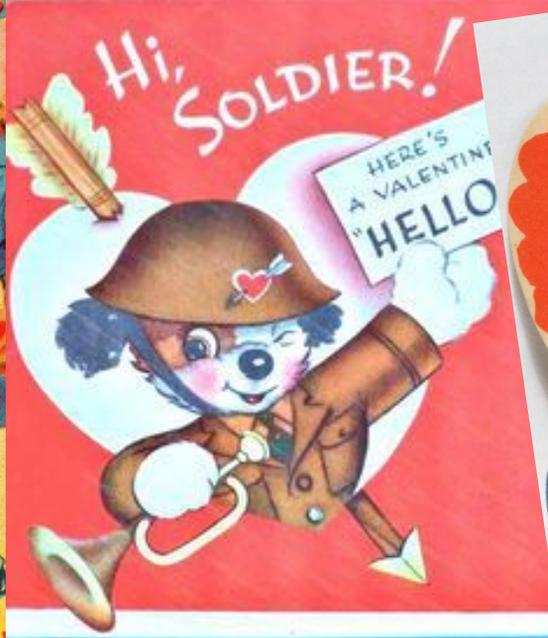
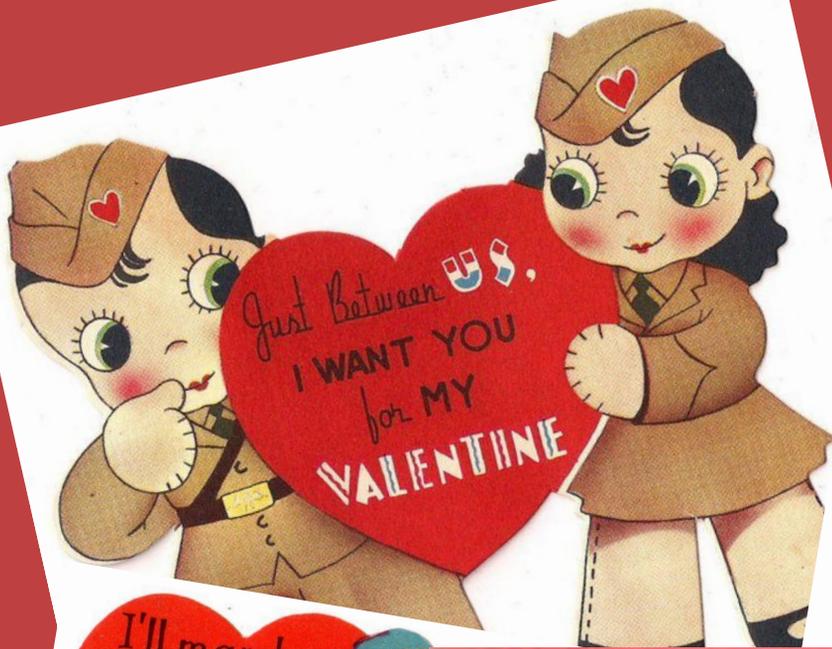


Oklahoma VetWorks

Newsletter

February 2021



A MESSAGE FROM DARON HOGGATT

Business Management Program Administrator



I know I keep mentioning training opportunities coming to our program. They really are! COVID has definitely slowed this down. HOWEVER, it is also allowing me to continue to build high quality classes and work with some educational organizations that will be very beneficial to those who attend the classes.

One class we having coming this summer honors America's veterans and military spouses by providing a pathway for aspiring culinary professionals coming from the military to learn vocational skills in the culinary arts. The transition to civilian life is not easy, and it can be daunting when considering a complete career change. Whether someone has no food service experience or is a retired Culinary Specialist, we will be able to help.

This training will give veterans the opportunity to own and operate food trucks. Bridge the gap between a veteran leaving the service and entering the culinary industry through our Food Truck Training Program (FTTP). The FTTP sets up select veterans with a food truck, menu, branding, supply chain support, food safety training, and much more.

DON'T FORGET TO NOMINATE YOURSELF OR ANOTHER VOB FOR VOB OF THE QUARTER (CLICK ANYWHERE ON THE NEXT PAGE).

OKVETWORKS

A PROGRAM OF
 **OKLAHOMA DEPARTMENT OF
VETERANS AFFAIRS**



Click anywhere on this page

THE VOB AWARDS

to nominate the VOB of the quarter.

February 2021 Featured Veteran Owned Businesses



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company with more
than 20 years of
combined experience.**

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Our goal is to partner with clients to help companies understand and connect with their audience; Our internal and external communication strategies will promote professional advancements.

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- We can create and manage social media platforms such as Facebook, Instagram, Snapchat, and Twitter
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To Be a Good Person!



Keanu Reeves

He was abandoned by his father at 3 years old and grew up with 3 different stepfathers. He is dyslexic. His dream of becoming a hockey player was shattered by a serious accident. His daughter died at birth. His wife died in a car accident. His best friend, River Phoenix, died of an overdose. His sister battled leukemia.

