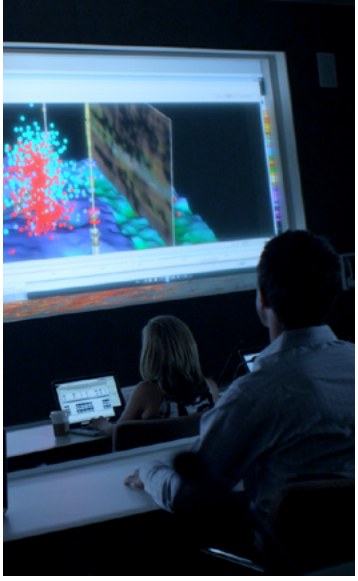


OKLAHOMA THE STATE OF SUCCESS

Aggressive R&D efforts in energy, aerospace, bioscience, and agriculture have turned the Sooner State into a state of innovation.

A special section on Oklahoma from the Oct. 28, 2013 issue of FORTUNE

OKLAHOMA TAKES OFF

A pro-business governor, central location, low-cost energy, and great quality of life have made the state a global crossroads – one that's soaring to new heights.

During the Dust Bowl years of the Great Depression, Oklahomans migrated en masse to California for greener pastures, their plight immortalized most famously in John Steinbeck's classic, The Grapes of Wrath. Today, in the aftermath of the Great Recession, the opposite is true: Californians—and many others—are heading for Oklahoma, where plentiful jobs, a great quality of life, and low taxes dot the landscape.

Traditional industries such as agriculture and energy are combining with aerospace and technology to create one of the fastest-growing business- friendly economies in the U.S. Once Model T and Model A Fords with mattresses strapped to the top were driving West. Now Nissans and Toyotas with plasma televisions tucked into the back are pouring into the state.

"We actually have a reverse Grapes of Wrath going on in Oklahoma," says Governor Mary Fallin, the state's first female chief executive. "Some people refer to us as the Silicon Prairie because of our research and development, whether it's in energy, aerospace, bioscience, even agriculture. We have a lot of innovation in our state. In fact, we've been ranked as one of the top entrepreneur states in the nation."

Tops in Growth

Since Gov. Fallin took office in January 2011, Oklahoma has consistently ranked among the leading states in GDP growth, with the manufacturing sector significantly expanding in the past few years. From 2010–2011, the manufacturing contribution to GDP grew by 13.2%, compared to 6.2% nationwide. Growth continued through 2012, with the manufacturing contribution to GDP increasing by 9.9%, compared to the nation's 7.8%. Here are a few of the recent headlines behind those numbers:

- Boeing relocated its C-130 Avionics Modernization Program and B-1 Program from Long Beach, Calif. to Oklahoma City in 2011. By the end of 2013 it will move its B-52 and 767 tanker operations, including the Air Force One fleet, there as well, involving a total of 1,800 employees.
- GE plans to build a $110 million Global Research Center in the state. Dedicated to advancements in the oil and gas sector, it willresult in the creation of 125 high-tech engineering jobs.
- The U.S. Department of Homeland Security has selected the state as the first testing and research site for unmanned aerial systems.
- Oklahoma has passed numerous pieces of business-friendly legislation, including overhauling the workers' compensation system from a court-based to an administrative process, that dramatically reduce costs to businesses.

It all starts with a visionary governor whose pro-business policies have yielded bold results. Gov. Fallin has accomplished more in one term in office than most governors do in two. During her first year alone, she balanced the budget while closing a $500 million deficit, lowered the income tax rate, and instituted tort and education reform. She also championed the use of CNG (compressed natural gas) vehicles.

The governor also launched an initiative to increase the number of college graduates and career-certificate holders, implemented a road and bridge plan

"We have a lot of innovation in our state. In fact, we've been ranked as one of the top entrepreneur states in the nation."

MARY FALLIN
GOVERNOR

that will bring deficient bridges up to speed, and introduced the state's first-ever comprehensive energy plan, focused on developing and finding new markets for Oklahoma's plentiful natural resources.

