

The University of Oklahoma  
Michael F. Price College of Business

# PRICE

magazine

SPRING 2014

## WOMEN IN BUSINESS

The Students, Alumnae and Faculty of Price College



PURPOSE  
× ENERGY  
IMPACT



The UNIVERSITY of OKLAHOMA  
**PRICE**  
COLLEGE OF BUSINESS

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## Dear Alumni and Friends,

There has never been a more exciting time to be a part of the Price College of Business. As the newly-appointed dean and Fred E. Brown Chair of the college, I am proud to lead our students, faculty and staff into an era that embraces diversity in order to tackle big issues, generate business insights and prepare future business leaders. In this edition of Price Magazine, we highlight just a few of the many women who have made a tremendous impact in their industries and continue to enrich the culture of Price College – whether as alumnae, students, faculty or staff.

To ensure the enduring global competitiveness of Oklahoma and our nation, we must focus on the most important business issues of our time, which includes reclaiming our nation's prominence in education, contributing to our strong energy industry, solidifying our economic presence and connecting to the world. Through the generosity of Virginia Kanaly and her family, the E. Deane Kanaly Lecture Series continues to bring some of the most influential leaders to campus to share their keen viewpoints and vision. Rocio Claybon has applied the leadership skills she honed as a student at OU to fearlessly embrace change and evolving technological needs with one of the nation's key energy leaders, Devon Energy. And with a national economy that is recovering, in part from challenges in the housing market, Terry Carr is in the heart of the matter serving as the director of communications for the Federal Housing Administration in Washington, D.C. Jan Babiak's international prowess continues to advance Price College by serving as both an executive-in-residence at the college in 2012 and most recently as a keynote for the student-organized Women in Business Leadership Conference last November. But we cannot look forward without learning from our past, which is why Stacy Laskey, who graduated from the business college in 1978 and currently serves on the Greater Tulsa Area Indian Affairs Commission, credits her professional and personal success to lessons instilled by her upbringing amongst strong Osage leaders like her grandfather.



*Daniel Pullin with his wife, Tamara, and their two sons, Parker and Halsey, on the day he was announced dean and Fred E. Brown Chair of Price College.*

These successful alumnae have built a strong foundation for our female students to build upon. Two finance students, Maddie Kinzie and Nicole Upshaw, earned high-profile careers following May graduation at J.P.

Morgan's world headquarters in New York City, adding to the prevalent growth of OU alumni who are making an impact in the Big Apple. And Ranya Forgotson, who also looks to earn her BBA in marketing this May, is making a direct impact on our state's economy by providing the homeless with the means to become productive members of society through an innovative program new to Oklahoma.

But none of this progress would be possible without the guidance and intellectual contributions of our faculty and staff. Our faculty and PhD students provide relevant research by working hand-in-hand with corporations to deliver market-driven insights. Both faculty and staff have formed a committee to increase our diversity in every aspect of the college. Adjunct faculty members, like Women's Basketball Coach Sherri Coale, bring their real-time experience to the classroom so students can provide value to the industry day one after graduation. And I am fortunate to have my wife, Tamara, beside me to fortify the purpose of Price – whether serving as a mentor to our students or strengthening Price's community engagement among our faculty, staff, alumni and friends.

By encouraging a sense of inclusivity and diversity, we look to the future from a position of strength. The best is yet to come for Price College and I am glad you are with us to experience it.

Best,

Daniel W. Pullin  
Dean and Fred E. Brown Chair



# VIRGINIA KANALY

By Jerri Culpepper

University of Oklahoma alumna Ginger Kanaly has enjoyed a full, happy life as a wife, mother and grandmother. Married to fellow OU alumnus, E. Deane Kanaly, who enjoyed a successful career as a banking executive before founding his own financial planning company in Houston, she served in a supportive role to her husband in the early days of his business.

Today, the 83-year-old devotes a substantial portion of her time and talents to causes benefitting both the young and the old.

The daughter of college-educated parents, Kanaly attended Oklahoma City Public Schools, earning her diploma from Oklahoma City Central High.

After spending her freshman year at the Gulfport College for Women in Mississippi (the college held its last commencement in 1971), she followed her high school sweetheart to OU, where she joined him in pursuit of a business degree.

“I might have gone on to pursue a teaching degree, but Deane wanted me to join him in the business school so we could spend more time together,” she said.

Laughing, she recalls that it was commonly joked at the time that many

women attended college to get a “MRS.” degree, but as she was already attached, that was not her goal.

At OU, she joined Alpha Phi, living in the sorority house and serving as its rush chair her junior year. The house was within easy walking distance to her classes, almost all of which were held in one building. She attended only one class – speech – outside the business building.

Kanaly’s college career almost stalled after her junior year. Finding herself short on funds, she applied for and was hired as an accountant with a local bank. It didn’t take her long to discover she did not have a passion for accounting. Not without some angst, she resigned at the end of the summer and returned in the fall as a full-time OU student.

During her senior year, Kanaly augmented her studies as president of her sorority and also as a student employee in the geology library.

The Kanalys graduated from the OU business school in 1952: Ginger with a bachelor of business administration with an emphasis in marketing and a minor in management, and Deane with bachelor of business administration degree in business statistics. Then, while Deane began working toward his master’s degree, Ginger performed filing for the manager at the Max Westheimer Airport.





Virginia Kanaly with her sons, Drew Kanaly (left) and Jeff Kanaly (right), at a Price College E. Deane Kanaly Lecture Series event.

She recalls her years at the university as “one of the best times of my life,” adding, “I was in love with school, a particular boy and life in general.”

Though she can no longer recall specific teachers, Kanaly said she received an excellent education and left OU a better person.

“It broadened my experiences and taught me what I didn’t know and where to go to find out that information. And although accounting was my least favorite subject in school, I learned it well enough that I was able to work at the bank as an accountant and then later, working for my husband,” she said.

Kanally didn’t have the luxury of an office in those early days of helping her husband build his successful financial planning business in the mid to late 1970s. Her office was the kitchen; the kitchen table her desk. Kanally was thrilled when, after almost two years, the company hired a full-time accountant, freeing her to do things she enjoyed.

Early in her marriage, Kanally learned organizing, consensus-building, teamwork and more as an organizer and founding member of the Nottingham Women’s Club and later, the Houston Patron’s Committee for the Consular Corp.

In addition to a stint as vice president and director of the Kanally Trust Co., she also was active in the Women’s Institute, serving as chairman of the organization’s lecture-luncheon program from 1978 to 1980.

Kanally is especially proud of her more than 15-year involvement in the Blue Bird Circle. Established in 1923, it began as a small organization of women volunteers that provided aid to a young women’s cooperative home and a day nursery for working mothers. It also operated a small gift shop to support its charitable endeavors. Today, in addition to a thriving resale shop, the Blue Bird Circle supports a clinic for pediatric neurology, a developmental neurogenetics laboratory, the Rett Center at Baylor College of Medicine and a clinical research center.

She also is involved in the Gladney Auxiliary and the Gladney Grandmother’s Club, support groups of the Texas-based international adoption agency. She became involved in these endeavors following the adoption of two of her six grandchildren.

Additionally, she has been active in two organizations involved in Alzheimer’s disease education and research support: the Alzheimer’s Auxiliary for Resources and Education, or AWARE, and the Alzheimer’s Association of Houston and Southwest Texas.

Kanally said that if she had to select one endeavor of which she is most proud, it would have to be her work with AWARE, which she cofounded in 2000. Again, her interest was personal, as two members of her extended family were suffering from the disease which, at the time, she said, was not yet in the public eye.

Kanally also is once again involved with OU’s business college, now known as the Price College of Business. Following her husband’s death at the age of 76 in 2006, she and sons Drew, Jeff and Steve – recognizing how much the university and college meant to him – agreed to make a gift to the college in his name. They decided to endow an annual lecture series at Price College in his name because, Kanally said, he considered lectures a critical component of education and had himself given numerous lectures in his field of expertise.

Her first trip back to campus was a real eye-opener.

“The campus was so changed. Physically, it almost wasn’t recognizable to me,” she said. “President Boren has done a grand job making the campus beautiful. When I was there, you had the North and South Oval, and you were lucky to have grass,” she quipped, adding, “Of course, this was just after the war.”

