

The University of Oklahoma
Michael F. Price College of Business

PRICE

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Fall 2016

INNOVATION FOR AN ENDURING ECONOMY

○ Introducing **Dr. Tom Lumpkin**
as C.S. Trospen Chair and
Director of Entrepreneurship
and Economic Development

○ The Center for the Creation
of Economic Wealth:
10 Years in the Making

○ Economic Development
Efforts Bear Fruit at an
Ever-Increasing Pace

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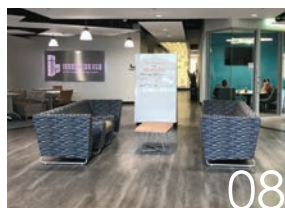
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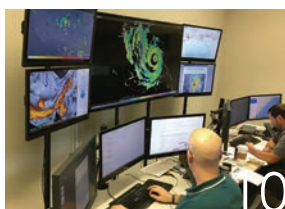
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DEAN'S LETTER

It is difficult to fathom how far the Price College of Business has expanded its reach since the inception of the Center for Entrepreneurship nearly 15 years ago. What began with a few introductory courses in the fall of 2002, quickly blossomed into one of the highest regarded entrepreneurship programs in the nation and is today an economic engine for the state of Oklahoma and beyond.

As I write, we are approaching the end of 2016 which has proven to be the most dynamic and progressive year in the history of Price College Entrepreneurship. So much of this excitement begins with leadership. This fall, Price College welcomed Professor Tom Lumpkin to our faculty. Dr. Lumpkin is one of the world's most renowned researchers and instructors in the field of entrepreneurship and serves the college as the C.S. Trosper Chair in Entrepreneurship and the first permanent academic director of the college's re-aligned and expanded Division of Entrepreneurship and Economic Development.

Professor Lumpkin's arrival could not have come at a more opportune time. The division is busy preparing to host the world's most prestigious academic conference focusing on entrepreneurship, which will be held in Norman in June 2017. This global conference will attract over 350 scholars and is only hosted in the United States once every three years. In just a few months, the entrepreneurship world's eyes will be on Oklahoma, and I am confident they will be impressed by what they see.

For example, our guests will encounter the Center for the Creation of Economic Wealth (CCEW), one of the economic development functions housed within the division. Celebrating its 10th anniversary, CCEW has successfully served as a student-centered, multi-disciplinary experiential learning program that specializes in technology consulting, software business development, social entrepreneurship and agile product design across OU's three campuses in Norman, Oklahoma City and Tulsa. As we go to press, we have just announced a transformational leadership gift from OU alumnus Ronnie Irani which allows us to expand the program's reach and impact. Moreover, CCEW's Norman offices are housed within the newly-opened Innovation Hub, a 25,000 square-foot launch lab for new ideas that will foster cross-disciplinary innovation at OU while creating new ideas and companies that will grow and diversify Oklahoma's economy.

Rounding out Price College's economic development suite is the Office of Technology Development and the Director of Public/Private Partnerships. The functions provide University-wide support for intellectual property protection and commercialization while assisting with key economic development activities such as business attraction, retention and expansion on OU's campuses and across the state. At every turn, Price College's Division of Entrepreneurship and Economic Development positions students, faculty, staff and citizens to generate and launch the ideas that are essential to our future global competitiveness.



Dean Daniel Pullin is greeted by his sons, Parker and Halsey, during the recessional of the 2016 May Convocation Ceremony.

A clear testament of our students' preparation and talent is the success they have experienced each year at the recently-named Love's Entrepreneur's Cup, formerly known as the Donald W. Reynolds Governor's Cup Business Plan Competition. Students participating in the competition regularly move their ideas forward as they form new ventures, as many of our entrepreneurial alumni have over the years. Just a few recent success stories are shared in this edition. I suspect you will enjoy exploring them as much as I have.

At every level, our powerful combination of entrepreneurial resources prepares our students to directly progress our state's global competitiveness in the marketplace. We are growing the economy and diversifying it to better resist the inevitable economic downturns as they come. Simply stated, Price College has found a formula that works and one that we continuously work to improve. From our faculty and staff, to our programs, to our partners, and ultimately to our students, we consistently tackle the biggest business issues of our time by generating valuable insights and preparing our students to deploy and improve upon them in practice. Our pace is fast. Our impact is growing. Our rise continues. Thank you for the many ways you strengthen Price College for our students, state and nation.

Best,

Daniel W. Pullin
Dean
Fred E. Brown Chair in Business
'98

INTRODUCING DR. LUMPKIN: C.S. Trosper Chair in Entrepreneurship and Director of the Division of Entrepreneurship and Economic Development

Educator and award-winning researcher and scholar G. Thomas “Tom” Lumpkin joined the University of Oklahoma’s Price College of Business on July 1 as the C.S. Trosper Chair in Entrepreneurship and as professor and director of the college’s Division of Entrepreneurship and Economic Development.

Lumpkin comes to OU from the Whitman School of Management at Syracuse University in New York, where he served as the Chris J. Witting Chair and Professor of Entrepreneurship in the Department of Entrepreneurship and Emerging Enterprises.

Lumpkin joins the Price College of Business as its first permanent academic director of the Entrepreneurship and Economic Development Division. The division is charged with teaching entrepreneurship to all OU students while facilitating cross-disciplinary innovation to further the university’s contribution as an economic catalyst for Oklahoma and beyond. In addition to its world-class faculty and cutting-edge entrepreneurship curriculum, the division is home to OU’s top-10 ranked Center for Entrepreneurship, Ronnie K. Irani Center for the Creation of Economic Wealth, Office of Technology Development and Office of Public/Private Partnerships.

“Attracting a leader of the caliber of Tom Lumpkin affirms the momentum and limitless opportunity for entrepreneurship across OU, Oklahoma and beyond,” said Dean Daniel Pullin.

“Dr. Lumpkin’s gifts are prodigious. A world-renowned scholar and teacher, Dr. Lumpkin fuses his academic knowledge and private-sector entrepreneurial experience to lead one of the nation’s most exciting university-based entrepreneurship initiatives. As evidenced by our top 10 national



Dr. Tom Lumpkin

ranking, OU Entrepreneurship compels a robust learning environment that unlocks the creativity and contribution of OU students, faculty, staff and citizens across all fields. Tom’s talent and focus on creating entrepreneurial impact in all its forms make him perfectly suited to lead OU’s efforts in this critical area for Oklahoma and the nation.”

Lumpkin’s primary research interests include entrepreneurial orientation, social entrepreneurship and family business. He is a globally noted scholar whose research has been published in numerous leading academic journals. Lumpkin is a co-editor of *Strategic Entrepreneurship Journal* and serves on the editorial boards of *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *Journal of Social Entrepreneurship* and *Family Business Review*.

Lumpkin earned his doctorate in business administration from the University of

Texas at Arlington and master of business administration degree from the University of Southern California. Prior to entering academia, he owned and operated TLC Home Improvements, a home repair business that worked with Realtors to ready homes for the market, and Lumpkin & Associates, a consulting firm that assisted young and small businesses on new business development, market analysis and strategic positioning. He also served as assistant treasurer of the City of Fairfax, Virginia, and treasurer and business manager of Floyd Agricultural Energy Co-Op, a Virginia start-up.

“I am excited to be joining the OU faculty and honored to head the Division of Entrepreneurship and Economic Development,” said Lumpkin. “There are many ways entrepreneurship can contribute to Oklahoma’s future, and I applaud OU for highlighting the role of entrepreneurship in economic development. I am very pleased to be part of this important initiative.”

Lumpkin is the 2009 recipient of the Foundational Paper award from the Entrepreneurship Division of the Academy of Management for a “classic and highly influential contribution to entrepreneurship research that serves as a legacy for scholarly work in the field” for his paper “Clarifying the Entrepreneurial Orientation Construct and Linking it to Performance,” published in 1996 (with Gregory G. Dess). A paper based on that research, co-authored with Andreas Rauch, Johan Wiklund and Michael Frese, won the 2015 Greif Research Impact award at the Academy of Management.

Lumpkin co-authored seven editions of a textbook titled *Strategic Management: Creating Competitive Advantages* (with Greg Dess, Alan Eisner, and Gerry McNamara). His co-edited book *The Landscape of Family Business* (with Ritch Sorenson, Keith Brigham and Andy Yu) was published in September 2013.

LEADING THE WAY: Price College Hosts World-Leading Entrepreneurship Conference

By Tara Malone

Next summer, one of the most esteemed entrepreneurship conferences in the world will take place in Norman, Oklahoma. In June 2017, the Babson College Entrepreneurship Research Conference will be hosted by the Division of Entrepreneurship and Economic Development in Price College.

The annual conference, founded in 1981, has previously been held in such locations as Switzerland, France and Spain; the conference's leadership chooses a location in the United States only once every three years.

Calling the event an unprecedented opportunity, Lowell Busenitz, the Michael F. Price Chair in Entrepreneurship, said, "The Babson College Entrepreneurial Research Conference was established to provide a dynamic venue where academics and



Price Chair in Entrepreneurship Lowell Busenitz

will be obtained from other researchers on the papers that OU faculty and students present."

Busenitz credits the university's entrepreneurial spirit with making possible the opportunity to host the BCERC.

"The University of Oklahoma is leading the way for entrepreneurship and innovation," he said. "Our ecosystem combines the best academic resources and experiential programming to encourage students as process-oriented thinkers who build revolutionary ideas and companies.

"Regardless of experience, time capacity or field of study, there is a place for our students in the world of entrepreneurship. OU's entrepreneurship program enables students to discover entrepreneurship, develop specialized skills, test emerging business ideas and launch breakthrough

"THE CONFERENCE IS A GREAT OPPORTUNITY TO INTERACT WITH CUTTING-EDGE RESEARCHERS ABOUT WHAT IS BEING INVESTIGATED AND HOW WE CAN TAKE OUR RESEARCH TO THE NEXT LEVEL."

real-world practitioners could link theory and practice through spirited dialogue.

"Each year, the conference attracts more than 350 entrepreneurial scholars, who come to hear the presentation of more than 220 papers. ... Based on the quality of our faculty and our facilities, in 2012 the OU Price College was chosen to host the 2017 BCERC. We see this as a great opportunity to showcase the university and the growth of our highly ranked entrepreneurship program."

In addition to adding to the global reputation of Price College, the conference event will provide the college's faculty and doctoral students with the chance to share

their scholarship with leaders in the field in a dynamic learning environment.

In conjunction with the conference, a Doctoral Consortium will bring together 25 Ph.D. students with internationally noted scholars to share the latest research and strategic initiatives in global entrepreneurship.

"Price College faculty and Ph.D. students will present their entrepreneurship research at the conference as well as listen to entrepreneurship researchers from around the world present theirs," said Busenitz. "The conference is a great opportunity to interact with cutting-edge researchers about what is being investigated and how we can take our research to the next level. Feedback also

ventures to transform our state, nation and world!"

The Babson College Entrepreneurship Research Conference will be held June 7-10, 2017, at the Michael F. Price College of Business on the University of Oklahoma Norman campus. For more information about the conference, including submission information and past proceedings, visit www.babson.edu/Academics/centers/blank-center/bcerc/Pages/home.aspx.



BABSON

The Center for the Creation of Economic Wealth: **10 YEARS IN THE MAKING**

By Jerri Culpepper

Ten years ago, an ambitious idea was at last realized. The idea? The creation of a unique organization that would engage the broader University of Oklahoma community of students, faculty, alumni and Oklahoma business leaders in an effort to commercialize OU innovations in an interdisciplinary way.

Fast forward a decade: That organization – the Center for the Creation of Economic Wealth, today housed in the Michael F. Price College of Business – has grown and prospered, realizing that vision, and indeed, much more.

CCEW has expanded its expertise and community involvement, as well as its geographic reach, which today spans the globe. Its programs have expanded into specific foci in software development, product design, start-up consulting and social entrepreneurship. Also significantly, the center's efforts have grown to nearly 100 student internships a year, making CCEW one of the largest university-led internship programs in the country!

