



BLACKMATTER CREATIVE
CAPABILITIES



About BlackMatter.

BlackMatter Creative is a full-service creative agency that specializes in evolving and growing businesses through insightful, creative solutions that clarify their message to eliminate confusion and connect with customers.

Our capabilities include:

- Strategy
 - Branding
 - Graphic Design
 - Advertising
 - Web Design
 - Motion Design
 - Environmental Graphics
 - Wayfinding
 - Photography
 - Illustration
-



About BlackMatter.



Paul Woodard *President & Creative Director*

Paul Woodard is the founder of BlackMatter Creative and brings more than 18 years of creative intelligence and design thinking to BlackMatter Creative's clients. His strong creative vision and ability to understand and effectively communicate complex ideas are the basis for his approach to design and brand development. That, plus his natural curiosity for design solutions and unique outlook helps originate innovative, individualized designs.

Paul's expertise includes all aspects of design from complex brand systems including logos, correspondence, graphic style guides, marketing materials and strategy to advertising campaigns, responsive websites and large scale environmental graphics.



Jessica Lytle *Account Manager*

Jessica joined the BlackMatter Creative team in 2021 and brings with her more than 17 years of project and account management experience. She cut her teeth working for ad agencies throughout Dallas and Oklahoma on brand campaigns, both locally and nationally. Jessica is passionate about understanding our clients vision and working collaboratively to discover the most effective and efficient way to communicate their story. She keeps our projects as organized as her desk and is the first one to offer a pun in any given situation — whether asked for or not.



Ben Gennetay *Senior Designer*

Hailing all the way from Strasbourg, France, Ben is a man of many talents. From logos to brochures, print to animation, he can — and has — done it all. For him, the best thing about design is the fact that it is an ever-changing art form. Trends come and go, software evolves and coding languages change, but for Ben, one thing remains the same: discovering a client's passion and translating it into art.



Process is Key.

We believe in a collaborative design process that coalesces our creative strengths with our client's in-depth understanding to produce communications that matter.

SOAK **Strategy and Research**

Because great design starts by understanding your problems, we begin by asking questions. A lot of questions. We work to understand your self-image, goals, audience, project parameters and desired outcomes. We research your intended audiences and study the competition. We define the design problems and discover strategies for solving those problems effectively and memorably.

WASH **Creative Exploration and Design Development**

Here is where we begin to introduce intuitive thinking into our problem-solving process. Through creative thinking exercises and collaborative discourse we develop ideas to visually express your core message. Every choice, from layout and color to type size and style is made with your communication goals in mind. The stand-out ideas are chosen for development into initial concepts and are further refined. We then present the initial concepts to you and work with you to turn these concepts into comprehensive design directions.

RINSE **Production Management and Implementation**

All the planning in the world is wasted without proper execution. At this phase we sweat the details, ensuring that every element works to aid the communication goal of the project. Once the final design is ready to produce, we work with you to create and/or gather needed text and images. We proof and refine the design, check, double-check, proof again and prepare the design for final production. We work closely with all vendors to ensure that your finished product meets our (and your) standards of excellence.

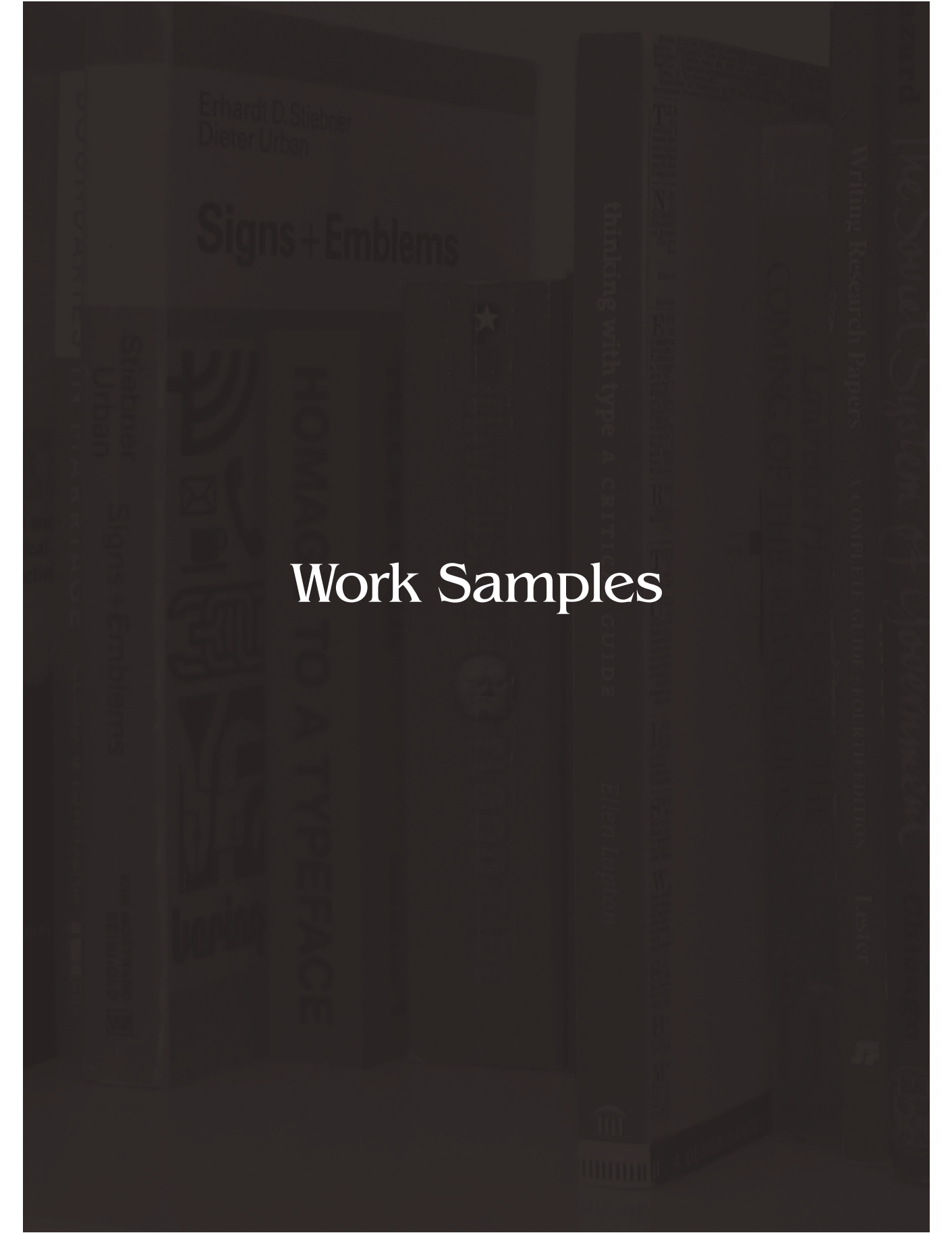
SPIN **Outcome Evaluation**

Our work isn't done after the project delivers. We want to know how it's working. We work with you to gather feedback and evaluate not only how the process went, but also what the response has been from the target audiences.

Relationships, built on trust.

A few of our past and present business partners.





Work Samples



MetroLink Tulsa

Rebranding

Background

The Metro Tulsa Transit Authority (MetroLink) has been a vital part of Tulsa's public transportation landscape, connecting people, places, and communities across the region. With a growing demand for modernized services and enhanced connectivity, the organization sought to create a cohesive and inclusive brand that reflected its mission to provide safe and reliable transit options. The rebrand aimed to resonate with diverse audiences, align with the leadership's vision for growth and prepare the organization for future expansions.



BRAND PROMISE

To safely link people, places and communities in Oklahoma.



MetroLink Tulsa

Rebranding

Solution

BlackMatter Creative in partnership with Propeller Consulting led a comprehensive rebranding effort to redefine MetroLink's identity and position it as a forward-thinking transit authority. This project spanned multiple phases and included extensive research, strategic development and a wide range of design applications.

Research and Engagement:

- Conducted interviews with key stakeholders, including board members, leadership and community influencers, to understand organizational goals and community needs.
- Designed and distributed rider surveys to 2,474 participants, gathering insights into transit usage, perceptions and preferences for naming and branding.
- Facilitated focus groups to test and refine logo concepts and branding applications, ensuring community voices were central to the process.

Naming and Logo Design:

- Developed the new name, MetroLink, to reflect the transit authority's role in linking communities and providing accessible transportation options.
- Designed a modern, versatile logo and visual identity system that embodied MetroLink's mission and brand promise.



MetroLink Tulsa

Rebranding

Brand Development:

Expanded the brand across every facet of the organization, including:

- **Signage:** Clear and recognizable designs for bus stop signs and administrative locations.
- **Vehicle Branding:** Eye-catching bus wraps featuring the new logo and vibrant brand colors.
- **Uniforms:** Driver and mechanic uniforms designed for functionality and visibility.
- **Correspondence System:** Templates for digital and print letterheads, envelopes and business cards.
- **Marketing Materials:** Collateral for social media, promotional campaigns and public outreach.