And she was wowed by Price College’s progress – physically, in terms of the new building and state-of-the-art equipment and facilities, as well as in terms of its master faculty and outstanding students.

“I was very impressed with the college’s student body, both the young men and women. They are curious, alert and open to new ideas and suggestions,” she said, adding that the students also seem more career-oriented and confident.

“They are self-assured, which I think is wonderful. It doesn’t occur to them that there are no restrictions,” she said, adding that if she could pass along some advice to these bright students, particularly the female students, it would be this: “Godspeed. Enjoy what you do; make sure it’s what you want to do the rest of your life.”

And when this generation has matured and experienced all the wonders awaiting them, and they approach a more senior age, she has another word of advice for them: “Never stop learning. Do whatever it takes to keep your mind sharp.”

For the 83-year-old, it means keeping her family close, staying active in her community, maintaining friendships, and playing. Yes, playing. She recently switched out playing bridge for mahjong. •



# ROCIO CLAYBON

By Jerri Culpepper

*Rocio Claybon inside the Devon Energy tower atrium*

Rocio Claybon knows what it's like to feel uncomfortable.

"Get comfortable with change, because the one thing that will never change is that change is constant," explained the 1998 University of Oklahoma management information systems grad, now an IT supervisor with Devon Energy in Oklahoma City.

"Embrace it and be prepared to feel uncomfortable. That uncomfortable feeling is how you know you are learning and growing."

Claybon began her "learning and growing" in Texas. An academically advanced student, she was active in choir and with the Future Business Leaders of America. She grew her leadership skills early on as secretary of the FBLA and through involvement with the League of United Latin American Citizens and the American GI Forum.

"All of these opportunities and experiences helped me reach my goal of attending college," Claybon said, adding that she also scored well on the PSAT and was named a National Merit Scholar.

Noting that she and her older sister are first-generation college graduates, Claybon added, "My parents were not afforded the opportunities to complete a college degree, yet they instilled a love of learning in my sister and me. Not going to college was never an option we considered.

"I received many scholarship offers because of my designation as a National Merit. OU, a national leader in the recruitment of National Merit Scholars,

offered me a full scholarship. Before that, I had not seriously considered leaving the state of Texas for college, but decided I would visit the OU campus and learn more about the scholarship opportunity. Once I set foot on the campus, I fell in love. The atmosphere and energy I felt there was like nothing I had ever experienced before, and I knew I wanted to be a part of it."

During her campus visit, she met Bill Audas, who introduced her to Leon Price (now professor emeritus of MIS), who in turn talked to her about a new degree program called management information systems.

"I committed to OU that day and declared MIS as my major," she said.

As in high school, Claybon found time to learn and grow both inside and outside the classroom.

"As a freshman, I signed with Alpha Phi sorority and spent some wonderful time with that organization. As I got deeper into my business studies, I became a member of the professional business fraternity Delta Sigma Pi and still maintain contact with many of my brothers today," she recalled. "I was also in HASA (Hispanic American Student Association) and was the first Miss Hispanic OU. One of my most memorable moments at OU was being in the Homecoming Parade as Miss Hispanic OU. Lastly, I was a member of the JCPenney Leadership Program for all four years of my time at OU."



Claybon with Stephanie Stewart (left) and Doralicia Sandoval (right) at the 2013 Women in Business Leadership Conference

Claybon described Price's MIS staff as "wonderful mentors who encouraged all of their students, but challenged them as well."

Her "absolute favorite" OU memory, though, involves a relationship with a fellow student, John, whom she met in the laundry room of Muldrow Tower and later married. (John earned his bachelor's degree in political science in December 1998 and his master of administrative leadership degree in December 2012.)

Claybon graduated from Price College in May 1998 with a bachelor of business administration degree in MIS. In December 2012, she earned her second OU degree: an MBA.

After earning an undergraduate degree, Claybon began work as a systems analyst for the Williams Cos. She later held positions with Williams Communications in Tulsa and with Oklahoma City Community College.

Claybon began her eight-year tenure at Devon as a business analyst, Midstream team. Today, as an IT supervisor, she leads a 12-member team that supports the operations portfolio of the company's U.S. and Canadian business.

"My OU MIS degree prepared me for the various roles that I have played throughout my career," Claybon said. "Because the degree is so well-rounded and touches on every part of the business portfolio, I had exposure to skill sets and theory that positioned me well for each of my roles: systems analyst, business analyst, project manager and supervisor."

In her career, she has enjoyed a plethora of opportunities to learn and grow as an individual and as a Hispanic woman in two fields dominated by men.

"There are certainly challenges in being in an industry [energy] and in a discipline [IT] where women, especially minority women, are an underrepresented demographic," she said. "I would say the challenge that affected me the most was my insecurity of being different from the norm. From the day I started my first job out of college, I have been in countless meetings where I was the only female in a room of participants.

"That has not changed much over my career, but my outlook on the situation has. I had to become comfortable with being different and embrace it as a benefit. I was different, but I had worked hard and earned the right to be in the room and a part of that group. I challenged myself to take my seat at the table, speak up and actively contribute. It helped to have female mentors that had faced the same challenges I had. They provided me the support I needed to continue to grow in my career."

Claybon now is an active Price College alumna, participating in Devon's internship recruiting program and, with other OU alumnae, the Women in IT initiative, which reaches out to women in high school and undeclared college women in the business school to encourage them in the areas of IT. The group hosted the first Women in IT conference in 2013 on the OU campus and hopes to continue to grow this initiative.

Claybon said tomorrow's female business grads "should expect to find a world of new possibilities that usually are not what they ever expected."

"I graduated from OU thinking that I would be a developer," she said. "Yet as I grew through my career, I found my home in business analysis and leadership. They should also expect to be challenged. The environment we work in is fast-paced and ever-changing."

Claybon encourages Price College's female grads and other women entering the quickly changing 21st-century business world to "continue to find ways to support one another, build their networks and blaze trails for our daughters as they challenge themselves to find their way in the world."

"I hope women continue to step up to new challenges, be the first hand to go up in a room and create new opportunities for themselves," she added. "We have more female CIOs than ever before. Likewise, we have more women in executive leadership roles than ever before. We are changing the face of business." •



A portrait of Jan Babiak, a woman with long brown hair and bangs, smiling. She is wearing a dark blue blazer over a blue and white striped scarf. The background is a dark blue gradient.

# JAN BABIAK

By Jocelyn Pedersen

OU alumna Jan Babiak started her own business at 7 years old selling flower seeds to earn money to buy her school pictures. She now sits on boards of directors for companies with balance sheets in the billions.

Babiak earned her bachelor's in accounting in 1982 from OU. Driven from the start, Babiak worked as a dispatcher for the Norman Police Department while working on her degree.

"I went to class, I got my grades, I got my degree and moved on up," Babiak said. "I focused on the technical aspects because I chose to be a CPA. What I learned at OU prepared me for taking the CPA exam."

After graduation, Babiak went to work for Ernst and Whinney (now EY) in Oklahoma City. After a few years, she was transferred to its

national office in Cleveland, Ohio. While there, she earned a Master of Business Administration degree from Baldwin Wallace University. "OU helped me in my early career; but later, moving up to senior manager, that's when the MBA came into play," she said.

Babiak grew up "pretty much all over Oklahoma" because her dad was in bridge construction. She graduated from Ardmore High School, but during her youth, she lived in Claremore, Tulsa, Wynnewood, Washington, Oklahoma City and more.

"Oklahoma is a good place to grow up," Babiak said.

Although her maternal grandmother went to college in the '20s to become a teacher, Babiak is the only member of her immediate





Jan Babiak and her husband, Brian Babiak, with Former British Prime Minister Margaret Thatcher in 2008



At the EY London office overlooking Tower Bridge in 2008 during the Women CEOs dinner, from left, Noel Harwerth, Jan Babiak, Alison Winter, Herta von Stiegel, Sung-Joo Kim, and Anne Quinn

family who ever graduated from college with a bachelor's and an MBA. While at OU, she remembers Marilyn and Homer Brown as accounting professors who challenged her on a daily basis.

"They were known to be hard teachers, but that's probably good because when I took the CPA exam, I passed the first time, and back then only about 5 percent passed the first time. It's because they steered me. I had to study hard to pass."