Among CCEW's recent and noteworthy community outreach efforts has been the development of software coding boot camps and in-depth project-based experiences for young professionals. The center's staff and creative interns have shared their collective expertise to residents of the Oklahoma City and Tulsa metro areas with such community-facing programs as The Mine, OK Coders and Kitchen 66, which serve a broader mission of economic development in the state by introducing community members to opportunities in entrepreneurship and providing entrepreneurial skills training.

This fall, CCEW took its interdisciplinary, collaborative and creative culture to a new level by locating in the recently-opened Innovation Hub, an approximately 25,000-square-foot space on the first floor of Three Partners Place on OU's Research Campus. The Hub models a 21st-century way of thinking that seeks input from thought leaders across the university, and beyond to university partners and collaborators.

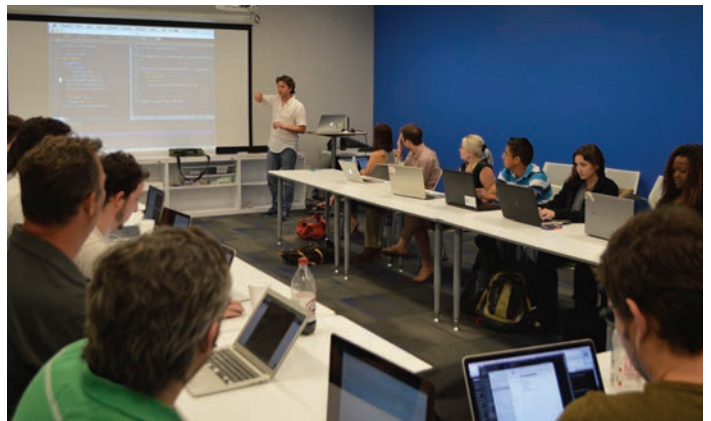
A collaborative project among the Price College of Business, Office of the Vice President for Research-Norman, Gallogly College of Engineering, University Libraries and Information Technology, as well as other units university-wide, all of the facilities and services offered through the Hub are accessible to the entire university community.

As a tenant in the Hub, CCEW is better poised than ever to help students, community members, faculty and Research Campus members move quickly from idea generation, to prototyping, to commercialization. In addition, the Innovation Hub space will allow CCEW to participate in ecosystem-building events, like Startup Weekend, in a collaborative environment.

As a component of Price College's Entrepreneurship and Economic Development Division, CCEW's global reach supports technologies and ideas impacting more than a dozen countries, and the resulting linkages to growing Oklahoma startups and established businesses.



CCEW interns pose at Sam Noble Museum before delivering their final presentations for the spring semester.



CCEW works with local startups Phase 2 Interactive and Tailwind to provide an eight-week boot camp for software developers.



CCEW Executive Director Jeff Moore and students traveled to Kathmandu, Nepal as part of the entrepreneurial exchange program funded by the U.S. State Department.

One such recent global effort, called Accelerate/Enterprise Nepal, grew out of CCEW's partnership with OU's Gaylord College of Journalism and Mass Communication to manage a grant from the U.S. State Department for an entrepreneurial exchange program between the United States and Southeast Asia.

For this project, a CCEW team headed by CCEW Executive Director Jeff Moore collaborated with a Nepalese entrepreneur to create plans for the first-ever business accelerator in Kathmandu, Nepal. As part of the exchange program, entrepreneur Ajay Shrestha first traveled to OU. Then, capitalizing on the insights gathered from visiting Oklahoma entrepreneurs while hosted by CCEW through the exchange, CCEW recruited a team of students to help Ajay develop the curriculum and implementation plan for the accelerator.

The CCEW student team then traveled to Kathmandu to make the final recommendations for the accelerator's curriculum. Shrestha provided the expertise on Nepal's entrepreneurial ecosystem, while the CCEW team became the experts in applying core elements of the accelerator experience, such as mentorship and a progressive curriculum. The team worked closely with the client to develop an operations guide to produce the successful startups derived from a more robust, well-resourced entrepreneurial ecosystem in Kathmandu.

The project was deemed a great success, with four out of five participants in the accelerator ultimately receiving funding. It was also successful from the participants' view point. As one team member observed, the CCEW interns took away from the project much more than the sum of its parts: they forged connections that ensured their project's success, and in the process, learned

how to be effective, empathetic leaders in an international economy as well as better global citizens.

CCEW teams also recently undertook two ambitious health care projects involving collaborations with faculty at the OU Health Sciences Center and Dean McGee Eye Institute and other national and international agencies and organizations, which took them to far-away China and Swaziland.

The first, originally called EYEChina and later renamed the International Eye Institute, resulted in the signing of a memorandum of agreement with the Sichuan Provincial People's Hospital and ongoing visits from Dean McGee Eye Institute faculty as part of their Global Eye Care Program, and the furtherance of their long-term partnership, including the transfer of knowledge between the two programs.

The other project, called MobEx, paired a CCEW student team with The Luke Commission, a registered nonprofit in the United States and Swaziland that serves on the front lines of the HIV/AIDS and tuberculosis pandemics in that medically underserved region. With the goal of helping create plans for expanded health care services, including a mobile hospital expansion that would allow TLC medical providers to offer HPV vaccinations, cervical exams and eye care exams to a broader populace, the team sought the advice and recommendations of doctors, diplomats, and local and international nonprofits.

The team ultimately recommended that TLC expand the reach of their services to include Botswana, given that country's similar health issues and the presence of such organizations as USAID and Population Services International, which would be helpful in helping the team enter and set up operations.

“CCEW is one of the finest examples of OU's mission to provide a distinctive educational and life experience through creative activity in service of our state and world. A cornerstone of OU's efforts to lead the state in innovation, creativity and entrepreneurship, CCEW has left its mark on the lives and careers of hundreds of students, dozens of citizen entrepreneurs, and the connected community of the University of Oklahoma.”

**–Daniel Pullin,
Dean, Price College**

“The Innovation Hub is an incredible resource for OU students and the broader entrepreneurial community in central Oklahoma. It reflects a substantial investment and focus in furthering and supporting an innovation mindset all across the campus of OU, and we are excited to be an important part of the Innovation Hub.”

**–Jeff Moore,
CCEW Executive Director**

“CCEW's community-facing programs provide a unique value to OU, increasing the flow of ideas and resources between the university's top talent and the community organizations and entrepreneurs who are working every day to develop Oklahoma's economy through new business and job creation.”

**–Susan Moring,
CCEW Program Manager**

“Since beginning with tech commercialization, we've added four new program tracks, expanded to OU-Tulsa and added The Mine, a CCEW-like program aimed at professionals. All of our programs have been created to meet student and community demands and further the mission of CCEW.”

**–Sue Ringus,
CCEW Director of Internship**



Members of The Luke Foundation perform eye exams in Swaziland. CCEW worked with the foundation to expand their health care services to additional underserved regions.

INNOVATION HUB OPENS ITS DOORS TO INTELLECTUAL COLLISIONS

A new era of opportunity, inspiration and creativity launched in September 2016 with the opening of the Innovation Hub at the University Research Campus in Norman. Home to Price College's Center for Entrepreneurship and the Ronnie K. Irani Center for the Creation of Economic Wealth, this cutting-edge facility is designed to foster the creation, refinement and implementation of innovative ideas.

The Innovation Hub features multiple zones that can be utilized by students, faculty and staff. The digital fabrication lab brings ideas to tangible reality through 3D printers, laser cutters, CNC milling machines, a woodshop and on-site experts. The data visualization zone utilizes virtual reality to immerse users in the world of informatics. The collaboration zone has customizable spaces for students to meet and work together on their projects and ideas, including initiating new technology-based business and jobs for Oklahoma's future economy.

The Innovation Hub is a multi-disciplinary collaboration between Price College, Gallogly College of Engineering, University Libraries, OU Information Technology, and the Office of the Vice President for Research. It works across the university to support the innovation ecosystem. Events, training and mentoring are just a few of the services the Innovation Hub will provide to students, faculty and staff who are interested in maturing ideas and beginning companies.

"We want students to be able to express their ideas and have the support to make them happen," said Erin Wolfe, executive director of OU's Office of Strategic Initiatives. "The Innovation Hub aims to help everyone to be inspired, regardless of academic program."

The facility also includes a technology-enhanced active learning classroom, a café and an outdoor seating area.

The opening of the Innovation Hub was celebrated the entire week of Sep. 19, and included food, entertainment and talks from industry leaders that was open to the entire OU community.

The Innovation Hub also welcomed its new executive director, Tom Wavering, the week of the opening. Wavering has led the research, development and commercialization of innovative products for almost 20 years, most recently as an executive with Intelligent Automation Inc. in Rockville, Maryland.

"The Innovation Hub is an exciting opportunity to nurture ideas and grow them into amazing potential," Wavering said. "I am honored to join the University of Oklahoma and collaborate with OU's incredible students, faculty and staff as well as the broader community."

The Innovation Hub is located at 201 David L. Boren Blvd., Three Partners Place, First Floor, in Norman. For more information, please visit <http://innovation.ou.edu>.



Stanley White Foundation Provides **ENTREPRENEURSHIP FUNDING**

By Jocelyn Pedersen



Director Mike Fretz (center) accepts the Stanley White Foundation's Seed Sower induction from Dean Daniel Pullin and OU Vice President for Development Tripp Hall at the 2015 Adams Society dinner.

Being an entrepreneur can be risky business, but with training, mentorship and guidance available through Price College, students are ready to launch businesses when they graduate.

The Stanley White Foundation is an integral part of helping students attain their dreams because it provides funding for Price

meeting that Beauchamp helped White form the Stanley White Foundation. The foundation was funded in 2002 after White passed away suddenly. White's will, found in a grocery sack on a screened porch, designated that all of his assets go to the foundation.

"He hadn't really decided how he wanted the funds in his foundation distributed," Fretz

Jim Wheeler serves as the Stanley White Executive Director of the Center for Entrepreneurship



Clyde Chrisman, an OU graduate and CPA with Ernst and Young for 32 years who has served on the foundation's board for seven years, said White "had a passion for entrepreneurs and the University of Oklahoma," adding that a large portion of the foundation's donations go to the Center for Entrepreneurship in Price College.

Consistently ranked as one of the top 10 programs in the country, the center helps build thinking skills; solid content; hands-on, innovation-based projects; leadership; and interpersonal, team and communication skills.

Experiential learning beyond the classroom and immersion in the entrepreneurial process enables students to launch successful ventures and careers after graduation. Students who meet entrepreneurial leaders in the United States and abroad gain first-hand business experience while being immersed in diverse cultures. The center's venture development programs help students identify venture opportunities, develop ideas and solve customer problems, while business plan competitions help students gain experience

**"THE ENTREPRENEURSHIP PROGRAM HAS GROWN OVER THE YEARS,
AND IT ALL GOT STARTED WITH STANLEY WHITE'S VISION AND
GREAT WORK BY THE OU BUSINESS SCHOOL"**

College's Center for Entrepreneurship. The education and experiences offered through the Center for Entrepreneurship started when OU alumnus Stanley White chose to give back.

Mike Fretz, an entrepreneur and real estate developer for over 40 years who serves as director of the Stanley White Foundation, said he knew White for over 30 years, as they developed an enduring friendship.

Jim Beauchamp, the attorney on the foundation's board, met White in 1997 when White, a news agency owner, asked him to set up a will and a trust. It was through this

recalled. "So we made the choice for him, and we send funds to his alma mater, the University of Oklahoma."

Beauchamp said he believes White would have wanted his foundation to help entrepreneurs.

"Being an entrepreneur is more of a gift than a learned skill," he said. "I don't think you can go to school to learn that. You learn skills and how to get business loans and things of that nature. I do believe that's what Stanley would have liked to have done."

Beauchamp said the board's job is to "make sure the money lands where Stanley White would have otherwise placed it."

in pitching ideas to investors.

In addition, Price College's First Fidelity Bank Integrated Business Core provides students the opportunity to start a real business while giving back to the community through sweat equity and proceeds from product sales.

"Serving on the board is a great experience. I want to stay on as long as I can," Chrisman said. "The benefits of those contributions are just outstanding. The entrepreneurship program has grown over the years, and it all got started with Stanley White's vision and great work by the OU business school."