Brand Launch Event:

- Hosted a celebratory event where the new branding was revealed on three different service vehicles, showcasing the versatility and application of the new identity.
- Included branded giveaways to attendees, reinforcing the new identity and fostering excitement within the community.
- Invited members of the press to cover the launch, amplifying the visibility of the rebrand and its significance for the Metro Tulsa Transit Authority.



MetroLink Tulsa

Rebranding

Impact

The MetroLink rebrand established a bold, cohesive identity that resonates with both traditional and choice riders. The new brand:

- Strengthened community trust and engagement through inclusive and collaborative design processes.
- Created a versatile identity system adaptable for future service expansions and promotional campaigns.
- Reinforced MetroLink's position as a reliable and forward-thinking transit authority committed to connecting Tulsa's diverse communities.

BlackMatter Creative, in partnership with Propeller Consulting, brought strategic and design expertise to the MetroLink rebrand, ensuring that the new identity captured the organization's mission while fostering excitement and pride among its riders and stakeholders.



700

AERO → Peoria

Destination Points

- 56th St N
- 54th St N
- 50th St N (McClain High School)
- 48th St N
- 38th St N (Tulsa Tech)
- 36th St N
- Agate St
- Vogel St
- Pine St
- Independence St
- 1st St & Cincinnati Ave
- Danvers Avenue Station
- 20c St S & Boulevard Ave
- 6th St S
- 10th St S
- 16th St S
- 21st St S
- 31st St S
- 40th St S
- 41st St S
- 48th St S
- 72nd St & Whittington Ave (Sun Driv)
- 72nd St & Whittington Ave (Leahs Ave & CRU)
- 72nd St & Whittington Ave (Sun Driv)
- 74th St (Westport)
- 79th St S

MetroLink
TULSA

(918) 963-8888 TDD Info 711
MetroLinkok.org

SAFE RIDE HOME

Fare Type	Adult	Infant
One-Way Direct	\$120	\$15
1-Stop	\$140	\$15
2-Stop	\$160	\$15
3-Stop	\$180	\$15
4-Stop	\$200	\$15
5-Stop	\$220	\$15
6-Stop	\$240	\$15
7-Stop	\$260	\$15
8-Stop	\$280	\$15
9-Stop	\$300	\$15
10-Stop	\$320	\$15

GoPass

Plan your trip, buy passes and see how you can save in real time all from one app!

Download from the App Store or Google Play.

Children (2 and under) fly free! Infant and MicroLink fares with adult. Youth (13 and under) system and MicroLink fare, valid 10 months. Weekend trip fare and more with valid ID.

Super Saver (3+ kids) fly system fare with valid ID.

LinkAboard and **Tracker** fly fare system fare with ID. **MicroLink** with ID card.

No additional grain on fare cards, **passbook** or **passbook**.

*Additional fare information can be found at MIA-GoPass.org

[illegible]

Legend:

- Route 320
- Memorial Midtown Station
- Timing Point
- Connecting Route

Indicent Weather Route
No service on Xanthus or Virgin. Buses will travel Apache to Glenboro.

Effective Date: 12/08/2014

Service Details:

Denver Avenue Station Hours
379 S. Denver, Tulsa, OK
M-F 6:00am - 11:30pm
Sat 6:30am - 1:30pm
Sun 8:00am - 4:00pm
Customer service desk hours of operation:
M-F 8:00am - 5:00pm closed 12:00pm - 1:00pm

Memorial Midtown Station Hours
7512 E 3rd St, Tulsa, OK
M-F 7:00am - 4:00pm
Customer service desk hours of operation:
M-F 7:00am - 4:00pm closed 10:00am - 12:00pm

Holidays
MetroLink does not operate any bus service on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day & Christmas Day.

MetroLink Title VI Notice
Metrolink operates public transit service without regard to race, color or national origin. Any person who believes s/he has been discriminated by any Metrolink discriminatory practice complained to any federal administrative practices under Title VI may file a complaint with TransAmerica Title VI if you are a complainant with Metrolink. For more information on Metrolink's Civil Rights Program, and the procedures to file a complaint, contact (800) 962-6862 (TDD) 701 MetroLink.org/contact or call us at 701 S. Denver Avenue.
A complaint may be a complaint directly with the Federal Transit Administration or filing a complaint with the Office of Civil Rights, Attention Title VI program Coordinator, East Building 6th Floor TDS, One New Jersey Ave., Washington, DC 20591.
Performance is needed to receive further complaint (800) 962-6862 (TDD) 701. For further information at (800) 962-6862 (TDD) 701.
Holds nothing on being right after night, like (800) 962-6862.
If you have other questions, please call (800) 962-6862.
Signal change gita yika de dnd, qing baod (800) 962-6862.

320

Sheridan

Destination Points

- Apache Manor
- Bocker T Washington High School
- Brickford Apartments
- Clary Sage College
- Community Care College
- Edenwood Apartments
- Kipp Charter School
- Sheridan Lanes
- TCC NorthEast
- TulsaMET
- Wayman Tidwell Clinic
- Grand Mental Health / 12&12
- Catholic Charities
- Dept. of Human Services
- Neighbor for Neighbor
- Nathan Hale Library

 **MetroLink**
TULSA

(918) 982-6582 TDD Info 711

MetroLinkOK.org



Southern Gas Association

Branding + Marketing + Environmental Graphics

Background

SGA Natural Gas Association (SGA) is a cornerstone association supporting the natural gas industry, representing over 200 member companies and engaging with a community of 30,000+ professionals. With a focus on education, collaboration and industry innovation, SGA delivers valuable resources through conferences, webinars, awards and publications.

Recognizing the need to elevate and unify their branding across all touchpoints, SGA sought our expertise to enhance their marketing strategy and create a consistent, impactful presence. Our team manages all aspects of SGA's marketing, ensuring a cohesive and impactful strategy that engages its extensive audience and amplifies its mission.

Conference Branding & Support

SGA hosts six in-person conferences annually. We design logos, craft promotional emails, manage social media campaigns and create on-site materials, including environmental branding and printed collateral, to ensure each event resonates with attendees.

Webinar Promotion

With over 20 monthly webinars, we handle targeted promotion across emails and social media, maximizing attendance and member value.

Annual Theme

Each year, we develop a unifying theme with bespoke branding, messaging and logo design to support SGA's overarching commitment to advancing the natural gas industry.



SGA Awards

The prestigious SGA Awards celebrate industry innovation. We create tailored branding, design campaigns and promote the awards program to highlight member achievements and drive engagement.

Quarterly Digital Newsletter

Our work extends to branding, layout design and the seamless distribution of SGA's quarterly magazine, which delivers key insights and updates to members.

Ongoing Support

We provide end-to-end email and social media marketing management, ensuring brand consistency, timely communication and a strong digital presence across all platforms.

Impact

Through strategic, multi-channel marketing, we help SGA effectively reach and engage its members, foster collaboration and reinforce its position as a leader in the natural gas industry.

Southern Gas Association

Natural Gas Champions Campaign



Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com.
#RaiseYourVoice



I am
commitment
energy
respected
an industry leader
a natural gas
champion.





Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com.
#RaiseYourVoice



I am
confidence
resolve
a mover and
shaker
a natural gas
champion.





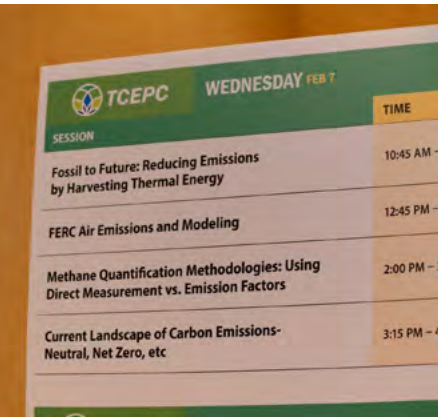
Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com.
#RaiseYourVoice



I am
enthusiasm
hard work
passion
a cut above
a natural gas
champion.



Southern Gas Association
Conference Branding + Signage





**2024
SPRING GAS
CONFERENCE**

MAR 18-20 | COLUMBIA, SC




WELCOME!

WE ARE EXCITED TO WELCOME YOU TO THE 2024 SPRING GAS CONFERENCE IN HISTORIC COLUMBIA, SOUTH CAROLINA!

All of this would not have been possible without the Spring Gas Planning Committee. I am proud to be part of such a phenomenal team and extend my sincere appreciation to each of you for it is exciting to see our vision and hard work come to fruition.

The content for this conference was carefully selected and cultivated to provide a robust experience that contains sessions where we can continue to grow within the industry and discuss topics that are pertinent to our continually changing energy landscape.

Whether this is your first event, or you've attended multiple events, I urge each of you to fully engage in the conference — share your experiences with the classroom, spend time with exhibitors learning how their products and services can support your company's needs, explore the all new Tech Update and event in redefining opportunities.

I look forward to attending this event each year. I am thankful for the relationships that I have formed throughout my years attending SGA events. I'm excited to catch up with those familiar faces, but also meet new people and foster new relationships amongst those in our industry. I encourage each one of you not only to build on the relationships that you currently have, but to take full advantage of the opportunity to meet someone new this week.