Her education and drive have served her well. Ernst and Young, now EY, transferred her to London, where she worked for 20 years. During her career, Babiak said she's learned a lot about people and feels society is shortsighted when it fails to recognize the differences between genders and their differences in the workplace — after all, the workforce is a near 50-50 mix and has been for decades.

"The more you understand about the other gender, the more effective you will be whether just starting out or sitting in the board room," Babiak said. "I encourage everyone to not be dismissive of this — study it. It will make you a better leader, colleague, wife, sister, son or husband."

Those with whom she's worked and who know her well say Babiak gives her all to everything she does.

"Jan is just fantastic at what she does. Whatever she's involved in, she gives more than 120 percent," said Jamie MacLean, senior partner at EY, who worked with Babiak beginning in the 1990s. "She's always working her hardest and doing her best, adding value to whatever she's involved in. She's focused on excellence in everything she does."

Having known Babiak for more than two decades and worked with her in two continents, MacLean said Babiak has what it takes to find solutions.

"I really admire that she's creative and collaborative. I put those two together. I admire the way she tries to reach the best outcome for everyone involved. She understands others' objectives and what they are trying to achieve. She sees opportunities that others don't."

Alice Schroeder met Babiak in 1986 when they were both senior managers at Ernst and Young working in Cleveland. The pair have remained colleagues and are now partners in a tech company investment. Schroeder said Babiak's determination is inspiring.

"I think Jan is inspiring to young women. She was from a blue-collar background where money was scarce," Schroeder explained. "She was very determined to be someone who had not just a job and career, but exceptional success. She took her business education very seriously."

Schroeder attributes part of Babiak's success to the hard work she put into achieving her MBA while working full time at EY in Cleveland and the fact that Babiak was willing to relocate to London, where she stayed for 20 years.

"Jan's amazing. She shows the power of determination and making the best of yourself," Schroeder said. "Anybody who is smart and dedicated and who perseveres can be a huge, huge success. She's giving back by spending time getting other women to sit on boards. This is the power of leading by example."

As for advice from Babiak to those entering the business world, she said, "From the trailer park to the board room, you've got to set goals and go meet them."

Babiak sums success up in six words: "Hard work and a good attitude." •



# STACY LASKEY

By Jerri Culpepper

Like an interstate highway, the road to success rarely follows a straight line. Skills and interests, innate and learned, along with the choices we make along the way, lead most of us on a path that more closely resembles this country's old state highways before the advent of superhighways.

For 1978 OU accounting alumna Stacy Bates Laskey, the road was paved with a strong vision developed out of relationships with strong family role models, including her grandfather, the late Osage leader Joseph Bates, and her father, Joseph D. Bates, who early on helped shape her helping-hand philosophy focusing on the promotion of Native American culture and heritage.

Laskey was born in Ponca City, Okla., but moved to Dickinson, Texas, when she was in eighth grade to live with her mother and stepfather.

In part because her mother was an avid OU football fan and because most of her family still lived in the Ponca City area, Laskey later chose to attend OU, where she received in-state tuition along with scholarships from Conoco Inc. (now ConocoPhillips) and the Bureau of Indian Affairs.

"I was looking for a degree that a woman could do well in, and I remembered researching and finding an article about good careers for women, which included accounting. Because I was always good at math, I choose this as a career path for me," she recalled.

At OU, she pledged with Kappa Alpha Theta sorority, where she was one of around 20 (out of about 150) women working toward a business degree.

As a student, she recalls being self-driven, motivated by her vision to be successful. Laskey describes her growing-up years as "somewhat



*Laskey's dad with his granddaughters, dressed in Osage woman attire. Laskey's oldest daughter, Heather, is in the white shirt; middle daughter, Brooke, is in the purple shirt; and youngest daughter, Katy, is in the greenish-yellow shirt. The other four are her nieces Jennifer Swords, Errin Loughridge, Tiana Aucoin and Jessica Rogers.*

dysfunctional,” adding that she placed a lot of focus on attaining independence. She developed many friendships with members of her sorority, which Laskey said kept her inspired and encouraged her to continue pursuing her goals.

While a student, Laskey found time to work part time for the Oklahoma Indian Tax Commission in Oklahoma City. In addition, she tutored math to OU Native American students through the Native American Student Association.

After earning her accounting degree, Laskey was hired at ArthurYoung, now EY, in Tulsa, where she met her husband, Steve.

“Long hours, dedication and determination were part of the drive that kept me going,” she said.

After marriage, the job took them briefly back to her hometown of Ponca City, where she was employed as the auditor at First National Bank & Trust Co. Two years and two children later, the road to success led the couple to Bartlesville for a year before their return to Tulsa in 1984.

In 1986, the couple's third daughter was born. The same year, the family transferred to Thousand Oaks, Calif., where her husband, still with EY, concentrated on the aerospace industry while she stayed home to take care of their three young girls.

In 1997, the family moved back to Oklahoma to be near family. A year later, she returned to the workforce, conducting market research for TV Guide, which she described as “a new and exciting area of concentration” for her. In 2002, she was hired by Dentsply-Tulsa Dental in 2002, where her work again centered on market research and marketing analytics.

She also found time to serve the Osage Nation – first, in 2002, as a member of the tax commission board, then, from 2010 to 2013, as a member of the Osage Nation Gaming Enterprise Board (the last year as chairwoman). In the latter position, she tapped into her accounting expertise to oversee the fiduciary duties of two major gaming initiatives – one that just opened in Skiatook and one in Ponca City. She notes that the Osage Nation operates seven casinos in Oklahoma.

In 2013, Tulsa Mayor Dewey Bartlett appointed Laskey to the Greater Tulsa Area Indian Affairs Commission, established to facilitate

communication among Indian tribes about relevant events occurring in the greater Tulsa area and to promote Indian culture, heritage and available Indian services in the area.

Laskey also took advantage of being back in Oklahoma to revisit her cultural roots. Every June, she and her family visit the Osage Reservation to take part in a four-day celebration. During the day, she said, the women are taught to cook native foods in big copper pots over an open fire, a feat that she describes as requiring a great deal of stamina and commitment. At night, she said, everyone dresses in ancestral clothing and dances to the ceremonial drum.

“My three children and I commit to attend and participate in these events every year,” Laskey said. “I'm hoping to instill in my children the heritage, cultural traditions and sense of pride in having Native American Osage in their genes, just like my grandfather and father taught me.”

Like her grandfather, a full-blooded Osage, and her father, now 86 and living in Ponca City, both of whom were heavily involved in the Osage Tribal Council, she also is gratified to have had the opportunity to contribute to the welfare of her people and the larger Native American population.

“My grandfather, called ‘Big Jo’ in the Osage community, stood tall, both in height and humility,” she said. Recalling numerous visitors at his home when she was growing up, with many of the conversations taking place in the Osage language, she added, “My grandfather taught me about the culture, my heritage and the importance of a good education. He lived during those awful ‘Reign of Terror’ years and wanted better things for his grandchildren.

“He was one of those people in your life – everyone has one – who has a good heart. And his good heart made me also want to do good things with my life.”

Despite some twists and turns along the way, Laskey's life and career eventually led her full circle, back to her Osage roots in Oklahoma, where she continues on the path begun by her grandfather so many years ago: one with its origins shrouded in time and tradition and a future that is directed by a good heart. ●





# TERRY CARR

By Jerri Culpepper

“Know your discipline. Knowledge counts. Identify, as early as you can, what you are passionate about, what you really like to do – and marry them together in your professional career. You want it to be something you enjoy, that you do well and that you feel good about.”

Terry Carr, who earned a bachelor of business degree in economics from the University of Oklahoma in 1989, isn't offering students empty advice. It's a credo by which she lives.

The road to Washington, D.C., where she currently serves as director of communications with the Federal Housing Administration, wasn't without detours. She took several career turns before finding her niche as a housing finance communicator, but looking back, she credits OU and the Price College of Business with helping build the foundation that provided her with the knowledge and expertise that led her to her current career path.

Attending college for Carr, who was born in Shawnee, Okla., and attended Oklahoma City Public Schools, wasn't a given. Her father attended two years of college, but neither parent earned college degrees, so while the desire to pursue a higher education was there, she wasn't sure it was doable.