Price College's Hidden Gem: THE OFFICE OF TECHNOLOGY DEVELOPMENT

By Jocelyn Pedersen

On the third floor of 4 Partner's Place on the University of Oklahoma Research Campus is an often-unknown but incredibly important branch of Price College: the Office of Technology Development.

Jim Bratton, assistant vice president for economic development and executive director for the Office of Technology Development, said although some are less familiar with his office, he and his staff work closely with faculty, staff and students who invent products or software across OU's three campuses. OTD's connection to Price College is part economic development and part entrepreneurship. Although most universities have such an office, it isn't common to be part of a business school.

To break it down, it's all about who owns intellectual property and the pursuit of a market for inventions developed by the many sharp minds at OU.

"What we do is turn a topic into a tangible asset in front of you," said Andrew Pollock, director of business development.

Bratton said on average, OTD evaluates about 60 new inventions a year. Of those, approximately half will qualify for patenting applications. Others are not patentable; rather, they are eligible to receive enforceable copyrights. Over the years, OTD has successfully launched 22 startups and assisted 46 corporations with licensure, including Volvo, Toshiba, Schlumberger and Weather Decisions Technologies.

"WDT is a great example of an Oklahoma growth story," Pollock said.

JT Johnson, Weather Decisions Technologies' chief technology officer, said WDT is an industry leader providing organizations with weather-decision support on a global scale. Johnson said WDT started 16 years ago after licensing a weather forecast model from the Center for Analysis and Prediction of Storms and weather-display technologies from the Oklahoma Climatological Survey.

WDT helps forecast winds for wind farms' efficiency, safety and maintenance – it isn't safe to have technicians on wind towers in high winds or if lightning is present. WDT also serves various agricultural-related companies that support farmers. The goal is to optimize the growing environment so farmers know where and when to plant, and weather is a

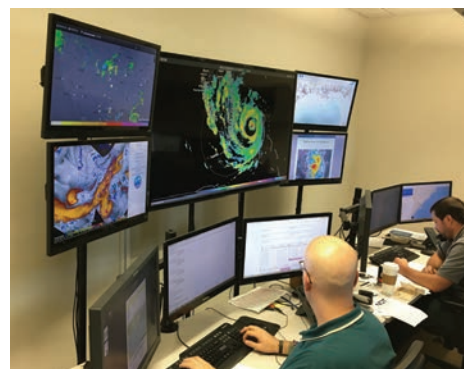


(From left) Executive Director Jim Bratton, Growth Fund Coordinator Annie Smith and Director of Business Development Andrew Pollock

"very important component in that," Johnson said.

WDT works with the outdoor venue industry, providing forecasts and alerts to festivals and concerts as well as professional and college sporting events, including OU's. Last but not least, WDT provides mobile products for "prosumers," weather enthusiasts, or small-to-medium businesses whose owners have weather concerns for the protection of employees or assets.

"I think it's valuable and important," Johnson said of OTD. "The challenge for a startup company is in how to bring technology to market at a cost that fits their business model. The university was good about working with us when we wanted to do that. The challenge the university has is in understanding what the business market will bear. OTD plays a vital role in connecting research with businesses in licensing the university capabilities. I encourage the



The Office of Technology Development fosters the commercialization of a wide range of inventions, including laser-based detectors used for soil analysis in space, enhanced weather detection technology, and new drugs that are improving and saving lives.

state and university to make it even easier for companies and the university to work together."

Working together is what it's all about, and Bratton said he has a great job and a great team that is passionate about what they do.

To help get the word out about what OTD does, staff hold Innovation to Impact lunch-and-learn sessions at OU's Norman and Health Sciences Center campuses. Dates, topics and locations for upcoming events can be found at OTD's website, ou.edu/otd. Promoting the services OTD provides to inventors is Growth Fund Coordinator Annie Smith's new role at OTD.

THE OFFICE OF TECHNOLOGY DEVELOPMENT

Purpose

We believe innovation from academic research can make a positive difference in the world. The purpose of OTD is to help OU researchers transform ideas into tangible impact for the betterment of society.

Mission

The mission of OTD is to provide the highest level of fiduciary expertise for the perfection, conveyance and commercialization of OU intellectual properties.

Vision

To be recognized as a driving force for OU's economic impact through education, expertise and efficiency.

OU'S OFFICE OF TECHNOLOGY DEVELOPMENT WAS INSTRUMENTAL IN HELPING THESE COMPANIES:

Selexys Pharmaceuticals in Oklahoma City is developing drugs to fight inflammatory diseases such as sickle cell anemia.

Pure Protein in Oklahoma City has developed a discovery engine principally used to identify cancer targets for therapy.

Caisson Biotech in Oklahoma City developed a novel Naprosyn-based drug-delivery platform that enhances therapeutic drug performance.

Moleculera Labs in Oklahoma City is an autoimmune neurobiology testing company with tools to identify PANDAS or pediatric autoimmune neuropsychiatric disorders associated with streptococcal infections.

ECONOMIC DEVELOPMENT EFFORTS

Bear Fruit at an Ever-Increasing Pace

By Staci Elder Hensley

If you want to say hello to one of the Price College of Business' newest and most valuable assets, you'll have to move fast. Certified economic development specialist Debra Teufel, who joined the team in September 2015 as the college's director of public/private partnerships, is a very busy woman.

In her new role, Teufel is charged with developing partnerships between the University of Oklahoma and other institutions, industries and investors. Her role enables the university to enhance its ability to take part in traditional economic development functions, including business recruitment, retention and expansions.

After only a short time in Oklahoma, Teufel is spearheading multiple initiatives that are rapidly coming to fruition. She's also sharing her expertise with Oklahoma's movers and shakers through her service on the Governor's Economic Development marketing team, the Oklahoma Business Roundtable, the Oklahoma Professional Economic Development Council (OEDC), Greater Oklahoma City Chamber of Commerce, and many other economic development organizations and committees statewide.

"I enjoy bridging that gap that sometimes exists between the private sector and university capabilities," Teufel said. "Businesses need a go-to person to call and



Debra Teufel

find their way to our resources. Some of the most rewarding projects are those that have involved multiple entities across the OU system. The companies I have met in Oklahoma, as well as our leadership,

embrace these multi-disciplinary projects that give our researchers and students an opportunity to tackle research projects that impact the Oklahoma economy in a meaningful way.

"One of the assets that attracted me to OU is the University Research Campus," she added. "OU has that complete package – sites and world-class buildings, renowned research and TALENT! I have worked hundreds of economic development projects through the years, and the single common denominator that differentiates communities is talent. We have it, and I love finding new ways to share that and provide outreach to make those connections with business and industry."

Certified by the International Economic Development Council, Teufel is a graduate of OU's Economic Development Institute

and Southwestern College in Winfield, Kansas. Prior to joining the OU team, she held a number of economic development management positions with firms across south central Kansas. Most recently, she served as vice president of the Greater Wichita Economic Development Coalition, part of the Wichita, Kansas Metro Chamber of Commerce. The recipient of a "40 Under 40" Award from the *Wichita Business Journal* in 2010, she is a sought-after speaker at professional conferences, from the international to local levels.

Teufel's husband, David Teufel, is an electrical and structural designer at The Boeing Co. They are the parents of four children – Bryson, Braden, Brylea and Brittany.

As for the future, "I look forward to finding new diversified tenants for our research campus and shepherding new opportunities to facilitate partnerships across all three OU campuses," Teufel said. "The biggest challenge is time – there are undoubtedly more partnerships out there untapped than there is time to reach them all. My vision for the Office of Public/Private Partnership is to add additional economic development consulting services, to offer further connectivity to business and communities across the state."



One of Teufel's first assignments at Price College was to plan and execute the 11th Annual Partners Celebration at the National Weather Center in November 2015.



ENTREPRENEURSHIP STUDENTS' IMPACT PROVEN YEAR AFTER YEAR AT STATE BUSINESS PLAN COMPETITION

By Steve Rice



Two undergraduate teams celebrate their wins with Dean Daniel Pullin and Professor Lowell Busenitz at the 2015 Governor's Cup.

There may be no better example of how well Price College students are prepared to tackle the biggest issues of our time as entrepreneurs than the success they have experienced at the annual Love's Entrepreneur's Cup Business Plan Competition in Oklahoma City (formerly known as the Donald W. Reynolds Governor's Cup).

Lowell Busenitz is the Michael F. Price Chair in Entrepreneurship and has served as an advisor to these student teams at every level of their preparation through the Center for Entrepreneurship.

"Helping our students learn what it takes to start a new venture and actually engage in the process is very special," said Busenitz. "This is about experiential learning where students develop viable concepts and then conduct feasibility analyses and build their business plans around these ideas. This learning process is also about learning to communicate the potential of their concepts in writing and orally. It is about developing concepts to entice prospective investors." (Yes, investors can actually invest in the students' ventures.)

In fact, Busenitz believes wholeheartedly that his students of his are of the best at OU. Students selected for

Price College's entrepreneurship program are all upper-class men and women.

By the time entrepreneurship students have completed their New Venture Development courses, they have developed some excellent oral presentation and editing skills. (Just imagine delivering a new business plan to a table of prospective investors and the plan has misspelled words!) This is a 54-week process made up of hours and days of work formulating plans that are detailed with charts, graphs and illustrations.

Looking at the Business Plan Guidelines can produce a migraine of dread. There's an executive summary, venture opportunity statement, a business model, industry examination, market examination, competitive advantage, pricing, marketing, supply chain, implementation and operating strategies, company structure and management, critical risks, revenue models and key investment, budget – no need to go further. In addition is the final written plan evaluation. There's another word for dread: evaluation. There are points assigned to all of the above adding up to 200 points for the written presentation alone!

These plans require multiple in-class presentations throughout the year – segment presentations by the entire

group for concept development, feasibility analysis and then four segments of the business plan. There are usually about three-to-four students per "business plan" team, so a class of 30 will have about eight teams in the ongoing building process. Segment presentations must be both written and oral. This is a living, growing process, one Busenitz takes very seriously. He is constantly mentoring, coaching and evaluating his teams. No lounging about his yearly teaching plans – this process requires his input all the time.

Entrepreneurship students go on to compete and place in competitions all over the nation, including the Rice Business Plan Competition in Houston and the California Dreamin' Competition at Chapman University in Orange, California. But the results are proven best with Price College's consistent participation and success among its peer institutions at the Love's Cup.

The Love's Cup

Every spring, students from across Oklahoma compete in teams to pitch their start-up business plan to a panel of judges at the Love's Entrepreneur's Cup. They are divided into undergraduate and graduate tracks. Price students compete against



Project Pediatrics won first place in the undergraduate division of the 2016 competition for their mobile vital signs device.



Nutripeutics won second place in the graduate division at the 2016 competition for their plan to provide a low-cost, all-natural alternative to antibiotics.

schools like Oklahoma State University, University of Central Oklahoma and Oklahoma City University, and historically come out on top in first or second place.

Every year, the top two teams from undergraduate and graduate levels go on to compete in May in the Tri-State Governor's Cup Competition where they compete

against the top two teams from Arkansas and Nevada as well. They are awarded pretty hefty seed money that is intended to help launch their idea.

