

The Business Times

June 2017

VOL. 9 | NO. 6

INSPIRATION, INFORMATION AND INNOVATION

▶ EDMOND, OKLAHOMA



Liberty Fest

2017

June 24th - July 4th

- 16TH ANNUAL LIBERTYFEST CAR SHOW
- MISS LIBERTYFEST PAGEANT
- 27TH ANNUAL KITEFEST
- LIBERTYFEST RODEO
- ANNUAL ROAD RALLY
- A TASTE OF EDMOND
- CONCERT IN THE PARK AT UCO
- FOURTH OF JULY PARADE
- PARK FEST AT UCO
- FIREWORKS GRAND FINALE



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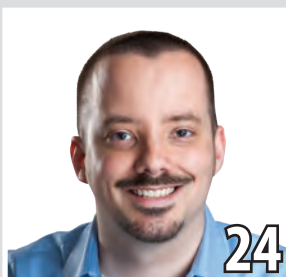
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2017



LIBERTYFEST EDMOND MAKING IT HAPPEN!

There's a lot of pride taken in organizing and planning the Edmond LibertyFest celebration. This 45-year-old, week-long celebration "of the birthday of this great nation and the heritage of our fine state" has transformed into one of America's greatest community Independence Day celebrations.



ADDING TO YOUR BOTTOM LINE WITH EMAIL MARKETING

Just like with most forms of digital marketing, using an email newsletter to market can leave you in a rut. You can end up spinning your wheels and waste a lot of effort.



WHAT WILL BE THE IMPACT OF AMERICA AGING?

The demographic profile of America is changing rapidly. Our demographics, and their impact on programs like Social Security and Medicare are undeniable. We're now an aging nation facing some big problems.



WHAT ARE YOUR CHANCES OF GETTING AUDITED?

First of all, virtually every return filed is subject to an internal check of computation and by comparing information returns filed by other parties. My conclusion is that every return filed has some procedure performed on it. So your chance on the first check is close to 100 percent.

LibertyFest – Edmond Making It Happen!

To our Readers:

There's a lot of pride taken in organizing and planning the Edmond LibertyFest celebration.

This 45-year-old, week-long celebration “of the birthday of this great nation and the heritage of our fine state” has transformed into one of America's greatest community Independence Day celebrations. In fact, CNN and USA Today told us so as they noted LibertyFest one of the “Top 10 Festivals in the United States.”

As you read the June issue of *The Business Times*, not only will you read about the events and activities which make up LibertyFest, but also you'll get a glimpse of what takes place behind the scenes, how at least one of the events of this major attraction started, and ways you or your business can take part.

Mayor Charles Lamb said the success of LibertyFest is due to a dedicated, enthusiastic group of volunteers and participants who like to get involved and make things happen. You can be a part of that group.

The LibertyFest website notes that it takes more than 500 volunteers behind the scenes to plan out and carry through LibertyFest events which include a car show, KiteFest, rodeo, road rally, A Taste of Edmond, Concert in the Park, parade, Parkfest at UCO, fireworks, and a scholarship pageant.


These activities taken as a whole are intended to “help enhance the quality of life in Edmond, show pride in the community, support the non-profit and civic organizations, and provide educational opportunities.”

And they do just that, but many of us don't think about these things. We take them for granted.

It seems we just want to party, enjoy our families, and say Happy Birthday to the greatest nation on the earth. That's what the

LibertyFest organizers want, too, but they still need all the help they can get.

Large community celebrations like these can't be carried through without continuous support.

As we celebrate July 4 and the community of Edmond this year, let's remember all those ‘who make things happen,’ and join in by either volunteering to help at one or more events, or by donating company resources. Your efforts will return through the positive publicity and goodwill it generates ... and one of the Top 10 Festivals in the United States can continue into the future. 



MARK CODNER is the editor of *The Business Times of Edmond* and *The Edmond Sun*.



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LibertyFest 2017



Edmond bands have marched through downtown Edmond for many LibertyFest celebrations.

Patriotism, Family, Fun at LibertyFest

By Van Mitchell | *Special to The Business Times*

Photos by Karen Moore

LibertyFest was started more than 40 years ago as a way for Edmond-area residents to celebrate the Fourth of July holiday.

Since its inception the event has blossomed into a two-weekend event with a variety of activities for people to participate in.

The 2017 LibertyFest celebration runs Saturday, June 24 through Tuesday, July 4. This week-long patriotic celebration honors the birthday of the nation, as well as the heritage of Oklahoma.

Named by CNN and USA Today as one of the top 10 July

4th festivals in the United States, LibertyFest has been hosted in Edmond for 46 years. This city-wide festival features a variety of family-oriented events including a concert, road rally, kite fest, rodeo, car show, food fest, parade, fireworks and entertainment.

Saturday, June 24th - Tuesday, July 4th

10 Festival Events to excite, entertain and dazzle our Festival audience.

Concert in the Park at UCO • Car Show • KiteFest • Rodeo • Road Rally
• A Taste of Edmond • Parade • ParkFest at UCO • Fireworks • Scholarship Pageant

Edmond Police traditionally lead the parade during LibertyFest in downtown.



The Parade

The Fourth of July activities begin with the annual parade on July 4th, which starts at 9 a.m. in downtown Edmond. More than 50,000 spectators line the 1.5 mile parade route which features bands, floats, marching groups, antique cars, clowns, round-up clubs, Shriners and more.

“The parade was the core effort and then additional events began being added till it became over a week-long festival,” said Edmond Mayor Charles Lamb. “We have a number of good venues and great volunteer workers for the various events



Liberty Fest Parade

Tuesday, July 4th

9:00 A.M.

Admission: FREE

and that spreads things out across the city and expands on the participation. The parade has always been through downtown and the core event and it seems to bring things back to an earlier time as it courses through the original downtown. The ability to mobilize the parade on the UCO campus and start there keeps the connection between UCO and Edmond strong.”