“I was very nervous about college and, in particular, how to pay for it,” Carr said.

Fortunately, she was introduced to OU's then-director of recruitment, Rick Hall. Hall, Carr recalled, told her, “No one knows how they will pay for it in the beginning; they just take it semester by semester.”

Calling the decision to go ahead and enroll at OU “a leap of faith,” Carr followed Hall's advice, working summer jobs and applying for scholarships.



“Somehow, I’d always find the \$500 or so to go forward,” she said. “It took a combination of jobs and aid.”

Carr received the coveted National Merit Scholarship and also a President’s Leadership Class scholarship.

“And somehow,” Carr said, “I managed!”

Carr excelled at OU. Among other awards and honors, she was named Outstanding Economics Student and was a Silver Letzeiser Award recipient.

She found time to get involved in student government, too, serving a term as OU Student Association chair and student body president. She is particularly proud of, as a student, starting up a coalition against apartheid, the goal of which was to get the university to divest in South Africa.

“I worked with a lot of amazing students and administrators, particularly then-Vice President of Student Affairs Anona Adair,” Carr said, crediting that longtime administrator with showing students how to work with others to get things done, and teaching them about leadership in general. She also cited economics professor Alex Kondonassis (since retired as David Ross Boyd Professor of Economics Emeritus and Regents’ Professor of Economics Emeritus) as a particularly effective teacher who “taught you to think and to be detailed.”

Also while at OU, Carr held an internship through a summer program hosted by Georgetown University. As part of her internship, she worked with then-Sen. David Boren, who now serves as OU’s 13th president. After earning her bachelor’s degree in economics (she switched from accounting), Carr began work at the Federal Reserve Bank as a bank examiner, where she said it didn’t take long for her to discover that accounting wasn’t her cup of tea.

Thanks to her economics education and earlier internship, Carr landed another position in the nation’s capital, this time working with Boren as a legislative assistant, primarily on health care and banking issues.

“I started as an accounting major and switched to economics,” she said. “I probably liked the theory more than the practice. I found economics to be a very valuable body of knowledge for working in public policy. It forces you to look at policy from the perspective of who benefits and who may not. Economics teaches that there is no such thing as unlimited resources or a free lunch, so pursuing one course of action means that something else cannot be done. There is always an opportunity cost to following a particular policy.”

Before assuming her current position with the FHA in September, Carr was a senior adviser at Ginnie Mae, the primary financing

mechanism for government-issued or government-guaranteed mortgage loans. Ginnie Mae created the nation’s first mortgage-backed security. Banks pre-sell mortgages to investors in a mortgage-backed security; the money they get for the mortgage is actually the money that is lent to you as a consumer.

In both positions, Carr’s primary responsibilities have centered around communications: defining and positioning the organizations’ missions and efforts, and working with the media and other stakeholders.

“At Ginnie Mae, I did communications as well,” Carr said. “The difference is, there, I was primarily focused on mortgage-backed securities. At the FHA, my focus is on how mortgages are created and sold to borrowers. It’s all about how people buy homes. We are now recovering from an economic crisis that some would say was caused by mortgage-backed securities. As a result, we are looking for ways to reform our housing finance system.

“I work to help people understand the role of FHA in housing finance and ensure that policy changes aimed at reforming the system, keep what’s good and modify what needs to be changed.”

“I got an excellent education at OU,” Carr said. “In my marketing and accounting classes, I learned how business works – how books are kept and effective ways to promote products. In economics, I learned how public policy influences business. Communicating involves translating difficult concepts so they are more easily understood. My current job is a bit business and a bit public policy, so having a background in business and economics is very helpful. I draw every day on the education I received at OU and the leadership skills I developed there.”

Carr had another piece of advice to offer to students, male and female, working toward a career in business. Diversity is important.

“In any encounter, who you are counts. You need to be aware of how your gender, your background and other attributes influence others,” said Carr, who noted, for example, that she brings to the table a myriad of experiences as a woman, an African-American, an Oklahoman, a first-generation college student and an OU alumna.

Carr is putting that experience to work as a Price College alumna. For the past two years, she has served on a diversity committee formed by the college in an effort to increase diversity.

Carr resides with her husband, Aaron, in Washington, D.C. They enjoy reading, visiting museums and puttering in a back yard filled with hostas, lilies and daffodils. •

# RIISING STARS



At J.P. Morgan Chase's headquarters in New York, NY, from left, Nicole Upshaw, Stephanie Simon and Maddie Kinzie

## MADDIE KINZIE AND NICOLE UPSHAW: WOMEN ON WALL STREET

The distance from Norman, Okla., to New York City is 1,500 miles. For a female student aspiring to work on Wall Street, that distance is even farther. But two students at the University of Oklahoma are shortening that distance.

Price College of Business finance seniors Maddie Kinzie and Nicole Upshaw were two of 40 students in the United States selected for J.P. Morgan's Winning Women program. The two interned at the company's headquarters for 10 weeks last summer.

Kinzie and Upshaw's efforts began when they applied for J.P. Morgan's Winning Women program last year, which is designed to provide top female college students with a realistic impression of working for J.P. Morgan.

The program included events with interactive presentations, information about the company's top-ranked internship programs and networking with senior women executives, analysts and associates. While the intensive, 10-week internship included 13-hour workdays, five days a week with additional hours on weekends, the experience was a rewarding one for the students who were hungry to learn and grateful for the unique opportunity allowed for so few.

"If you worked past 8 p.m., you were able to order carry-out, compliments of J.P. Morgan," Kinzie said. "As a college student who didn't mind putting in the extra hours, it was a great deal."

Although both Kinzie and Upshaw interned as analysts at the World Headquarters in New York, they served two different lines of business of J.P. Morgan. Kinzie worked in Global Wealth Management in the Asset Management division, which provides services to individual high



At a Price College New York alumni reception, from left, Nicole Upshaw, Maddie Kinzie, Michael F. Price and Stephanie Simon

net worth clients. Upshaw worked within J.P. Morgan's Investment Bank, where she focused on financial sponsor deals. Both agreed the public side is more market driven, while the private side is more technical.

"Both have a steep learning curve with a great deal of information to digest in a short amount of time," Upshaw said.

Not only did these interns have a lot to learn from the beginning, they also had to stay updated on current events, market trends and any new programs and services J.P. Morgan offered so each client received the same level of service across the globe.

Kinzie joked that that the internship was like "drinking water from a fire hose."

Stephanie Simon, a vice president within J.P. Morgan's Private Bank, who earned both her undergraduate and law degree from OU, served as a mentor to the two Price students during the summer.

"The role of advisor tends to come very naturally to women" Simon said. "Thus, while historically there been more men in financial services, especially within investment management, many more women have been entering this industry and doing exceptionally well. Three of the six senior bankers on our team are women. Many key members of senior management in Asset Management at J.P. Morgan are women. The Winning Women program is a natural extension of the already successful efforts the firm has had recruiting, retaining and promoting women."

As for the best part of the internship – both Kinzie and Upshaw will work full-time for J.P. Morgan following their May 2014 graduation. •

# RISEING STARS



Whitley O'Connor and Ranya Forgotson at the Homeless Alliance in Oklahoma City

As a seventh-grader, Ranya Forgotson dreamt of sheltering the homeless in her closet. Now, as a marketing senior in the Price College of Business, she still aspires to improve the lives of the others.

Forgotson is the co-founder and editor of *The Curbside Chronicle*, a magazine sold by the homeless community in Oklahoma City.

The paper is the first of its kind in Oklahoma. Known as street papers, there are more than 125 street papers sold worldwide, 40 of which are in the United States. Street papers are designed to employ the homeless or those at-risk of being homeless through the sale of the magazine, and to empower the homeless by giving them a voice in the publication.

*The Curbside Chronicle* employs around 12 homeless vendors who are provided 15 free copies of the issue to sell at a suggested price of \$2. A vendor can then purchase additional copies at 75 cents each, which covers the cost of printing and encourages accountability among the vendors.

“We want to give the homeless a hand-up instead of a handout,” Forgotson said.

