



# **CULTURE COMPASS**

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**NAVIGATING TO CREATE INCLUSIVE  
ECONOMIC OPPORTUNITY**

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# Welcome

## to the Culture Compass

We're navigating to create inclusive economic opportunity. We're on a journey of collective discovery, creating more focused and connected collaboration, gaining inspiration and strategy from key destinations for the benefit of a stronger regional economy.

This tour will highlight best practices that will benefit collective work in Wichita as Create Campaign convenes additional partners to activate more inclusive economic opportunity within community development and tech.

Thursday, June 27, 2024

# Day 1

**7am-Depart** **Depart Wichita**

Parking provided by: the Wichita State University Office of the Vice President and Chief Diversity Officer  
Transportation provided by Harmony Charters

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**10-10:30am** **Arrive in Tulsa | Breakfast - ONE Gas Eat**, 5 E 5th St., Tulsa, OK 74103  
Breakfast prepared by Sous Chef Eric Esau, Food Bank of Eastern Oklahoma

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**10:30-10:45am** **Welcome – Create Campaign Staff Members**  
Diamond sponsor, Meritrust  
Welcome Sponsor - ONE Gas, Lauren Clary, Senior Market Development Representative Kansas Gas, a division of One Gas  
Mike Neal, President/CEO, Tulsa Regional Chamber

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**10:45-11:30am** **Panel: Intentional Investment – Impact Investing and Community Development**  
Facilitator: Christina Long, President/CEO, Create Campaign, Inc.  
Speakers:  
Brandon Oldham, Senior Program Officer, George Kaiser Family Foundation  
Aaron "AJ" Johnson, Founder, Oasis Fresh Market

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**11:30am-Noon** **Travel to Greenwood Rising** | 23 N Greenwood Ave., Tulsa, OK 74120

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**Noon-1:30pm** **Greenwood Rising Guided Tour**

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**1:30-3pm** **Debrief/Lunch**  
Greenwood Chamber | 124 N Greenwood Ave., Tulsa, OK 74120  
Lunch caterer: **Endia's Plate**

**2pm** **Lunch Service**

**2-3pm** **Panel: The Greenwood Spirit**  
Facilitator: Alejo Cabral, Spark Program Director, Create Campaign, Inc.  
Speakers:  
Desiree Frierson, Director of Programming, Build in Tulsa  
Malachi Blankenship, Managing Partner, ACT House, ACT Ventures  
Tyrance Billingsley II, Founder and Executive Director, Black Tech Street

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**3-3:15pm** **Break**

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**3:15-4pm** **Panel: Inclusive Economic Development**  
Facilitator: Christina Long, President/CEO, Create Campaign, Inc.  
Speakers:  
Rue Ramsey, Vice President of Workforce and Talent Strategies, Tulsa Regional Chamber of Commerce  
Cynthia Jasso, Program Officer, George Kaiser Family Foundation  
Yanett A. Hollins, Director, Entrepreneurial Development, Tulsa Economic Development Corporation (TEDC) Creative Capital  
Tim Chambers, Vice President of Destination Strategy & Marketing, Tulsa Regional Tourism

# Day 1 Continued

- 4-4:45pm** **Black Wall Street Business Exploration**  
Fulton Street Books & Coffee, 21 N. Greenwood Ave.  
Silhouette Sneakers & Art, 10 N. Greenwood Ave. C.  
Black Wall Street Liquid Lounge (Coffee Shop), 10 N Greenwood, Suite 101  
Others
- 
- 4:45-5:15pm** **Travel to Mayo Hotel for check-in** | 115 W. 5th St., Tulsa OK 74103
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- 5:15-6:30pm** **Reception** | Mayo Penthouse and Rooftop Deck
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- 6:30pm** **Dinner (*On your own*)**
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Friday, June 28, 2024

