

**Express Personnel**

**May 2013**

**Research for tornado relief opportunities**

Lend staffing talent to Moore unemployed individuals and business owners

* Crystal and John believe this is a good route
* Investment/donation *could* be in the form of opening a franchise\* in Moore, but sending four or five talented staffers to advise on an as-needed basis free of charge may be more flexible/useful
* \*Opening a franchise office may be too blunt an action to take. (Can Moore economy support the office? Is help going where it’s needed?)
* Approach is good because it puts client’s unique talents/assets to good use

Contribute to a fund created by Moore Task Force for Businesses

* John Reid is a member of task force
* He anticipates the task force will develop a fund to aid business owners, spur economic growth
* He will have more information tomorrow morning 5/31

Storm shelter giveaways via news stations

* Background: Two local news stations, KFOR and News 9 have teamed with two storm shelter manufacturers, Thunderground and FlatSafe, respectively, to give away storm shelters to viewers. Both promotions began prior to the Moore tornado, as general tornado season events.
* No news OKC news stations have sponsored shelter giveaways since May 20 tornadoes
* Client could approach KFOR, KWTV or KOCO and offer to partner for new shelter giveaway program. (KFOR and News 9 original programs were scheduled to wrap May 20 and May 22, respectively.)

Be aware, a nonprofit fund called Shelter Oklahoma Schools has been created to raise money to build storm shelters in schools

* Requesting corporate donations
* Apache Corp. (formerly Kerr-McGee) just donated $500,000 to fund
* It will take $600,000-$1 million to build a classroom size shelter for each school
* Crystal advises to avoid this because not realistic-fund widely criticized