

November 2021

OKVetWorks

Newsletter

GOVERNOR STITT HAS DECLARED NOVEMBER 1-5, 2021



VETERAN OWNED BUSINESS WEEK



SUPPORT VETERAN OWNED BUSINESSES



November has roared in like a lion!

First of all it's Veteran Owned Business Week - November 1-5, 2021. If you have not submitted a business (or even your) for the VOB of the Year, time is running out. Here is the link to make your submission. <https://forms.office.com/g/buP65FHEpe>

Second is that we are sharing information about the program at the OKWorks conference November 3-5, 2021 and will be having a table to display information about the VOBs.

Next, the ODVA is hosting the 2021 Governors Symposium November 15-16, 2021 at the Norman Armed Forces Reserve Center. If you have not signed up to have a FREE vendor table, again time is running out and you can do so here: <https://forms.office.com/g/QUP8mUqc6b>

Naturally, we cannot forget about Veterans Day, November 11, 2021! More will be said on another page.

Then, finally, we have Thanksgiving Day. The day that we all gather together with family and friends to celebrate the things in life that we have been blessed with.

VETERANS DAY

November 11, 2021



HONORING ALL WHO SERVED



www.va.gov



Woodrow Wilson and Veterans Day



On November 11, 1919, U.S. president Woodrow Wilson issued a message to his countrymen on the first Armistice Day, in which he expressed what he felt the day meant to Americans:

ADDRESS TO FELLOW-COUNTRYMEN

The White House, November 11, 1919.

A year ago today our enemies laid down their arms in accordance with an armistice which rendered them impotent to renew hostilities, and gave to the world an assured opportunity to reconstruct its shattered order and to work out in peace a new and juster set of international relations. The soldiers and people of the European Allies had fought and endured for more than four years to uphold the barrier of civilization against the aggressions of armed force. We ourselves had been in the conflict something more than a year and a half.

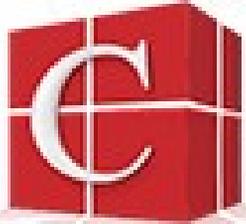
With splendid forgetfulness of mere personal concerns, we remodeled our industries, concentrated our financial resources, increased our agricultural output, and assembled a great army, so that at the last our power was a decisive factor in the victory. We were able to bring the vast resources, material and moral, of a great and free people to the assistance of our associates in Europe who had suffered and sacrificed without limit in the cause for which we fought.

Out of this victory there arose new possibilities of political freedom and economic concert. The war showed us the strength of great nations acting together for high purposes, and the victory of arms foretells the enduring conquests which can be made in peace when nations act justly and in furtherance of the common interests of men.

To us in America the reflections of Armistice Day will be filled with solemn pride in the heroism of those who died in the country's service, and with gratitude for the victory, both because of the thing from which it has freed us and because of the opportunity it has given America to show her sympathy with peace and justice in the councils of nations.

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1 -BE PREPARED —WINTER IS COMING

The holidays give business owners one last chance to cash in before the year draws to a close. Stores are ready to sell, shoppers are ready to spend and deals abound everywhere. If you haven't already thought about how you plan to make the most of the holiday buying season, now's your chance. Draft and finalize your holiday sales plans, marketing tactics and any advertisements you plan to run to drum up business.

Planning goes beyond holiday sales, however. You'll also want to make sure that you know which employees are heading off on vacation, which are locked and loaded for their regular shifts, and who's ready to go if you find yourself in need of reinforcements. If you are a brick-and-mortar retail shop, November is also a great time to think about the logistics of opening earlier and closing later, which can help you accommodate post-9-to-5 holiday shoppers.



2 - KEEP YOUR EMPLOYEES MOTIVATED (AND HAPPY!)

Even though festive cheer is the emotion of the moment during the holidays, it's not always easy to keep your team motivated and focused on ending the year on a high note. The stress of holiday preparations, social obligations and shorter days poses a challenge for small business owners. An inattentive, distracted or downright exhausted staff makes it hard for everyone to concentrate on their work.

Keeping your team motivated is as simple as showing appreciation for all of their hard work. A recent study suggested that 86 percent of respondents feel motivated when they receive recognition for a job well done. There's no better time to tell your team how valuable they are than during the holiday season—after all, this time of year is all about giving thanks. Giving people a little more flexibility with their work hours doesn't hurt, either: If you can afford to let people come into work a little later, or leave a little earlier, you'll see that your generosity has a big impact on your office productivity.