Whitley O'Connor is executive director of *The Curbside Chronicle* and a student at Vanderbilt University. The Ada., Okla., native was inspired to start a street paper in Oklahoma City after living in Nashville, Tenn., and witnessing the positive transformation that occurred among the homeless after the launch of *The Contributor*. In 2013, *The Contributor* sold 1.3 million newspapers and placed a third of its 350 vendors in permanent housing. It is currently the largest street paper in North America.

“I noticed a stark contrast between how the homeless in Nashville were treated in comparison to the homeless in Oklahoma City,” O'Connor said. “In Nashville, the homeless population was less stigmatized and more respected. The only real difference I could find was that it was rather difficult to find a homeless individual not selling *The Contributor*.”

Forgotson and O'Connor connected through a shared passion of improving the current state of homelessness and changing the community's perception.

## RANYA FORGOTSON: KICKING HOMELESSNESS TO THE CURB

“We believe that homelessness is a situation and not an identity,” O'Connor said.

The two college students quickly began research and raising funds through local companies and organizations. Forgotson and O'Connor secured a partnership with the Homeless Alliance in Oklahoma City, where *The Curbside Chronicle's* operations are housed.

*The Curbside Chronicle* published its first issue in July 2013. Since the launch, Forgotson and O'Connor have produced five issues, and the vendors have sold approximately 9,000 copies. Several of the vendors have already secured permanent housing from the income they've earned.

“Our goal is to end panhandling in Oklahoma City,” Forgotson said. “It might be a lofty goal, but *The Contributor* accomplished it in three years. Our vendors truly see this magazine as their job.”

*The Chronicle's* success has already received honorable recognition as well, including the State of Creativity Forum's Innovative Award, the Interfaith Alliance's Community Service Award and the Banking on Youth Competition's regional award.

In five years, the young entrepreneurs hope *The Curbside Chronicle* will sell 75,000 papers a month, employ 250 vendors and move a third of those vendors into permanent housing and careers. Although it would seem that launching such an ambitious and innovative project while continuing to study full-time in college is difficult, Forgotson and O'Connor believe their timing is perfect. They encourage fellow students to seize an entrepreneurial opportunity.

“College is definitely the time to take risks,” Forgotson said. “You just have to be willing to learn along the way. If you put your idea into motion now, things will naturally start to fall into place.”

To learn more about *The Curbside Chronicle*, call (405) 415-8425 or visit [thecurbsidechronicle.org](http://thecurbsidechronicle.org).



# TAMARA PULLIN: FIRST LADY OF PRICE COLLEGE

By Jerri Culpepper

Tamara Pullin brings many skill sets to her role as first lady of the Price College of Business, not least among those as No. 1 supporter of her husband, Dean and Fred E. Brown Chair Daniel Pullin.

Pullin, a compliance officer for MidFirst Bank, has enjoyed a successful career as an attorney. This success derives from the abilities to think on one's feet, understand abstract principles, collaborate as a member of a team and successfully juggle multiple responsibilities – all essential traits for a first lady.

“I am proud to be a member of the Price College family,” Pullin said. “One of Daniel’s goals within his articulated ‘Purpose of Price’ is to connect the community of Price College. I feel like I have a definite role in that regard. It’s more than just being the dean’s wife; it’s fully embracing this new family of people who are so important to the success of Price College – its faculty, staff, students, alumni and supporters. It’s interacting with as many of them as possible in meaningful ways so that I can better understand what is important to the college and, in whatever way possible, support and assist with facilitating the college’s goals.”

And support and assist she has. Pullin is particularly involved in the college’s efforts to foster diversity.

“As a woman with a professional career, this certainly is an initiative that resonates with me and that I think is important,” she said.

Toward this initiative, Pullin engaged in the Women in Business Leadership Conference, assisting in outlining the plan and serving as a moderator for a panel session. She looks forward to increasing her role in the annual event. She also has taken part in one-to-one mentoring sessions over early-morning coffee with women students who have reached out to her.

And this spring, Pullin invited the women of the JCPenney Leadership Program to her home for an evening of open discussion about issues that women encounter in the workplace.

“I hope to be honest with the students in sharing my experiences and answering whatever questions or apprehensions they may have about soon entering the workforce,” she said. “The plan is for this discussion to occur twice a year, to reach as many female students as are interested in engaging in this conversation.”

Pullin said a fundamental role in her life that impacts Price College to some extent is being a supportive and understanding spouse.



“Daniel and I have always valued the importance of each other’s careers, supported each other’s successes and have mutually served as a sounding board for the other,” she said. “If I can alleviate some of the mundane matters of the household and keep the family organized, then Daniel can be ever more focused on the purpose of Price. This goal is not always easy, given that our children are so young.”

The Pullins are parents of two sons, ages 4 and 1.

Since her husband was named interim dean in July 2013, Pullin has participated in a myriad of events, including social activities held during the summer to facilitate the agenda of connecting the community of Price College; the MIS division’s scholarship/awards dinner in the fall; the Price College Red River Reception during OU/Texas weekend; the Adams Society Dinner; and the Women in Business event.

The entire family participated in the fall Price College Service Day.

“Honestly, the baby wasn’t of much service, but Parker had a blast cleaning library tables at McKinley Elementary, where he will embark on kindergarten next year,” she quipped.

The Pullins have hosted dinners for faculty, staff and supporters, and in turn been guests at numerous dinners generously held by faculty.

Even prior to her husband’s appointment as interim dean, the couple attended many college and university activities, including Price College awards banquets and tailgating events.

“Living just blocks from campus, we historically have attended a wide variety of events across the university. Engaging with the university in this regard was one of the compelling reasons to move back to Norman and make our home so close to campus,” she said.

Additionally, the Pullins have generously supported the college as members of Price College’s Adams Society since its inaugural year.

Outside Price College, Pullin supports the university with her involvement in the OU Women’s Philanthropy Network; as an adviser for her sorority, Delta Gamma; and as an appointed community-at-large member of the Presidential Professorship selection committee. Pullin has a number of interests outside the university as well, particularly as a commissioner on the City of Norman’s Human Rights Commission.

Pullin recently discovered another role that she enjoys as a part of the Price College family: getting to know bright, talented students and helping them find jobs.

“The positive interactions I continually have with the students of Price College give me great confidence in advocating to others to hire from Price College,” she said.

After approximately two and a half years as assistant general counsel for MidFirst Bank, Pullin recently transitioned into the role of compliance officer. While forming a new team within the compliance department, she interviewed and hired a recent Price College graduate.

Though not Sooner born – she grew up in the small East Texas community of New Boston – Price College first lady Tamara Pullin could be called Sooner bred, as she earned her bachelor’s degree here in broadcast journalism in 1997, followed by her juris doctorate in 2001.

Pullin’s OU connection dates even further back. As a high school student, she taught dance to the daughters of Sooner football great Billy Simms. (The Simms family lived in nearby Hooks, Texas.)

It was also while a student at Oklahoma’s flagship university that she met her husband-to-be, though she didn’t know it at the time.

The two were reacquainted years later during an OU Alumni Association event in Dallas, where she had relocated after working at a Houston law firm and he had moved after earning an MBA from Harvard.

They soon began dating and were married within a year of that meeting.

“Timing is everything, isn’t it?” Pullin says.

**Soon after, Daniel Pullin received a job offer at OU.**



At the 2013 Price College Red River Reception, from left, Jonathan Price, Daniel Pullin and Tamara Pullin

“I am happy to report that the first hire I made in my new role at MidFirst Bank is Rachel Harder, a December 2013 graduate of the MBA and MIS programs.

“When Rachel walked into my office for the interview, I immediately recognized her as having given a speech at one of the Price College events I attended in the fall,” Pullin said. “While her resume showed she would have the fundamental skills required for the job, she had an enthusiasm to get to work and immerse herself in something new that really spoke to me. I practically hired her on the spot. As professor Chidambaram has repeatedly told me: Rachel is going to be a great asset to my team.” •



# COACH SHERRI COALE BRINGS HER OWN BRAND OF **MAGIC** TO PRICE'S CLASSROOMS

By Debra Copp

*Sherri Coale speaks with one of her players, Morgan Hook, during an OU women's basketball game at the Lloyd Noble Center*

It was a Tuesday evening in August and 16 upper-division management students gathered in Room 104 at Adams Hall. Minutes before the 6:30 start of the class, in walks Sherri Coale, the winningest women's basketball coach in history at the University of Oklahoma.