How Price College students have fared since the advent of the Governor's Cup in 2005:

2016

- 1st Place:** High Growth Undergraduate Division
- 2nd Place:** High Growth Graduate Division
- Robert E. Craine Outstanding Venture Award
- Paulsen Award

2015

- 1st Place:** High Growth Undergraduate Division
- 2nd Place:** High Growth Undergraduate Division
- 2nd Place:** Undergraduate Tri-State Competition

2014

- 2nd Place:** High Growth Graduate Division
- 2nd Place:** Graduate Tri-State Competition
- 3rd Place:** High Growth Undergraduate Division

2013

- 1st Place:** Undergraduate Tri-State Competition
- 1st Place:** Undergraduate 90-Second Pitch Competition
- 2nd Place:** High Growth Undergraduate Division
- 3rd Place:** High Growth Undergraduate Division

2012

- 2nd Place:** Undergraduate Division

2011

- 1st Place:** Graduate Division
- 1st Place:** Undergraduate Division
- 2nd Place:** Undergraduate Division
- OG&E Positive Energy Award

2010

- 1st Place:** Graduate Division
- 1st Place:** Undergraduate Division
- 2nd Place:** Graduate Division
- 2nd Place:** Undergraduate Division
- 2nd Place:** Undergraduate Tri-State Competition
- 3rd Place:** Undergraduate Division

2009

- 1st Place:** Undergraduate Division
- 2nd Place:** Graduate Division
- 2nd Place:** Undergraduate Division
- 2nd Place:** Undergraduate Tri-State Competition
- 3rd Place:** Graduate Division
- 3rd Place:** Undergraduate Division

2008

- 1st Place:** Graduate Division Tri-State Competition
- 2nd Place:** Graduate Tri-State Competition

2007

- 1st Place:** Graduate Division
- 2nd Place:** Undergraduate Division
- 3rd Place:** Graduate Division

2006

- 1st Place:** Graduate Division
- 2nd Place:** Graduate Division
- 2nd Place:** Undergraduate Division
- 3rd Place:** Graduate Division

2005

- 3rd Place:** Graduate Division

VIKTORIA KRANE: LENDING A HAND

By Tara Malone



Viktoria Krane



Krane presents at the 2014 Price College Crowdfunding Conference.

Viktoria Krane, CEO and co-founder of Lendoor, truly has a global perspective. A native of Bulgaria and a current resident of New York City, Krane traveled from her home country to Norman, Oklahoma, to earn her master of business administration

radically different that would benefit real people, not just corporate bottom lines. The idea of Lendoor was born."

Lendoor is a rapidly growing platform aimed at helping small-business owners crowdsource small, low-interest loans from family members, friends and members of

that enabled her to buy her equipment, as well as offered her another key to success, according to Krane — emotional support.

"No one has done it all by themselves, Krane says. "Starting a small business is incredibly challenging, and you need all the help you can get — from emotional

**"...I WAS EAGER TO BUILD SOMETHING NEW," Krane explains.
"I WANTED TO LEVERAGE MY CREDIT EXPERIENCE AND DO SOMETHING
RADICALLY DIFFERENT THAT WOULD BENEFIT REAL PEOPLE, NOT JUST
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degree from the Michael F. Price College of Business, Class of 2001.

Krane enjoyed a fruitful career as a credit analyst for such organizations as Moody's and Fitch, but after 10 years in the corporate world, she wanted to do something that reached out to everyday entrepreneurs.

"... I was eager to build something new," Krane explains. "I wanted to leverage my credit experience and do something

the community. In particular, Lendoor gives a leg up to entrepreneurs looking to start, expand or market their small business, but who may not be able to access traditional lines of credit like bank loans.

Krane gives the example of an organic juice seller in Dallas who was offering her wares at street fairs and via direct order. When she was ready to open her first brick-and-mortar store, friends and regular customers crowdfunded the loan

support to business advice and funding. Build a support network around you. It is the people you know that are most likely to support you."

This has been true of Krane's own experience building Lendoor as well. Relationships are at the heart of Lendoor's inception and realization, she says. She gives credit to a crack team that brings together myriad skills to cooperatively

transform Lendoor into the success it is today.

"Idea alone is not enough," Krane says. "Building a complex, sophisticated platform requires the talent of many. The first step for me was to gather a team with expertise in technology, design and legal matters, people who share my vision and enthusiasm about crowdfunding. We built Lendoor together."

Many of Krane's lifelong friendships began in Norman, during her time as a student in Price College. She credits her MBA experience at OU, and the connections she forged there, as wellsprings for her fruitful career.

"Attending the MBA program at the Price College of Business was in many ways a transformational experience for me," Krane says. "I had just arrived from Bulgaria, and while I had traveled extensively in the past and even lived in different countries, this was my first time in the United States. Beyond acquiring a solid body of knowledge that helped me jumpstart my career, I've learned a great deal about the United States, the culture and the way of life."

During her time in the college, Krane was selected to participate in the Price

Scholars program, which gives students the opportunity to engage with real-world business leaders while matriculating at the Stern School of Business in New York City.

"It was an incredible opportunity to experience New York, take classes in NYU and enjoy a summer internship at Solomon Smith Barney," Krane says. "It took my career on a whole new path."

She emphasizes that while the programs at Price College are challenging, forging relationships with others was one of the most important aspects of her MBA success.

"Being an international student comes with a whole set of challenges," Krane says. "It is an intense program, and everyone is very busy, all the time. It is important to remember that no matter how busy and focused [you are] on learning and making excellent grades, one should always find the time to make connections and build relationships with the faculty and the other students. These friendships remain for life!"

As Krane works to build her own small business, fulfilling both her dreams and those of small business owners around the country, her eye is firmly fixed on the future.

"We are still small, but we have big plans," she says. "Early-stage financing is a big pain point, and we offer a unique solution. We want Lendoor to be known among small-business entrepreneurs as the place to go to raise funds for your fledgling business, like Kickstarter is known among artists as the place to go to get funding for your creative project."

She encourages current Price College students and future entrepreneurs to never stop learning, especially in such a rapid-paced environment as the intersection of business and technology.

"We live in an incredibly fast-moving world," Krane says. "Think about your time in college as just the beginning of your educational journey. I was recently invited by a university professor to speak to his entrepreneurship students about crowdfunding. He told me that he wrote the textbook a few years ago, when crowdfunding was at a very early stage. Now that crowdfunding is becoming a major alternative, he was reaching out to the experts to bring the latest knowledge to his class."

For more information about Lendoor, and about Krane and her team, visit <https://www.lendoor.com/index.php>.

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UNDER

40

CALL FOR NOMINATIONS - OUTSTANDING ALUMNI UNDER 40

The spring 2017 issue of Price Magazine will feature some of the most outstanding Price College alumni under the age of 40.

**We are currently accepting nominations until
January 15, 2017.**

Please nominate one or more alumni online at
price.ou.edu/nominate

Self-nominations are accepted.

BLAINE PINARD: RESTORING DREAMS AND THE ENDURING ENTREPRENEURIAL SPIRIT

By Brooke Barnett

When asked about some of his early startups, 2009 Price College graduate Blaine Pinard laughs and refers to wisdom passed down to him as an undergraduate — the notion that it is best to fail and fail fast.

“The idea is that you push an idea hard and fast,” Pinard explained. “If it fails, it fails. You then move to the next thing and don’t cling to the things that don’t work. I don’t find any shame in projects that haven’t come to fruition.”

All joking aside, Pinard has leveraged his B.B.A. in entrepreneurship and venture management and accounting into an extremely successful and diverse entrepreneurial career, which has led to him owning and operating one of largest furniture restoration companies in the United States.

A Natural Choice

Pinard came to the University of Oklahoma as part of a long-standing family tradition.

“OU runs in my family, so it was an obvious choice for school,” he explained. “As for choosing Price College, it was a natural choice because I knew I wanted to be self-employed. My family is rather entrepreneurial. While I don’t believe entrepreneurs are necessarily ‘born,’ I do believe that growing up in my family environment gave me the desire to be an entrepreneur.”

It was Pinard’s entrepreneurial spirit that led him to develop a startup called Anchor Sand, which created waterproof sand used to reduce maintenance costs in golf bunkers, construction applications, erosion areas and more. From there, Pinard partnered to establish SACC Pipe & Supply Co., which supplied water transfer hose to the oil and gas sector.



Blaine Pinard with wife Amanda and son Noble.

“We created a different model than normally used with this type of supply company, which allowed us to be small, nimble and offer a considerable cost savings over most of the suppliers in the industry,” Pinard said.

While both of these startups encountered obstacles, they provided an unmatched learning experience for the young entrepreneur.

“Those failures taught me a lot about choosing your business partners wisely and making sure that everyone desires to be involved for the long haul,” he adds.

Laying the Foundation

As Pinard continued to seek business opportunities, he called upon the framework of knowledge he gained at Price College to guide him in the process from ideation to business operations.

“I learned a tremendous amount in classes such as Entrepreneurial Finance, Business Plan and Cost Accounting. This foundation provided me with knowledge that I use every day,” he said. “Looking back, I think the time I spent with my team in my Business Plan class actually learning to build a business plan around a technology was fantastic. We spent many, many long hours together, and it was a lot of fun. And, to cap it off, I met my wife, Amanda, during my time at Price College.”

In addition to his classroom-based experiences, Pinard was actively involved in other learning opportunities available on campus. During his undergraduate experience, he completed an internship at OU’s Center for the Creation of Economic Wealth, served as a Price College JCPenney Leadership Associate and participated in Price’s First Fidelity Bank Integrated Business Core program. Pinard also studied abroad through the Honors College at Oxford University in England.

“I think all of these experiences played an important role in giving me a more well-rounded look at business, managing employees and what it means to lead in an organization,” Pinard said. “That’s the great thing about Price. There are so many great and different organizations within the college that really challenge you to get involved and develop new skills that will assist in your future business endeavors.”

Building a Business

Pinard’s focus today is on a company named Restoration Station that he purchased in 2011. Operating out of a small building in Edmond, the business initially had only three employees. Since that time, the company has moved to a new 25,000-square-foot facility in Oklahoma City and has grown to include a staff of 15.



The conference room table that Restoration Station restored for the Oklahoma City Thunder.

“START EARLY. IT’S LIKELY THE LOWEST YOUR EXPENSES WILL EVER BE AND YOU HAVE AN AMAZING AMOUNT OF RESOURCES AROUND YOU TO HELP ENSURE YOUR SUCCESS. AND, OF COURSE, DON’T BE AFRAID TO FAIL. IT CAN LEAD YOU TO THE PATH OF YOUR GREATEST SUCCESS.”

Focusing on furniture repair, restoration and upholstery, Pinard and the staff of Restoration Station restore furniture for both residential and commercial clients.

“Much of our work involves homeowner’s furniture that was included in a fire or water damage claim,” he said. “We also do family heirlooms, Pinterest-style projects, work for casinos, restaurants and more. If there is any type of furniture involved, we can help.”

Pinard said he hopes that Restoration Station will become a key local resource for everything from family heirloom restoration to custom furniture ideas.

“We’ve been able to integrate different pieces of technology into the process, and that has been instrumental in our growth,” he said. “I think I’m most

proud of the growth we’ve maintained year after year in such a matured industry.”

Looking to the Future

Looking ahead, Pinard said his plans for Restoration Station are as expansive and varied as the projects they take on.

“I plan to double our staff over the next five years and hope that we can grow to include out-of-state restoration offerings. Also, we are looking to drastically increase our work on the commercial side of the business.”

As he works to achieve these goals, he said he feels a sense of pride for all that he has already accomplished.

“We’re really excited about our new kitchen refinishing division,” he said. “We’ve

had great success in delivering furniture-grade finishes to in-home cabinetry, and I see that side of our business growing more and more. Our goal is to become one of the top three largest furniture restoration firms in the United States. Last year, we cracked the top 10, and we are continuing to grow.”

As his business enjoys continued growth and success, Pinard is happy to share his advice for budding entrepreneurs.

“Start early. It’s likely the lowest your expenses will ever be and you have an amazing amount of resources around you to help ensure your success. And, of course, don’t be afraid to fail. It can lead you to the path of your greatest success.”

For more information about Restoration Station, visit www.restorationstationok.com.



Restoration Station restored and reupholstered over 300 seats for a historic venue in Oklahoma City.

JEFF RAGAN: THE KiZE GUYS

By Steve Rice



Jeff Ragan



Ragan surrounded by his "KiZE guys" in the KiZE Bars kitchen.

First off, one must learn to say "KiZE" correctly in order to properly get to know Price College graduate Jeff Ragan, '08. KiZE is pronounced like the word "wise." In fact, owner Ragan calls his 14-person crew "KiZE Guys."

One of the most forthcoming young men you'll ever meet, Ragan would never call himself a "boss." A leader of people, yes. A traditional boss, no.

do. Ragan, in particular, likes to create products and services that benefit humanity. That might be a tall order, but in Ragan's case, he's pulled it off.

The kernel for this business concept was born during his days studying under Price College professors Jim Wheeler and Lowell Busenitz in the entrepreneur program.