June Cartwright, publicity chairperson for the LibertyFest organizing committee, said Jerry and Charles James are the co-chairmen of the LibertyFest Parade. Jerry has been involved in the parade since it began 45 years ago and Charles joined him in 1980 when his brother enlisted him to help with traffic in 1980.

Lamb said he has been riding in the parade for several years.

“I’ve been riding in the parade starting in 1993 through 1997 and then started again in 2001 till now,” he said. “In the beginning the whole (City) Council rode in

the trolley wagon, often with our families. Since 2012 my wife Cheri uses her red convertible, which I ride in as a passenger and she and my granddaughter, Alexandra, ride up in the back. My daughter Kelley drives so it is still something of a family affair.”

Lamb said riding in the parade brings back fond memories.

“My favorite memory is my first parade and seeing it from perspective of being part of the parade,” he said. “We don’t attend everything each year, but over the years my grandson and I have enjoyed the car shows. A couple of years when he was in band we enjoyed the Concerts in the Park at UCO. Cheri and I always attend the Taste of Edmond and have from the beginning and of course the fireworks. Always enjoy interacting with friends at various venues. Seeing all the floats and excitement of people and especially the kids during the parade. When we are in the parade it is always great to see the large crowds that come out.”

Park Fest at UCO

Tuesday, July 4th
6:00 - 9:00 P.M.
Admission: FREE



ParkFest at UCO

ParkFest at UCO runs from 6 p.m. to 9 p.m.

The Independence Day event includes food, face painting, music entertainment and fireworks. Other activities includes a children's obstacle course, carnival rides and a laugh and learn toddler zone.

There will also be free watermelon sponsored by Crest Foods of Edmond.

Tentative ParkFest Schedule of Events for Tuesday, July 4th

6:00-9:00 P.M.: Inflatables and Rides Open: 35' Obstacle Course, Wipeout, 21' Double Lane Slide, Wrecking Ball, Jitter Bug Swing Ride, and Laugh and Learn Toddler Zone.

6:30 P.M. - ?: Free Watermelon (while supplies last)

6:00-9:00 P.M.: Enjoy music provided by our local DJ

6:00-10:00 P.M.: Vendors Open: Food, Refreshments, Face Painting, Patriotic items, etc.

9:30 P.M.: The Fireworks Show Starts!!!




Fireworks at UCO

Tuesday, July 4th
9:30 P.M.
Admission: FREE

Fireworks at UCO

The day's activities will conclude with a fireworks show on the UCO campus scheduled to begin at 9:30 p.m.

Lamb said the fireworks show caps off the hard work of the many Libertyfest volunteers.

"The hard and committed work of many volunteers and the celebration of our country, it is just pure patriotism," Lamb said. 



Fireworks at the University of Central Oklahoma campus is a tradition for LibertyFest.



LibertyFest 'Parade, Fireworks are Biggest, Best in Oklahoma', creates positive economic impact

By Van Mitchell | *Special to The Business Times*

LibertyFest started out as a way for Edmond area residents to celebrate the Fourth of July holiday.

Since its inception over 40 years ago, the event has blossomed into a two-weekend event that brings thousands of people to town.

The 2017 LibertyFest celebration runs Saturday, June 24 through Tuesday, July 4.

This week-long patriotic celebration honors the birthday of the nation, as well as the heritage of Oklahoma, said June Cartwright, publicity chairperson for the LibertyFest organizing committee.

"I personally feel like it is one of the most wonderful celebrations of our country's history and culture," Cartwright said.

Named by CNN and USA Today as one of the top 10 July 4th festivals in the United States, LibertyFest has been hosted in Edmond for 45 years. This citywide festival features a variety of family-oriented events including a concert, road rally, kite fest, rodeo, car show, food fest, parade, fireworks and entertainment.

Mayor Charles Lamb said LibertyFest is a collaboration of several groups including the City of Edmond and event volunteers.

Edmond's July 4th Festival is a non-profit 501 (c) 3 operation made up of individual volunteers from the Edmond area.

"The event and the volunteers really got a shot in the arm with the national



Mayor Charles Lamb

recognition a few years ago," he said. "The City has provided annual funding to support the LibertyFest committee's efforts since before I was on the Council. The parade and fireworks are the biggest and best in Oklahoma."

Cartwright concurred.

"The multiple LibertyFest events pull the Edmond community together through participation and volunteerism," she said. "The large number of non-paid, dedicated volunteers personally take pride and ownership in making the event fabulous."

Cartwright said a 2012 study was conducted of LibertyFest and it had a positive economic impact on Edmond.

"The data from the impact study is

still applicable," she said. "I feel that the economic impact will remain steady over the next 10 years."


Cartwright said LibertyFest remains popular with residents and visitors alike.

"I feel that LibertyFest remains very popular in our community because of the emphasis on providing great family entertainment at a very reasonable price (some are even free) and it is wonderful for us as Americans to have the opportunity to celebrate a great patriotic holiday," she said.

Cartwright said LibertyFest enjoys having guests from all over the world with many cultures represented by University of Central Oklahoma students and their family members in addition to serving as entertainment for many family reunions.

"Americans are very patriotic the parade gives our citizens the opportunity to join together to enjoy and celebrate a great family holiday," Cartwright said.

Lamb said LibertyFest wouldn't work without the support of the City, the community and a dedicated group of volunteers.

"Edmond has a community of citizens that love to get involved and make great things happen," Lamb said. "That culture also feeds the young people who participate in the events and enjoy the parade. I truly enjoy seeing the enthusiasm and the dedicated work of all the volunteers and participants." 



Terry Officer (left) asks for help to launch his large kite for KiteFest.

'Painting the Sky with Color' — It's KiteFest

By Kristy Sturgill | *Special to The Business Times*
Photos Provided

Color fills the sky each year at LibertyFest when hundreds of unique kites of all shapes and sizes take flight. If the weather is clear and the wind is blowing, families can enjoy flying a kite they brought, bought or made during the 27th annual KiteFest on Saturday, June 24 and Sunday, 25 on the west side of Mitch Park.

"We hope to have lots of little kids because we do it for their amazement and amusement," said Terry Officer, the event organizer who is also known as "The Kite Guy."