4 SPRING GAS CONFERENCE

PLANNING COMMITTEE

SPECIAL THANKS TO OUR SPRING GAS 2024 PLANNING COMMITTEE

 Michelle Witz , Chair Southern Company Gas Scott Fahn Leff, Co-Chair Duke Energy	 Josh Bowman Dominion Energy Scott Brinkman HEC United Julie Brown OGE David Hawkins Southern Company Gas John Hammer Dominion Energy	 Mike Jovin EPSC Jonathan Todd Constellation Bradley Witz EPSC Zachary Wood Dominion Energy
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MECHELLE WITZ
SOUTHERN COMPANY GAS
2024 SPRING GAS CONFERENCE CHAIR



SOUTHERNCOMPAS.COM 5

About the SGA Executive Conference

The SGA Executive Conference is one of the natural gas industry's premier executive conferences spanning nearly five decades.

This year's agenda is designed to tackle the pressing challenges of attracting, training and retaining the next generation of natural gas experts while navigating potential regulatory changes, understanding market supply and demand dynamics, and capitalizing on the opportunities of the AI revolution. Our market supply and demand panel will dive deep into the future driving business success, offering insights that can shape strategic decisions for the future. Engaging presentations and dynamic panels will present executives in real-time conversations through transformation, ensuring both future prosperity and industry relevance.

Partnering together ensures future success and beyond the natural gas sector, our program promotes integrating discussions, fresh perspectives, and actionable insights. With networking at the heart of the SGA Executive Conference, you'll connect with some of the industry's most talented leaders and engage in meaningful exchanges that directly address your business challenges, offering new pathways to drive impact and innovation. SGA's Executive Conference aims to create a collaborative, value-driven environment focused on thought leadership and building relationships.

REDEFINING LEADING TOPICS

THEMA Deputy Director Tiauna Brown addresses industry challenges, emphasizing collaboration and informed decision-making to drive impactful progress in energy safety and regulation.

AI visionary and former Microsoft Chief AI Officer Sophia Velazquez shares strategies to connect tech with business, driving innovation and growth.

Former FERC Chair James Daily shares expert insights on U.S. energy policy and emerging regulatory initiatives shaping the industry's future.



ATTENDEE BREAKDOWN

- 32% 22% 12% 4% 33% 20%



SPEAKER
James Daily



KEYNOTE SPEAKER
Sophia Velazquez



2024 CHAIRMAN'S THEME



SPEAKER
Tyler Tomic



SPEAKER
Trotter Brown

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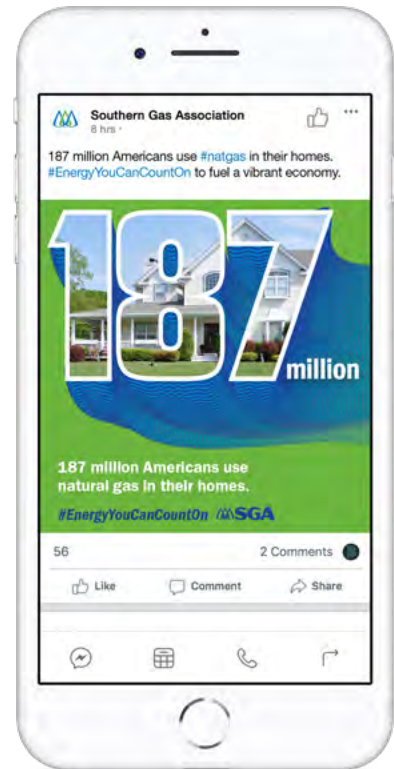
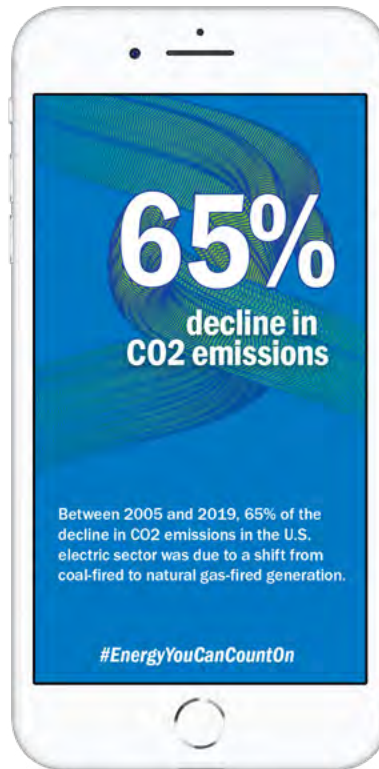
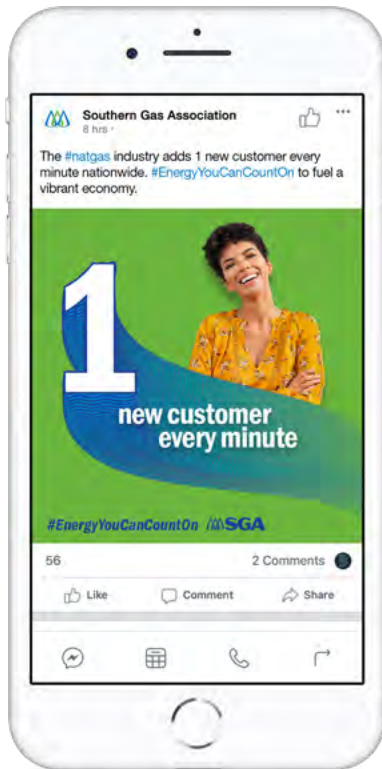
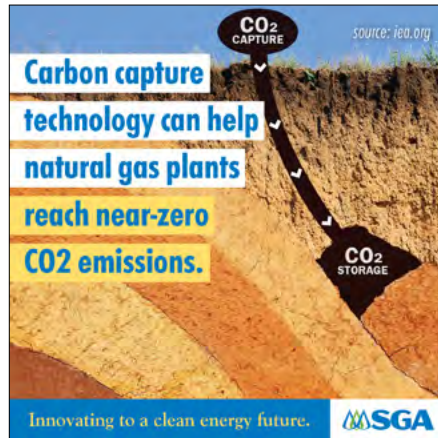
EXECUTIVE CONFERENCE

Driving energy reliability by strengthening and growing our natural gas industry.

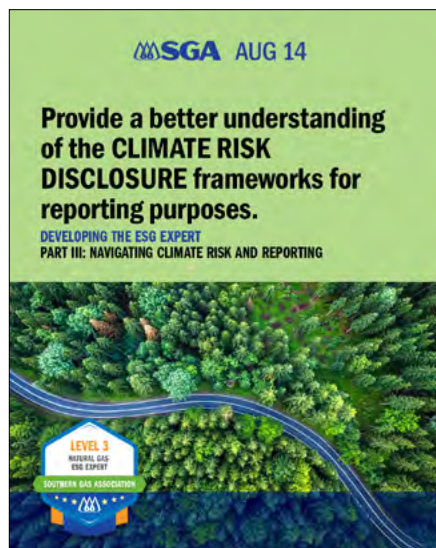
NOV 2-5 2024

SGA

Southern Gas Association Chair Theme



Southern Gas Association Social Media Marketing



SOUTHERN GAS ASSOCIATION QUARTERLY NEWSLETTER

THE LINK

REFLECTING ON A REMARKABLE YEAR & LOOKING AHEAD TO 2025

**ISSUE 4
DEC 2024**

EXPANDED ON-DEMAND TRAINING OPPORTUNITIES
Your professional development journey just got stronger. SGA Conferences now offers 10 new training modules and 8 certificate programs – tailored training designed to equip natural gas professionals with critical skills.

THE POWER OF SGA CONFERENCES
Experience valuable technical sessions, interactive panels, and case studies addressing real-world challenges. With 5 conferences a year, there's no better time to grow your career than now.

CARBON SEQUESTRATION
An indispensable guide for a new industry by Rose A. Mann

SGA
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CARBON SEQUESTRATION
An indispensable guide for a new industry by Rose A. Mann

Carbon sequestration is emerging as a transformative solution in the fight against climate change, offering a pathway to achieving net-zero emissions. This guide explores the science, technology, and policy surrounding this critical strategy, highlighting the challenges and opportunities it presents for the energy sector.

Key Considerations for Carbon Sequestration Implementation

1. **Site Selection and Characterization**
Identifying suitable geological formations for CO₂ storage is the first step. This involves detailed seismic imaging and geologic modeling to ensure the integrity and capacity of the storage reservoir.

2. **Regulatory Frameworks and Compliance**
Carbon sequestration is a highly regulated activity. Understanding the complex regulatory landscape, including federal, state, and local requirements, is essential for project success.

3. **Monitoring and Verification**
Continuous monitoring of the storage site is crucial to ensure the safe and effective sequestration of CO₂. This includes advanced seismic monitoring and other techniques to detect any potential leaks or changes in the reservoir.