3- MAKE A HOLIDAY INVENTORY LIST (AND CHECK IT TWICE)

Not all lists this time of year are about determining who's naughty or nice. An entrepreneur's most important list should relate to inventory—the items you need to order to fulfill shopper demand, the goods you're planning to put on sale, and any supplemental materials you need to get through the season (wrapping paper and tape, anyone?).

Preparation is your best friend this time of year. Know exactly what you need, how much of it you'll have on hand, and anything else you'll have to order to keep your business humming. Once you're in the middle of the holiday crunch, you'll be glad you took the time to list out everything you need to get you through it.

Checked  Twice!

4-MAKE SMALL BUSINESS SATURDAY WORK FOR YOU

Black Friday brings out the ravenous, turkey-fueled hordes hungry for sales at big box stores. Small Business Saturday, however, is your time to shine. This is the one day every year where small businesses are in the spotlight with undivided buyer attention, and an opportunity to cash in on all of the good cheer that comes with it.

Simply being open on Small Business Saturday isn't enough—you need to develop a sales plan if you truly want to maximize your earnings potential. Develop a robust marketing plan, advertise to your loyal customers, and make sure your deals are easy for shoppers to find. If you've thought about dipping your toes into the world of advertising, now's the time to do it. Invest a bit of time and cash into a Small Business Saturday game plan, and you're likely to see results.

**MAKE A
BIG IMPACT
SHOP SMALL**

★

SMALL BUSINESS SATURDAY



5- Get your finances in order

November doesn't just mark the beginning of the holiday season, even if most entrepreneurs' thoughts turn to gift shopping and sales. Winter also means the end of the financial year, depending on your individual fiscal schedule. This time of year also kicks off tax season, which means that you'll want to take time to check over your financials early.

The close of the year provides an excellent opportunity to dig deep into your profits, losses, revenue and cash flow. Starting early gives you time to spot mistakes and fix them before they become harder to manage. And, if your financial projections don't look too hot, you'll still have time before the end of the year to make up any revenue gaps or financial shortcomings.



6- GIVE THANKS TO THE PEOPLE WHO MAKE YOUR BUSINESS THRIVE

Holiday deals and office parties aren't the only ways you can say thanks to those who keep your business humming. A little extra appreciation for your staff and customers goes a long way: Not just because it helps both groups feel appreciated, but also because it motivates employees to stay engaged, and customers to keep shopping with you.

Think of a few inventive ways to give back, depending on your line of work. If you own a coffee shop, bar, or restaurant, think about hosting a customer appreciation night with deep discounts on food and beverages. Or, if you own a retail shop, think about throwing a holiday party that lets your team and your clientele mingle over drinks and snacks. These gestures help show that you care about people beyond what they provide for your business, while also giving them a reason to spend time in at your business. You'll build brand affinity and loyalty, which is an investment that reaps dividends all year long.

November's a tricky time for all entrepreneurs and small business owners. Between fiscal responsibilities, sales planning and all of the holiday madness that comes with the season, you've got enough on your plate to keep you more full than a complete Thanksgiving meal could ever compete with. The key to surviving the holidays is preparation and appreciation. Stay on top of your business by being organized, and thankful by showing how important your community is to your company.

2021 OKLAHOMA GOVERNOR'S SYMPOSIUM FOR VETERANS SERVICES **VENDOR REGISTRATION**



COURAGE
TO CONNECT



OKLAHOMA DEPARTMENT OF
VETERANS AFFAIRS

Called to Serve

OKLAHOMA GOVERNOR'S CHALLENGE

TO PREVENT
VETERAN SUICIDE

oklahoma.gov/okvalor

405-523-4026

THE VENUE

- Norman Armed Forces Reserve Center

EVENT DETAILS

- Date: 15-16 November 2021
- Time: 8:00AM - 4:00PM
- Registration: Use the QR Code Above

THEME:
"COURAGE TO CONNECT"

The past few years have been trying for many. This conference will provide practical skills, resources, and training to help Oklahoma's Military Heroes.



THANK YOU VETERANS

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