Saturday will feature a silent auction for those interested in bidding on a kite or other items, and it helps support the KiteFest each year. Businesses can participate by donating items for bid. Bring out the company to fly kites or volunteer with LibertyFest as a team.

Novice and experienced flyers, young and old, large and small kites are all invited to participate on the field.

"Sometimes when we are doing demonstrations, people get the idea they can't fly their small kite, but really it is just a matter of finding them a good spot on the field,"

Each child at the event will receive a free small sled kite, and Wings of the Wind Kites and Toys will be selling kites to other individuals looking to participate. The event is ongoing both days of LibertyFest between 9:30 a.m. and 4:30 p.m.

Also on Saturday, kids can participate in several candy drops and kite making sessions.

Keep an eye on the sky for large kites dancing through the air as they are flown by two to four flyers, or chain kites with dozens or even hundreds of kites stacked one after another.



Hundreds of kites will take to the sky during the KiteFest event at this year's Edmond LibertyFest.

The team flyers will present intricate and mesmerizing synchronized flying.

After nightfall, get ready for a light show. Weather and wind permitting, two-lined kites will take to the sky to provide a show to onlookers and participants at the annual “night-fly.”

“The KiteFest is an opportunity for people to fly a kite, and for them to experience and see kites they have never seen before,” Officer said. “Most people think that kites are a little diamond-shaped thing with a tail hanging off the bottom, but there are three-sided kites, delta kites, two-lined kites, four-lined kites and they can fly up, down, backward and forward.”

In previous years, the event also served as a competition for flyers looking to qualify for nationals. This year it is not sanctioned for competing.

Officer spent the last 25 years running the event and has participated since its inception in 1991.

“I think part of my fascination with kites is that you are playing with something that flies and they are so quiet,” he said. “Another part is the colors, that is why we call it painting the sky with color.”

Officer has a kite that is 252 square feet and another that is 454 square feet. Both require a lot of expertise to get off the ground and secured at an anchor. He often looks for goal posts or even a fire hydrant to hold it steady.

He has traveled for competitions with his son, and he learned that becoming a good flyer is just about practice and knowing how to make it safer and more fun for everyone.

Now he enjoys traveling around to elementary schools to teach kids technique and safety.

He offers flyers one tip. Do not fly a kite too high because it will become small after a couple of feet and less colorful, and winding it down if it is more than 300 feet

in the air is cumbersome.

While Edmond is far enough away from airports for kites to cause any problems from airplanes, he dissuades flyers from exceeding 500 feet in the air.

The American Kitefliers Association offers a few more tips like wearing gloves with large kites to prevent injuries and to be aware of skill level and weather conditions while determining kite size.


Officer also warns that it is likely participants will tangle themselves with other kites.

“Even team flyers get tangled. Just bring them down and untangle them, and then take flight again,” he said. “We encourage kids and folks to separate their kites enough, but if we have a mom, dad, brother and sister fairly close there is a good chance of a tangle.”

“I am one of a few people who can be told to ‘go fly a kite,’ and I am not insulted,” Officer said. “Instead, I am happy, and will probably invite as many along as I can.”

The success of the event is highly dependent on the weather. However, Officer said in low-wind or no-wind environments he does have zero-wind kites to fly. These kites require a lot of movement by the flyer.

If the weather is ideal, they may bring a buggy that is pulled by a large traction kite. Officer expects flyers to come from all over the region to participate in LibertyFest.

For more information about KiteFest contact Terry Officer at 405-341-5477. 





More than 200 Classic Cars expected for LibertyFest Car Show

By Van Mitchell | *Special to The Business Times*
Photos by Karen Moore

The 16th annual LibertyFest Car Show will be from 8 a.m. to 2 p.m. Saturday, June 24 at Hafer Park in Edmond.

The car show brings together a wide collection of classic vehicles from different eras for people to view, said Bob Meinders, event organizer.

“This is the 16th annual LibertyFest Car Show,” he said. “We usually get over 2,000 spectators. We get a lot of people that come down to look at the cars. We get everything from old fire engines to classic 57 Chevys and everything in between.”

LibertyFest was started more than 40 years ago as a way for Edmond area

residents to celebrate the Fourth of July holiday.

Since its inception the event has blossomed into a two-weekend event with a variety of activities for people to participate in.

The 2017 LibertyFest celebration runs Saturday, June 24 through Tuesday, July 4.

This week-long patriotic celebration honors the birthday of the nation, as well as the heritage of Oklahoma.

Meinders said LibertyFest organizers wanted to expand the celebration and the idea of a car show was added.

“Back in 2000 they were talking about



adding another event and the guy that was doing the road rally asked me about doing a car show with him so I said it sounded like fun,” Meinders said. “I have continued to run it ever since.”



A 1960s model Mustang convertible will surely please those who attend this year's LibertyFest Car Show. Pictured are Max Moore and Gerald Rainholtz.

Meinders said they started the car show on the University of Central Oklahoma campus before moving it to Hafer Park.

"We started out on the UCO campus on the asphalt and it was so hot," he said. "We had about 50 to 60 cars in the beginning and started growing it. Now we have well over 200 cars entered every year."

Meinders said trophies are awarded to first and runners-up in all classes, plus sponsor trophies and Best of Show.

The public is invited for free to admire the vehicles, but there is a nominal charge per vehicle (\$15 prior to, and \$20 on the day of the event) to enter a vehicle for judging.

Meinders said a car show registration form is available on the LibertyFest website.

"We have had opportunities to grow it bigger but a lot of the car clubs want us to have more categories for their various cars,"

he said. "We try to keep it open so that we get a lot of the old classic cars from all makes, models and years."

For more information visit www.libertyfest.org 



This Chevelle Super Sport, with a 350 engine, is among cars to be in the LibertyFest Car Show. In the car are Monty and Judy Courtney.



Above is the inside front seat, steering wheel and dash of a 1966 Chevelle Super Sport.



Cars line up in to participate in the Road Rally offered during Edmond's LibertyFest celebration.

