

# FYI BUSINESS

» NEWS, TRENDS + EVENTS IN TULSA BUSINESS

## QuikTrip quietly opens its 64th store

QuikTrip Corp. opened its 64th Tulsa metro store Thursday morning, but there were no balloons or festive decorations to highlight the event.

The new site, at 4901 W. Houston St. (81st Street and Garnett Road) in Broken Arrow, opened without fanfare, according to Mike Thornbrugh, manager of public and government affairs for QuikTrip.

There were two other store openings that day — one in Wichita, the other in Dallas.

But that doesn't mean QuikTrip isn't excited about the opening, said Thornbrugh.

"In spite of the poor economic forecast, QuikTrip will continue our aggressive growth in our existing markets, and we are on schedule to turn dirt this summer in our new market in Tucson," Thornbrugh said in a press release.

In fact, the convenience store chain has 21 new stores being constructed, along with a new QT Kitchens facility being built in the Dallas-Fort Worth metroplex.

Thornbrugh, in a telephone interview, said the company is "really in an expansion mode."

"QuikTrip is experiencing more growth than I've ever seen," he added.

It's not the first Tulsa-area store



Reagan Kingsley, 14, gets a drink at the new QuikTrip location at 4901 W. Houston St. in Broken Arrow on Thursday. CORY YOUNG/Tulsa World

to open this year — Thornbrugh said another Broken Arrow store opened a few weeks ago at 3502 W. Kenosha St. (near 71st Street and 129th East Avenue).

There's a new store being built at 86th Street North in Owasso, while another at 21st Street and Harvard Avenue is getting a makeover, including the parking lot.

"We are repositioning ourselves to where we want to be for the long haul," Thornbrugh said.

Each new store adds about 15 jobs in the community, he added.

The company operates more than 500 retail outlets in nine states, as well as QT Kitchen facilities in Tulsa, Kansas City, Phoenix and Atlanta.

—NANCY HOLLINGSHEAD, World Staff Writer

### JA finalist for nonprofit award

Junior Achievement of Eastern Oklahoma Inc. has been named a finalist for the 2009 Oklahoma Nonprofit Excellence Awards in the category of youth development, according to Joe Moran, event chairman.

The ONE awards, sponsored by the Oklahoma Center for Nonprofits, will be April 25 at the Renaissance Tulsa Hotel & Convention Center, 6808 S. 107th East Ave. Awards will be presented to a winner and two additional finalists in nine categories — arts and humanities, community, community health services, education, health services, self-sufficiency, seniors, sports and recreation, and youth development.

Winners will receive \$7,500, and finalists will be given \$5,000. An overall winner will receive an extra \$10,000.

### Local teams gear up for Governor's Cup

Eleven local teams are among 47 from across the state who submitted applications for the fifth annual Donald W. Reynolds Oklahoma Governor's Cup Collegiate Business Plan.

The total includes more than 150 Oklahoma would-be entrepreneurs who plan to submit business plans to commercialize new technology for this year's competition. Of those teams, 32 indicated they will submit business plans for the undergraduate competition, while 15 plan to compete in the graduate division. One team from the University of Tulsa entered in the graduate division; the team's concept is a remote cardiac rehabilitation monitoring device.

The other 10 local groups who entered in the undergraduate competition were two teams from Rogers State University, one from TU, and seven from OSU-Tulsa. A sample of their concepts include a sternum closure clamp, and nano-silver coating, which kills bacteria — it will initially focus on the health-care and hospitality industry, with later use in prisons, nursing homes and in the military.

Interest in the competition was fueled by dreams of entrepreneurship among Oklahoma college students and nearly \$200,000 in cash prizes and \$50,000 in in-kind services to help carry their companies forward.

Competing students are also eligible for \$10,000 in scholarships provided by the Oklahoma Business Roundtable.

The top three Innovation Award presenters will speak at the Governor's Cup Awards Dinner on April 14, where the winner will be announced.

Cash prizes will be awarded to the top three teams in each division, with the top two teams in each division competing in a tri-state competition May 26-28.

For more information, contact competition manager Sarah Seagraves at (405) 813-2403 or visit [tulsaworld.com/govcup](http://tulsaworld.com/govcup).

### Brazil business seminar Monday

Companies interested in doing business with Brazil are invited to attend a seminar Monday at the University of Tulsa.

The seminar, "Doing Business with Brazil," will be from 7:30 to 10:30 a.m. at the Allen Chapman Activity Center, 440 S. Gary Ave. Sponsors are the Tulsa Global Alliance, TU Collins College of Business, the TU Center for Executive and Professional Development, OSU-Tulsa and the Tulsa Metro Chamber.