And with everything that has happened, Keanu Reeves never misses an opportunity to help people in need. When he was filming the movie “The Lake House,” he overheard the conversation of two costume assistants; One cried because he would lose his house if he did not pay \$20,000 & on the same day Keanu deposited the necessary amount in the woman’s bank account; He also donated stratospheric sums to hospitals.

In 2010, on his birthday, Keanu walked into a bakery & bought a brioche with a single candle, ate it in front of the bakery, and offered coffee to people who stopped to talk to him.

In 1997 some paparazzi found him walking one morning in the company of a homeless man in Los Angeles, listening to him and sharing his life for a few hours.

Interesting that those who are most broken inside are the ones most willing to help others.

This man could buy everything, and instead every day he gets up and chooses one thing that cannot be bought: To be a good person!



Covid-19 and the State of Marketing

5 Marketing Strategies—During COVID-19

7.6.2020 Christine Moorman, Lauren Kirby, Torren McCarthy and Brittney Shkil

The top emerging marketing strategies from the special COVID-19 edition of The CMO Survey

As a company's meet-and-greet function, marketing's most important job is to identify, engage with and convert customers into valuable assets that create long-term cash streams. This role has been upended during COVID-19. Marketers have had to rethink their strategies in an era of homebound customers, social distancing, and an unpredictable environment that has forced many companies into crisis management.

Against this backdrop, The CMO Survey conducted a Special COVID-19 Edition, asking marketing leaders at U.S. for-profit companies to share their survival strategies, KPIs, and predictions about the future. What emerged was surprising: While marketers acknowledge the present challenges, they also spot emerging bright spots. In fact, most marketers agree that the marketing strategies they have developed and used during the COVID-19 pandemic will be important opportunities for their companies over the long term (5.6 out of 7).

Emerging Marketing Opportunities

1. Customers prioritize trusted relationships

Marketers identify trusted relationships as customers' highest priority over the next 12 months. Impressively, the highest percentage of marketers expect customers to focus more on "trusting relationships" than "low price," despite the economic downturn. This is not a fluke: Customers'

focus on trusting relationships has increased by 47% since this question was first asked in 2009.

This finding represents a significant opportunity for brands to try new products, services or go-to-market models on willing customers who trust their brand and are less price-sensitive than before. When asked which consumer behaviors they had observed during the pandemic, only 43.3% note an unwillingness to pay full price while just 24.9% note weaker loyalty levels. Furthermore, marketers believe that willingness to pay full price will return to normal levels over the next six to 12 months. The strength of a trusting relationship may lie, in part, in the company's corporate social responsibility (CSR) initiatives and 79.1% of marketers believe that customers are monitoring their social activism, outreach and investments during the pandemic.

The challenge for marketers is to exercise this trust opportunity to create brand attachment that delivers purchases for the company into the future.



**Covid-19 and the State
of Marketing**



2



Covid-19 and the State of Marketing

2. Online and digital bets pay off

Online sales have grown to the highest level in The CMO Survey history. They now constitute 19.3% of sales—a 43% increase over just three months ago. Small companies (those with fewer than 500 employees) are taking advantage of selling online, with ecommerce accounting for 26.1% of sales.

Marketers view these outcomes as reflecting customers' openness to digital offerings (85% agree) and digital experiences (84% agree). Importantly, marketers expect this increased focus on digital to be a permanent shift from pre-pandemic days. As a result, marketers are adjusting their offerings and pivoting their businesses to meet these new expectations and opportunities. Some 60.8% indicate they have shifted resources to building customer-facing digital interfaces and 56.2% are transforming their go-to-market business models to focus on digital opportunities.

The rest of the C-suite appears to support ongoing digital marketing investments. Even as marketing budgets are shrinking, marketers still expect an 8.4% increase in digital marketing spending over the next year. The challenge for marketers is how to use their digital dollars wisely to impact the customer experience. They seem to understand this, as CX expenditures as a percent of marketing budgets increased 10% over the last three months.

3. Social media steps up—and pays off

When asked what objectives they are focused on during the pandemic, the No. 1 and No. 2 responses from marketers were building brand value that connects with customers and retaining current customers.

Social media has been an important tool for marketers to stay engaged with consumers: Some 84.2% of marketers say they have used social media for brand building and 54.3% say they have used it for customer retention during the pandemic. Given this focus, marketers have increased their investment in social media budgets by 74% since February—increasing as a percent of marketing budgets from 13.3% to 23.2%. Marketers believe this strategy has paid off: For the first time in CMO Survey history, the rated contributions of social media to company performance rose—up 24% since February. This is an important finding because social media contributions have previously remained flat and at average levels since 2016, despite rising investments. Mobile investments are also up, but contributions to company performance are flat because stuck-at-home consumers turn to easy-to-use non-mobile options, such as laptops, for search and purchase. The challenge for marketers is to maintain and expand these successful social habits and migrate them across to mobile even as customers increase their movements due to relaxed state and local mandates.