Road Rally a fun, family event

By Van Mitchell | Special to *The Business Times*

Photo by Karen Moore

Auto enthusiasts will get a chance to take part in the annual LibertyFest Road Rally on Sunday, July 2.

Registration will begin at 10 a.m. The first car will leave at 11 a.m. Participants can leave anytime between 11 a.m. and 2 p.m. from Earl's Rib Palace, located at 2121 South Broadway Avenue.

The 2017 LibertyFest celebration runs Saturday, June 24 through Tuesday, July 4.

This week-long patriotic celebration honors the birthday of the nation, as well as the heritage of Oklahoma, said June Cartwright, publicity chairperson for the LibertyFest organizing committee.

Cartwright said the Road Rally is designed as a fun family event and easy to participate in.

"Families and friends love getting together and participating in this fun filled scavenger hunt on wheels," she said.

"You will see moms, dads, grandparents and children of all ages working together to solve the problems. What a great opportunity to spend time with family."

Instructions/driving directions/and the questions are given to drivers at the start


line. Drivers can follow the directions to tour all around the city answering questions as they go.

Road Rally officials will also note the time and vehicle mileage on the driver's road rally answer sheet.

The course lasts less than two hours. The car with the most correct answers and having the closest time and mileage to the ideal time and mileage is declared the winner.

The entrance fee is \$10 per vehicle. Trophies are awarded to the Top 10 finishers with the highest scores and for last place.

There must be at least two people per vehicle - a driver and a navigator.

Road Rally answers and trophy presentation will be at 5 p.m. and the road rally ends at 6 p.m. 

Road Rally
 Sunday, July 2nd
 First Car Out 11:00 A.M.
 Entry Fee: \$10 per vehicle
 Registration begins at 10:00 A.M.

Scholarship Pageant

Saturday, June 24th
Teen Pageant 3:00 P.M.
Miss Pageant 7:00 P.M.
Tickets: \$15.00



Last year Ashten Vincent earned the crown at Miss Edmond LibertyFest.

LibertyFest Scholarship Pageant seeking Sponsorships

By Kristy Sturgill | *Special to The Business Times*
Photos Provided

About 15 teens and 15 women are vying for the Miss LibertyFest and Miss Edmond LibertyFest Outstanding Teen titles during the Miss LibertyFest 2017 pageant on Saturday, June 24.

"This is a development program for young women," said Diane Emmons, event organizer. "The greatest skill they can take away from competing in the pageant is the interview skills they will learn plus the confidence they gain from competing. In addition, the Miss America system is the largest scholarship provider for young women."

The competition is a qualifier for the Miss Oklahoma and the Miss Oklahoma's Outstanding Teen competitions. At the state competition, the teen winner can receive a four-year tuition waiver to Oklahoma City University or Southwestern Oklahoma State University. Participants

can also win other cash awards. Miss Oklahoma receives at least \$16,000 in cash scholarships plus has an assortment of tuition waivers.

"We have a lot of need for sponsors who would be willing to donate in-kind services or cash scholarships to the competitors," Emmons said. "We always have a need for meals for the contestants and judges as well as gifts for our judges."

Results Fitness and Nutrition Center, owned by Brian Attebery, has provided sponsorships since the inaugural year.

Applications for the event includes an essay and a platform statement that are due June 17 for anyone interested in competing.


The competition consists of an interview (25 percent), a talent demonstration (35 percent), evening gown (20 percent), onstage question (5 percent) and physical fitness (15 percent).

The winner of the Miss LibertyFest

competition receives a cash scholarship to be used towards her education as well as a choice of a tuition waiver scholarship from the universities which have donated. Included in the prize package is a year membership at Results Fitness and Nutrition Center.

Emmons encourages the community to attend the event to participate in the experience and bring it to life.

2016 Miss LibertyFest Ashten Vincent was the first runner-up at the 2015 Miss Oklahoma Pageant, and she was Miss Edmond LibertyFest Outstanding Teen, Miss Oklahoma Outstanding Teen, and first runner-up to Miss America Outstanding Teen.

The best way for an individual to learn more about competing, to receive an application or to become a sponsor is to email misslibertyfest@aol.com. 



Cia Pettingall practices at Carl Benne Rodeo Arena in anticipation of competition.

IPRA-sanctioned rodeo is part of LibertyFest

By Van Mitchell | Special to The Business Times

Photos by Karen Moore

The 49th annual Libertyfest Rodeo will be Saturday, June 24 and Sunday, June 25 at the Carl Benne Arena at 300 North Kelly Avenue in Edmond.

Rodeo action starts each night at 8 p.m. Tickets are \$10 for ages 12 and older and \$5 for children 11 and under.

Events include: bareback riding, barrel racing, bull riding, calf roping, saddle bronc riding, steer wrestling and team roping.

The 2017 LibertyFest celebration runs Saturday, June 24 through Tuesday, July 4.

This week-long patriotic celebration honors the birthday of the nation, as well as the heritage of Oklahoma, said June Cartwright, publicity chairperson for the LibertyFest organizing committee.

“The mission of the rodeo is to host a quality rodeo and promote family involvement while preserving our western heritage,” Cartwright said. “The 49th annual LibertyFest Rodeo is sanctioned:



Photo by: Court Duncan - Photography

LibertyFest Rodeo Events are:

- Bareback Riding
- Barrel Racing
- Bull Riding
- Calf Roping
- Saddle Bronc Riding
- Steer Wrestling
- Team Roping

IPRA & Open which is a status that draws great contestants and livestock from all over the United States.”

Cartwright said rodeo chairman Carl Benne has been a leading force in helping make the rodeo a continued success.

“Carl Benne is a western gentleman and an institution in the rodeo community,” she said. “His daughter Kimberly, who is involved with the Edmond Round Up Club, serves as co-chair of the event.”

Cartwright said the rodeo attracts visitors from around the area.




Carl Benne was at the RoundUp Club arena recently taking in some practice sessions.

