Wagoner County has continued to partner with Rural Enterprise, Inc. and the Coweta and Wagoner Chambers of Commerce to build on last years efforts to grow small business in Wagoner County. The Following workshops are planned for the 2012. To register for these events please go to www.ruralenterprises.com and click on the Events Calendar for the course.

March 15 / 8:30 AM - 12 PM
Entrepreneurship 101
 Dewey Brandon, Oklahoma Tax Commission
 Financing and Business Plan Creation
 Cost \$15
 Wagoner Civic Center

June 26 / 8:30 AM - 12 PM
Capturing Customers on the Web
 Brian Whitacker, Oklahoma State University
Keeping Customers Happy
 Darla Heller, OSU Extension
 Cost \$15

Wagoner Civic Center
 August 30 / 8:30 AM - 1 PM
Social Media Boot Camp
 Tess Mack
 Cost \$35
 Coweta TBA

September 25 / 8:30 AM - 5 PM
Quick Books Training
 Cost: \$165.00
 OSU Extension Office, Coweta



Click on the link below for your Wagoner County Small Business Resource Guide.
www.wagonercountydevelopment.com

Wagoner County to Research Retail Patterns

Due to Wagoner County population growth in recent years, WCEDA recognized the need to have the retail sector evaluated by experts. The WCEDA has retained a consultant that will utilize the various data sources, personal interviews and studies to develop a market study that will identify retail opportunity in all of Wagoner County's communities. The analysis will be available to existing retailers detailing those retail dollars that are spent outside Wagoner County. "We are trying to keep our tax dollars here," said County Commissioner Tim Kelley. "We already know that Wagoner County is a great place to live and raise a family. We want people shopping at home as well."

The analysis will also provide the WCEDA and the communities in Wagoner County a road map for recognizing what retail sectors are not available to shoppers. WCEDA will then work with the communities of Wagoner, Coweta, Porter and Okay on their on-going efforts to locate retail options for Wagoner County residents. "Our approach to economic development has always been and will continue to be a team effort," said Alan Parnell, WCEDA Chairman.

The studies will be completed in September and available to current and prospective business opportunities. Stay tuned.

OSU Extension Programs to Benefit Communities



Did you know that 68% of customers that quit shopping at a business attribute it to an attitude of indifference toward the customer by the owner, manager, or some employee. OSU Extension has an effective program aimed at helping businesses keep customers happy as well as focusing on the benefits of your community. Call the Wagoner County Extension Office at 918 486-4589 for more information about the PRIDE program and how it can work for you business or community.

**Expose Yourself!
On the Web...**

Businesses
OSU Extension is offering a workshop on June 26th that will jumpstart a website for your business or add value to your existing site. See page 3 of this newsletter "Capturing Customer" or call the Wagoner County Extension Office at 918 486-4589.

Communities
The Southern Rural Development Center is offering a free online curriculum at www.srdc.msstate.edu for communities to establish a web presence. You may call 918 486-4589 if you would like extension to facilitate the process for your community.

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