Soon after his graduation from Price College in 2008, Ragan was hired by

Chesapeake Energy proved to be a time of self-discovery for Ragan. He read all he could find about entrepreneurship and life. He read case studies, too. A lot of them. Ragan began a period of "passionate" planning – he wanted to go on his own. Start a business. Learn a trade. Practice entrepreneurship!

While at Chesapeake, Ragan spent much of his time in his kitchen. He had saved money over the past four-plus

"RAGAN COINED THE NAME FOR HIS ENERGY BAR CREATION FROM THE JAPANESE WORD "KAIZEN" – A JAPANESE BUSINESS PHILOSOPHY OF CONTINUOUS IMPROVEMENT OF WORKING PRACTICES AND PERSONAL EFFICIENCY"

Ragan coined the name for his energy bar creation from the Japanese word "Kaizen" – a Japanese business philosophy of continuous improvement of working practices and personal efficiency.

In Ragan's case, that philosophy is extended to include the concept of helping others, especially young entrepreneurs, get better at what they

Chesapeake Energy to perform contract work in the company's Acquisitions Department.

In what was called "1st Group" in Chesapeake's Asset Management Department, Ragan spent two-plus years working on computer systems and equipment, then another two years in "2nd Group," Acquisitions and Divestitures.

years and had rented a house. He was becoming a fledgling cook! He was trying all sorts of recipes and product ideas.

But cooking and experimenting in his kitchen was simply a means to an end. Ragan was processing ingredients to develop his energy bar, which actually started as an energy cookie. It took a while. (One might say it took a lot of

energy!) One would think just a day or two – certainly a week – and you’d have the perfect bar.

“Not so,” said Ragan. It took months for him to land his KiZE Bar. In fact, the product was first “bags” or “bites.”

Explaining that his goal was simply to produce a good-tasting, nutritious product that could be eaten on-the-go, Ragan switched from the bites to bars after about nine months.

He also enjoyed mentoring through Price’s Center for Entrepreneurship, along with advice from numerous folks around Oklahoma City. He eventually clicked with David McLaughlin, co-founder of Advance Food Co. of Enid. McLaughlin, a 79-year-old wunderkind, has been very successful in launching several enterprises in the region. Ragan still meets with this mentor every month or so.

“THE PRICE COLLEGE ALUMNUS-RUN COMPANY PUTS ITS MONEY WHERE ITS HEART IS: KIZE RECENTLY BUILT A \$60,000 SCHOOL IN HAITI.”

Regan was able to leave his day job with Chesapeake Energy on Thanksgiving of 2012. He launched his full-time KiZE Bars business, which includes a small commercial kitchen and packaging line, in 2013. And he did it without outside financing or loans.

Ragan said he began KiZE Energy Bars with a proven recipe and the following mantra, which he also calls his self-discovery process:

- 1) One must love helping people.
- 2) One must love good health and fitness, especially your own.
- 3) One must love entrepreneurship – take a risk – grow and stick to your self-principles, be passionate.

McLaughlin added a fourth. “Always protect your quality.”

Ragan can often be found speaking to groups of people, including students and business-focused organizations, where he loves to share his 1-2-3-4 mantra.

The Price College alumnus-run company puts its money where its heart is: KiZE recently built a \$60,000 school in Haiti.

KiZE Bars has been so successful, Ragan said they are considering expanding to a second production and packaging line. Ragan also has a future goal; to build a bigger and better platform



KiZE Bars are produced and packaged in the company kitchen.

to help other people. And he has plans to increase his catering business.

KiZE Bars (six flavors currently) can be found in many stores throughout the metro area. Try them out, and when you do, you can feel good knowing some of the profits are going to make the world just a little bit better.

From the KiZE Energy Bars Website (www.kizeconcepts.com)

WE ARE IN THE BUSINESS OF CHANGING LIVES – WE’RE A JOYFUL GROUP OF PEOPLE with a mission and passion to “fuel” people’s best through food, services and community-building initiatives around the world... to change the world... for the better, and help people, businesses and communities be their best!

What started as a dream to change the world has brought us down a unique journey – one full of struggle, pitfalls and lots of peanut butter – only to grow and

strengthen us to clarify our “Big Why” we do what we do..... we do it for you. You and everyone else out there who we want to see properly “fueled” and live the best life possible.

That’s why a percentage of every bar, every speech, every coaching or consulting project, always donates back to help those in need. Jeff Ragan and the KiZE Team are energetic and inspiring Healthy Lifestyle Entrepreneurs with an emphasis on holistic health, personal and

professional success and growing world-changing leaders.

Simple, “digestible” concepts will “energize” you to action and clarify a better way for living and doing business – one with more passion, purpose and people focus – resulting in a healthier, more profitable and fulfilled self, business or community.

Regarding speaking opportunities, Jeff Ragan and The KiZE Team will leave your audience enthused, educated and ready to act! Please contact us today!

STEPHEN SOROOSH: DRIVEN TO SUCCESS

By Brooke Barnett



Stephen Soroosh



Stephen Soroosh and Mitchell Walser brought home first place as MBA students at the 2014 California Dreamin' Business Plan Competition in Orange, California.

The automotive industry runs in the blood of Stephen Soroosh. The 2014 Professional MBA graduate grew up in Michigan, where the love of everything automotive was an integral part of his childhood.

As a young man, Soroosh found another interest when he visited his sister on the University of Oklahoma Norman campus. "I just fell in love with OU," he reminisces. "It felt like the place for me to be."

manager for an automotive technology consulting firm.

"We would look for creative ways to solve problems for car manufacturers, original equipment manufacturers and others, including Disney and the Department of Defense," he explains.

Soroosh loved the creative nature of his work but, following large-scale changes after the acquisition of his company, decided it was time for a change.

"We were working with the idea that most people do not like the car-buying experience," he explains. "We decided to see if we could do something different and solve that problem."

While the dealership ultimately didn't prove successful, the experience made Soroosh aware of problems within the automotive industry - problems that he strongly believed could be solved by technology.

"OUR GOAL IS TO BUILD A STRONG COMPANY IN OKLAHOMA AND BE ABLE TO GIVE BACK TO OUR COMMUNITY. WE'D LOVE NOTHING MORE THAN TO ENRICH THE COMMUNITY WE LOVE SO MUCH WITH SOMETHING OF OUR OWN."

Soroosh came to OU for his undergraduate education, earning a bachelor of science degree in mechanical engineering in 2004.

After graduation, Soroosh followed his love of cars to internships with the Ford Motor Co. and Honda Research and Development. He then relocated to Los Angeles, where he served as a program

Improving the Car Buying Experience

In 2012, Soroosh headed back to Oklahoma to begin Price College's Professional MBA program. In addition to his studies, Soroosh and a friend opened a used car dealership in Oklahoma City.

While bidding on vehicles at auction to sell at his dealership, Soroosh struggled to find enough data to be able to make informed purchasing decisions. Knowing that insurance companies had the means to track certain information about vehicles, Soroosh looked for a way to mine data directly from the vehicle - to give each vehicle a "grade." He felt that this would help buyers

to purchase quality vehicles and receive a higher return on their investment.

Driven by the Consumer

Soroosh presented this idea in his Strategic Venture Development class, part of the MBA in Entrepreneurship in the Price Professional MBA program and partnered with classmates Jake Elliot, Mitchell Walsler and Rachel Webb to figure out how to store and analyze the needed data. As Soroosh, Elliot and the team worked through the

and usage. Using a data transmission device installed on new cars by dealerships, the app would allow car dealers to advertise maintenance services to their customers exactly when they need them.

Gaining Momentum

By 2014, the team was entering its business plan in competitions, winning second place in both the OU New Venture Pitch Competition and the Donald W. Reynolds Oklahoma Governor's Cup

the perfect confluence of education and real-world application."

Even though Soroosh's roots are in Michigan, he chose to start his company in Oklahoma rather than return to his auto-centric home state. "We felt very strongly that we wanted to build our dream here," he explains. "Our goal is to build a strong company in Oklahoma and be able to give back to our community. We'd love nothing more than to enrich the community we love so much with something of our own."



Members of the Driven Analytics team at the Oklahoma Venture Forum Most Promising New Venture award lunch (left to right): Justin Hampton, Deepika Dasari, Stephen Soroosh, Eric Paysno and Jake Elliott



Stephen Soroosh with daughter Evelyn and wife Susanna

project, the idea started to pivot to be focused more on the needs of the customer.

"The biggest issue facing most car owners is staying on top of maintenance," Soroosh says. "A light appears on their dashboard, and they may not be sure what it means or who to take it to that they can trust. It's an ongoing issue facing many car owners."

Soroosh noticed that many consumers choose not to take their vehicles to car dealership service departments.

"On average, over 50 percent of a car dealerships' customers never return to the service center," Soroosh explains. "With the advent of online sales and social media marketing, many dealerships are bringing in less profit on new car sales and need to retain their customers to be profitable. Since the vehicle repair and maintenance industry accounts for more than \$210 billion annually nationwide, we saw a big opportunity."

The team began to develop a business plan for a mobile application designed to help vehicle owners be aware of their vehicle's specific maintenance schedule, adjusted to their personal driving schedule

Collegiate Business Plan competition. The app also was recognized as one of the World's 20 hottest startups by CNBC. Next, the team entered the Sooner Launch Pad Startup Accelerator program and began beta testing with two car dealerships. By the fall of 2015, Soroosh had successfully raised the initial seed money needed to move the project closer to fruition.

Bolstered by the app's initial success, Soroosh began searching for venture capital funds to hire program staff and app developers. Officially adopting the name Driven Analytics, Soroosh and Elliot hired their first full-time employee in January, and the app, named Maintain Auto, went live on iOS and Android just six months later. In August, *The Journal Record* recognized Driven Analytics as a finalist for their 2016 Innovator of the Year award.

Truly Well-Equipped

Soroosh sees the success of his startup as being the culmination of his classes at OU. "All the benefits that the MBA program brings to the table have really come together in this business," he reflects. "It was

Driven Analytics continues to test their product with participating dealerships as they work to raise the needed capital to continue the company's growth.

"We are looking for the right investors to help us grow from a startup to a true company," Soroosh says. "In the next year, we are really all about maximizing value to the dealership and expanding the number of dealerships that we partner with."

For Soroosh, his company is the perfect example of the success possible at Price College. "You truly get out of the MBA program what you put into it," he concludes. "If you apply yourself and work hard, you will come out well-equipped for anything you want to do. We are the living proof."

For more information about Soroosh, Driven Analytics or Maintain Auto, visit www.drivenanalytics.com.

JASON TAYLOR: HELPING COLLEGE FOOTBALL VENTURE INTO A NEW ERA

By Jerri Culpepper



Jason Taylor at the College Football Playoff Selection Committee meeting location in Grapevine, Texas.

How often does one get the opportunity to combine not one, but two, life passions – *and* get paid for it?

Jason W. Taylor, a 1995 University of Oklahoma Price College MIS graduate, was one of those fortunate few – although he didn't immediately realize it.

fundamentally part of my entire existence. When I got my first acceptance letter from OU in April my junior year, my selection process was over."

During his time at OU, Taylor played in several bands (Sundown Tomorrow, Road Fish and St. Vida's Dance) and, of course, continued to follow and support his beloved

he developed a tremendous respect and affection for Leon Price, whom he described as his "favorite, and most challenging, intimidating and rewarding professor to work hard for."

Upon graduation, Taylor accepted an entry-level software development position at Cerner Corp. in Kansas City. While there,

"INTERVIEW PROSPECTIVE CLIENTS AND USERS, AND EXECUTE PILOT PARTNER AGREEMENTS BEFORE THE PRODUCT EXISTS. USE THOSE COMMITMENTS AND SOME BOOTSTRAP INVESTMENT TO GAIN SEED FUNDING. IT'S A MODEL I'VE SEEN SUCCEED REPETITIVELY."

Taylor, an Oklahoma City native and 1990 graduate of Westmoore High School, explains.