4. **Public Acceptance and Community Engagement**
Successful carbon sequestration projects require the support of local communities. Transparent communication and active engagement with stakeholders are key to building trust and addressing concerns.

5. **Integration with Existing Infrastructure**
Optimizing the integration of carbon sequestration with existing industrial and energy infrastructure can significantly reduce costs and improve efficiency.

6. **Long-Term Liability and Decommissioning**
Addressing the long-term management and potential decommissioning of the storage site is a critical consideration for the overall viability of the project.

7. **Financial Incentives and Market Mechanisms**
Exploring various financial incentives, such as tax credits and carbon pricing, can help make carbon sequestration a more economically attractive option.

8. **Technical Innovation and Research**
Continued investment in research and development is necessary to advance the technology and address the remaining challenges in carbon sequestration.

9. **Policy Support and Government Involvement**
Strong policy support and government involvement are crucial for creating a favorable environment for carbon sequestration projects.

10. **Collaboration and Partnerships**
Building strong partnerships between industry, academia, and government can foster innovation and accelerate the deployment of carbon sequestration technology.

With 3,000 metric gigatons of storage capacity, the U.S. is poised to lead global carbon capture efforts.

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HYDROGEN: THE NEXT FRONTIER IN ENERGY EVOLUTION

**PRESENTED AT OPSCON
PRESENTERS: JIM FRANCIS AND TIM HARRIS, P.E.
COMPANY: ENTRUST SOLUTIONS GROUP**

3 KEY TAKEAWAYS:

1. **Hydrogen vs. Methane**
Hydrogen offers many advantages over methane, including higher energy density and lower carbon footprint. However, it also presents challenges such as storage and transportation.

2. **Safety First**
While hydrogen is a clean fuel, it is highly flammable and can be explosive. Proper safety protocols and infrastructure are essential for its safe use.

3. **Infrastructure Challenges**
Building a robust hydrogen infrastructure requires significant investment in storage, transport, and distribution networks.

THE SURPRISE "AHA!" MOMENT
A surprising insight that emerged from the presentation is the potential for hydrogen to revolutionize the industrial sector, particularly in the production of ammonia and methanol.

BEST PRACTICES FOR HYDROGEN INTEGRATION
Successful hydrogen integration requires a holistic approach, considering the entire value chain from production to end-use. Key best practices include: conducting thorough feasibility studies, engaging stakeholders early, and ensuring regulatory compliance.

CONFERENCE RECAPS
Your gateway to unlocking the most valuable insights from SGA's recent events. Distilling hours of expert discussions, groundbreaking ideas, and practical takeaways into a concise, easy-to-read summary.

ALL-ACCESS IN A NUTSHELL
All Access is not just a summary; it's a comprehensive resource that provides a deep dive into the key themes and trends of the conference. Discover what you've been missing.

SGA
SOUTHERN GAS ASSOCIATION

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SGA
SOUTHERN GAS ASSOCIATION

SOUTHERN GAS ASSOCIATION QUARTERLY NEWSLETTER

THE LINK

DATA-DRIVEN SUSTAINABILITY: ADVANCING CLEAN ENERGY COLLABORATION FOR POWERING THE DIGITAL WORLD

**ISSUE 2
OCT 2024**

CONFERENCE RECAPS
Your gateway to unlocking the most valuable insights from SGA's recent events. Distilling hours of expert discussions, groundbreaking ideas, and practical takeaways into a concise, easy-to-read summary.

ALL-ACCESS IN A NUTSHELL
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SGA
SOUTHERN GAS ASSOCIATION

STEAM Catapult Fund

Branding + Marketing Materials



Tax Credit Limits for SGOs & EIGOs

As an Oklahoma business you are eligible to donate to both SGOs and EIGOs, receiving **DOUBLE THE TAX BENEFITS!**

FILING STATUS	TOTAL CONTRIBUTION*	SGO TAX CREDIT LIMIT	+	EIGO TAX CREDIT LIMIT	=	DOUBLE THE LIMIT
Business	\$200,000	\$100,000		\$100,000		\$200,000

* The total annual contribution amount needed for the full tax credit with a two-year commitment.

GET BIG TAX CREDITS & DEDUCTIONS

Two-Year Commitment:
75% tax credit

One-Year Commitment:
50% tax credit

How to Donate

OSF

Donate online at OSFKids.org

- Send a check
- Transfer appreciated stocks
- Utilize IRA required minimum distribution (must be aged 72 or older)

Contribute to an OSF member school or OSF's Kids in Crisis fund, a specialized fund, that supports a student in need of financial assistance to either switch learning environments immediately or remain in their current setting.

STEAM

For a donation form, visit SteamCatapult.org. You can donate by sending a check (mark box), using a credit card, or via ACH transfer.

To donate by ACH, contact Donna at: donna@steamcatapult.org.



Treat the entire transaction as an eligible business expense deduction and "write-off" the entire amount.

steamcatapult.org



Propel Oklahoma's Future Aerospace Workforce + Earn Up To \$100,000 in Tax Credits

Why Donate?

Oklahoma's aerospace industry is thriving, but with that growth comes the need for a skilled, well-trained workforce. STEAM Catapult Fund (SCF) offers an exceptional opportunity for your business to make a direct impact on the future of aerospace while also benefiting from **substantial tax credits**. SCF helps fill the aerospace talent pipeline by supporting underserved students in Oklahoma with grants that make STEAM education accessible and exciting.

Key Benefits of Donating:

1. Significant Tax Savings

With up to \$100,000 in tax credits, your business can support Oklahoma students and future employees while maximizing your tax advantages. This is a rare opportunity to give without financial sacrifice.

2. Strengthening the Local Workforce

By contributing to SCF, you are directly investing in Oklahoma's future workforce. Your donations help create more opportunities for students to engage in STEAM activities like:

Grants for aerospace competitions, such as OSU Speedfest and MRO Americas

Drone kits, simulators, and assembly equipment for hands-on learning

Certification exams that launch students into aerospace careers

Middle school Aero Clubs, sparking interest at an early age

The result? A more robust, locally sourced aerospace workforce, primed to meet the growing demands of the industry.

The Impact of Your Contribution

A \$100,000 donation could sponsor ten \$10,000 grants for Tulsa-area high schools, allowing hundreds of students to gain hands-on experience in aerospace. From participating in prestigious competitions to earning valuable certifications, your company will play a pivotal role in shaping the next generation of aerospace innovators. These students will be the future engineers, technicians, and mechanics who will ensure Oklahoma remains a leader in the aerospace sector.

Take Action

Redirect your state tax dollars today and help propel students into high-flying careers in aerospace.

To request more information and a donation form, contact: Alison Shellenberger at: alison@steamcatapult.org or 918.412.7173.

SCF is a 501(c)(3) charitable organization and registered Educational Improvement Grant Organization (EIGO).

Tax-Credit GRANTS

Redirect Tax Dollars, Propel Careers in Aerospace.