"The thing I'm most proud of is giving people a better quality of life through creating better jobs and a stronger economy," Gov. Fallin says. "From 2011–2012, our per-capita income increased by 3.5%, whereas the growth in national per-capita income was around 2.7%. I'm also proud of being able to close a huge budget gap. When I took office in 2011, we had a huge budget shortfall and $2.03 in our rainy-day fund. In the two years prior to that, when I was in Congress, our state had a $1 billion shortfall two years in a row.

"If you take all three of those years into consideration, $2.5 billion of cuts had to be made in state spending, which is challenging when you have less than a $7 billion budget for your state. That's a pretty significant hit."

Port in the Storm

Oklahoma's rainy-day fund is now up to $533 million, but there aren't many clouds on the horizon. While many other states are struggling with large budget deficits, cutbacks in public services, and rising taxes, Oklahoma is a welcoming port in the storm. "My biggest selling feature is that as a businessperson I can offer certainty," says Gov. Fallin, who currently serves as the chair of the National Governors Association. "I can offer certainty in an uncertain world, at a time when other states are facing bankruptcy or have huge budget shortfalls or homes selling below market value.

"I can offer certainty that we're not going to raise taxes," she adds. "In fact, we've proven that we're going to cut taxes. By 2016 we'll have had three tax cuts. We have had lawsuit reform, workers' compensation reform, and education reform. We've been focusing on our workforce and innovative ways to try to save taxpayers money while building our industries, like with our CNG vehicles."

The transformation of the state's fleet of 11,000 cars and trucks to CNG was one of the initiatives of Gov. Fallin's comprehensive energy plan, made possible by the state's abundance of natural gas. She partnered with Colorado Governor John Hickenlooper to persuade 21 other states to agree to switch their fleets to CNG, thereby creating a demand for the vehicles and in turn, a market for infrastructure components such as fueling stations. Today, Oklahoma has more public CNG fueling stations per capita (70-plus) than any other state in the nation. The fleet switch is resulting in cleaner air and is saving taxpayers millions of dollars; a gallon of natural gas sells for roughly one-third the price of a gallon of gasoline in Oklahoma.

Click here to discover how Oklahoma is leading the way in energy innovation.

"One of my cabinet secretaries drove 235 miles across Oklahoma and it cost him $5.35," says Gov. Fallin, who, of course, drives a CNG car herself. "My secretary of transportation told me the other day that the fuel savings from the 242 three-quarter-ton trucks they bought is projected to generate more than $5 million in net life cycle savings, enough to build two new bridges."

Rich in Resources

Natural gas accounts for more than 80% of the energy produced in Oklahoma, making the state fourth in the nation in natural gas production (it's fifth in oil production and sixth in installed wind generation capacity). The state is rich in shale deposits and is poised to capitalize on the burgeoning market made possible by the new technologies of hydraulic fracturing and horizontal drilling.

"Oklahoma has an emerging reputation as the unconventional resources capital of the world in the energy space," says Michael Teague, state Secretary of Energy and Environment. "So much of the development we're seeing throughout the U.S. has been pioneered by companies located right here in Oklahoma, companies like Devon Energy, which acquired Mitchell Energy, which was an early pioneer in the development of shale gas in the Barnett shale formation.

"Chesapeake Energy took that technology and began extending it beyond the Barnett to the Haynesville, Marcellus, and Utica formations. Continental Resources, which took unconventional resource technology up to the Bakken and then applied it to oil reservoirs, and SandRidge Energy, another Oklahoma energy company, are applying those technologies to non-shale reservoirs in the Mississippi Lime. As a result, we're now seeing domestic gas production at all-time highs and domestic oil production on the rise."