# Day 2

**8-8:30am** **Breakfast service; check-out**  
Mayo Hotel | **(All participants are to check out during this time)**

**8:30-10:15am** **Morning Session**

**8:30-9am** **Breakfast**

**9:10-10:15am**  
**Panel**  
Panel: Welcome. Honor. Connect: Inclusive Community- Building for Diverse Professionals  
Facilitator: Cassandra Enlow, Chief of Staff, Create Campaign, Inc.  
Speakers:  
Justin Harlan, Managing Director, Tulsa Remote  
Kelsey Davis, Founder/CEO, CLLCTVE  
Renee McKenney, President, Visit Tulsa

**10:15-10:30am** **Networking Break**

**10:30-11am** **Travel & Visit**  
Oasis Fresh Market | 1725 N Peoria Ave, Tulsa, OK 74106

**11:45am-12:15pm** **Travel & Lunch | (*Lunch vouchers provided*)**  
Mother Road Market | 1124 S Lewis Ave, Tulsa, OK 74104

**12:15-1:45pm** **Debrief**  
Discussion theme: Mobilizing the Work in Wichita

**1:45-2:15pm** **Departure preparation**

**2:15pm** **Depart Tulsa**

**5-6pm** **Arrive in Wichita**

# CULTURE COMPASS 2024 NAVIGATORS

The following are confirmed Culture Compass 2024 participants:

NAME	TITLE	ORGANIZATION
Aileen Rueda-DaCosta	Co-Founder	Sun & Prairie Studios
Alejo Cabral	Spark Program Director	Create Campaign, Inc.
Anne Dewvall	Communications Consultant	Create Campaign, Inc.
Brandon Johnson	District 1 Council Member	City of Wichita
Camille Scott	CEO & Systems Strategist	The Clarice Desk, LLC
Cassandra Enlow	Chief of Staff	Create Campaign, Inc.
Christina Long	President/CEO	Create Campaign, Inc.
Conor Adler	Capital Programs Manager	NXTUS, Inc.
Corinthian Kelly	Initiatives Manager	Stand Together Foundation
Courtney Bengtson	Chief Strategy Officer	Wichita Foundation
Darryl Kelly	Director of Business Partnerships	Kansas Leadership Center
Dennis Clary	Vice President of Community Advancement	Wichita Regional Chamber of Commerce
Devin Gourdine	Co-Owner	Harmony Charters
Dioane Gates	Consultant	Cornerman Consulting
Ebony Clemons	Manager, Economic Development	Kansas and Missouri, Evergy
Freddy Hutt	Industry and Development Director	WSU Tech
Iesha Henderson	Graphic Designer	Create Campaign, Inc.
Jacob Clark	Owner/CEO	Manage to Create
Jamey Flowers	Senior Associate	Inventure
Jeff Usher	Director of Institutional Partnerships and Issue Mobilization	Kansas Health Foundation
Jermane Milton	Co-Owner	Harmony Charters
Joley Riley	Chief Retail Officer	Meritrust
Juston White	Community Impact Officer	Kansas Health Foundation
Karina Castañeda	Administrative Assistant	Create Campaign, Inc.
Kaye Monk-Morgan	President and CEO	Kansas Leadership Center
Kori DaCosta	Founder	Bijo
Mary Beth Jarvis	President and CEO	NXTUS, Inc.
Mitch Binns	Market Leader	McCownGordon Construction
Moji Rosson	Director of Growth Strategies and Community Impact	Meritrust
Sana Christmann	Spark Program Coordinator	Create Campaign, Inc.
Shelly Prichard	President & CEO	Wichita Foundation
Stephen Reed	CEO	Elite Electric Company, LLC
Tara Risewick	Director of Business Development	NetWork Kansas
Tasha Hays	Founder	The BlackPrint ICT
Ti'Juana Hardwell	Owner, Principal Consultant	Mamarazzi Communications, LLC
Troy Brooks	Owner	Greatness Vodka
Valerie Black	Community Impact Officer	Kansas Health Foundation

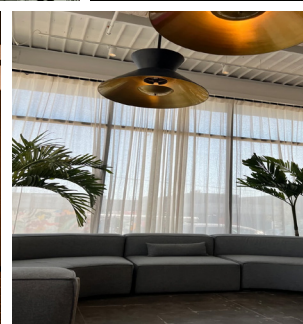


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**Lauren Clary**  
Senior Market  
Development  
Representative

Kansas Gas  
Service



### Welcome

Lauren Clary serves as a Senior Market Development representative for Kansas Gas Service, where she focuses on partnering with economic development organizations and supporting growth across their 360 communities in Kansas.