Rodeo

Saturday, June 24th &
Sunday, June 25th at 8:00 P.M.
Admission: \$10.00 Adults
\$5.00 Children (11 & under)

“People just love the rodeo because of the adrenalin pumping activities such as bull riding that take place at the event,” she said. “It is great family entertainment. It attracts international visitors who are fascinated by our western culture and heritage.”


Edmond Mayor Charles Lamb concurred.

“Although Edmond has grown in population to over 90,000 people the LibertyFest (especially the 4th parade and events) keep a spirit of small town community pride alive and strong,” he said. “People come from all over the metro area to enjoy the festivities.” 



Kayla Gray takes her horse for a ride.





Taste of Edmond founders Carol Smaglinski and Paul Kessler enjoyed catching up recently in downtown Edmond. Not pictured is Taste founder Leah Kessler.

Just a taste: Event founders recall the first Taste

By Kristy Sturgill | *Special to The Business Times*

Photo by Mark Codner

For the past 26 years, Edmond residents get one day a year to taste and sample local restaurants until they are full and satisfied. This LibertyFest favorite originated in The Edmond Sun newsroom with Leah Kessler, Carol Smaglinski and Paul Kessler (no relation to Leah).

Paul Kessler, now employed with Native American Enterprises, learned about the concept at a conference hosted by the International Festival Association. The Taste of Hartford taught a workshop, and Paul Kessler found himself fascinated.

“I said ‘I want all of yourself. I want to know how you put it together, what you say to the restaurants, and what restaurants you go after,’” Paul Kessler said.

The concept of gathering restaurants and having them give away food was appealing to Paul Kessler because it was something new.

Next, Paul Kessler recruited Smaglinski, who was Food, Fashion & Features Editor at the Sun at the time, and Leah Kessler, who was office manager and administrative assistant to then publisher Ed Livermore, to help with the new concept for LibertyFest.

During a lunch meeting with Smaglinski, Paul Kessler told her, “Okay, I got a smidgen of an idea, and I want you to do this. She said, ‘I don’t want to.’ I said, ‘I understand, but I want you to do it anyway.’”

Smaglinski said the new project was a hassle to other people in the newsroom because Leah Kessler and Smaglinski would jump up in excitement every time a restaurant agreed to participate.

The first year was turbulent. Exactly eight tickets were pre-sold for \$8. The group invested time and limited resources into fixing the air conditioning in



the abandoned car lot where it was to be held, and paying all the advertising expenses.

"I was standing in the building at 5 p.m. by myself thinking 'my god what is going to happen if no one comes,'" Paul Kessler said.

Smaglinski wasn't concerned, she knew people would come, and she was right. Hundreds of people flooded the premises. So much so, that they are sure they were unable to collect ticket sales on all the participants.

The event became a "learn through experience" adventure for the group. It was hosted all over the area including Arcadia Lake, downtown Edmond, at a nearby college and in a hotel. They also had to learn to use wristbands rather than tickets. Technology disrupted their systems as personal computers became commonplace, and went online for information. They had to learn what portion sizes were best by observing the amount of food in the trash.

"I had to tell them to cut more and more because they just want just a smidgen — just a taste," Smaglinski said.

Occasionally, the weather would cut the event short including a tornado one year.

"We had an hour of eating, so it was okay," Smaglinski said.

Over the years, the concept grew in popularity, because so many enjoy just a bite.


"Three of us working together were able to generate something that has went on year after year with no interruptions and has grown bigger and bigger," Paul Kessler said. "There is really something for everybody to eat."

"People had to try everything because that is America," Smaglinski said.

Smaglinski encourages restaurants to bring business cards, menus and to say hello to all the participants. The founders of this delicious event encourage future leaders to keep it going and keep learning.

The event is the main fundraiser for LibertyFest every year. It helps fund the insurance, the advertising and other events that happen through the duration of the festival. The restaurants donate food, and no one on staff is paid or has ever been paid for their efforts.

This year tickets are \$12 per person in advance. Children 10 and under are free, and the cost is \$17 per person on the day of the event.

A Taste of Edmond takes place from 6:30 - 8:30 p.m. on Sunday, July 2 at the Festival Market Place. For more information or the list of place to pre-buy tickets, visit <http://www.libertyfest.org/taste-of-edmond/>. 



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BBQ restaurant gets ready to feed participants.

Businesses can help volunteer at the Taste of Edmond

By Kristy Sturgill | Special to *The Business Times*
Photo Provided



Take one bite, or maybe a few, at the annual Taste of Edmond from 6:30 p.m. to 8:30 p.m. on Sunday, July 2 during LibertyFest where more than 40 participating local restaurants will provide delicious samples at the festival marketplace.

“It is a one stop shop for all of Edmond’s local flavors,” said Maggie Murdock-Nichols, chairperson for the event. “I have been going to LibertyFest since I was probably two ... I discovered my favorite restaurants at this event.”

The event is seeking volunteers, and Murdock-Nichols said it is a

great opportunity for businesses and organizations to work together.

Volunteers eat for free, and they get a free T-shirt. The event is looking for helpers to hand out drinks, assist restaurants and keep the area clean.

“This group is excited, and it is a fun event because they can eat while they are working,” Murdock-Nichols said.

Adult tickets are \$12 in advance and \$17 at the event. Children ages 10 and younger eat for free, and the sales fund the annual LibertyFest firework show.

When the event began, 20 restaurants participated, and it celebrated the return of troops from Desert Storm.

“The origins of this event has always been patriotic,” Murdock-Nichols said.

After arriving, participants receive a wristband that allows them to visit each booth as many times as they would like to sample. Each portion is three ounces or more.

“I don’t think you can leave hungry, it is just not possible,” she said.

The event is an opportunity to learn about restaurants and visit with the owners.

It is usually warm, so Murdock-Nichols encourages everyone to stay hydrated and to remain weather aware throughout the event.

Last year, a storm rolled through before it started, and many residents were unsure if the Taste of Edmond was canceled. This year, any necessary weather updates will be published on the LibertyFest Edmond’s Fourth of July Festival Facebook page.

In order to make the most of the event,

Murdock-Nichols provides a few tips for participants.

