

Future in the cards

Humble, low-tech format still retains style, makes statement

BY D. RAY TUTTLE
THE JOURNAL RECORD

TULSA – Although technology allows for multiple methods of scanning and organizing information typically listed on business cards, the electronic revolution is not killing the dignified rectangular format, according to a casual survey conducted by *The Journal Record*.

Although a number of digital tools exist for swapping contact information, none are as ubiquitous as the business card, said Ryan Rex, CEO of Tulsa-based Rex PR.

“And that will be the case until we can exchange bits and bytes independent of the device, social network, phone carrier or software,” Rex said.

The business card is still alive and well, said Michael Willis, public information and government relations officer for Tulsa County.

“Although they may be not as prominent as in the past,” Willis said, “I’m a big fan of business cards.”

A business card remains a primary and professional way to make an introduction, said Renzi Stone, president and CEO of Oklahoma City-based Saxum PR.

“However, secondary sources like Facebook, LinkedIn and Google search make traditional business cards less relevant,” Stone said. “If I lose the card, ‘oh well.’ I can still locate the person I’m trying to find.”

Stone still keeps cards in his suit jacket. He feels unprofessional without one.

“Call me old-fashioned,” Stone said.

Chris Payne, Saxum president and general manager, said he is hooked on social media, but there are some things a person just can’t do with Facebook, Twitter or an Outlook contacts list.

“There’s nothing like discovering someone’s business card buried at the bottom of a suit pocket,” he said. “It



Nicole Morgan, director of accounts and operations at Rex PR, holds a few of the many business cards she keeps. PHOTO BY RIP STELL

makes you think about where you were when you talked to that person – kind of a primitive Foursquare. And the card is useful for jotting down a note or reminder to follow up.”

While technology makes it quicker to communicate and people have made themselves more accessible on a personal level, nothing takes the place of face-to-face communication, said

Nicole Morgan, director of accounts and operations for Rex PR.

“First impressions are immensely important,” Morgan said. “A business card is just one piece of that first impression, giving the recipient an initial snapshot of your company.”

Mandy Vavrinak, founder of Crossroads Communications LLC, agreed, adding that the moment contact information is exchanged is usual. See **CARDS, PAGE 21**

A card to remember

BY D. RAY TUTTLE
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TULSA – The business card is as popular as ever, Tulsa-area printers said.

Many companies today use corporate identity packages to strengthen their brand image. Cards feature distinctive shapes, are being printed on a plastic, have a glossy coating or use raised print for texture.

The idea is to hand out a card that will be remembered.

Business cards have evolved since the emergence of the personal computer, said Mike Scrimsher, owner of Royal Printing & Copy Centers in Broken Arrow.

Just a few years ago cards were simple, containing black text on a white card. Today, technology and design innovations have allowed people to be creative, adding any colorful design they can imagine.

The top trend local printers are seeing is use of full color, said Carol Miller, production supervisor at J.D. Young Co. in Tulsa.

“With the advances in technology, full-color printing has become affordable for any business,” Miller said.

In an attempt to stand out, designers incorporate designs and images into the business card design, Miller said.

Eddie Kerschen, manager of Quik Print in downtown Tulsa, echoed that fact, saying that in the past two years more and more people are ordering full color.

“Because prices have come down,” Kerschen said. “Used to be, cards were black on white or black and one other color. Now, they are full color, with photos and graphics. With our equipment, our prices are cheaper and it allows much better graphics to be put on the cards.”

Also, Kerschen said, orders are smaller.

“We used to see a minimum of 500 cards,” Kerschen said, “but we have dropped that to 250. So many people did not want 500, they only needed 250.”

People ordering smaller quantities have kept costs down, Scrimsher added.

Color orders have jumped 15 percent to 20 percent in the past couple of years, Scrimsher said.

“Across the industry it is less expensive and customers are driving that,” Scrimsher said. “People are doing a lot more design on their own. They have an idea and come in to ask, ‘Can you do this?’”

With tutorials for design programs, many amateurs are able to create stunning layouts for not only business cards, but also forms and brochures, Scrimsher said.