Access Midstream Partners, another important factor in the business, moves an average of 3.6 billion cubic feet of gas per day through more than 6,300 miles of natural gas pipelines and processing and treating facilities spread across 12 states. With operations in the nation's leading unconventional basins, the company, headquartered in Oklahoma, likes to point out that it delivers the clean, affordable energy America needs.

NATURAL GAS ACCOUNTS FOR MORE THAN

80% OF THE ENERGY PRODUCED IN OKLAHOMA

OKLAHOMA'S ENERGY ECOSYSTEM IS RESPONSIBLE FOR 194,000 JOBS

"As the nation's leading natural gas and natural gas liquids gathering and processing master limited partnership," says Senior Director of Communications Debbie Nauser, "Access Midstream is committed to safety and environmental excellence. We're also focused on the careful stewardship of the communities in which we live and work. Employees have spent hundreds of hours volunteering this year, including relief efforts after the Oklahoma tornadoes."

Williams, one of the leading energy infrastructure companies in North America, owns interests in or operates 15,000 miles of interstate gas pipelines, 1,000 miles of LNG transportation pipelines, and more than 10,000 miles of oil and gas gathering pipelines. Headquartered in Tulsa since 1918, Williams has pipelines, plants, and offshore facilities that connect the vast new North American energy supplies with rising demand.

In just 10 years, shale gas has grown from 3% of U.S. gas production to 40%, and it's projected to keep climbing. Getting this gas to market requires the large-scale infrastructure only the most experienced can provide. Williams is investing billions to expand its asset base to serve customers in the Northeast, Southeast, Pacific Northwest, and Gulf of Mexico.

Throughout its history, the company has been known for ingenuity. Williams is, for example, the world's only processor of oil sands off-gas —a byproduct of the process of upgrading oil extracted from the sand—which serves to reduce greenhouse gas emissions in Canada.

Oklahoma also has a diverse supply of electric generation. The Grand River Dam Authority (GRDA), an Oklahoma agency created by the state legislature in 1935 to control, develop, and maintain the Grand River waterway, operates three hydroelectric facilities and two lakes. GRDA has been powering Oklahoma since 1940, and many of its customer relationships are more than 60 years old. Its diverse generation resource mix includes coal, hydro, gas, and wind, totaling just over 1,800 megawatts.

With a rich energy-producing tradition dating to the discovery of oil in 1897—a decade before statehood—Oklahoma has been powered by energy in more ways than one. More than 194,000 jobs are part of the ecosystem. But energy is just one of the five wealth-generating ecosystems the governor has identified for business retention, expansion, and recruitment. The other mainstays of the economy are aerospace and defense, agriculture and bioscience, information and financial services, and transportation and distribution.

Third-Largest Ecosystem

Aerospace and defense is the state's third-largest ecosystem, providing work for 121,000 people; employers include the Mike Monroney Aeronautical Center in Oklahoma City, the Federal Aviation Administration, and the U.S. Department of Transportation's central training and support facility. From maintenance, repair, and overhaul (MRO) facilities to unmanned aerial vehicle systems, aerospace and defense is a $12 billion business that exports to 170 countries.

Tinker Air Force Base in Oklahoma City is the Pentagon's largest MRO facility, and the world's largest commercial MRO is located in Tulsa. With Boeing and others companies moving some of their operations to the state, this sector is going to continue to grow, aided by a very attractive suite of incentives, including the Aerospace Engineer Workforce Tax Credit, which provides up to $5,000 in annual tax credits to industry engineers and gives companies up to 10% credit for hiring in-state engineering graduates.