Coale was not there as a guest lecturer. She was the class instructor for "Leading the Student-Athlete," a new course offered by the Price College of Business.

For more than three years, Price faculty had worked to add a sports management program to the college's curriculum. In fall 2013, "Leading the Student-Athlete" launched with Coale leading the class.

"I knew what I had to share from my experience as a collegiate coach in building teams and managing the efforts and people who work together to create the team experience. Because of my experiences at OU, I had contacts – in and out of the world of athletics – that others might not have. Those contacts brought an extra value to the class," says Coale who taught high school English for seven years.

Thirteen of the students enrolled in the class were business students whose experience with athletics was less than what Coale was accustomed to. Three, however, were OU student-athletes. Coale was determined to make the class a success for all involved.

Early on, it was a matter of sharing information – what kind of information did the students want and what did Coale want to include?

"A lot of the students were interested in management but not necessarily sports management," Coale says. "So I chose speakers who would help the majority. I wanted people who could speak from experience, regardless of the arena that experience came from."

The list of guests was impressive including Joe Castiglione, OU athletic director; Dru Hancock, senior associate commissioner for the Big 12 Conference; Dr. Carmen Tebbe-Priebe, director of PROS (Psychological Resources for OU Student-Athletes); and Coale's staff.

Class met every Tuesday night from 6:30 to 9:30 throughout the fall. For the first month, the schedule was workable for Coale – work at the office, then head to class. Things became more interesting when Sooner Women's Basketball practice started in mid-October. When the season began Nov. 2, Coale's juggling act really began.

"As a coach, you have to compartmentalize things so that you can have success in all the areas that you are responsible for. From October through the end of the semester, my compartments just had to be expanded to add another one. I just had to get a bigger drawer," Coale says. "It was





Photos provided by OU Athletics Communications photo archive



Learn more at:



very important to be the coach when I was at Lloyd Noble Center and on the other hand, be the teacher when I walked into the classroom.

“I’ve learned as a coach that it is important to have a division of emotion and energy that you are giving to every effort. I could never not give every bit of energy to my team when I was with them but I was not going to shortchange the class. When I walked into that classroom, my focus and energy was there. I believed I owed that to them because of the commitment they had made to the class.”

The students were equally committed to the class’ success.

“The students wanted to learn what I had to share. They really got it and made a commitment to the class, to the point that they had almost 100 percent attendance through the semester. They dove in, listened and participated. It was a refreshing and enjoyable experience.”

Curriculum was flexible and that flexibility allowed class to meet once at Lloyd Noble Center where Coale presented a behind-the-scenes look at OU Basketball.

For another class, OU Women’s Basketball played so Coale asked Sam Presti, general manager of the Oklahoma City Thunder, to meet with her students.

Coale’s teaching assistant, Annie Martin, coordinated Presti’s visit. Part of Martin’s assignment was coordinating speakers. The class talks ranged from panels who discussed psychological resources for student-athletes to individuals who focused on athletic training and coaching.

Martin, a former OU student-athlete in track and field, was incredible in keeping things going throughout the semester, Coale says.

The experience also was good for Martin.

“Regardless of where a student came from or how he or she grew up, the student could take away life lessons from Coach Coale,” says the 2012 OU management grad who is a former OU student-athlete. “Working with Coale and the students was a “phenomenal opportunity.”

For the class’ group project, Coale emphasized content and analysis, however, she also wanted to see how students worked together and how they formed a team.

“Very few in the class knew each other when it started. I wanted to see how they went about developing the relationships that would be key to completing the project,” Coale says.

Coale’s classroom experience led her to really believe in the next generation.

“Today’s students are highly motivated and they are juggling so many things. Teaching this class validated so many things, among them that our students are committed to making a difference,” Coale says.

It also reminded Coale of the responsibilities that teachers face.

“I was reminded every time I walked in that door at 6:30 p.m. that those of us who are teachers, in whatever arena, have such a responsibility to give students what they need, not necessarily what they want. Students today have so much they have to do. They are balancing a lot of stuff.

“It’s like I tell my team –bring your energy. When class was over, if I gave them all I had to give, I always left with more than I came in with. •

## WOMEN IN BUSINESS



From left, JCPL Manager Melia Alderman and WIBL Conference Director Katherine Mathews with JCPL Director Crystal Clayton



Students enjoying the keynote address, from left, Shannon Sherman, Kelly Myers, Claire McConnell and Katherine Van Hoozer



Speakers get ready to start a panel discussion, from left, Patricia Bender, Janae Triplett-Newell, Dawn Constantin, Mike Krampf and Lori Scott McWilliams



Students, from left, Keyana Simmons, Paul Taylor and Ebenezer Eno



Conference Director Katherine Mathews welcomes the audience to the first student-organized Women in Business Leadership Conference

# STUDENT-LED WOMEN IN BUSINESS LEADERSHIP CONFERENCE A HUGE SUCCESS

Students in the JCPenney Leadership Center hosted the Women in Business Leadership Conference (WIBL) November 1. More than 160 OU alumni, students and friends of Price College attended the conference.

Patty Bender, Dawn Constantin and Price alumna Jan Babiak served as keynote speakers, along with 13 panelists and four moderators. Panel discussions were based on *Lean In* by Facebook Chief Operating Officer Sheryl Sandberg. The book is a message to women to believe in yourself, give it your all and “lean in” – “don’t leave before you leave.”

In his opening address, Interim Dean Pullin said, “The Women in Business Leadership conference is emblematic of Price College’s focus on creating an inclusive environment that prepares future business leaders for the opportunities and challenges they will face in competitive global markets. The companies and leaders that embrace a diversity of viewpoints are more likely to see opportunities in advance of their competitors that cling to more limited views.”

The conference was organized by a team of Price students led by Conference Director Katherine Mathews. She says she received a lot of positive feedback about WIBL and adds that planning and attending the conference has helped her in the “real world.”

“The conference educated me on matters that affect women on a daily basis and made me aware of how education can help break barriers,” said Mathews, a December 2013 graduate in international business and finance, now working as a business development analyst at M3 Midstream in Houston.

Tamara Pullin served as one of the moderators. “Interacting with the students of Price College at the WIBL conference was such an inspiring day. They listened to my war stories intently, asked challenging questions, and exuded an enthusiasm I hadn’t seen in some time,” she said. “I can’t wait for these women to graduate and hit the work force.” •



## DIVERSITY



The Price College Diversity Committee members, from left: Laku Chidambaram, Terry Crain, Craig Russell, Dena Newhouse and Lupe Davidson (not pictured, Shelly Grunsted and Daniel Pullin)



MBP students help clean up Lakeview Elementary during the Price College Service Day Nov. 9



The 2013-2014 MBP members during a monthly group meeting. Top row, from left: Jacoby Gilliam, Taylor Nero, Amber Rhodes, Kari Simmons, Bradyn Littles, Ryan Moore. Bottom row, from left: Haley O'Dell, Samantha Turner, Kelli Goode, Brenah Pyles, Silas Vieira

# PRICE COLLEGE FOCUSES ON DIVERSITY

In an increasingly globalized society rich with a myriad of cultures, diversity is paramount to the success of Price College and its students. In the past year, the college has established two new initiatives focused on the diversity of Price College: the Multicultural Business Program and the Diversity Committee.

Now in its second year, the Multicultural Business Program provides underrepresented students with resources to develop their academic and professional success. Members are selected through an application and interview process with specific eligibility and retention requirements. Program members receive an annual scholarship of at least \$2,000, priority academic advising and opportunities for peer mentoring, tutoring, leadership-building activities and professional development networking.

On the heels of the Multicultural Business Program, Dean Daniel Pullin initiated the Price College Diversity Committee during the spring 2014 semester. Made up of Price College faculty and staff, the committee held its first meeting in January and aims to create a strategic plan that will enhance the college's diversity among students, faculty

and staff. The goal is to create a more proportional representation of both Oklahoma's and the university's regional population. The committee will focus on factors beyond just race, gender and ethnicity – other factors that will be considered include, but are not limited to, a person's regional, economic, religious and social background; physical capabilities; sexual orientation; and first-generation status.