steamcatapult.org

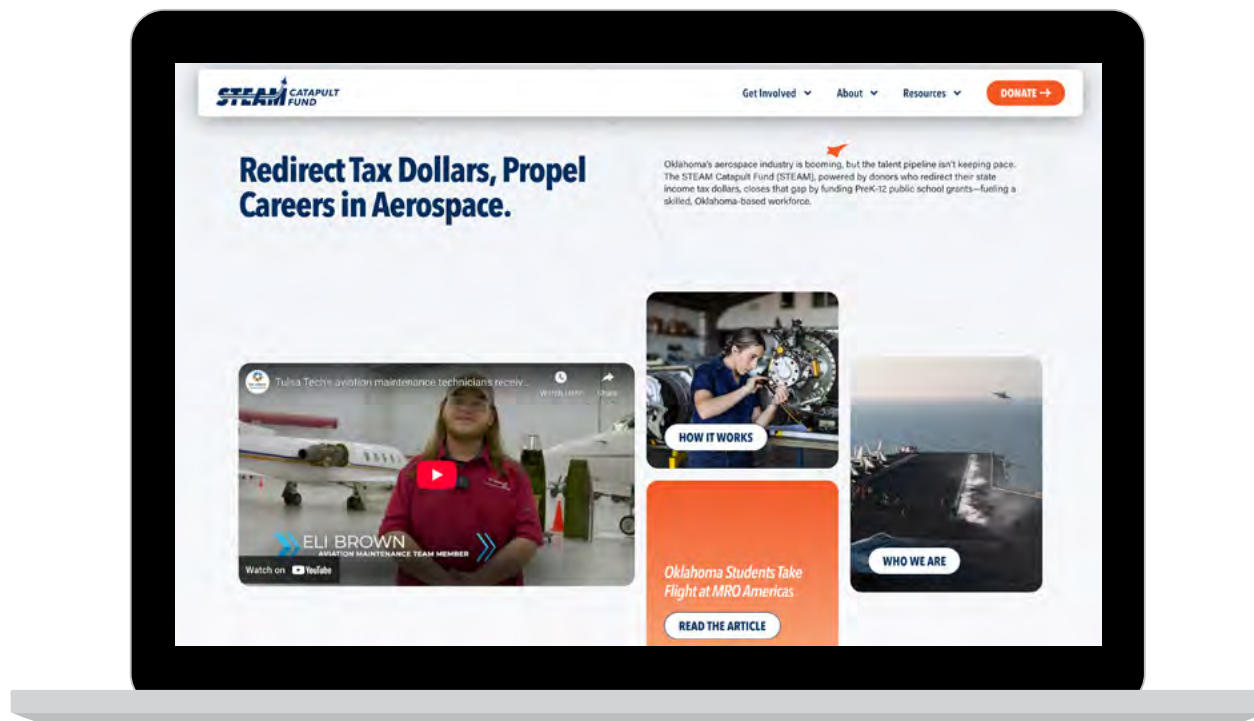


Sarah Guardiola
Chief Executive Officer
918.877.2710
sarah@steamcatapult.org

7633 E. 63rd Pl STE 300
Tulsa, OK 74133

STEAM Catapult Fund

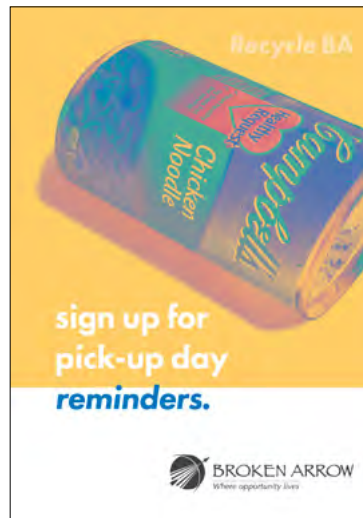
Web Design



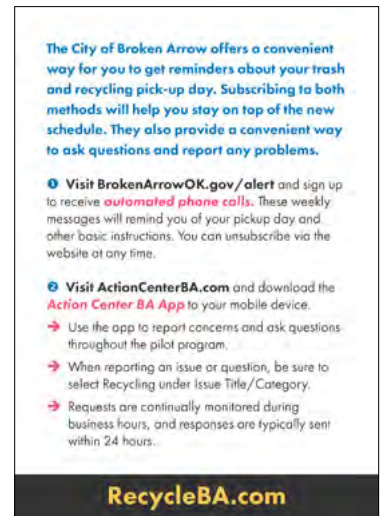
www.SteamCatapult.org

Recycle BA

Recycle & Trash Pilot Program Campaign



Postcards



Brochure

Information About Your Recycling Pilot Program

We appreciate your participation in Broken Arrow's recycling pilot program! The City is excited to kick off this program and evaluate adding recycling to our existing trash services. A 2016 customer survey showed great interest in recycling, and many other cities have seen great success with similar curbside recycling programs.

Recycle These

Cans, glass, plastic and paper from the kitchen, laundry and bath.

	Cans Aluminum & Steel
	Glass Bottles & Jars
	Plastic Bottles, Jars & Tubs
	Paper & Cardboard Flattened & Dry

Trash These

Anything from the garage, shed or yard.

	Tanglers Hoses, Chains & Wire
	Clothing Consider Donating
	Diapers & Other Soiled Items
	Styrofoam
	Plastic bags

General Facts

- The pilot program will operate for four months beginning **January 23, 2019**.
- You will receive a **blue cart** for curbside **recycling**.
- You will continue to use trash bags to dispose of **trash/refuse** at the curb.
- Your trash and recycling material will be picked up **once a week on Friday**.
- Recycling is encouraged, but is not required.
- Participation in the recycling pilot program will not affect your sanitation service rates.
- Cart Dimensions: 95 Gallon Capacity, 44" high, 30" wide, 33" deep. Cart weight limit is 330 lbs.

Pick-up Time

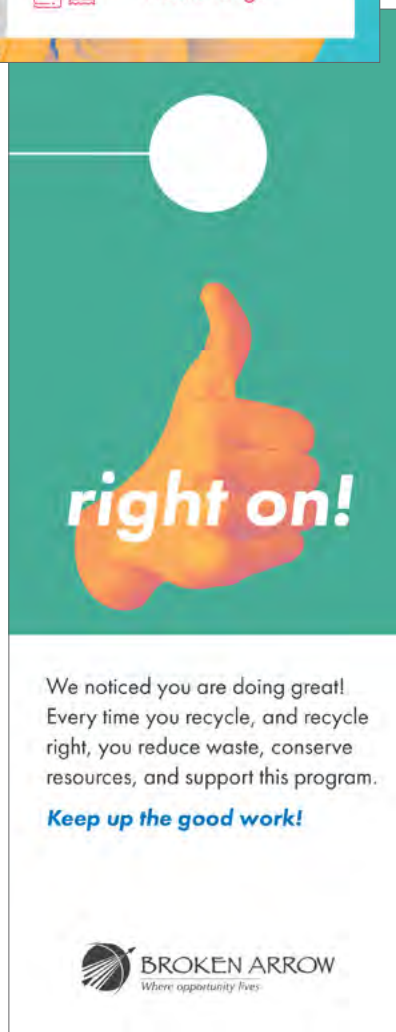
- Everything to be picked up must be set at the curb, by **7:00 am** on the regular pickup day.

Recycle BA

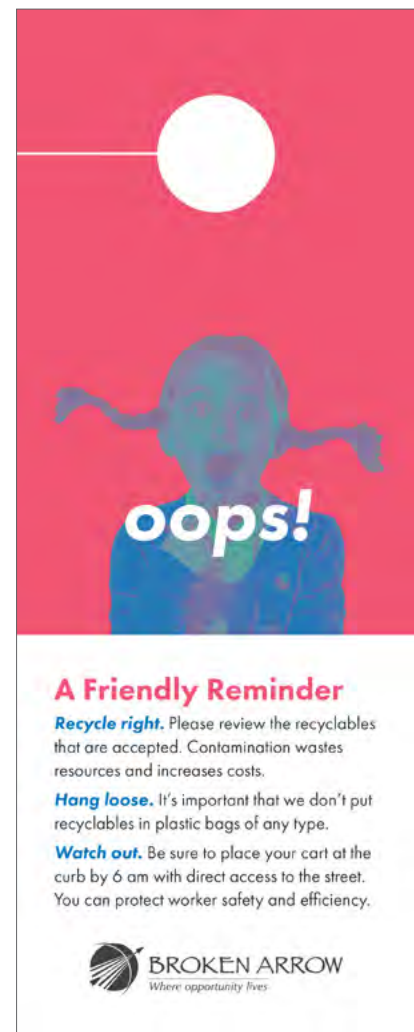
Recycle & Trash Pilot Program Campaign



Recycle Can Sticker

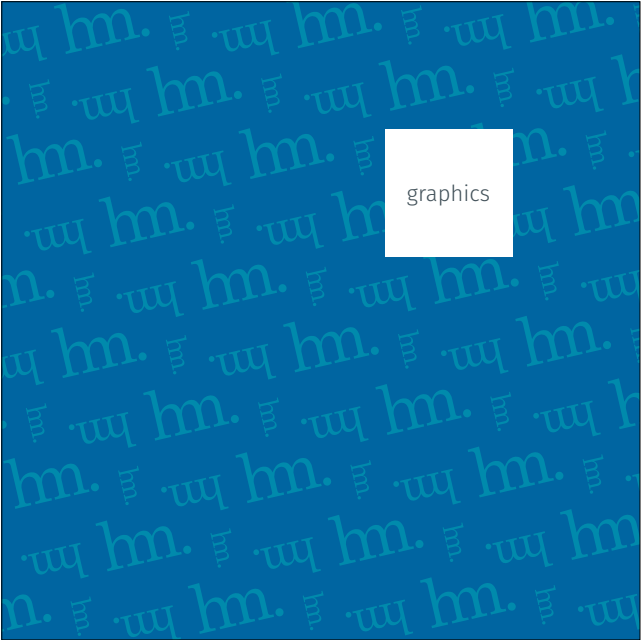


Door Hangers



Healthy Minds Policy Initiative

Logo & Branding



Healthy Minds Policy Initiative

Logo & Branding



CORRESPONDENCE SYSTEM

The Healthy Minds stationery package includes business card, envelope, letterhead and note card. These items should be used for correspondence when possible. Stationery should not be created from scratch or reproduced on a copier for any reason.