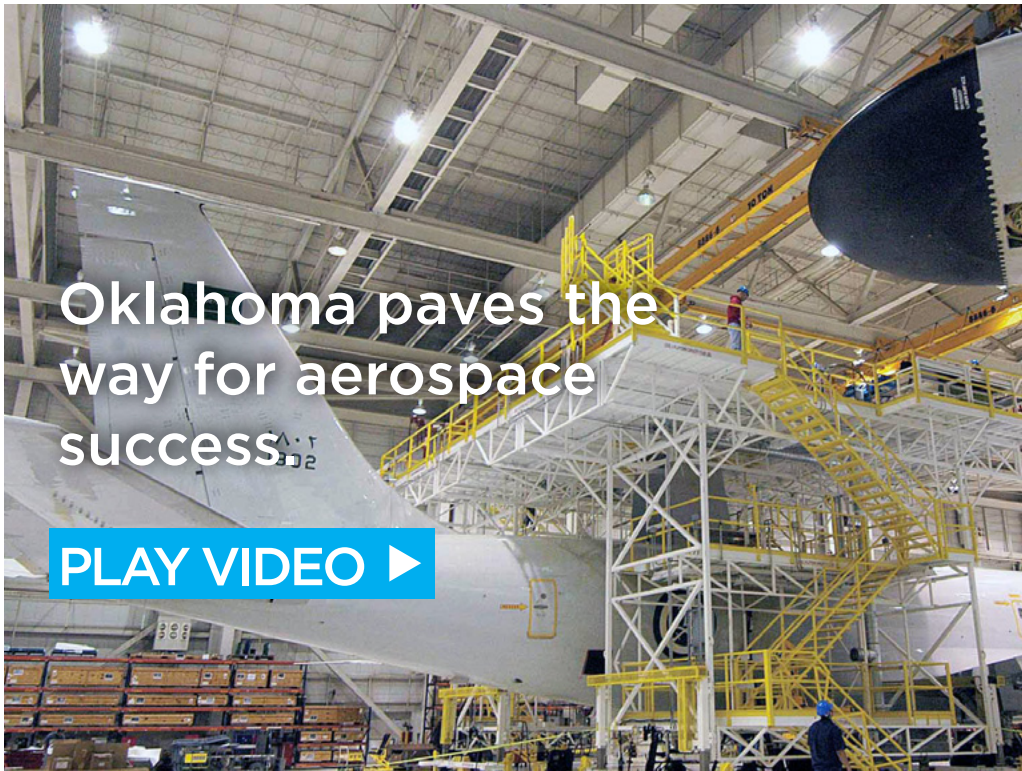
"One of the very first things we ask is, do we have facilities in which our employees are doing remarkably good work?" says Steve Hendrickson, Boeing's director of government relations, who also serves as the chair of the Governor's Council for Workforce and Economic Development. "Oklahoma City has been one of those for years. The next thing we consider is the business environment where we're looking to move work.

"Oklahoma stands apart for many reasons in that regard," adds Hendrickson. "Number one, it's got a governor who's incredibly supportive. She has come up with an economic development plan for the state and has identified aerospace as one of the five ecosystems, so she's putting up a lot of personal political capital, backed by the legislature, and giving a lot of attention in our industry. Several of my fellow executives have said that Oklahoma may be the most business-friendly environment in which we operate."

One of the most exciting areas of growth in this sector is in unmanned aerial vehicles (UAVs), and the state is fast becoming a world leader in this area, thanks to its testing and research capabilities, business incentives, and educational programs. Oklahoma has one of the first UAV testing and training facilities in the U.S. that's dedicated solely to the UAV marketplace. It also offers the only master's and doctoral degrees in UAVs, at Oklahoma State University.

"People typically think of Oklahoma as oil and gas, cattle, livestock, and agriculture, but when they hear how big aerospace is, they're pretty surprised," says James Grimsley, president and CEO of Design Intelligence Inc., a Norman-based company that makes solar-powered UAVs, including a new solar UAV called Eturnas.

> "There's no other industry I can think of that consistently converts swords into plowshares like aviation."
>
> *JAMES GRIMSLEY*
> **PRESIDENT & CEO**
> **DESIGN INTELLIGENCE INC.**



"Aerospace and aviation have always been extremely important in Oklahoma, going back to Clyde Cessna and Wiley Post," says Grimsley, who is also a member of the Governor's Unmanned Aerial Systems Council. "The whole genesis of the FAA started with an Oklahoma Senator, Mike Monroney. UAVs have gotten me really excited, because we've always embraced the next aviation technology."