"OU football was a family-wide obsession on my father's side going back generations. My great grandmother Mae Taylor owned a house on Boyd Street between campus and the railroad tracks, where she raised a very large family, and so Campus Corner and OU tradition were

Sooners (this would be the first life passion alluded to earlier) – although, he admitted, chuckling, "it was hard from 1990 to 1995, as we only beat Texas once and underachieved consistently."

As a student in Price College, Taylor also was able to hone his second life passion, software development, also launching his first startup, Internet Complete, in Oklahoma City, while still a student. Additionally,

Taylor recalled, their vice president "hired this edgy software architect lab to build a Proof of Concept. Their consultants came in and showed us what they created, and we then tried to create a commercial-ready product from their P.O.C. Right then and there, I knew I wanted to be in their role, and not mine. I tried to get them to hire me, but they couldn't. So I vowed to create my own

version of that, and Code Authority was born about four years later after relocating to Dallas-Fort Worth.”

Taylor launched Code Authority, a custom software design services company located in the suburb of Frisco, in 2001. He was hired by companies to build tools and products, to develop apps and cloud-based databases – in fact, anything related to custom software.

And under his watch, it grew steadily, if quietly. But that isn't to say nobody was paying attention.

One day, a third-party consultant came to Taylor and suggested that his company bid on a project, one based on security and privacy and the possibility of public scrutiny, but few other details. “We were told that the bidding projects would be selected based on merit, reputation, skill and professionalism alone,” he said. “I did not know someone on the inside, and they did not know me.”

Thinking the whole thing was a ruse by a competitor, Taylor almost dismissed the whole thing.

However, he called the consultant again and pushed for more details as well as assurance that the suggestion was legit. The man encouraged Taylor to take it seriously.

Shortly thereafter, Taylor received a few additional details: the software would be called “Board Member Voting Platform,” and would be used by members of a board that meets about seven times a year to decide the issues it will vote upon, then vote upon those issues.

Convinced he was dealing with a government board or banking institution, he submitted a bid. He had almost forgotten about it when, several weeks later, the consultant contacted him and said the selection had been narrowed to just him and a company in California.

A week later, he learned his company had won the bid. But the client remained a mystery, and in fact, he was told he would have to meet with company execs and sign a non-disclosure agreement.

His consultant friend, however, supplied a good clue to the mystery when he asked Taylor, “How much do you know about college football?”

Taylor said he knew instantly that his clients had to be the College Football Playoff, which was getting ready to replace the BCS; his suspicions were borne out a few days later when he met with the execs and learned they wanted his company to develop its voting software.

The next few months were anxious ones for Taylor, who said the last thing he would ever want in his life is for anything to go wrong with college football, and for he or his company to be at fault. Happily, his software has performed flawlessly.

Taylor shares that the College Football Program selection process involves “about eight to 12 hours of focused face-to-face deliberation, statistical analysis and debate for the committee to reach every single CFP top 25 the public sees. It is a profoundly fair and balanced methodology that I was impressed by from the beginning,” he said, adding, “It is far superior to the BCS, and over time the public and the media will definitely buy in to that narrative, if they have not already.”

While the CFP project has the most “sizzle,” Taylor is proud that his company continues to attract numerous other solid corporate clients.

With 37 employees currently on his payroll, Taylor said he expects that number to grow to 60 or 70 by the end of 2018.

He also anticipates that his team “will all be working on just a few projects instead of many.

“Mostly those will be the products and platforms which were born at CodeLaunch and that have subsequently taken hold and begun to succeed as businesses,” he said. “We’ll keep the CFP running in high gear. CodeLaunch might be ‘spun off’ by then too.



Taylor was named the 2015 Frisco Entrepreneur of the Year.



Taylor's company hosts the annual CodeLaunch accelerator program for aspiring entrepreneurs.

“We’ll probably be working for more large companies and a few less startups.”

CodeLaunch, an accelerator program for fledgling startups, was launched in about the company’s 10th year of business in response to people who, Taylor said, wanted them to “invest in their ‘ideas,’ especially their ‘app ideas.’

“It is now the fastest-growing seed accelerator in the region and an annual machine that churns out commercial-ready MVPs (Minimally Viable Products) for the winners, and our employees as investments.”

Taylor offers aspiring entrepreneurs the following advice: “Interview prospective clients and users, and execute pilot partner agreements before the product exists. Use those commitments and some bootstrap investment to gain seed funding. It’s a model I’ve seen succeed repetitively. This applies to techie software startups the most, I suspect, but can also work in other spaces. Try to get your MVP built as an investment. Stay away from offshore models unless you really know what you are doing.”

A 2015 Frisco Entrepreneur of the Year, Taylor also is a three-time Tech Titans “Tech Advocate of the Year” finalist.

FACULTY IN MEDIA

**Mark Bolino,
Michael F.
Price Chair in
International
Business**



“The collaboration curse”
– *The Economist*

**Lowell Busenitz,
Michael F.
Price Chair in
Entrepreneurship**



“Entrepreneurial passion is highly contagious, and it benefits our state” – *The Oklahoman*

**Laku Chidambaram,
Associate Dean for
Academic Programs
and Engagement**



“When CEOs have to be there — and when they do not”
– *Financial Times*

**Robert
Dauffenbach,
Senior Associate
Dean for Economic
Development and
Impact**



“Economic impact study shows big possibilities for Vision’s river project” – *Tulsa World*

“Oklahoma dropped to 48th in GDP with slide in energy prices”
– *Tulsa World*

**Chitru Fernando,
Rainbolt Chair in
Finance**



“Chesapeake plans \$1B in asset sales this year”
– *The Journal Record*

**Karen Hennes,
John W. Jr. and
Barbara J. Branch
Professor of
Accounting**



“One default could trigger others for SandRidge”
– *The Journal Record*

**Lubomir Litov,
Michael F. Price
Professor in Finance**



“Tesla’s Musk may have to justify SolarCity deal in court”
– *The Wall Street Journal*

**Dean Daniel
Pullin, Fred E.
Brown Chair**



“The Need for Skilled Workers” – *Oklahoma Magazine*

“One Year Later: A Look Back At The University Of Oklahoma SAE Incident” – *World Literature Today*

Price College



“CrowdSeekr.com offers aggregation, search functions for real estate crowdfunding efforts”
– *The Oklahoman*

“Swenson finds a home in Norman”
– *The Oklahoman*

“Nation needs a variety of fuels, energy leaders say”
– *The Journal Record*

“The Shale Trail” – *The Oklahoman*

“Industry Voice: America’s Future - The Role Of Energy And Policy In Achieving Visionary Objectives”
– *Oil and Gas Investor*

“OU’s Price College to match grants for faculty who use Alternative Textbook Initiative”
– *Oklahoma Daily*

“Bangladesh visitor learns about Oklahoma agriculture”
– *High Plains Journal*

TACKLE BIG ISSUES

Economic Development

Student Teams Take Top Honors at Both Undergraduate and Graduate Level of Governor's Cup

Price College students won first place in the Undergraduate High Growth Division and second place in the Graduate High Growth Division at the Donald W. Reynolds Collegiate Business Plan Competition in April.

The first-place undergraduate team members – Krishna Manohar, Jack Dastugue, Nikita Hussain, Brad Morrow and Eli Weathers – won \$20,000 for their concept, Mobi, which is a mobile vital signs monitor designed for pediatric patients that integrates seamlessly with hospital technology via Wi-Fi.

The second-place graduate team members – Amanda Curtis, Chuck Burkardt, Corey Walker and Daniel Ward – won \$10,000 for their concept, Nutripeutics, which develops immune boosting feed additives as an antibiotic-alternative to disease control and prevention for livestock animals.

Nutripeutics also won the Robert E. Craine Outstanding Venture Award for having the most exceptional business plan concept out of all the teams who competed. Nutripeutics team leader, Amanda Curtis, also won a \$5,000 Paulsen Award.



Amanda Curtis with the Paulsen Award



Nutripeutics Graduate Team



Project Pediatrics Undergraduate Team

Price College Receives AACSB “Innovations that Inspire” Award

The Association to Advance Collegiate Schools of Business (AACSB International) honored Price College with a 2016 “Innovations that Inspire” Award. As a component to restructuring its associate dean and executive staff into three dedicated areas, the University of Oklahoma incorporated the Office of Economic Development into the Price College of Business in 2014. The AACSB noted that the addition of this office, combined with the recent re-alignment of the entrepreneurial program into its own full-time division with 10 adjuncts, four new tenure and tenure-track faculty, and 20 professional staff, provided significant co-curricular learning opportunities.



Price Student Named a 2016 University Innovation Fellow



Holly Crawford, an entrepreneurship and international business double-major, was named one of the 2016 University Innovation Fellows by the National Center for Engineering Pathways to Innovation (Epicenter), which is funded by the National Science Foundation and directed by Stanford University and VentureWell. The fellows program empowers students to become agents of change at their schools by founding clubs, hosting events and workshops, collaborating with faculty on new classes, creating student makerspaces, and providing opportunities for interdisciplinary collaboration.

Education

Price College Continues Momentum with 25 Nationally Ranked Programs

U.S. News & World Report recently named the Price College undergraduate program in the top 50 (# 48) on its list of “Best Undergraduate Business Programs.” The ranking represents a significant jump from the college’s previous ranking of # 61. Additionally, two of Price College’s specialty programs, Entrepreneurship (# 23) and International Business (# 24), were ranked in the Top 25 nationally. This marks the 12th consecutive year the International Business program has been ranked in the top 30 by *U.S. News & World Report*.

Price College’s Steed School of Accounting, consistently ranked in the top 10 by *Public Accounting Report* at both the undergraduate and graduate level for programs of its size, recently appeared for the first time in the report’s top 50 for accounting programs of any size. The advancement in rankings reflects the accounting school’s success in student preparation. In 2016, Price College students’ first-time pass rate of 84% on the CPA exam was an all-time high for the college and was well ahead of any other Big 12 university.

Adding to the total of 25 nationally ranked programs, the college’s MBA and EMBA programs were recently rated as Tier-1 programs by *CEO Magazine*, while the Supply Chain Management program was listed at # 25 by *Gartner*.



TriVirtual team members at Sam Noble Museum for the Spring 2016 CCEW final presentations.

CCEW Project Benefits Intellectually Disabled Students

During the spring 2016 semester, a student intern team within the Center for the Creation of Economic Wealth (CCEW) partnered with 9Tribe, an Oklahoma software company, to find a way for the company’s virtual reality software to make a strong social impact. The research conducted by the student team, TriVirtual, found that 9Tribe’s current Virtual Reality software could be utilized to address a market that is made up of 730,000 students with Autism and other intellectual disabilities.

The simulated lesson modules would include social, academic and life skills development, with a potential profit of \$7 million after five years. The project is currently being progressed by another CCEW intern team during the fall 2016 semester.



Energy

Price College Expands to Abu Dhabi to Deliver Executive Management Program for Women in Energy

In conjunction with the Abu Dhabi International Petroleum Exhibition & Conference, the Price College Energy Institute hosted the inaugural Executive Management Program for Women in Energy Nov. 6-10, 2016. Designed specifically for women with technical energy degrees and backgrounds, and taught by professional and academic female leaders, this intensive four-and-a-half day program accelerates the development of high-potential managers and prepares them for advancement into senior management positions.



Globalization



Segovia, Spain



Vichy, France

Students Enhance Cultural Competency through Study Abroad

All Price College students, regardless of their major, greatly benefit both personally and professionally from the Study Abroad program. With 100% of study abroad

scholarship applicants receiving financial aid, they are able to experience different cultural and economic environments, interact with foreign students and faculty and observe,

first-hand, global business operations with OU faculty guiding the way.



Paris, France



Rome, Italy



Reading, U.K.

Finance Students Attend Global Quinnipiac Conference

Six finance students – Taylor Burns, Daniel Cartwright, Maggie Hayes, Dalton Kern, Sean Templemore-Finlayson and Shaley Witt – traveled to New York City to represent OU at the annual Quinnipiac Global Asset Management Education Forum. Bringing together the best students from 147 universities and 35 countries, the forum allowed students to attend numerous breakout sessions on a variety of financial topics, as well as panel discussions with the most prominent and legendary veterans of Wall Street.