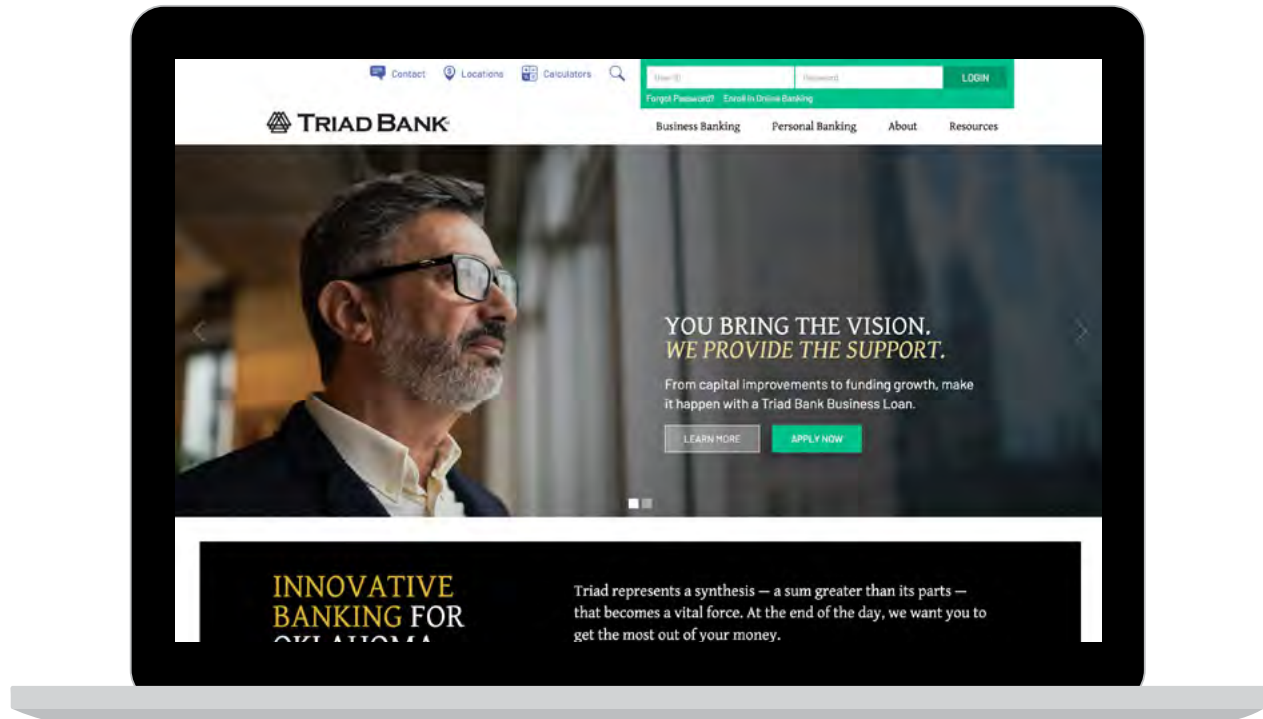


Tulsa Zoo
Logo Design + Signage



Triad Bank

Web Design



www.TriadBank.com

ONE Gas
Advertising



**YOU SEE DIRTY BOOTS.
WE SEE HARD WORK
AND DETERMINATION.**

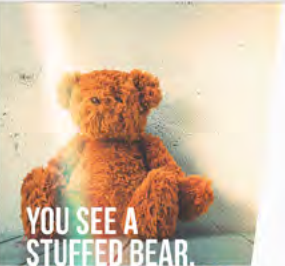
A BETTER TOMORROW STARTS TODAY.



ONE Gas

Proud supporter of **Habitat for Humanity.**

www.onegas.com



**YOU SEE A
STUFFED BEAR.
WE SEE A PROMISE
OF HOPE.**

We partner with organizations like the **Boys & Girls Club** because we understand that providing hope...changes lives. Whether it's donating toys to kids who need a companion or giving time to children who need support. We're providing the fuel to ignite their hearts—for a better tomorrow.



www.onegas.com

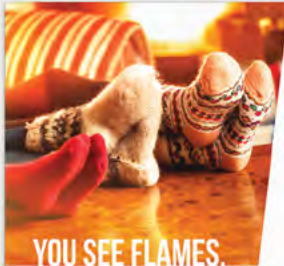


**YOU SEE CRAYONS.
WE SEE THE TOOLS
FOR SUCCESS.**

We firmly believe that children hold the keys to a promising future. That's why we do our part today—to provide the tools they need to succeed tomorrow. Every year, we proudly partner with organizations to provide much needed school supplies to local children. It's just our way of fueling the future—and a better tomorrow.



www.onegas.com



**YOU SEE FLAMES.
WE SEE WARM,
WINTER NIGHTS.**

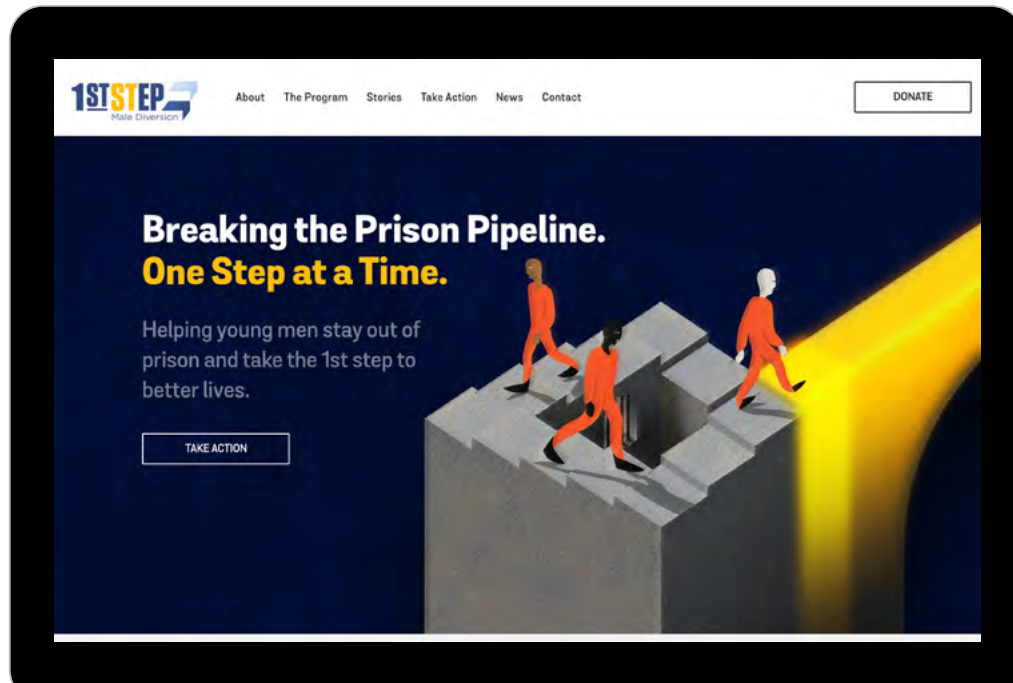
We like to think we do more than provide natural gas for your home. We provide the comfort that encourages togetherness. **Fuel the family.**



www.onegas.com

1st Step Male Diversion Program

Web Design



www.1stStepMDP.com

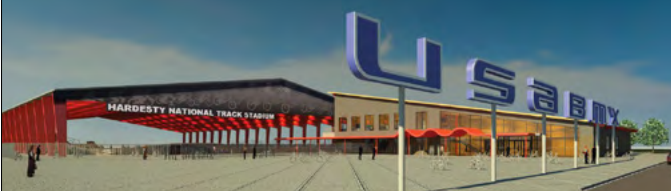
USA BMX

Fundraiser Brochure

"USA BMX IS MAKING A SUBSTANTIAL COMMITMENT TO OUR COMMUNITY AND WE COULD NOT BE MORE EXCITED TO BRING AN OLYMPIC SPORT AND ITS NATIONAL AUDIENCE TO THE HISTORIC GREENWOOD DISTRICT."

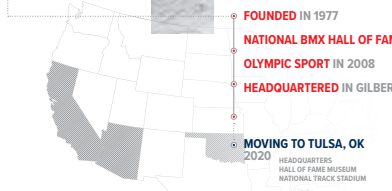
Mayor G.T. Bynum

STEP UP FOR A HISTORIC OPPORTUNITY

WHERE WE'VE BEEN

- BMX WAS BORN in California in the late 60's as kids emulated motocross riders on their bikes.
- FOUNDED IN 1977
- NATIONAL BMX HALL OF FAME IN 1985
- OLYMPIC SPORT IN 2008
- HEADQUARTERED IN GILBERT, AZ
- MOVING TO TULSA, OK 2020
- HEADQUARTERS
- HALL OF FAME MUSEUM
- NATIONAL TRACK STADIUM



2 WHERE WE'VE BEEN USA BMX

USA DOMINATES OLYMPICS.
1 GOLD, 2 SILVER, 2 BRONZE.




USA BMX WHERE WE'VE BEEN 3

WHAT WE BRING TO TULSA

GRAND NATIONALS The Super Bowl of BMX, is the World's Largest BMX race. It generates **\$10M in economic impact** to Tulsa each Thanksgiving weekend.

JOBS
NATIONAL HEADQUARTERS
RELOCATING TO TULSA WITH THE CONSTRUCTION OF OUR OFFICES, HALL OF FAME MUSEUM, AND NATIONAL TRACK STADIUM.