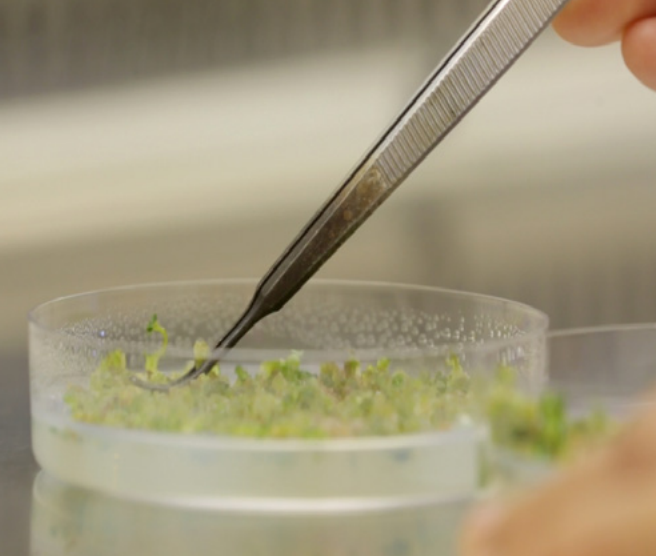
From exploration of natural resources and crop and herd monitoring, to meteorology and law enforcement, UAVs have many commercial applications. "Unmanned systems are good for the things we typically call 'dull, dirty, and dangerous,' the things that humans either just don't want to do, are too expensive, or just too dangerous for a human to do," he adds. "Even though UAVs emerged first in the military, commercial and civil applications are expected to quickly grow in anticipation of new FAA rules and regulations that will allow UAVs to soon fly in the national airspace. There's no other industry I can think of that consistently converts swords into plowshares like aviation. Almost immediately, whenever we see aviation technology developments in the military, they very quickly move to civil, peace time applications."

Not only does Oklahoma have a great aviation foundation, with forward-thinking leaders (not too many other governors have a UAV council) and unique academic training, but it also has a workforce that takes special pride in anything created in the state. "This is a unique environment," says Grimsley. "I really like what I call the Oklahoma ethos. When we work on something, we provide value. We're a very hardworking state, but we also accept innovation. It's part of the frontier spirit. We're willing to jump out and pursue new dreams and ideas."

Helping entrepreneurs staff those new companies is Express Employment Professionals, which has devoted the last 30 years to achieving its vision: helping as many people as possible find good jobs by helping as many clients as possible find good people. With international headquarters in Oklahoma City, Express accomplishes this through a network of franchise locations in the U.S., Canada, and South Africa.

As the nation's largest privately held staffing company, Express is on a mission to put a million people to work. Express provides employment services and human resources solutions to help meet employers' needs and production goals. Its staffing solutions include evaluation and direct hire, temporary and contract staffing, professional search and contract, flexible staffing,and on-site services. Named to Entrepreneur's 2013 Franchise 500, with a No. 1 ranking in the staffing industry category, Express has created a successful franchise system that provides exceptional training, service, and support.

Matrix Service Company, headquartered in Tulsa, is a leading industrial construction company with a deep involvement in the community. Founded in 1984, it has experienced tremendous growth and diversification over the past 30 years and now has more than 700 Oklahoma-based employees. "Our employees are our most valuable asset," says Matrix Service Company President and CEO John Hewitt. "We're proud of ourtalented workforce and



are committed to hiring, developing, and retaining high-caliber employees to ensure our continued success."

Robust Bioscience

Combine Oklahoma's rich agricultural heritage with a flourishing high-tech bioscience industry and you get a robust ag-bio ecosystem, one that has produced significant improvements in crop yields and farm-management efficiencies. With more than 4,450 ag-bioscience-related businesses and organizations, this sector has emerged as one of the key economic forces in the state, employing more than 164,000 workers.