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TICKET

from page 1

much as what they were looking for with Sun Life," said Rick Ellington, managing editor of the *Sports Business Daily* publication. "So you can see that the economy has impacted naming rights, without question."

"But I would imagine that the Thunder are sitting in a pretty good position, all things considered," he said.

The Thunder's performance last season exceeded expectations with 31 home sellout games and a playoff series against the world champion Los Angeles Lakers. The team's efforts have been noted: The Thunder is scheduled for 24 national television broadcasts in the upcoming season.

Ellington said a winning season from a previously untested team should boost the arena's value enough to compensate for a down economy and secure a good naming price.

Brooks said he disagrees with those

who feel that a name alone is worth millions of dollars.

"What are you getting with a name? Primarily you get prestige," he said. "Number two, you get exposure - every time the Ford Center was mentioned on television, people knew it had an NBA team; it was a premier building."

In the original contract, the Oklahoma Ford Dealers further increased name brand and product exposure by stipulating that Ford be allowed to display a vehicle inside each of the two main entrances to the arena and another two vehicles outside the arena.

That agreement with Oklahoma Ford Dealers did not come without opposition. Mick Cornett, who was then the Oklahoma City Ward 1 council representative, voted against granting the naming rights for the arena, saying the city should focus on promoting itself rather than a corporation.

Cornett is now mayor and has been one of the head cheerleaders for luring professional teams to the city.

The name game

The BOK Center, or Bank of Oklahoma Center, in Tulsa: Named for Bank of Oklahoma, which purchased naming rights for \$11 million. Current tenants include the Tulsa Oilers of the Central Hockey League and the Tulsa Talons of the Arena Football League.

The AT&T Bricktown Ballpark in Oklahoma City: The stadium, which opened as Southwestern Bell Bricktown Ballpark (and later SBC Bricktown Ballpark), was renamed fol-

lowing the merger between SBC and AT&T in 2006. It is the home of the Oklahoma City RedHawks, the AAA affiliate of the Texas Rangers Major League Baseball team.

Oneok Field in Tulsa: The baseball park is the home of the Tulsa Drillers of the AA Texas League. In early 2009, Oneok Inc. and the Oneok Foundation announced that they would pay \$5 million to obtain the 20-year naming rights.

FLESCH

from page 6

out for reviewing and editing, making file sharing more efficient.

Given that Oklahoma City is ahead of the national average in terms of existing work force opportunities, shouldn't it

also be a leader in promoting a happy, productive work force? With the right technology in place, it's just a matter of time before this happens.

Joe Flesch is a PTA director for Microsoft Corp., serving the company's Central Region, including Oklahoma City.

OHCA

from page 1

quarters, but the OHCA budget was not built based on the availability of that extension.

"We are going to have to fill the hole for that (money from the 1-percent health access fee), but we've got the stimulus funds extension that will help," McCann said.

But looking beyond fiscal year 2011 doesn't provide the clearest of views, said Stephen Weiss, senior financial analyst for the OHCA.

"As we look at FY 2011 with an eye toward 2012 ... we all wind up squarely in the flat earth society," Weiss said. "We can look across 2011 pretty safely, but when we start looking past 2011, all we see is the edge of the earth and a fairly significant cliff, which includes economic uncertainty and expansions we will need to do as we approach implementation of national health care reform."

The future of Oklahoma's Medicaid program requires a look at the state's demographics, Weiss said. Oklahoma has a growing population - 43,000 new people from July 2008 to July 2009 - but not everyone is finding jobs, he said. When that happens, more people enroll in SoonerCare. Couple that with an estimated 250,000 to 400,000 additional Oklahomans becoming eligible for Medicaid because of health care reform, and the future feels daunting.

"The outcome of health care reform is totally uncertain," Weiss said. "It creates a new category of beneficiaries between ages 19 and 64 with incomes at or below 133 percent of poverty. Reform also creates new pathways for people to enter our program."

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FUEL

from page 10

GDiesel to drive a 1996 Dodge Ram more than 1,200 miles back and forth between Reno and Sacramento, Calif., on Interstate 80. The magazine said it got 22 miles per gallon, compared to 17 mpg to 19 mpg on conventional diesel.