“Keep your hands as free as possible from personal items so you can hold plenty of food, and dress for hot weather,” she said.

It is recommended that participants purchase tickets in advance at one of the several ticket outlets listed below:



The Edmond Sun

123 S. Broadway
Monday-Friday 9am-5pm

Edmond Convention & Visitor’s Bureau

1030 S. Bryant
Monday-Friday 8am-5pm
This is the only outlet accepting Visa, MasterCard & Discover in advance.

Edmond Historical Society

431 S. Blvd
Tuesday-Friday 10am-5pm

Edmond Life & Leisure

107 S. Broadway
Monday-Friday 9am-5pm

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Michelle Schaefer’s Farmers Insurance

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(next to Hobby Lobby)
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10am-7pm & Sunday 12pm-5pm

Sacred Heart Catholic Gifts

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& Saturday 10am-5pm

LibertyFest Car Show

Saturday, June 24th in Hafer Park,
8am-2pm

For more information about volunteering or to be a participating restaurant email TasteOfEdmond@gmail.com. 

Oklahoma businesses warned not to fall for new “Police” phone scam.

Businesses in Oklahoma are being warned of a new telephone scam, which is currently targeting offices throughout the US.

CPR Call Blocker, makers of the best selling call blocking device in the USA, is urging businesses in Oklahoma to hang up if someone claiming to be a local police officer phones encouraging you to make a donation to a community cause you have allegedly supported in the past.

The scam involves a business receiving a call from a person (usually a male) claiming to be a local police officer. He begins by asking for a company director by name and then asks a series of questions about whether or not there have been any problems with anti-social behaviour in the area lately. This is a tactic to build a rapport with whoever answers the phone and display a level of knowledge of the local area to make them appear genuine.

After lulling businesses in to a false sense of security with a seemingly sound knowledge of the area and the names of the company directors, the call then takes a sinister turn. The caller goes on to ask whether or not the business will

be continuing to support a local police community publication with a small donation, just as they have done in the past. An apparent “colleague” of the caller then calls within ten minutes of the original call asking for payment. Yet when challenged to provide a telephone number so he can be called back, he claims to have forgotten his number.

Kris Hicks of CPR Call Blocker is urging businesses in Oklahoma to be wary of unsolicited calls asking for donations: “The issue with this type of scam is that people in businesses could easily be tricked in to thinking that they have supported a cause like this in the past. As many local businesses often give back to their communities through charitable donations, scams like these can be easy to fall for.

“The additional problem with calls like these is that people are naturally more inclined to trust a call that they receive from someone in a position of authority, such as a policeman. However, the police will not ask for money over the phone.

“The use of official records, which are easily available, says it all and people should be warned that knowledge of these

details is no guarantee that the caller is legitimate.”

One of the best ways to protect your business is to purchase a call blocker device such as a CPR Call Blocker which simply plugs into any landline and features a ‘Block Now’ button which ends an unwanted call and permanently blocks the number. They come pre-programmed with up to 2,000 known nuisance callers and have the ability to store up to an additional 1,500 numbers.

Hicks continued, “In the meantime, we would advise businesses in Oklahoma to be vigilant against these types of calls and suggest they never make a donation over the phone to an unsolicited caller without verifying the caller. This can be done by asking for their full name, job title and telephone number so you can check it out. We would also advise businesses to be aware of all the causes that they have supported in the past so that they cannot be fooled in to donating to fake causes.”

CPR Call Blocker is available from www.cprcallblocker.com and www.amazon.com.

Edmond firm wins public relations prize. SPJ honors Price Lang Consulting.

Edmond public relations firm Price Lang Consulting has been awarded First Place in Press Release Writing by the Oklahoma Professional Chapter of the Society of Professional Journalists in its 2017 awards competition. The Oklahoma SPJ awards annually honor the best in print, broadcast, digital and public relations work in Oklahoma.

The award was for Price Lang’s press release for the Oklahoma Blood Institute titled “Every Scene, Every Time.” The press release earned considerable media attention for OBI’s effort to set a higher standard of emergency trauma care in Oklahoma.

Price Lang partnered with OBI in the

campaign to increase O-negative blood donors and the push to see every air ambulance fully stocked with this universal blood type.

“It’s an honor to receive this award,” said Price Lang’s co-founder, Charlie Price. “We are proud to partner with OBI and help them earn the recognition that their critical, life-saving mission deserves.”

Price Lang provides tailored communications and public relations services for a diverse client base that includes private businesses, governmental agencies and not-for-profit organizations. Price Lang’s clients range from small nonprofits to global brands.



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City of Edmond Launches Redesigned Website. Responsive design & improved navigation are highlighted.

The City of Edmond recently launched a newly redesigned website at edmondok.com. The updated design replaces the previous version that had been in place since 2011.

The new user-friendly design makes navigating the City of Edmond website much easier with the key highlights including:

- The new site is responsive to all devices, and eliminates previous issues with accessing the site via mobile devices.
- Enhanced search bar and feature buttons make the most frequently visited areas of the site the easiest to access.
- Navigation mega menus have eliminated the need for frustrating fly-out menus.
- Improved ADA functionality includes text resizing and translation tools.

“We’re really pleased with the new product,” said Marketing and Public Relations Manager Casey Moore. “We wanted to accomplish several things with this redesign to make the website more user friendly, and we feel confident that we were able to do that.”

Industry leader CivicPlus was chosen to create the redesigned website at a cost of \$19,801. This continues a partnership that began in 2011 to provide web services for the City of Edmond.

The site will continue to evolve in the coming months with additional updates to the design and the reconfiguration of pages. For additional questions about the City of Edmond website, please contact the Marketing & Public Relations Office at 359-4531.



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TIM PRIEBE

WEBIFIABLE



Adding to your bottom line with email marketing

Just like with most forms of digital marketing, using an email newsletter to market can leave you in a rut. You can end up spinning your wheels and waste a lot of effort.

Here are a few things you should make sure you're doing if you want your email newsletter to add to your bottom line, rather than being a waste of time, energy, and potentially money.