Research is a key part of the sector, and leading the way is The Samuel Roberts Noble Foundation in Ardmore. "I've been in the ag industry for 30-plus years, and I've never seen another private foundation that's established specifically for agricultural research," says president and CEO Bill Buckner.

"We are well positioned to leverage our assets in terms of attracting businesses to Oklahoma, where we can offer our research infrastructure to incubating companies or fledgling companies that want to get started in the agricultural segment," he adds. "When you couple that with Oklahoma State in the north, the Noble Foundation in the southern half of the state, and the University of Oklahoma and the other university infrastructure in between, we've got a statewide corridor from Stillwater to Ardmore that encompasses the full spectrum of agriculture research, with the ability to deliver real-world solutions to address agriculture's challenges."

The Noble Foundation has made great strides in basic plant research, specifically in how to alter the lignin, or fiber content, of plants to make them more digestible to livestock. Buckner and his team also work closely with the Ardmore Development Authority to support any agriculturerelated company. But perhaps the most interesting work at the foundation is the research it's doing to help create "smart farms."

"Oklahoma's very strong in the defense area, and that gives us access to government contractors that are involved in high-tech electronics and robotics," says Buckner. "That's what we're tapping into to create new technologies for use in managing ranches and monitoring cattle movement, plant growth, and feral hogs. Some of these ranches in the Southern Great Plains are upwards of 30,000 acres. Once the FAA begins to relax rules on how you can utilize unmanned aircraft, ranchers can use these to monitor their ranches."

Most of the 85,500 farms in the state average about 400 acres, and farmland accounts for 75% of the state's almost 45 million acres. The Sooner State ranks in the top 10 in the country in five agricultural commodities: rye, canola, beef cattle, winter wheat, and pecans. Agriculture and bioscience is the state's second-largest ecosystem, contributing $26.8 billion in sales annually.

AGRICULTURE AND BIOSCIENCE IS THE STATE'S SECOND LARGEST ECOSYSTEM, CONTRIBUTING

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OKLAHOMA IS HOME TO 500+ BIOSCIENCE-RELATED ORGANIZATIONS

"It's a very thriving industry," says Jim Reese, Commissioner of Agriculture. "It's not just the 2% directly involved in the growing; it's the 100% that eat. We have a lot of food processors in the state because we have virtually all of the raw products you could ask for. We have a center at Oklahoma State University that can help anyone with an idea that could create a food product or advance it. We teach them how to preserve it, label it, and market it, and then take them to trade shows and try to help them sell it."

Oklahoma State University is a five-campus higher-education system that adheres to its landgrant mission of high-quality teaching, research, and outreach. The only university with a statewide presence, OSU offers research, scholarship, and creative activities that promote human and economic development through discovery and the expansion of knowledge. OSU is where the drought-tolerant breed of wheat that almost half of the farmers planted this year was developed. "It's great that our land-grant university is developing the breed that many of our farmers are finding to be the most beneficial," says Reese.

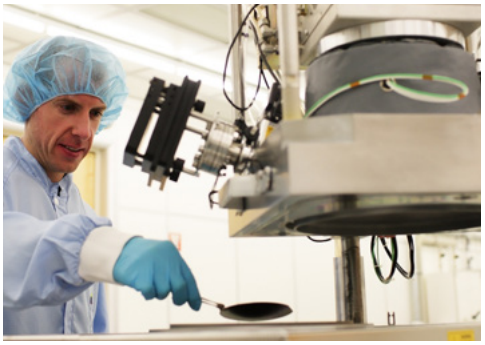
Education is a thriving industry in Oklahoma, and the state takes great pride in the University of Oklahoma, with good reason. A pacesetter for American public higher education, OU ranks No. 1 in the nation among all public universities in the number of National Merit Scholars. All told, OU enrolls more than 30,000 students on three campuses and provides a major university experience with a private college atmosphere.