Taylor Burns was also selected to serve on the Distinguished Student Panel for the Global Markets panel discussion, which provided him the chance to interact one-on-one with such Wall Street legends as Abby Joseph Cohen, senior investments strategist and president of Global Markets Institute at Goldman Sachs. The trip was enhanced by a trip to Bloomberg and dinner with successful Price College alumni who serve at companies such as BlackRock, JP Morgan and BNP Paribas.



(From left) Professor Janya Golubeva and the group of students visit Central Park.

GENERATE BUSINESS INSIGHTS



Five Price College Faculty Receive University-Wide Awards

Five individual Price College faculty members received OU-wide awards for the 2015-2016 academic year, after a record-breaking four faculty members received awards the previous year:

Tor-Erik Bakke - Merrick Foundation Teaching Award

Janya Golubeva - Good Teaching Award

Scott Linn - Research Award for Scholarly Program Leadership

Bill Megginson - Research Award for Colleague Recognition

Jeremy Short - Regents' Award for Superior Teaching

Michael Buckley Joins Exclusive Society of Organizational Behavior

Michael Buckley, who serves as the JCPenney Company Business Leadership Chair and professor of management and psychology, was recently inducted into the Society of Organizational Behavior. A particularly prestigious honor, inclusion into the society is by invitation only and membership is fixed at only 60 active members worldwide. The honor recognizes Professor Buckley as an important contributor to the organizational behavior literature.



Jeremy Short Named SMA Fellow

Rath Chair in Strategic Management Jeremy Short was recently elected and inducted as a Southern Management Association (SMA) Fellow. To receive the honor, researchers must be an SMA member for a minimum of five years and produce scholarly achievements while an SMA member, as well as perform significant SMA service, including holding office, committee involvement, editorial responsibilities and program participation.





Nine New Faculty Join Price College

Price College welcomed 9 new full-time faculty members to begin the 2016-17 academic year:

G. Thomas Lumpkin, C.S. Trosper Chair in Entrepreneurship and Director of the Entrepreneurship and Economic Development Division

Richard Price, John F.Y. Stambaugh Professor of Accounting

Elizabeth Stetson, Charles C. & Virginia Ann Weddle Professor of Accounting

Margaret Shaffer, Michael F. Price Chair in International Business

Xuewu (Wesley) Wang, Assistant Professor of Finance

Marcus Wolfe, Assistant Professor of Entrepreneurship

James McCown, Lecturer of Finance

Rocio Claybon, Instructor of Management Information Systems

Elizabeth Kissick, Instructor of Supply Chain Management



(From left) David Feroli, Danny Heatly, Noah Allen and Tyler Woodward



(From left) Mike Dollarhide, Tom Havenstrite and Dave Hampton

34th Annual Archie Dunham Golf Invitational Brings Players to New Location

Alumni, industry partners and friends of Price College came together to tee off the summer season at the 34th Annual Archie Dunham Golf Invitational. The May 2016 tournament was held at the Trails Golf Club in Norman. Each year, proceeds of the tournament benefit the college's Partners in Learning program, which brings together undergraduate students and faculty to work arm-in-arm as they generate valuable insights into the greatest business issues of our time and prepare leaders to deploy and improve upon them in practice.



Members of Grant Thornton's team celebrate their Schooner Flight win with Dean Daniel Pullin (middle)

PREPARE LEADERS



Each team presented their proposal for Boeing to a panel of judges after having just one day to prepare.

Price College Hosts 10th Annual Big XII MBA Case Competition

Price College hosted the 10th annual Big XII MBA Case Competition in Norman March 31-April 2, 2016. Sponsored by Deloitte Consulting, the event pits some of the best and brightest MBA students from each school against each other in a team battle demanding innovative thinking, resourcefulness and creativity. The

three-day event began with a welcome reception at Toby Keith's Hollywood Corners that included live music and barbecue. Teams were assigned a case written by Boeing the following Friday morning and presented their solutions to a panel of judges on Saturday.

Congressman Tom Cole and Entrepreneur Robbie Kellman Baxter Share Insights with Students

On April 6, Congressman Tom Cole served as the Price College Distinguished Speaker. Dean Daniel Pullin interviewed Congressman Cole regarding the importance of leadership and public service, how success in business might translate to politics and Oklahoma's current issues.

The following week, the college hosted Robbie Kellman Baxter as an E. Deane Kanaly Lecturer. Ms. Kellman Baxter is founder of Peninsula Strategies LLC, a management consulting firm, and wrote the book "The Membership Economy: Find Your Superusers, Master the Forever Transaction & Build Recurring Revenue," which has been named a top five Marketing Book of the Year.



Congressman Tom Cole with Dean Daniel Pullin



A lucky Price College student won a signed copy of Robbie Kellman Baxter's book.



(From left) Sam Johnson, Kaitlyn Underwood and Colton Richardson place second at the Phillips 66 Enactus Business Ethics Competition.



Cory Adkins and Jessica Shinabery were the only undergraduate students to place in the top three at the SHRM Case Competition.

Case Competition Winners

The spring 2016 semester was host to several Price College student victories in national case competitions. In March, three undergraduate students – Sam Johnson, Colton Richardson and Kaitlyn Underwood – won second place in the Phillips 66 Enactus Business Ethics Case Competition at Kansas State University. The Price team had 36 hours to analyze a problem, plan a solution and present a professional business where they were judged on their application of ethical principles, business acumen and presentation skills. Only competing for the past three years, Price students have placed either first or second in all three of these challenges.

In April, two undergraduate human resource management students traveled to Omaha to compete in the Society for Human Resource Management Case Competition. Cory Adkins and Jessica Shinabery competed in the 25 years and older division against both undergraduate and graduate student teams, where they placed third behind two graduate teams from NYU and West Virginia – making them the only undergraduate student team in the most challenging division to receive an award.



(From left) Alumni Career Conference Chair Shane Fairchild with Bart Ward (former director of the Steed School of Accounting) and Bill Audas (former director of the JCPenney Leadership Program)



Students participate in breakout sessions led by successful recent alumni.

JCPenney Leadership Program Alumni Career Conference

The annual student-led JCPenney Leadership Program Alumni Career Conference took place April 1 and featured more panels than ever before. The event brought together students and alumni to foster career growth, and taught how this type of growth can be used to distinguish a young professional to achieve greatness in his/her career. The conference included 22 panelists, three panel sessions, 12 breakout sessions and a keynote by Brad McMullan, president and CEO of BFAC.com. The day concluded with a reception honoring the service of Former JCPenney Director Bill Audas. He was surprised by the announcement of an endowed scholarship that had been quietly funded by numerous alumni in his name to support future generations of JCPenney Leadership students.

Office of Diversity & Inclusion Celebrates Grand Opening

The Price College Office of Diversity & Inclusion celebrated its grand opening April 29. The event included remarks by OU Vice President for the University Community Jabar Shumate, Dean Daniel Pullin and Diversity & Inclusion Director Kenneth Chapman.

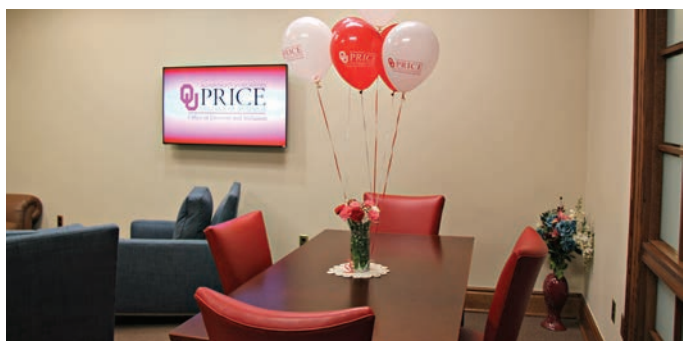
As one of the first of its kind in the nation among business schools, the office aims to enhance every single student's experience at the college by educating, celebrating and encouraging a diversity of people, programs and ideas.



Dean Pullin and Vice President Shumate unite the offices of the University Community and Price's Center for Student Success to cut the ceremonial ribbon.



OU Vice President Jabar Shumate compared the idea of diversity to receiving an invitation to a dance, and the idea of inclusion as actually being asked to dance.



Inside the Office of Diversity and Inclusion lounge.



MIS Instructor Krista Snow (front right) with MISSA and DSP students at the "Divas and Dudes" clothing donation event.



Price Students Help Local Teens Dress Sharp for Less

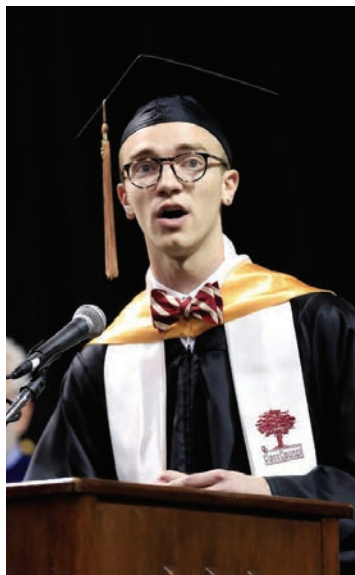
Twenty-two students in the MIS Student Association and Delta Sigma Pi participated in a community event that provides semi-formal and formal attire to underprivileged high school student during the 2016 prom season. The event attracted teens from Norman, Bethel, Lindsay, Wayne, Purcell, Lexington, Noble, Maysville and the Central Oklahoma Home School Association. Over 300 dresses were donated, along with shoes, clutches, jewelry, tuxedos, suits, jackets, pants and ties.



Dean Daniel Pullin offers the college address.



Chris Fling, Price alumnus and principal of Bear Peak Resources in Tulsa, provided his insight as the convocation speaker.



Spring Convocation Hosts Record-Breaking Graduation Numbers

A record 580 Price College graduates walked across the stage at the Spring Convocation ceremony May 14 at the Lloyd Noble Center. Chris Fling, principal of Bear Peak Resources, gave the alumni address to the boisterous crowd. Energy Management major Avery Marczewski delivered the student address and MIS Senior Ryne Young performed the National Anthem and led the OU Chant.

Far left: Price College's Outstanding Senior Avery Marczewski delivers the student address. Left: Graduating Senior Ryne Young performed the National Anthem and led the OU Chant.



Students from each Price College major are recognized for their academic achievements.

Annual Honors Luncheon Recognizes Outstanding Alumni, Students and Faculty

The 2016 Price College Honors Luncheon was held May 6 in the Oklahoma Memorial Union's Molly Shi Boren Ballroom, where outstanding alumni, partners, students and faculty were recognized. 30 students were honored for being the highest achieving students in their respective majors. The Purpose of Price Awards were given to Danielle Jackson for tackling big issues, Hallie Oestmann for generating business insights and Angel Star Boardingham for preparing future leaders. SBA leaders Keyana Simmons, Aarol Parks, Reed Prado, Michael Ridley and Emily Van Zant were also surprised with Purpose of Price Awards for their idea of establishing the student awards. Sara Overturff also received the Price College Outstanding Student Service Award.

After the student recognitions, faculty awards were announced. Mark Bolino received the Harold E. Hackler Outstanding Full-Time MBA Professor Award, while Bret Bradley won the Hackler Award

for the Professional MBA Program. Will Drover received the Hurley Roberson Award for Teaching Excellence, Wayne Thomas received the Houston and Mary Jo Johnson Master Teacher Award, Ana Bolino received the Morris Butkin Memorial Professor of Excellence Award, Terry Crain received the Business Ethics Award and both Kevan Jensen and Ilhan Demiralp received the Partners in Learning Award. Mark Smith was named the Outstanding Graduate Teaching Assistant and Jaehan Ahn received the Outstanding Graduate Research Award.

The luncheon concluded with alumni and partner awards. Mary Jones received the Distinguished Alumni Scholar Award. Brien Brown and Jack Kinnebrew received the Distinguished Alumni Awards. Britta Christenson received the Recent Alumni Award of Distinction. Finally, AT&T was recognized with the Excellence in Partnership Award.



MIS Ph.D. Student Annie Tian with Distinguished Alumni Scholar Awardee Dr. Mary Jones.



Britta Christenson receives the Recent Alumni Award of Distinction from JCPenney Associate Sara Overturff.