Nevada is the only state to approve the fuel. Its alternative fuels program will make GDiesel available to fleets of 50 or more vehicles owned by state, county or city governments. Washoe and Clark are the only counties currently with fleets that large.

Guthreau said individual fleet managers decide what kind of fuel to use so there was no way to immediately antic-

ipate how much GDiesel will be used in the coming months and years.

Reformulated gasoline and other forms of biodiesel fuel are the two most popular now used in the state, he said. Others approved for the program include propane and compressed natural gas.

Sig Jaunarajs, program management supervisor for NDEP's Bureau of Air Quality Planning, said he thinks the new product shows promise.

"This is something unique that they came up with," Jaunarajs said.

"There are experiments going on with other diesel fuels out there, like O2 diesel - oxygenated diesel. But they currently are not available in this marketplace," he said.

GILMORE

from page 4

Hogan.

Guest speaker at the luncheon in Oklahoma City Golf and Country Club will be **Lucille O'Neal**, mother of NBA legend **Shaquille O'Neal**. She will share her public battle and personal struggles as a young, single mother, which she had described in her new book, *Walk Like You Have Somewhere to Go*.

The society supports the programs of Girl Scouts of Western Oklahoma.

Incidentally, the Juliette Low Leadership Society of Enid will have its fall tea from 4 p.m. to 6 p.m. Nov. 4 at the home of **Sherrel and Steven Jones**, at Elmstead Farm, north of Enid on Highway 81.

Native cuisine

The Red Earth Buffalo Bash is scheduled from 7 p.m. to 11 p.m. Oct. 23 in the Red Earth Gallery and Courtyard, 6 Santa Fe Plaza, Oklahoma City. The evening will feature creative Native American cuisine prepared by Celebrity Chef **Loretta Oden** and **Joe Jungman's** culinary staff from the Paseo Grill and the Whole Enchilada Cafe.

Live and silent auctions, cocktails, entertainment and dancing also are on the evening's agenda.

For tickets, priced at \$75 each, call (405) 427-5228.

The annual Allie Reynolds Memorial Golf Tournament is scheduled Oct. 18 at Oklahoma City Golf & Country Club.

CARDS

from page 2

ly a personal one.

"I still use, carry and like to receive business cards," Vavrinnak said.

Vavrinnak, a heavy user of social media, believes in both digital and in-person connections.

"A face-to-face interaction complete with smiles, handshakes and conversation," she said. "I don't want to reach for my phone, punch buttons, enter things, and have my eyes and attention directed away from the person I'm connecting with. It's just bad manners."

Practically speaking, receiving a business card is often must faster than making a contact wait while the information is punched into a phone's address book, said Morgan Phillips, senior account manager for Waller & Company Public Relations of Tulsa.

The business card also continues to be a staple of business etiquette, she said.

"Think about the last time you got caught without a business card. Did you say you would Bluetooth your contact information? Technology may have relaxed other aspects of business etiquette, but I don't think we're there when it comes to replacing the business card," Phillips said.

However, if a new contact is one Phillips will be working with closely or speaking with frequently, such as a client, she will transfer the business

card information into her smart phone later.

Vavrinnak echoed the thought.

"I take the business card and at a later time I enter the information into my iPhone, which makes it available to me anywhere, on any computer I am using," Vavrinnak said.

Phillips said entering the data is a must.

"This gives me the flexibility to call or text them at a moment's notice, whether it's at the office or between off-site meetings," Phillips said.

Most Tulsa professionals still trade business cards regardless of the smartphone capabilities, Phillips said.

"I think that's partly due to tradition and also because our culture still perceives business cards reflect a person's level of credibility," Phillips said.

Willis likes to exchange business cards.

"You can tell a lot by someone's card based on its color, design, information and style," Willis said.

Also, for some people, a business card is a statement that serves a business purpose beyond trading phone numbers, Rex said. For example, the Rex PR business card is a mini-portfolio of the company's design work, he said.

"An example of what we can do for our clients across a range of mediums. In sum, the business card is at retirement age, but its demise is still a few years away," Rex said.