TOURISM
VISITOR SPENDING IN TULSA, 2017
Dollars in millions

\$1.1 BILLION IN TOTAL SPENDING

- \$148M Local Transport
- \$197M Lodging
- \$332M Food & Beverage
- \$247M Retail
- \$138M Recreation
- \$28M Airfare

ECONOMIC IMPACT TO TULSA

With the National Headquarters, Hall of Fame Museum and National Track Stadium relocation, Tulsa will see:

- 100K VISITORS OVER THE NEXT 5 YEARS
- MORE THAN 100 LOCAL, STATE, REGIONAL AND NATIONAL COMPETITIONS IN TULSA EACH YEAR
- \$11M ECONOMIC IMPACT IN FIRST 5 YEARS

*For clarity, we only count the portion of total spending retained in Tulsa
Source: Tourism Economics

6 WHAT WE BRING TO TULSA USA BMX

USA BMX WHAT WE BRING TO TULSA 7

Trust Company Oklahoma

Advertising — Print



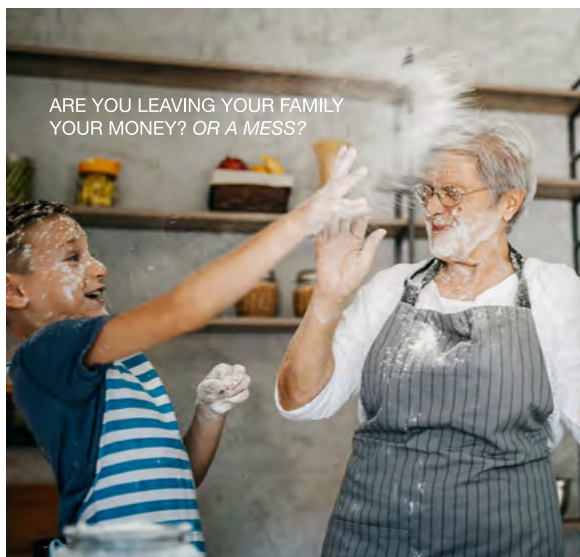
IT'S YOUR LEGACY.
LET US HELP YOU
PROTECT IT.

Oklahoma families have trusted us to manage their assets because we listen to their plans, needs and hopes. We then respond with guidance held to a fiduciary standard.

 **Trust
Company Oklahoma**
TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®



ARE YOU LEAVING YOUR FAMILY
YOUR MONEY? OR A MESS?

While it's on the job, it should be working safely. We can see to that. And we'll do so without commissions. Can we arrange an interview?

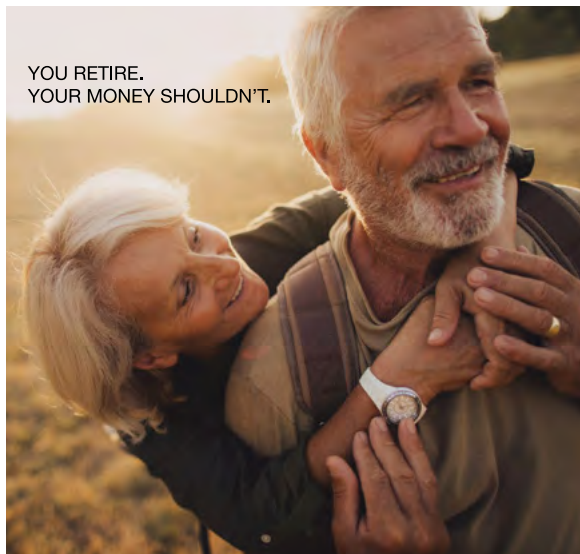
 **Trust
Company Oklahoma**
TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®

Trust Company Oklahoma

Advertising — Print



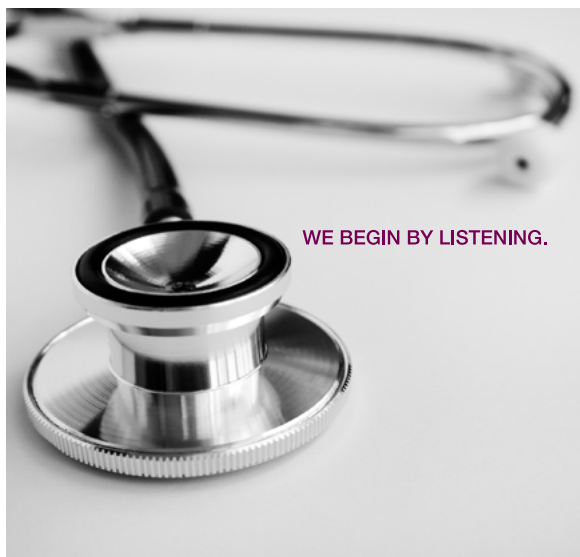
YOU RETIRE.
YOUR MONEY SHOULDN'T.

While it's on the job, it should be
working safely. We can see to that.
And we'll do so without commissions.
Can we arrange an interview?

 **Trust
Company Oklahoma**
TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®



WE BEGIN BY LISTENING.

**Financial growth and safety begins
with Trust.** Your financial health should
be built upon your own concerns and
goals. That's where we begin. Let's do
that. Let's talk about you.

 **Trust
Company Oklahoma**
TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

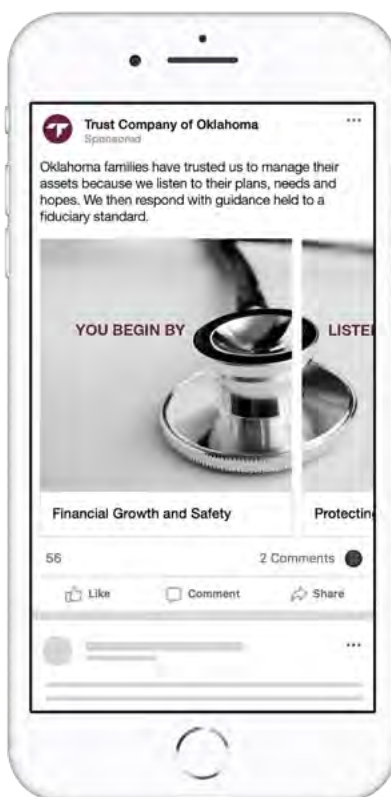
WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®

Trust Company Oklahoma

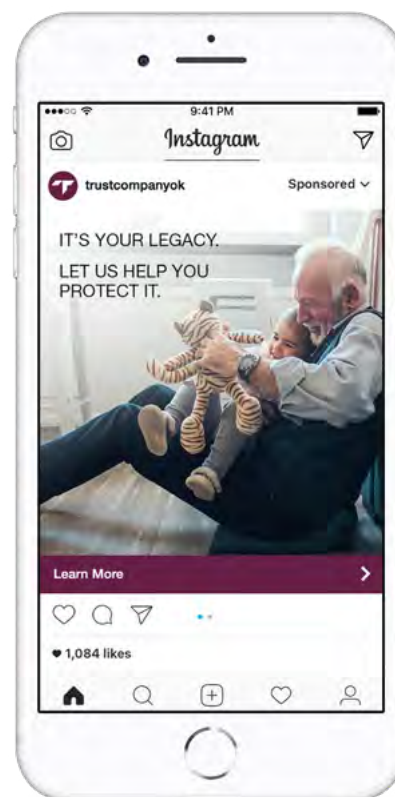
Advertising — Social Media



Facebook – Photo



Facebook – Carousel



Instagram – Carousel

Trust Company Oklahoma

Brochure

FULLY BUNDLED PROVIDER.



A one-stop retirement plan solution that's anything but one-size-fits-all.

Customize Your Plan

Your business is not like every other business, so why should you sign up for a one-size-fits-all retirement plan?

Since 1981
helping business
leaders and their
employees save
for retirement.

Objectives for Your Plan.

While every retirement plan is intended to prepare employees for retirement, our experts can assist with identifying plan features that meet your company's needs for recruitment and retention.

Maximizing the Benefit of Employer Contributions.

Let our experts work with you to determine the types of contributions that best meet your specific needs—whether it be through a safe-harbor match, a discretionary match, or a profit sharing contribution.

Design Your CUSTOM PLAN

Our seasoned professionals can truly tailor every aspect of your plan.

Participant Education



Understand Your Retirement Plan Needs



Recordkeeping

Compliance Testing



Select & Monitor Investment Funds

TrustOK.com

Retirement Plan Solutions | 7

WE TAKE IT A STEP FURTHER.



We can alleviate the personal liability you assume if you currently serve as trustee of a qualified retirement plan.

Share the Liability

The Employee Retirement Income Security Act of 1974 (ERISA) requires that all qualified retirement plan assets be held in trust and managed by trustees.

Over \$1 billion
in retirement
assets under
management.

Fiduciary Liability & Conflicts of Interest.

It is not uncommon in smaller companies that a member of the management team acts both as the plan sponsor and as plan trustee. Conflicts of interest may arise. In addition, accumulating these responsibilities can be labor-intensive. It is a liability burden.

We Are Your Buffer.

A corporate discretionary trustee can provide an invaluable buffer between the plan sponsor and the plan assets, while performing a variety of administrative functions.

Discretionary Trustee.

Having a corporate discretionary trustee allows the fiduciary responsibility to be shared, reducing potential conflicts of interest.

In accepting this role, Trust Company of Oklahoma has complete responsibility for the assets of the plan, including the selection and monitoring of investments.