*Congratulations to
our outstanding alumni,
partners, students
and faculty!*



Distinguished Alumni Awardee Brien Brown is introduced on stage by MIS Senior Hannah Austin.



Jack Kinnebrew poses with his Distinguished Alumni Award and the inaugural recipient of his accounting scholarship, Alexis Mann.



Kevin Jeffries, the vice president of finance services for AT&T, accepted the company's Excellence in Partnership Award from MBA Student Braton Danielson.



(From left) Beth Gatewood, Jocelyn Cook, Charlene McCright (not pictured), Ruth Ann Shaffer and Stephanie Mudd are recognized for their years of service at OU.



Each attendee received a packet that included adult coloring sheets, Dr. Krishna's podcasts on CD and materials for the lunch's exercises.



The Annual Staff Recognition Luncheon was held in the Oklahoma Memorial Union.



Dr. Krishna delivers the keynote and leads staff and faculty through several mindfulness exercises to combat stress and fatigue.

Faculty and Staff Practice Mindfulness at Annual Staff Recognition Luncheon

The 2016 Price College Staff Recognition Luncheon took place at the Oklahoma Memorial Union May 24. The mindfulness keynote and exercise was delivered by Dr. R. Murali Krishna, president and co-founder of the INTEGRIS James L. Hall, Jr. Center for Mind, Body, and Spirit. He shared proven techniques of how to use mindfulness to overcome stress and burnout in one's personal and professional life. Each attendee was also given a CD of three of his podcasts about the Art of Happy Living.

Years of Service Awards were given to Beth Gatewood (30 years), Charlene McCright (30 years), Stephanie Mudd (25 years),

Jocelyn Cook (10 years) and Ruth Ann Shaffer (10 years). Kristen Lazalier was named Staff Member of the Year, Dena Newhouse received the Dean's Excellence Award for Undergraduate Student Support, Rebecca Watts received the Dean's Excellence Award for Graduate Student Support, Alyssa Boutelle received the Dean's Excellence Award for Community Impact, David Wu received the Dean's Excellence Award for Technical Innovation, Sherry Isom received the Bruce Magoon Award for Service Excellence, Kim Freeman received the College Choice Award and Brad Purcell received the Purpose of Price Award.

CLASS NOTES

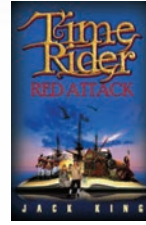
1950s

Ken Bartlett (BBA, Accounting, 1956) was chosen by the Del City Chamber of Commerce as a 2016 inductee into the city's hall of fame. Bartlett is chairman of the Del City Economic Authority, has served as a city councilman since 2005 and currently is serving as Del City's vice mayor.



possesses extensive financial expertise and in-depth knowledge of the retail industry.

Jack King (MBA, 1978) released a novel through PBA Publishing titled *Time Rider Red Attack*, a follow-up novel of historical fiction and time travel described as "three travelers and twisted trails; will they crisscross before the climactic clash?"



Brian Brandt (BBA, Accounting, 1988), CEO of Core Insights, a company that influences individuals and organizations through training, strategic planning and coaching, was selected by Leadership Tyler, a nonprofit organization, as the 2016 Distinguished Alumni Award honoree. The Distinguished Alumni Award is given annually to a Leadership Tyler alum nominated by his or her peers and chosen by past award recipients.



1960s

Jerry Farley (BBA, Business Administration, 1968; MBA, 1972) was honored at the annual Native Sons and Daughters of Kansas banquet, where he was given the award for Distinguished Kansan of the Year. Farley has been president and chairman of the board of several state and national organizations, and has served as president of Washburn University for more than 18 years.



Richard Maxwell (BBA, Marketing, 1979) has joined the staff of Fort Worth-based Pavlov Agency as transit accounts director, and will be providing strategic marketing planning and account service oversight for mass transit and transportation clients. Maxwell previously served as assistant vice president of marketing and communications at the Fort Worth Transportation Authority (The T).



1990s

Jason Skurcenski (BBA, Management, 1990; MBA, 1992) celebrated his 10-year anniversary with Point B Inc., a management consulting company, with an office in Denver. Skurcenski was promoted in October 2015 to a Portfolio Leader role, responsible for industry growth, client service delivery and associate development.



1970s

Gary W. Farabough (BBA, Finance, 1971) is senior partner of the Law Firm of Pasley Farabough and Mouldedoux in Ardmore, Oklahoma. He was recently appointed by the Carter County Commissioners to the Board of Trustees for the Southern Oklahoma Library System to represent Carter County. The appointment to the board is for a three-year term.



1980s

James S. Bynum (BBA, Management, 1985) was selected as commanding officer of CCSG-9, also known as Theodore Roosevelt Carrier Strike Group. Bynum, who was commissioned in May 1985 and earned his aviator's wings in 1986, will oversee CCSG-9 in support of the strike group's mission.



S. Rusty Rains (BBA, Finance, 1988) joined the MVP Midstream, LLC leadership team as vice president of business development in January. Rains previously held positions at Conoco, ConocoPhillips, Enogex and Enable Midstream Partners.



Gregory Nichols (BBA, Finance, 1993) was appointed by Salina Area Technical College's board of trustees as its new college president. Nichols previously served as vice president of academic affairs for Colby Community College, as well as associate dean of instruction at Cowley College, and a mathematics instructor at Butler Community College.



Daniel T. Carter (BBA, Accounting, 1979) was appointed to the WD-40 Co.'s board of directors. Carter currently serves as executive vice president and chief financial officer for BevMo! Inc. and



Tana Cashion (MBA, 1999), previous vice president of human resources at Devon Energy, was promoted to senior vice president of human resources, reporting to President and CEO Dave Hager. Cashion began her career with Devon in 2005 and has more than 20 years in the human resources field.



2000s

Jennifer Hamer (BBA, Marketing, 2000) was promoted to senior vice president at Bank SNB. With 16 years of corporate banking experience, she is responsible for providing treasury management solutions to commercial clients in Oklahoma City.



Kendall King (BBA, Finance and Accounting, 2000) is founder and acting president of Castleview Wealth Advisors in Edmond, Oklahoma. Offering investment and wealth management services, Castleview plans to primarily service individuals and families in central Oklahoma, eastern Oklahoma and the north Texas area.



Michael Kopelman (BBA, Finance, 2000) was appointed senior vice president of finance - strategic planning for Home Box Office (HBO). Kopelman previously served as the head of the investor relations group of Time Warner Inc. for three years before his promotion to HBO.



James Curtis (BBA, Marketing, 2001) has joined First Oklahoma Bank's mortgage division as a mortgage banker, and will be responsible for engaging prospective borrowers, financial and credit data analysis and customer financing advising. Curtis has worked in lending for over 15 years and previously worked for RedRock Mortgage.

Michael Morris (BBA, Marketing, 2003) was featured in *Forbes Magazine's* 30 Under 30: Best Advice column. Referencing his nine years at Sodexo and his creation of such programs as the Future Chefs Contest, Morris spoke on his entrepreneurial experience, and how you can "learn from anyone at any age."



Jared W. Buchan (BBA, International Business, 2005) has been named assistant vice president for Trust Co. of Oklahoma. A native of Tulsa, Jared came to TCO in 2014 and currently serves in its investment division.



Joel Smith (BBA, Finance, 2005) has been named one of the Top 40-under-40 Native American professionals in the U.S. by the National Center for American Indian Enterprise Development. A member of the Caddo Nation, Smith is a senior vice president and chief credit officer at Denver's Native American Bank.



Kim Anderson (MBA, 2007) has joined Heritage Hall College's Upper School Administrative team as director of academic counseling. Anderson's previous experience was as a management consultant specializing in operational effectiveness and strategic HR.

Norman Robbins III (Bachelor/Master of Accountancy, 2008) was named Young CPA of the Year by the Fort Worth Chapter of TSCPA in recognition of his leadership of the CPA group for professionals under 40 years of age, most notably in their statewide conferences in 2014 and 2015.



Michael Hopper (BBA, Economics, 2009) was promoted to vice president of Trust Co. of Oklahoma in December 2015. As vice president, Hopper advises clients on insurance and estate planning.



2010s

Chris Bryant (BBA, Finance, 2010) was promoted from director of medical sales to national sales manager for Vonco Medical, Rehab & Fitness, a leading marketer of rehabilitation and medical products. Bryant began his career with Vonco Medical as a sales representative in 2011 and was awarded Top Salesman of the Year in 2013.



Chelsea Johnson (BBA, Marketing, 2011) was honored as an Outstanding Committee Chair for leadership of the 2015 softball tournament by the Fort Worth Chapter of TSCPA.

Price College Momentum Scholarships: A Life-Changing Impact to Students

Although you can't pick them out of a crowd, among the tens of thousands of students at OU are those receiving an exceptional education thanks to donors who support need-based scholarships. To the recipients of such generosity, the impact is great. Because for many, a scholarship may mean the difference between deferring college to work and build much-needed funds or successfully pursuing their academic passion.

The reality is our economy has experienced some dramatic changes that have impacted many students and parents who struggle to pay full tuition costs.

We need your help to ensure a Price College education is made available to those who want it and deserve it. Every gift – large or small – matters.

Below is an example of 2015-16 estimated freshman-year costs for an in-state student:

- \$1,200: Books and Supplies
- \$2,400: Laptop, Printer, and Cell Phone
- \$8,800: Room and Board
- \$9,000: Resident Tuition and Fees
- \$22,000: Non-Resident Tuition and Fees

Scholarships have helped many of our most notable alumni realize their own goals and dreams. We want students who have the talent and the determination to earn a prestigious Price College of Business degree to have that same chance. When you invest in students, you are initiating a ripple effect that will reach far into the future as OU Price College graduates take their place in the world.

Invest in a Momentum Scholar today!

- Give online at price.ou.edu/give
- Mail a check, made out to the OU Foundation, to:

OU Price College
External Relations Office
307 W. Brooks, Suite 105
Norman, OK 73019

Or contact Kristen Lazalier, executive director of external relations, at (405) 325-7670 or klazalier@ou.edu



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SHARE YOUR NEWS

We welcome contributions from all Price alumni of all graduating years. You can email your news and any images to Taylor Heatly, editor and director of communications and special events at theatly@ou.edu.

This Just In: OU Alumnus Ronnie Irani Makes Leadership Gift to CCEW

OU Alumnus and Entrepreneur Ronnie K. Irani recently made a transformational gift in support of the Center for the Creation of Economic Wealth (learn more about CCEW on page 6). Half of the gift will be used to establish an endowment to support and enhance existing CCEW programs and operations, including immersive learning experiences for OU students that allow them to create real-world solutions using software, business principles, sustainability best practices and consumer-driven feedback. The remainder of the gift will create an endowment to fund new initiatives and innovations that will expand the center's high-impact programming and entrepreneurial consulting to graduate and undergraduate students, young professionals, entrepreneurs and community members in Norman, Tulsa and Oklahoma City.

In appreciation of this gift, OU President David L. Boren will recommend to the OU Board of Regents that they recognize Irani by naming CCEW in his honor.

"The University of Oklahoma is deeply grateful to Ronnie K. Irani for this generous gift that will provide valuable resources to our students and faculty as they pursue innovative projects designed to stimulate growth in our state through the Center for the Creation of Economic Wealth," Boren said. "This is one of the largest single gifts in the university's history from someone who came to OU as an international student."

Irani arrived at OU in 1977 to continue his education after completing his Bachelor of Science degree in chemistry from



Ronnie Irani (front and center) with the OU Board of Regents and President David L. Boren after the announcement of his gift to CCEW at the October 2016 Regents meeting in Oklahoma City.

Bombay University in India. He earned his bachelor's and master's degrees in petroleum engineering from OU and later an MBA from Oklahoma City University. Irani went on to found and grow RKI Exploration & Production into a multi-billion enterprise before he sold it to WPX Energy in 2015 in what *Oil & Gas Investor* called the "deal of the year." He has over 37 years of experience as an executive and leader in the oil and natural gas industry and has served as chairman of several industry associations including the Oklahoma Independent Petroleum Association, the Oklahoma Energy Resources Board and Sustaining Oklahoma's Energy Resources.