Another source of state pride is fast-food giant Sonic, which franchises and operates more than 3,500 drive-ins in 44 states from its headquarters in Oklahoma City. "We were founded in Oklahoma and today enjoy access to an educated workforce, a favorable cost of living, and a spirit that is unique to the state," says spokesman Patrick Lenow. "From its founding to its current-day national expansion, Sonic is an Oklahoma company through and through. Oklahoma's growth has supported our growth all along the way."

Plugged In

Despite appearances, it's not just wheat that's harvested on the Great Plains of Oklahoma. Data bits come from there, too. The state is home to more than 70 data centers that service the IT storage needs of an impressive lineup of companies, ranging from Google and IBM to AT&T and Hertz. One attraction is the cost of energy, which is about 20% below the national average. Another is the variety of alternative energy sources, from natural gas and geothermal to wind and hydropower.

Google's 800-acre campus in Mayes County is one of the Internet search giant's six data centers in the U.S. It represents an investment of more than $700 million that created more than 100 jobs. In addition to attractive land



and energy prices, Google chose Oklahoma in 2007 because of the quality of the workforce.

"You have to have talent," says Mike Wooten, the plant's operations manager. "You have to have people who know IT, cooling infrastructure, and power infrastructure. We have had good success with people from the Navy Nuclear Program, people who are in large-scale industrial applications like electricity. About 30% of our employees are veterans. We also hire computer folks—geeks and IT people. There are something like 10 technical schools or colleges within a 60-mile radius. The career tech infrastructure in Oklahoma is robust and works well. The state can tune the workforce to the needs of industry through the framework of its career tech schools."

Improving education has been a major focus for Gov. Fallin, who launched an initiative to increase the number of college graduates and career-certificate holders. She set a goal of boosting the number of annual college or career technology graduates from 30,500 to 50,500 by 2020—a 67% increase that breaks down to an additional 1,700 new graduates each year. In the first year, there were 2,900 additional grads.

"We are very focused on building a stronger, highly skilled, educated workforce and having more degreed completion within our high schools, career technology schools, and highereducation institutions," she says. "We launched an education reform agenda over the last three years, grading schools A through F, letting everyone know how their schools were performing. We think it's very important to hold people accountable, have transparency, and see if they're doing the job—and if not, to fix it."

Lake Shore Drives

Another resource Google needs to keep the thousands of servers in its 130,000-square-foot data center cool is water, and plenty of it. To ensure that there would never be another Dust Bowl, the state created hundreds of man-made lakes, resulting in more shoreline than the Atlantic and Gulf Coasts combined. The lakes are not only great for businesses like Google, which uses evaporative cooling rather than air-conditioning because it's more cost-effective and environmentally friendly, but also for recreation and quality of life.

"I haven't seen a tumbleweed since I moved here," jokes Google's Wooten. "It's very green here. The quality

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MIKE WOOTEN
OPERATIONS MANAGER
GOOGLE INC.

Click here to discover Oklahoma's incredibly quality of life.

of life is great. The Ozarks are 20 or 30 minutes to the east. So you have mountains. There are lakes and rivers close by. A lot of national parks. Tulsa has a zoo, an aquarium, and concerts. A Hard Rock Casino is nearby, and there are a lot of concerts and cultural events throughout the state."

Google is located inside MidAmerica Industrial Park, which has become a powerful economic engine, driving development and job growth in Northeastern Oklahoma through strategic partnering and community involvement. A world-class industrial park, MidAmerica provides a long list of advantages for tenants, including on-site administrative staff and workforce training, reduced red tape, shovel-ready sites, low power rates, and abundant water and sewer capacity.

To keep things at the peak of efficiency, the park's leadership actively engages with state, regional, and local chambers of commerce, city governments, and higher-education institutions to attract successful companies to the region, while supporting local businesses and stimulating tax revenue for local infrastructure and public services. At its heart, MidAmerica believes that economic development is about building healthy economies to grow healthy communities. The park is putting its resources to work and is relentlessly committed to strengthening the region and its people.