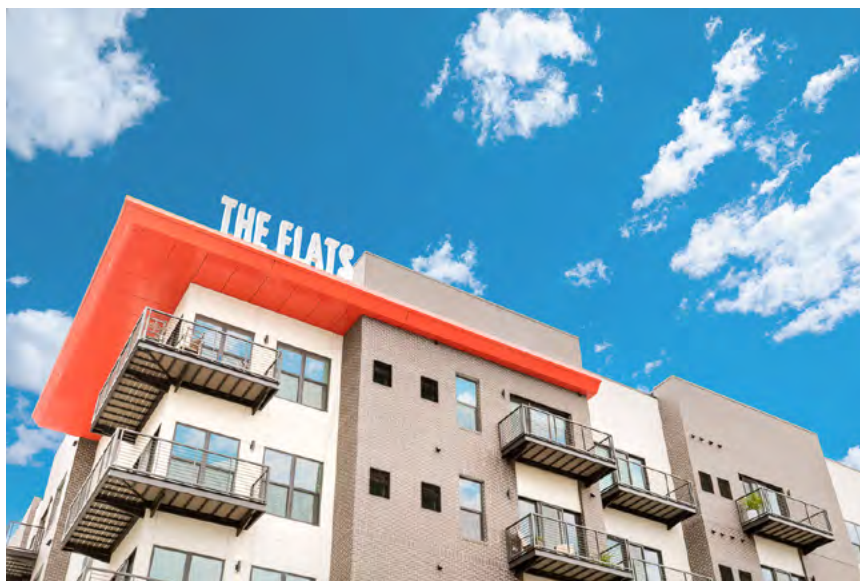


TrustOK.com

Retirement Plan Solutions | 11

The Flats

Logo Design + Signage

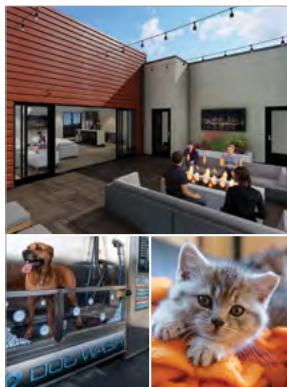


The Flats

Brochure



LIVING. REDEFINED.



AMENITIES

Rooftop Entertaining

Enjoy exclusive access to our **rooftop entertaining** space with gorgeous views of the city.

We also offer an **executive center** as well as a **media room** featuring:

- Self-serve coffee bar
- TVs
- Comfortable seating

Pets Welcome

We know your pets are a part of the family. We welcome them at our community. Your fur babies will love life at The Flats and enjoy easy access to nearby parks. And, our pet-washing station is a nice addition.

Nestled in the heart of the Tulsa Arts District.



Multi-Level Fitness Studio

Stay active at our **multi-level fitness studio** that includes:

- Yoga room
- Strength-training equipment
- Cardio machines

Private Garage Parking

Our remote access garage parking means you never have to worry and always have a spot.

Concierge Services

Need help organizing your daily routine? Our concierge services will help you find the perfect dog walker, dry cleaner, produce delivery service, and so much more. Just ask. We're here to assist!

2 theflatsonarcher.com

3



One- & two-bedroom options available.

The Apartment

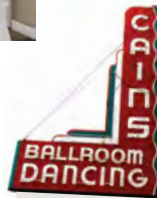
We offer **modern, upscale one- and two-bedroom loft-style apartments**, featuring a spacious open layout including:

- Washer/dryer in-unit
- Walk-in closets
- Quiet-cover flooring
- Private balconies

The **gourmet kitchens** offer high-end finishes, including:

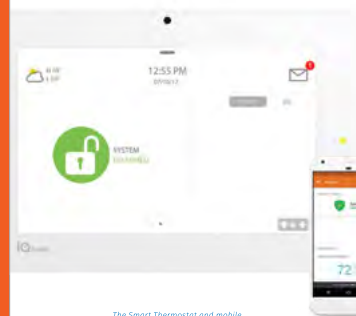
- Energy-efficient stainless steel appliances
- Quartz countertops
- Under-cabinet lighting
- Subway tile backsplashes
- Kitchen islands with pendant lighting

4 theflatsonarcher.com



Just down the road is the historic Cain's Ballroom and Brady Theater, where you can catch world class music, comedy and entertainment.

24-Hour Emergency Maintenance
Clubhouse
Complimentary WiFi in Common Areas
Concierge Services
Controlled Access
Electric Vehicle Chargers
Elevator
Executive Center
Fiber Optic
Media Lounge
Monitored Garage Parking
Multi-Level Fitness Studio
Patio/Balcony
Pet-Washing Station
Rooftop Terrace
Secure Package Pickup
Smart Technology
Smoke-Free Building
USB Chargers



The Smart Thermostat and mobile app put comfort control at the tip of your finger.

We make it smart.
You make it smarter.

Smart Lock & Keyless Entry

Eliminate the need for keys with smart locks. Give each user their own lock code, remotely lock or unlock the door through your app, and get a notification whenever a user unlocks the door.

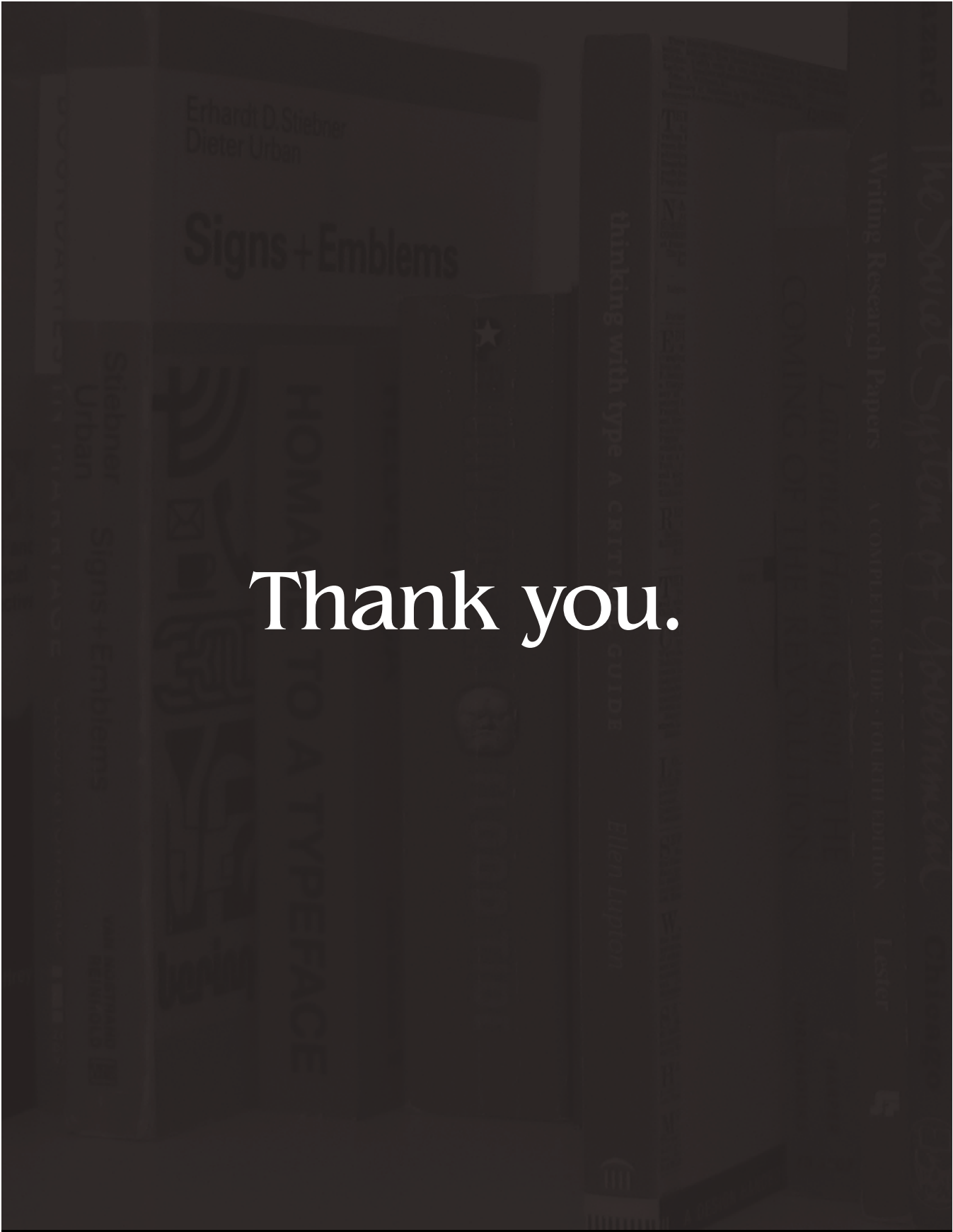
Smart Thermostat

The Smart Thermostat puts comfort control in the palm of your hand. Bump up the temp for your furry friends while you're away or have the whole home drop to an energy-saving setting when nobody is there.

5

Performing Arts Center Trust Brochure





Thank you.