Lauren grew up in the Wichita area and is a graduate of Butler Community College and Wichita State University. She currently serves on the Wichita Chamber Board as the Vice Chair of DEI and previously served as Chair of W/ young pros in 2022.

Lauren resides in Wichita with her husband and two children. As a family they enjoy riding mountain bikes and visiting the lake during the summertime.



**MIKE NEAL**  
President/CEO

Tulsa Regional  
Chamber



### Welcome

Prior to coming to Tulsa, Neal spent four years as president and CEO of the Nashville, TN, Area Chamber of Commerce, and 12 years as president and CEO of his hometown, Monroe, LA, Chamber of Commerce. Under his leadership, the Tulsa Regional Chamber is the only Chamber in America to earn four accreditations, including the U.S. Chamber of Commerce's highest recognition, five-star accreditation; the International Economic Development Council's prestigious Accredited Economic Development Organization distinction; Destination International's Destination Marketing Accreditation; and an Accredited Film Commission by the Association of Film Commissioners International.



**BRANDON OLDHAM**  
Senior Program  
Officer

George Kaiser  
Family  
Foundation



### Panel: Intentional Investment – Impact Investing and Community Development

Brandon Oldham serves as a Senior Program Officer on the Vibrant and Inclusive Tulsa team. The north Tulsa native has worked in recruiting, human resources, and development. Prior to joining the foundation, Brandon served the University of Oklahoma as Assistant Director of Student Life and, more recently, the City of Tulsa as the Mayoral Aide to Mayor G.T. Bynum.





**JUSTIN  
HARLAN**  
Managing Director

Tulsa Remote



**Panel: Welcome. Honor. Connect:  
Inclusive Community-Building for Diverse  
Professionals**

Justin Harlan is the Managing Director of Tulsa Remote, a program honored on Fast Company's prestigious list of the World's Most Innovative Companies for 2022, which recognized its unique approach to attracting remote workers to Tulsa and promoting economic development in the city. Under Justin's leadership, Tulsa Remote, the largest relocation incentive program in the U.S., has grown to more than 2,200 members. Justin has dedicated his career to educational equity and entrepreneurialism.



**KELSEY  
DAVIS**  
Founder/CEO

CLLCTVE



**Panel: Welcome. Honor. Connect:  
Inclusive Community-Building for Diverse  
Professionals**

Kelsey Davis is the Founder/CEO of CLLCTVE, the portfolio platform connecting creators to paid opportunities. Based in Tulsa, OK, CLLCTVE is fueled by partners like Google and Techstars. Prior to CLLCTVE, Davis was known for producing visual content for global consumer brands like Coca Cola, Land Rover, and Puma and Conde Nast Entertainment.



**RENEE  
MCKENNEY**  
President

Visit Tulsa



**Panel: Welcome. Honor. Connect:  
Inclusive Community-Building for Diverse  
Professionals**

Renee is an experienced Hospitality Leader with a demonstrated history of success in the events, travel & tourism industry. An architect of all aspects in the event space. Skilled in Sales, Strategy, Hospitality Industry, Management, Marketing Strategy, and Meeting Planning. Strong business development professional with a B.S Communications focused in Marketing, Speech, PR, Communications, RTF from The University of Texas at Austin.



## AARON "AJ" JOHNSON

Founder/CEO

Oasis Fresh  
Markets



### Panel: Intentional Investment – Impact Investing and Community Development

Aaron "AJ" Johnson is the Founder and CEO of Oasis Fresh Markets, the first full-service grocery store in 14 years in North Tulsa's predominantly Black neighborhood near Historic Greenwood's Black Wall Street district.

Johnson believes the Oasis model provides a blueprint for under-served communities by equipping people for every aspect of a healthy life.