Dena Newhouse, who serves on the Diversity Committee and is the Multicultural Business Program coordinator, said she looks forward to the college's continued diversity efforts.

"It's very promising to see the growth of our Multicultural Business Program as well as the direction that the diversity committee will provide on this very relevant topic as we move forward," Newhouse said. "Diversity at the collegiate level plays an integral role in enhancing social development and promoting multiple perspectives. In turn, diversity prepares our students for a career in an increasing global society." •

# FACULTY NEWS

@ THE UNIVERSITY OF OKLAHOMA PRICE COLLEGE OF BUSINESS



Prof. Andrew D. Cuccia

**Andrew D. Cuccia**, associate professor in accounting, Steed Professor of Accounting and Grant Thornton Faculty Fellow, is the current president of the American Taxation Association, the academic organization for those teaching and doing research in tax accounting.



Prof. Pravin Nath

**Pravin Nath**, assistant professor in marketing and supply chain management, received the best paper award for the Global and Cross-Cultural Marketing Track at the 2014 Winter Marketing Educators' Conference hosted by the American Marketing Association on Feb. 21-23 in Orlando, Fla. The paper was titled "The Role of Global Brand Strategy, CMO Presence, and TMT Structure in the Internationalization-Performance Relationship of Retail Firms."



Prof. Rajiv Dant

**Rajiv P. Dant**, professor in marketing and Helen Robson Walton Centennial Chair in Marketing Strategy, had his work appear in 11 publications in 2013. The articles included "Relationship Velocity: Towards A Theory of Relationship Dynamics" in the Journal of Marketing; "Influence of Personality Traits on Perceived Relationship Quality within a Franchisee-Franchisor Context" in the European Journal of Marketing; and "An Introspective

Examination of Single Unit versus Multi-Unit Franchisees" in the Journal of the Academy of Marketing Science.



Prof. Mark Sharfman

**Mark Sharfman**, director of the management and entrepreneurship division and Puterbaugh Chair in American Enterprise, and co-author Shih-Chi Chiu, assistant professor at Nanyang Technological University in Singapore, were awarded the 2013 Best Article Award by the International Association for Business and Society. The award was given for the article on "Social Issues in Management" published during 2011.



Prof. Matthew Jensen

**Matthew Jensen**, assistant professor in management information systems, was part of a team of OU developers of the serious video game, MACBETH. MACBETH was awarded the "Best Business Game" during the Eighth Annual Serious Games Showcase & Challenge at the InterService/Industry Training Simulation and Education Conference in Orlando, Fla. The award was based on recommendations from a panel of more than

100 game developers and serious game researchers. MACBETH also received the "Adaptive Force" award, which is an award recommended by the Office of the Secretary of Defense.



Prof. Joseph Dulin



Prof. Mary Hill



Prof. Pravin Nath



Prof. Karen M. Hennes

**Karen M. Hennes**, assistant professor in accounting, was selected as one of the recipients of the Notable Contributions to Accounting Literature Award that was awarded at the 2013 American Accounting Association annual meeting. Hennes was part of a team of three researchers who wrote "The Importance of Distinguishing Errors from Irregularities in Restatement Research: The Case of Restatements and CEO/

CFO Turnover." The award, presented in Anaheim, Calif., was sponsored by the American Institute of Certified Public Accountants.



Prof. Radhika Santhanam



Prof. Janea Triplett

New faculty who started at Price College in August 2013 are **Joseph Dulin**, instructor in accounting; **Mary Hill**, assistant professor in accounting; **Pravin Nath**, assistant professor in marketing and supply chain management; **Radhika Santhanam**, professor of management information systems and Michael F. Price Chair of Management Information Systems and **Janea Triplett**, lecturer in management information systems. •





Dean Daniel and Tamara Pullin



President David L. Boren



Price College students served as hosts and introduced the 2013 inductees on stage. Front row from left: Nicole Upshaw, Courtney Graviett, Dennise Arzola; second row: Katherine Van Hoozer, Hailey Sedwick, Lizzie Hunt, Ashley Buckley, Maddie Kinzie, Carla Piedra; and back row: Brett Sinclair, Grant Inman, Michael Drayton, Philip LeBaron and Stephen Allred

## PRESIDENT BOREN FEATURED SPEAKER AT ADAMS SOCIETY DINNER

More than 200 current and new members were honored at the fourth annual Arthur B. Adams Society dinner, held Nov. 15 at the Sam Noble Oklahoma Museum of Natural History. OU President David L. Boren served as the keynote speaker and offered his wisdom on the importance of public higher education, its uncertain national funding environment and the meaningful role private supporters must play to ensure top-notch educational opportunities for OU students.

Society Chair Mike McConnell, 1982 BBA and president of Jones Energy, served as the evening's master of ceremonies, and Dean Daniel Pullin provided a college update and set the stage for President Boren.

The evening also included the induction of two university Regents – Tom Clark, chairman of the OU Board of Regents, with his wife, Hilary;

and Kirk Humphreys with his wife, Danna – as well as Price College interim dean from 2005 to 2006 and David Ross Boyd Professor Daniel A. Wren. In addition to these prestigious university representatives, the society also inducted several loyal alumni and friends of the college: Jan and Brian Babiak, Phillip S. Estes, Stacey Garvin, James R. Moede, Timothy and Margaret Parmenter, Dorsey T. Roach, Matthew A. Roberts, Colbert and Carol Wilhite, Russell and Rebecca English, Brett A. Hudson, and Michael P. Kopolman.

New society members were introduced by Price students: Dennise Arzola, energy management and international business double major; Michael Drayton, MBA student; Courtney Graviett, energy management senior; Lizzie Hunt, MIS senior; Hailey Sedwick, MBA student; and Katherine Van Hoozer, energy management and finance senior. •

## COLLEGE NEWS

@ THE UNIVERSITY OF OKLAHOMA PRICE COLLEGE OF BUSINESS



EMBA students tour the Fred Jones Jr. Museum of Art

## EMBA LAUNCH

The first Executive MBA in Energy session began January 2014 with 18 students. This 15-month program allows students to learn primarily online while being supported by three weeklong in-person residencies. Visit [price.ou.edu/eemba](http://price.ou.edu/eemba) to learn more. •



EMBA students visit with Instructor Nancy Sauer during their one-week visit on campus





Dean Daniel Pullin (far left) and Assistant Professor Ron Bolen (far right) with the PureWaste winning team, Nicholas Berry and Cameron Rock



Engineering Professor Patrick McCann (left) and Entrepreneurship Student Tony Robertson discuss the students' new venture, Brella Technologies

## SOONER LAUNCH PAD NEW VENTURE PITCH COMPETITION

Price College hosted its bi-annual Sooner Launch Pad New Venture Pitch Competition Nov. 21 at the Fred Jones Jr. Museum of Art. Five OU student teams were selected as finalists to pitch their idea to OU alumni and friends, with first place going to PureWaste Evaporators, a

student venture that offers an innovative and cost-efficient solution for oilfield wastewater removal. Special thanks to Doug Kennon, BBA 1989, for Sooner Legends' sponsorship of the event. •



Price College students and staff help set up for the Norman Veterans Day Parade at the Cleveland County Veterans Memorial in Reaves Park

## SERVICE DAY

The 2013 student-run Price College Service Day was Nov. 9 and was one of the largest volunteer efforts in the history of Price College, with over 300 volunteers taking part at a record 18 school and non-profit organizations throughout Norman. •





Renee Porter, president of Advancia Corporation



Excited students find their seats during the processional



Just a few of the many creatively-decorated graduation caps

## FALL CONVOCATION

Price College's fall convocation took place Dec. 14 at McCasland Fieldhouse. OU Alumna Renee Porter, president of Advancia Corp. in Oklahoma City, delivered the keynote address. MBA Student Hailey Sedwick offered her perspective and reflections as the ceremony's student speaker. In Porter's keynote, she asked the graduates to tweet. One student's response to the request, in a tweet of course, was "The best graduation is when you're asked to take & post pics on social media DURING the address! #OUPriceCollege" •



Gary Pierson visits with business students in Clary Lounge after his presentation