Speaking is Lorrie Fussell, Brazil Desk Officer for the U.S. Department of Commerce. She will share her expertise and answer questions about the business climate in Brazil.

At the DOC, Fussell works to ensure that Brazil provides market access to U.S. companies and complies with trade obligations with the United States. She is engaged in a wide range of economic and commercial analysis of the Brazilian market and advises senior officials on U.S.-Brazil trade policy, market access and trade agreements compliance.

The cost at the door is \$50, and \$10 for students.

### Atoka, Laverne named to Main Street Program

Two additional Oklahoma communities — Atoka and Laverne — have been selected as Main Street Communities, bringing the number of state participants to 42.

The Oklahoma Main Street Program, operated by the state Department of Commerce, is a comprehensive revitalization effort that provides communities with tools to improve their historic central and neighborhood business district areas.

Oklahoma Main Street communities have generated over \$616 million in total public and private reinvestment, created more than 11,422 new jobs, and helped in the development of almost 3,652 new or expanded small businesses.

### Broken Arrow Chamber plans 'Business After Hours'

"Business After Hours," hosted by the Broken Arrow Area Chamber of Commerce, will be Tuesday at Jimmy Lee's Extreme Fitness, 12802 S. Memorial Drive, Suite 101, in Bixby.

Complimentary food and drinks will be provided.

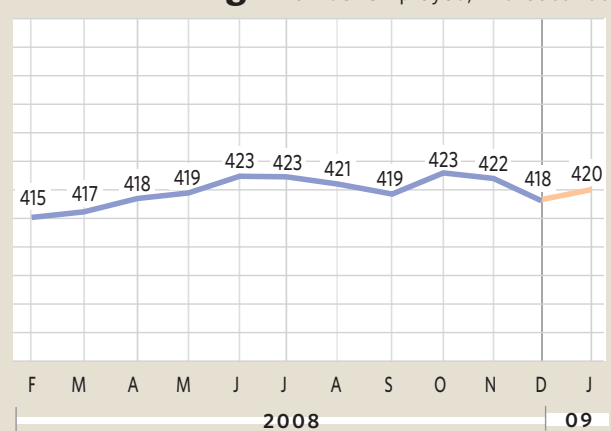
To make a reservation, e-mail [janellekarges@brokenarrow-chamber.com](mailto:janellekarges@brokenarrow-chamber.com), or call 251-1518.

### Tulsa IABC to host leader of London-based group

Barbara Gibson, the London-based chairwoman of the Inter-

### The Tulsa Gauge

Number employed, in thousands



Source: Research Wizard, Tulsa City-County Library

Tulsa World

national Association of Business Communicators, will speak in Tulsa on April 2.

The luncheon is sponsored by the Tulsa chapter of IABC, and is open to public. It will be from 11:30 a.m. to 1 p.m. at D'Novo Lean Gourmet, 6120 S. Yale Ave., in the KingsPointe Village shopping center. Registration for IABC members is \$20, and guests are \$25.

"The Care and Feeding of Spokesperson Egos" is the topic of Gibson's presentation. She will explore why some spokespersons succeed at generating positive media coverage and why some fail.

Gibson leads SpokesComm, which provides both strategic communication planning and media spokesperson development.

For more information or to register, visit [tulsaworld.com/iabc](http://tulsaworld.com/iabc), or call Steve Higgins at 573-2618.

### Whitlock Plastic Surgery, Reflexion Spa make move

Whitlock Plastic Surgery and Reflexion Medical Spa recently moved into a new 7,000-square-foot building at 3912 E. 91st St. Whitlock Plastic Surgery was founded as Tulsa Plastic Surgery by Dr. Bryan Whitlock in July 2000. Dr. Whitlock specializes in quick recovery breast augmentation, and has started performing buttock augmentation.

Reflexion Medical Spa's medical program is supervised by Whitlock, according to the International Medical Spa Association. Reflexion offers medical procedures including laser skin resurfacing, Botox and dermal filler injections, laser hair removal and other medical beauty procedures. It also offers traditional spa services.

The new building will also be home to Miss Darlin' Society, a nonprofit organization founded to teach girls poise, personal grooming and style and social etiquette; Club Teen, made up of several clubs that explore different topics, such as travel; and The Veranda, which features a large, open meeting space along with additional rooms and a catering kitchen.