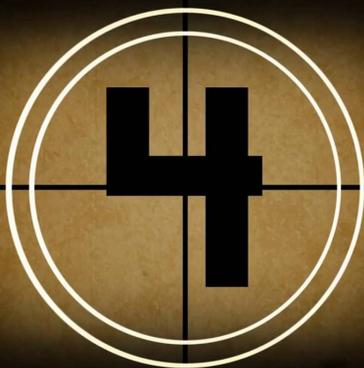
Covid-19 and the State
of Marketing



4. Marketers do more with lower headcount

Some 62.3% of marketers report that marketing has become more important during COVID-19, reflecting the focus on using digital tools and interfaces to connect with customers. Pointing to marketing's priority during this period, marketing budgets as a percent of firm budgets (12.6%) and revenues (11.4%) have reached all-time CMO Survey highs, even though many companies are experiencing diminishing revenues. However, 9% of marketing jobs have been lost, leaving marketing departments to do more with fewer people.

This is expected to continue into the next year, with planned marketing hiring dropping to the lowest point in CMO Survey history and going negative for the first time ever (-3.5%). These leaner marketing organizations have shifted their focus during the pandemic to important strategic activities. The challenge for marketers is to maintain their momentum as they continue to stretch their resources.



Covid-19 and the State
of Marketing



Covid-19 and the State of Marketing

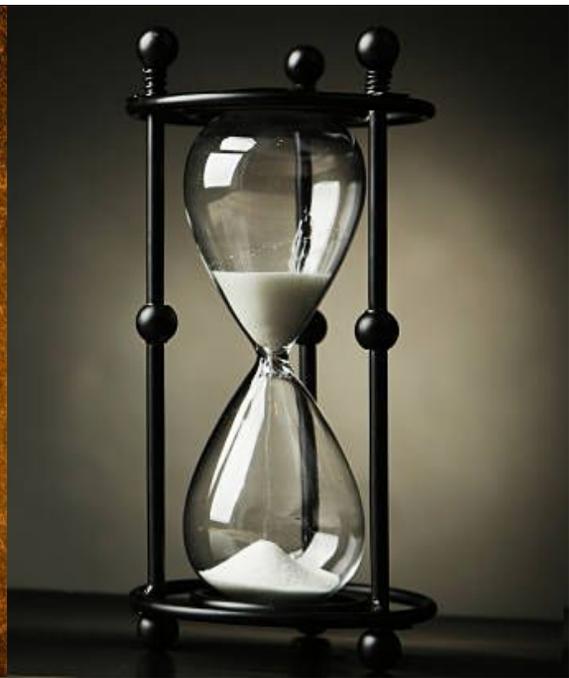
5. Marketers learn pivot lessons

When asked, “To what degree was marketing prepared to face the pandemic and its economic impact?” (on a scale of one meaning there was no plan and seven meaning there was a strong plan in place), marketing leaders admit that preparation was not a strength. Scores average 3.8 with 43% rating their preparedness between one and three. Respondents said that they improvised to generate new strategies during the pandemic (average 5.6 out of 7, with seven meaning a great deal).

This need has not been easily forgotten as marketers rate the ability to pivot as new priorities emerge as the highest-ranked skill that they will look for in future talent hires, followed by creativity and innovation skills and navigating ambiguity. Interestingly, highly touted marketing skills, such as a data science background and MarTech platform experience lag these pivot and innovation skills.

At the same time, marketers know that pivoting, agility and navigating ambiguity are challenging soft skills to learn in “normal” business contexts. Companies should consider the pandemic an opportunity to exercise development in this area. To do so, marketing training budgets will need a fresh look, given they dropped over the last year from 5.8% of marketing budgets to 4.4%. Marketers may also need to look to these internal groups to develop strong curriculums or put pressure on business schools to beef up their curricular offerings and noncurricular activities to foster these important skills. The challenge for marketers will be to maintain this pivot-ready mindset among their teams once things calm down.

Tech may be a good sector to study, as this industry improvised more than most. Several distinctive strategies stand out: Tech companies conducted rapid research with customers (82%) and performed website analytics (71%)—higher than any other sector. Tech companies also turned to employees to generate new product and service ideas at high rates (62%—only the education sector was higher).



February 3, 2021

In the early morning hours of 3 February 1943, the U.S.A.T. Dorchester was crowded to capacity, carrying 902 servicemen, merchant seamen, and civilian workers. Once a luxury coastal liner, the 5,649-ton vessel had been converted into an Army transport ship. The Dorchester, one of three ships in the SG-19 convoy, was moving steadily across the icy waters from Newfoundland toward an American base in Greenland. SG-19 was escorted by Coast Guard Cutters Tampa, Escanaba, and Comanche.



GEORGE L. FOX



ALEXANDER D. GOODE



CLARK V. POLING



JOHN P. WASHINGTON



Is Presidents' Day a Public Holiday?

Presidents' Day is a public holiday in most US states. Nonetheless, many businesses are open as usual and many stores hold sales on Washington's Birthday. Many delivery services, except for the Post Office, have a regular service and many, but not all, public transit systems operate on regular schedules. Some schools close for the whole week for a mid-winter recess.



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