Email consistently

Being healthy requires eating right and exercising on a consistent basis. Why should email marketing be any different? People need to trust you in order to pay you money, and trust is a result of consistency over time.

First, you need to email on a consistent schedule. You can't expect to send out your newsletter sporadically and get any measurable return.

Second, the type of information and even format should stay consistent. You can't build up the trust you need if you send something different every time.

Of course, it's okay to occasionally change up the schedule, and even send out different types of emails. But consistency should be your rule of thumb.

Look professional

Not everyone will judge you on how

well your email newsletter is designed. Plenty of people won't care at all. But some people will.

Some will assume your professionalism as an organization is reflected in how professional—or unprofessional—your email newsletter looks.

By making a one-time investment of time and possibly money to really make your newsletter look good, you can stand out from the crowd, and have something that accurately reflects your organization.

Invest in building your list

An email newsletter is useless without a list of email addresses to send it to. In years past, you might have jump-started things by purchasing an email list. However, that's typically considered spammy and—in extreme cases—even unethical. And more to the point, it's less likely to be profitable.

Instead, offer some incentive for people to sign up for your email newsletter, and make the sign-up prominent on your website. You can also email people directly to ask if they'd like helpful information via email, and then sign them up if they reply in the affirmative.


Have a 'call to action'

Finally, if you want people to take some sort of action that adds to your bottom

line, you need to let them know what that action is!

Of course, you shouldn't be pushy about it. In fact, I really don't even like calling it a Call To Action, as that can imply a little bit of pushiness. Instead, I like referring to this as a Clear Next Step.

Someone's been receiving your emails for a while now, and they're ready to do business with you. What is the Clear Next Step they should take?

To review: if you want your email newsletter to add to your bottom line, there are a few strategic things you should be doing. Be sure to be consistent, have a professional-looking newsletter, build your list, and have a Call To Action, aka Clear Next Step. 

TIM PRIEBE is a public speaker, the author of the books "102 Tweets" and "Blog a Week" and the owner of T&S Online Marketing in Edmond. He can be reached by email at tim@tandgo.com, by phone at 285-0348 ext. 5 or 509-9090, or online at www.tandgo.com.

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What will be the impact of America Aging?

The demographic profile of America is changing rapidly. Back in 1950, a little after the baby boom was getting started, the US was recovering from World War II. We were also starting to deal with a new enemy, China, on the Korean Peninsula. The US was an exporting powerhouse that fortunately escaped the war with all of our production capacity intact. One other plus was that our population was experiencing the largest baby boom in history.

We were growing our wealth, expanding our military capabilities, and increasing our population. Even after the ravages of war, we had a tremendous number of workers 20 to 49 years old, and an explosion of babies on the way. We were a strong, young nation. Anything seemed possible.

The picture today is much different. Our demographics, and their impact on programs like Social Security and Medicare are undeniable. We're now an aging nation facing some big problems. By 1970, the monster birth wave was over and had started to recede. The next generation, GenX, was on the way, and their numbers were much smaller than the boomers.

At that point, our demographics and social programs were still balanced. President Roosevelt introduced social security in the 1930s, which relied on workers paying for retirees. With so many


workers in the system, the program ran a surplus. Medicare, introduced as part of President Johnson's Great Society in the 1960s, tacked on healthcare for the elderly. Again, the program relied on current workers paying for retirees. Just like with social security, the age structure of the country made the program work — for a little while.

As the boomers flooded the job market, a lot of extra cash built up in our entitlement programs because they collected a percentage of wages. But by the 1980s, our long-term social program problems were coming into focus. We had fewer children in the late 1960s and 1970s, so eventually there'd be fewer workers to support a growing number of retirees. There were once approximately 45 people working for every person receiving social security. Today the ratio is about 3 to 1. Longer lifespans made the problem worse. Congress tried to adjust Social Security in the early 1980s, but the reforms just put off the pain and didn't solve the problem. There was no attempt to fix the issues with Medicare.

By 2010, the make-up of our society had changed even more. We added the millennial generation, generally those born between 1981 and 1997, and will soon see the impact of what some are calling Generation Z. The bottom line

is that overall make up of groups 54 and younger today is much different than the age structure of the nation in the previous decades.

Clearly, we are no longer a nation teeming with young workers far outnumbering the older generation. More importantly, we don't have the huge number of younger people who can bear the burden of their elders with a modest payroll tax spread across many workers per retiree as it was in the past.

Instead, we're a nation full of aging adults, whose employment statistics reveal more than meets the eye. With the cost so high, will the younger generations be able to pay the taxes necessary to provide the benefits that boomers have coming to them, just as the boomers did for their parents? One big looming question will be, "What exactly can, or will, a Trump presidency do in this demographic reality?" I guess we will see soon. It will be a challenge like none we have seen before. Thanks for reading. 

NICK MASSEY is President of Massey Financial Services in Edmond. Nick can be reached at www.nickmassey.com. Investment advice offered through Householder Group Estate and Retirement Specialists, a registered investment advisor.

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LEDGER LINES



What are your chances of getting audited?

The IRS recently released its annual data book which provides information about the numbers of returns filed, audits conducted and other statistics for the fiscal year ended Sept. 30, 2016 (FY16).

Here are some of the key figures:

- The IRS collected more than \$3.3 trillion in revenue during the period.
- Over 244.2 million returns were processed.
- About 168.8 million returns were filed electronically. This represents 69.1% of all filings.
- Of the 149 million individual tax returns filed, 120 million of them received a refund.
- On average, the IRS spent 35 cents to collect \$100 in tax revenue.

So, what are your chances of getting audited?

First of all, virtually every return filed is subject to an internal check of computation and by comparing information returns filed by other parties. If your return is found with an unexplained difference, you are sent an IRS letter along with an amount due or a refund. My conclusion is that every return filed has some procedure performed on it. So your chance on the first check is close to 100 percent.