## DESIREE FRIESON

Programming  
Director

Build in Tulsa



### Panel: The Greenwood Spirit

Desiree Frieson is currently the Director Of Programming at Build in Tulsa and also serves as a Program Lead. Prior to this, Desiree held positions such as Adjunct Lecturer at Brooklyn College, Assistant Director at NYDesigns, and Adjunct Faculty Instructor at Iona College.

Desiree has a background in entrepreneurship, communications, and public affairs, with experience at organizations such as NYU Entrepreneurial Institute and NeighborWorks America



## TYRANCE BILLINGSLEY II

Founder & Executive

Director Black  
Tech Street



### Panel: The Greenwood Spirit

Tyrance Billingsley II is a born and raised Tulsa entrepreneur, ecosystem builder, and community leader with a background in politics and community organizing. For the past three years he has worked to seed the narrative of the rebirth of Black Wall Street as the world's premiere Black Innovation Economy under the new moniker "Black Tech Street" and founded the Black Tech Street organization to achieve that goal.



**Malachi  
Blankenship**  
Managing Partner

Act House/  
Act Ventures



**Panel: The Greenwood Spirit**

Malachi works with extremely talented and passionate individuals creating innovative programs and assisting amazing companies. In his community, He has the privilege of serving on the board of several non-profits that are working to stand in the gap for underserved youth and for entrepreneurs in this ecosystem and beyond.



**RUE  
RAMSEY**  
Vice President, Workforce  
and Talent  
Strategies

Tulsa  
Regional  
Chamber



**Panel: Inclusive Economic Development**

Rue Ramsey leads the efforts to ensure that the Tulsa region is well-equipped to supply the skilled workers employers need. As a former career and technical education teacher, college and career readiness specialist and director, Rue has more than 20 years' experience in creating initiatives and developing programs to better align strategies across industry sectors to provide collaborative solutions for workforce development.

Rue is a native of the greater Tulsa area and a graduate of Oklahoma State University, where she majored in Management and Human Relations. Rue is also pursuing her designation as a Certified Economic Developer (CECD).



**CYNTHIA  
JASSO**  
Program Officer

George Kaiser  
Family  
Foundation



**Panel: Inclusive Economic Development**

Cynthia Jasso serves as a Program Officer on the Vibrant and Inclusive Tulsa team, where she works on neighborhood place-making, economic development and immigration.

She joined GKFF in 2020 after spending nearly 6 years in education, first as an educator and then moving into leadership roles at a national education-based nonprofit. Cynthia is a member of Leadership Tulsa's Class 60 and the Hispanic Leadership Institute, and serves on several community boards and task forces. She is the proud daughter of Mexican immigrants and first generation college graduate of the University of



## YANETT HOLLINS

Director, Entrepreneurial  
Development

Tulsa Economic  
Development  
Corporation  
(TEDC)  
Creative Capital



### Panel: Inclusive Economic Development

Yanett Hollins is the Director of Entrepreneurial Development for TEDC Creative Capital. TEDC specializes in non-traditional lending for small businesses. Hollins, a skilled professional in business and personal lending, joined TEDC in 2022. With experience in supply chain procurement, management, international sourcing, logistics, planning and production, Hollins brings a wealth of resources and knowledge to the Tulsa entrepreneurial ecosystem.



## TIM CHAMBERS

Vice President,  
Destination Strategy &  
Marketing  
Tulsa  
Regional  
Tourism



### Panel: Inclusive Economic Development

Tim Chambers is a Tulsa's tourism storyteller. With more than 15 years of brand and event marketing problem solving and a heavy passion for finding the right balance of creative outside-the-box thinking and accountability, his goal is to continually position Tulsa and the region to punch above its weight. This is to allow our community the chance to compete with larger and heavier-budgeted destinations - but with authenticity and alongside a meaningful review of what works and what doesn't. Tim's background includes b2c advertising/pr, b2b events & publishing, audience acquisition & development, and creative services management. His career exposure covers integrated & inbound marketing, content-based marketing, social media marketing, video marketing, international marketing and creative conceiving and copywriting.