Located in the center of the country, Oklahoma is obviously a logistical dream. What's not generally known is that the state has one of the country's largest inland ports, with approximately 3,000 acres of contiguous land area—the Tulsa Port of Catoosa, which handled 2.7 million tons of cargo in 2012, with 57% of the total coming or going by rail and truck. The port serves as head of navigation for the McClellan-Kerr Arkansas River Navigation System, open year-round to commercial navigation, with cargo in barges pushed by towboats along its 445 river miles to the Mississippi River.

"We can connect quite easily and ship regularly to such diverse locations as Pittsburgh, Minneapolis-St. Paul, Chicago, New Orleans, and international ports throughout the world," says port director Bob Portiss. "We dropped our transportation costs by 15% with the advent of waterway transportation some 40 years ago. We have all the modes of transportation that are known to man for moving cargo, in addition to a great workforce and lowcost energy. To me, it's one of the best possible locations you could find in North America."

The highway system, of course, is the primary mode of transportation, and Oklahoma sits at the crossroads of three major interstate highways: I-44, I-40, and I-35. It also has 600 miles of toll roads. "We started a toll authority back in the late '40s and started building them in the early '50s. The state recognized early on that the federal government was not going to be able to supply the funds to build the highways that were needed," says state Secretary of Transportation Gary Ridley. "But the unique thing about Oklahoma's turnpikes is that you drive on them so inexpensively. The cost, whether you're a commercial vehicle or a light vehicle, is 30% to 40% less on our toll roads

> If a state was stock, people would look at Oklahoma and say: 'This is a tremendously underpriced asset. This is an asset that has a lot of upside.'
>
> *LARRY PARMAN*
> **SECRETARY OF STATE**

than the national average because we've been in business a long time."

The state is undertaking important steps to improve the infrastructure, including investing $315 million a year for rehabilitation and replacement of aging bridges. "We have 6,800 bridges in the system," says Ridley. "At the time Gov. Fallin took office, 706 were structurally deficient. She wanted to get that close to zero by the end of the decade, and that takes a lot of effort and money to make that happen. She put a plan in place that is focusing attention on that."

About 200 bridges have been repaired already, which means the transportation agency is on target to meet the governor's goal. The improvements are part of an eight-year construction plan to modernize all the roads in the state. "Most managers are never happy where they're at, but they need to be pleased with the direction they're going," says Ridley. "I couldn't always say that about our department, but I can today."

Capital Improvements

Oklahoma as a whole is clearly headed in the right direction. There's a real pride in the state and all it has accomplished in the last few years. That's particularly evident when you visit the capital and see the new riverfront entertainment area called Bricktown that was once an abandoned warehouse district, or the new 50-story Devon Tower, the city's three-sided glass beacon with a top-floor restaurant, Vast, that offers not only wonderful food but also incredible views.

The state also boasts a variety of shopping experiences. Hobby Lobby Stores, headquartered in Oklahoma City, is an extension of a miniature picture frame company that was founded in a garage in 1970. Today, Hobby Lobby is a recognized leader in the arts and crafts industry, operating some 560 stores across the nation that offer more than 67,000 crafting and home decor products.

When it comes to pride, nothing has quite united the state as the success of the Oklahoma City Thunder, the National Basketball Association team that moved here from Seattle in 2008. Attendance, enthusiasm, and revenues are high. With stars like Kevin Durant and Russell Westbrook leading the way, games at the Chesapeake Energy Arena, which underwent a $100 million remodeling, are sold out.

"If a state was a stock, people would look at Oklahoma and say: 'This is a tremendously underpriced asset. This is an asset that has a lot of upside,'" says Secretary of State Larry Parman. "Oklahoma is an asset that contains a lot of good people with a strong vision about creating an environment where we think we can prosper. I love carrying that message to people."