Secondly, the IRS may examine a return through a process that the IRS calls an audit. Last year, the IRS audited 0.6 percent of all returns filed in Calendar Year 2015. Of those, the returns with higher adjusted gross income (AGI) are more likely to be selected. If you make more money, your audit chances are higher. This makes sense since there are usually more transactions and the tax rates are higher on larger incomes which in turn yields more tax to the government for their efforts.

Conversely, of the more than one million returns selected for audit in FY16, over 380,000 of those were selected for examination due to the earned income credit (EIC) that had been claimed. This is due to the fact that the EIC is a refundable credit and the IRS has found it to be subject to abuse by taxpayers.

The report goes on to say that only 24 percent of the audits were performed by revenue agents or other compliance officers. The remaining 76 percent were correspondence audits.


The audit rates for those businesses that have gross receipts of \$100,000 to \$200,000 had 2.2 percent of their returns audited while those with more than \$200,000 had 1.9 percent audited. These percentages are down slightly from

the previous year and have been steadily declining due to budget restraints.

For nonbusiness returns, those showing income of \$200,000 to \$1,000,000 were audited at a rate of 1%, down from 1.8% in the prior year. For returns with income of over \$1,000,000, the rate was 5.8%.

For all corporate returns, the audit rate was 1.1 percent. For those showing assets more than \$5 million to \$10 million, the rate was 1.6 percent. For those with total assets between \$10 million to \$50 million, the rate expands to 4.7 percent.

Larger entities and individuals have audit rates much higher and some very high income entities are audited every year.

My conclusion is that for most people, the audit rate (or odds) is about 1 percent. If you make more than \$200,000, double your chances. Know that EIC could receive scrutiny if you claim it. Lastly, if you make a lot of money, your chances in the audit lottery will escalate dramatically. 

JIM DENTON is a CPA and a managing partner with Arledge & Associates P.C. in Edmond. He may be reached via email at jim@jmacpas.com.

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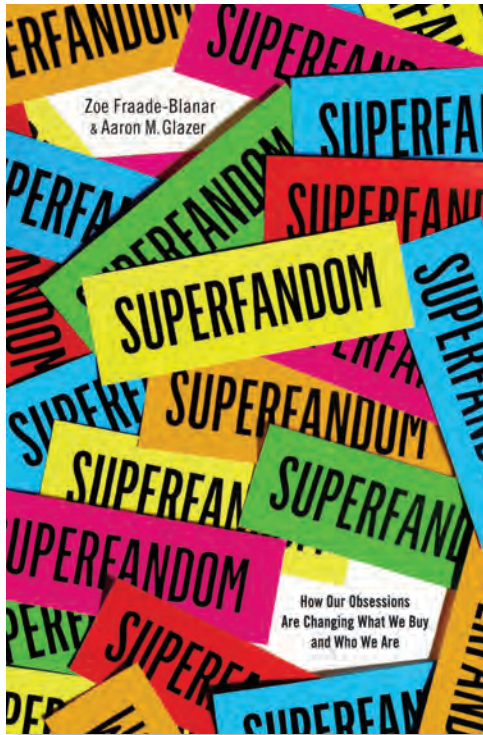
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“Superfandom: How Our Obsessions Are Changing What We Buy and Who We Are”

by Zoe Fraade-Blanar & Aaron M. Glazer

c.2017, W.W. Norton
\$27.95 / \$36.95 Canada
336 pages

Collect them all. Those three words put a smile on every marketer’s face and fear in every parent’s heart. “Collect them all,” as you may remember, was kid-code for “bug your parents until they buy stuff,” making you the envy of everyone in third grade. Your goal now: to capture that buyer’s obsession at the level you’ll see in “*Superfandom*” by Zoe Fraade-Blanar & Aaron M. Glazer.

Star Wars is just a movie.

To its billions of fans, that statement may seem like blasphemy. To them, Han Solo, Princess Leia, and Chewbacca are so much more, and fans prove it with masks, mugs, mats, and memorabilia they’ve purchased since 1977, epic plastic light-sabre battles in New York, and fan fiction online.

Obsessions like that, say Fraade-Blanar and Glazer, create “Superfans,” which they describe as “those dedicated and serious members of a fandom who... commit real time, energy, and attention to assisting and improving the fandom they love.” Superfandom is what made an illiterate medieval woman create fan-fiction based on the Bible. It’s why zombies are so hot now. It’s what makes some 40,000 people flock to Omaha each year, for what is basically a “legally required corporate triviality.”

So can you create that kind of obsession?

Superfandom, say the authors works like this: “A Successful Fandom = Critical Mass + Emotional Response + Platform.” In other words, give your most fervent fans a place in which they can tell others why they love your product. Offer a sense of belonging, perhaps with a touch of status. Encourage self-expression with product involvement. Utilize social media to the utmost, take good


care of your superfans, and license your product so they can flaunt their passion with apparel and other collectibles.

Above all, say the authors, remember that you can’t fool a fan, you can’t force them to like you, and you can’t insult them without their permission. Always be authentic, but remember that “customers are always right. Fans aren’t.”

Though it’s quite enjoyable, “Superfandom” is unlike most other business books, in that it’s not filled with formulaic advice. Instead, readers learn about making superfans by reading about others who’ve tapped into this new pop-culture-based way of “externally generated branding.”

Certainly, authors Zoe Fraade-Blanar & Aaron M. Glazer know about their subject: they’re co-founders of Squishable, a company that’s driven by superfans. That first-hand knowledge makes for a more focused book, albeit one that leans heavy. An assumption that readers are tech-savvy or pop-culture knowledgeable may also leave some businesspeople feeling adrift.

And yet – help is in here. The authors use abundant cautionary tales to warn marketers away from gaffes, and enough success stories to empower anyone to think carefully of ways that fan-creation may work for them. But will it work for you?

That depends. While there are fans of almost every age, this marketing seems to speak to teens and young adults, so bear that in mind. But if you’re ready to hear the cheers of your fan-base, “Superfandom” will make a nice book for your collection. 

TERRI SCHLICHENMEYER is a book reviewer in Wisconsin. She may be reached via email at bookwormsez@yahoo.com.

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