For more information about Whitlock Plastic Surgery or Reflexion Medical Spa, visit [tulsaworld.com/whitlock](http://tulsaworld.com/whitlock), or [tulsaworld.com/reflexion](http://tulsaworld.com/reflexion).

### Marketing topic of Small Business Council forum

The Chamber's Small Business Council will host a Small Business Forum from 7:30 to 9 a.m. Tuesday at Spirit Bank, 1800 S. Baltimore Ave.

The interactive, informational workshop is designed to help businesses continue to thrive and grow.

Each month, the council brings together experts from various fields to offer insight on staying viable and successful through good times and bad.

The focus of the March forum is "Marketing: Efficient, Effective and Inexpensive." Attendees will learn how to make the most of their marketing dollars and the ways to take advantage of new, inexpensive marketing strategies. Panelists Lori Walderich, CEO of IdeaStudios, and Lucinda Rojas of Schnake Turnbo Rank|PR, will discuss how to hone in on target markets and when and how to use free social media techniques to reach them.

Small Business Forums are free for chamber members, and attendees are welcome to bring nonmember guests and principal employees who can benefit from the event.

To register for the event, please call Warren Unsicker at 560-0235, or e-mail [warrenunsicker@tulsachamber.com](mailto:warrenunsicker@tulsachamber.com). Walk-ins are welcome.

### JA BizTown Summer Camp set June 22-26

Junior Achievement of Eastern Oklahoma will hold its first JA BizTown Summer Camp June 22-26.

Campers will figure business expenses, manage a business, manage savings and checking accounts, become responsible consumers, experience being an entrepreneur, operate JA Biz-Town and much more.

Adults volunteers are also needed. For more information, visit [tulsaworld.com/ja](http://tulsaworld.com/ja).

# Stimulus scams flourish on Web

The ink didn't have time to dry on the American Recovery and Reinvestment Act before the con artists started crawling out on the Web.

"Learn exactly how I got this check for \$36,383!" says one site that promises to help you "get your share" of payments from the stimulus law.

There are copious government grants to be had, but these sites are scams, said Eileen Harrington, acting director of the Bureau of Consumer Protection at the Federal Trade Commission. Worse, once one site is squashed, another pops up like a cockroach.

Each of the sites proclaims that you can get information on hundreds of government grants, worth tens of thousands of dollars, for nominal shipping and handling fees. The sites have you pay that pittance with a credit card.

But in reality, they're planning to charge you much, much more — and to be clear, most of these grants really aren't available to average consumers anyway. So in most cases, you're going to wind up paying a lot of money to these Web sites while probably not getting much of anything in return.

The catch is buried in the "terms and conditions," which are hard to find.

The fact you're accepting these terms — but not the terms themselves — will pop up when you give your credit-card number.

You have to hunt to find actual terms. They're usually way at the bottom of the page in small type.

How much will you be charged? That depends on how quickly you find the hidden fees and address them.

One of the sites the FTC uncovered billed users a one-time fee of \$99, plus almost \$50 a month for an "online



Kathy Kristof

Tribune Media Service

resource center." It also automatically signed up users for a second membership at \$30 a month, Harrington said. If you failed to follow complex cancellation procedures, you would pay more than \$1,000 over the course of a year.

Aside from the hidden charges, Harrington said the biggest problem with the sites is they mislead people into thinking that they're going to get grants to pay off their credit cards, mortgages or buy Christmas presents. Nothing could be further from the truth.

You can find real government grants at [tulsaworld.com/grants](http://tulsaworld.com/grants). And you can see how stimulus funds are being spent at [tulsaworld.com/recovery](http://tulsaworld.com/recovery).

But the average consumer wouldn't qualify for most of the government grants. For example, the stimulus act created grants for those willing and able to recruit, train and manage AmeriCorps volunteers. It also set aside \$20 million for rural business development. But to get one of these grants, you'd need to be an existing government contractor, state or municipal agency or a nonprofit.

There are also grants for scientific research, clean-fuel technology and for those with ideas on how to make the criminal justice system more efficient.

But grants to help you pay your credit cards? Get real.

Contact Los Angeles Times staff writer Kathy M. Kristof at Personal Finance, Business Section, Los Angeles Times, 202 W. First St. 90012, or e-mail [kathy.kristof@latimes.com](mailto:kathy.kristof@latimes.com).

## BUSINESS CALENDAR

### Monday

**Engineers' Society of Tulsa**, 11:30 a.m., ONEOK cafeteria, 100 W. Fifth St. Topic: "Primary Process Control Instrumentation." Speaker: Michael G. Miller, president, M&D Controls Inc. Qualifies for half-hour PDH credit. Information: Call 491-6928, or e-mail [billsey@cox.net](mailto:billsey@cox.net).

### Tuesday

**Metro Tulsa Business and Professional Women**, noon to 1 p.m., Ti Amo Italian Ristorante, 6024 S. Sheridan Road, #A. Topics: "Mission of BPW Foundation" and "The Power of Networking." Speakers: Susan Barton, corplan administrator at Williams Cos. Inc., and Christina Edwards, sales representative, Paychex. Cost: \$15 (includes lunch); guests \$18. Reservations: By noon Monday by calling Beverly Atteberry at 605-1913, or e-mail [beverlyatteberry@aol.com](mailto:beverlyatteberry@aol.com).

**Society of Petroleum Engineers**, 6 p.m., Student Night Meeting, University of Tulsa Reynolds Center, President's Room, 3208 E. Eighth St. Topic: "Goat or Hero: Making Your Mark in the Petroleum Industry." Speaker: Richard Spears, Spears & Associates Inc. Cost: \$20. Reservations: Closed.

### Wednesday

**Leadership Tulsa** breakfast, 7:30 to 9 a.m., Central Library, Fourth Street and Denver Avenue. Topic: "Information on Becoming a Participant in Leadership Tulsa's Next Class." Speakers: Herald Givens, board president; and Wendy Thomas, executive director. Cost: Free; Deadline Monday. Reservations: Call 477-7079 or e-mail [nancy@leadershiptulsa.org](mailto:nancy@leadershiptulsa.org).

**Tulsa City-County Library**, 1 to 3 p.m., Central Library, 400 Civic Center, computer training room. Topic: "Grant Seeking for Nonprofit Organizations." Learn how to use the Foundation Directory online, and how to find grant opportunities. Cost free; preregistration required. Call 596-7940.

**Turnaround Management Association, Oklahoma chapter**, 11:30 a.m. to 1:30 p.m., Crowne Plaza Tulsa, 100 E. Second St. Topic: "Professional Liability in Turnaround Engagements." Speakers: David H. Herrold and Mark Waller, Herrold & Co. law firm. Cost: \$25 per person. Reservations: Call Andrea Pauson at (215) 657-6661.

### Thursday

**American Association of University Women, Tulsa chapter**, and Tulsa Women in Transition, 8:30 a.m. to 12:30 p.m., OSU-Tulsa, 700 N. Greenwood Ave., North Hall, Room 150. Topic: "Women in Transition: A Workshop for Women Returning to College." Cost: \$5. Registration: Call 615-2766, or visit [tulsaworld.com/womenintransition](http://tulsaworld.com/womenintransition).

**National Association of Industrial and Office Properties**, 7:45 a.m., Tulsa Marriott Southern Hills, 1902 E. 71st St. Topic: "Real Estate Lending in Turbulent Times." Speakers: Tim James, Bank of Oklahoma; Bill Miller, BancFirst; Ray Baumgarten, Arvest Bank; and George Brown, MidFirst Bank. Cost: Members free; guests \$20 (payable at door). Reservations: Deadline Tuesday; call Debra Wimpee at 477-2404 or 850-3654.

**American Marketing Association, Tulsa chapter**, 11:30 a.m. to 1 p.m., Summit Club, 15 W. Sixth St. (rescheduled). Topic: "Measuring Marketing ROI." Speaker: Chris Cadioux, QuikTrip marketing-promotions manager. Cost: \$25 members by Monday; \$35 nonmembers and walk-ins; \$20 students. Cash or check only. Registration: 295-4987 or [tulsaworld.com/amatulsa](http://tulsaworld.com/amatulsa).

**Oklahoma Business Ethics Consortium**, 11:30 a.m. to 1 p.m., Hilton Inn Southern Hills, 7902 S. Lewis Ave. Topic: "Generations in the Workplace." Speakers: Gene Callahan, Tulsa Technology Center; Ellen Ralph, Meridian Resources; Wendy Thomas, Leadership Tulsa; and Michael Christian, Bank of Oklahoma. Cost: \$25 members, \$30 nonmembers. Registration: Call 671-8212, or visit [tulsaworld.com/okethicstulsa](http://tulsaworld.com/okethicstulsa).

Information for this listing should be submitted to: Business Calendar, Tulsa World, P.O. Box 1770, Tulsa, Okla. 74102, or fax: 581-8353, or e-mail: [business@tulsaworld.com](mailto:business@tulsaworld.com). Items must be received by 5 p.m. Wednesday for inclusion in the following Sunday's calendar.