Dean Pullin presents Joseph Saunders with a token of the college's appreciation

## TOP-LEVEL EXECUTIVES GARY PIERSON AND JOSEPH SAUNDERS SERVE AS PRICE COLLEGE GUEST SPEAKERS

Gary Pierson, president and CEO of the Oklahoma Publishing Co., served as the Price College Distinguished Speaker Sept. 20 in Price Hall's Dodson Lounge. Joseph Saunders, former chairman and CEO of Visa Inc., spoke Oct. 4 in the Oklahoma Memorial Union's Meacham Auditorium as part of the E. Deane Kanaly Lecture Series. •



Umbrellas and rain ponchos were a familiar site on campus before the OU vs. Texas Tech football game



Price College Alumnus Steve Swatek wins a hat created and marketed by IBC students during the tailgate's prize drawing

## PRICE COLLEGE ALUMNI AND FRIENDS TAILGATE

Price College hosted its annual tailgate in Dodson Courtyard Oct. 26 before the OU vs. Texas Tech football game. Despite rainy conditions, loyal alumni and fans enjoyed the tailgate with high spirits and good barbecue provided by Rib Crib. Fans were rewarded later that evening when OU ended Texas Tech's seven-game winning streak. •



From left, J.C. Fischer, Hannah Kellogg, Maddie Kinzie and Seth Carter place third in the CUIBE Case Competition



## CUIBE CASE COMPETITION

Four Price College of Business undergraduate students placed third in the annual CUIBE International Business Case Competition Nov. 2, organized by Northeastern University in Boston. The CUIBE case competition is an invitation-only event, with students from 16 universities taking part in an intense, 24-hour case analysis, followed by a presentation of their recommendations to a panel of corporate judges. •

## CFA SCHOLARSHIPS

The Price College Division of Finance established 25 new scholarships to help finance and risk management students prepare for the chartered financial analyst exam. The scholarships, valued at \$950 each, provide full coverage for the CFA intensive preparatory course that was delivered this spring by Fitch Learning at OU. The course prepares students for the first level of the CFA exam that they will take this year. The CFA certification is the gold standard of financial analysis and investment management industry. •



## NEW CORPORATE ENGAGEMENT AND EMPLOYER DEVELOPMENT COORDINATOR

Brenda Peters joined Price College in October as the college's first corporate engagement and employer development coordinator, a position made possible through the generosity of Robert and Shelley Beall. Peters brings substantial corporate contacts and experience after serving for over 22 years in OU Career Services. •





Students learn about internship and full-time career opportunities, as well as campus organizations, throughout the week



Price students, faculty and staff enjoy the annual B2B cookout in Dodson Courtyard



Sherri Coale served as a guest speaker to students in Price Hall's Dodson Lounge

## B2B WEEK

The Price College Student Business Association hosted the annual Back to Business Week Sept. 3-5. B2B Week allows students to become more involved in Price programs and network with corporate recruiters. •



## OUTSTANDING SENIOR

Hannah Kellogg, a senior majoring in management and minoring in economics, was named Price College's Outstanding Senior. Kellogg was recognized in November along with other top undergraduates during the Outstanding Senior Ceremony. •

Kellogg is recognized during halftime of the OU vs. Iowa St. football game

## ENTREPRENEURSHIP PROGRAM MOVES UP IN RANKINGS

Price College's undergraduate program in entrepreneurship moved from No. 10 to No. 6, a ranking that includes both private and public universities throughout the United States. Price College was No. 2 among public universities. Entrepreneurship's graduate level offering also achieved a high ranking of No. 15 overall and No. 7 among public universities. •



Proposed layout of the new active learning classroom



The classroom will be similar to a CORE room at the Stephenson Research and Technology Center

## HARRY AND JANE PEFANIS ACTIVE LEARNING CLASSROOM

Price College began the creation of the Harry and Jane Pefanis Active Learning Classroom that will be available on the first floor of Adams Hall beginning fall 2014. The classroom will encourage student collaboration through idea sharing and allowing technology to be used as a catalyst to solve high-level complex problems with data-driven solutions. •



# CLASS NOTES

@ THE UNIVERSITY OF OKLAHOMA PRICE COLLEGE OF BUSINESS

## 1960s

**Richard Masinton** (BBA, accounting, 1964, and MBA 1965) has been re-elected to serve on the board of directors for the FHLBank Topeka (Kan.). The Leawood, Kan., resident is executive vice president of Quinn Capital LLC and is retired as executive vice president of Russell Stover Candies in Kansas City, Mo. He is on the board of advisors for the Steed School of Accounting.

## 1970s

**Gary W. Farabough** (BBA, finance, 1971) has been named to the board of trustees of The Oklahoma United Methodist Foundation. He will serve on the finance committee. He is the managing partner of the Law Firm of Pasley, Farabough and Mouldoux of Ardmore, Okla.

**Bill Copeland** (BBA, petroleum land management, 1979) has been named vice president of crude oil supply at CVR Refining LP in Sugar Land, Texas. Copeland has more than 30 years of experience in the industry.



Bonnie Kennedy

**Bonnie Kennedy** (BBA, accounting, 1978) was named senior vice president of venture capital services at Square 1 Bank. She will have end-to-end responsibility for managing and developing relationships with venture capital firms throughout Silicon Valley in California. She is on the University Foundation's board of trustees as chair of the audit and finance committee, as well as a member of the executives and investment committees.

**Larry Seale** (BBA, marketing, 1978) was the 2013 gold medal winner in recurve archery at the National Senior Games in the Master Division, age 55-59. Seale, who picked up a bow for the first time at age 54, recently opened an archery shop in Tulsa, Okla., where as an USA-Archery certified Level III coach he will instruct students of all ages.



Chris K. Davis

## 1980s

**Chris K. Davis** (BBA, accounting, 1982) was named to the newly created role of vice president-Sysco Business Services by Sysco Corp. He will serve on the Sysco Business Technology Leadership Team. Davis, who relocated to Houston from Oklahoma City, has worked for Sysco since 1986 in several locations including as the president of Sysco Oklahoma.

He has served on the board of advisors for the Steed School of Accounting since 2005. He is on the board of advisors for Price College, a long-time President's Associate member and a founding member of the Arthur B. Adams Society.

**Sherri Hammons** (BBA, marketing, 1986) has been named chief technology officer at Denver-based IQNavigator, which offers services procurement solutions. Prior to that she was the state of Colorado's chief technology officer in the Governor's Office of Information Technology.



**Mark Champion** (BBA, finance, 1987), has been named senior development officer at Bank of American Business Capital in Dallas. He is responsible for originating and structuring senior secured financial solutions.



Kevin Thompson

**Kevin Thompson** (BBA, management, 1987), president and CEO of SolarWinds, has joined the board of directors for Barracuda Networks Inc., a provider of security and storage solutions that is based in Campbell, Calif.

**Brent Blake** (BBA, finance, 1988) joined BBVA Compass' South Florida Board. He is the chief financial officer and vice president of corporate strategy for Eulen America, a business outsourcing services provider.

**Michael L. Horstmann** (BBA, finance, 1989) is the president/owner of Agency of Credit Control Inc. in Denver. For 2013, the agency was the only recipient in Colorado to be named Best Places to Work in Collections program by insideARM.com and Best Companies Group. The company received the award for the third time in four years.

**Michael Osborne** (BBA, accounting, 1989) has been named chief financial officer at Magellan Midstream Partners LP, a Tulsa-based crude oil and refined petroleum terminal and transport firm. He has 23 years experience in the energy industry, including a long stint at EY.



Brian Amend

### 1990s

**Brian Amend** (BBA, accounting, 1992) has joined the Dallas office of UHY Advisors as a principal and market leader for the firm's advisory services practice in the Dallas/Fort Worth market. Amend is responsible for expanding UHY's internal audit, information technology audit and risk consulting services and brand name. He was most recently the managing partner of Sunera LLC, a risk consulting firm.

**Maria Shue** (BBA, marketing, 1992) joined Audubon (Iowa) Family Health Care. Shue's training was completed at Des Moines University, where she earned a doctorate of osteopathic medicine degree. She is board certified in family medicine by the American Board of Family Medicine.



Sean Fuller

**Sean Fuller** (BBA, finance, 1993) has been promoted to president of RCB in Norman, Okla. Fuller is responsible for establishing new offices. He has spent more than 20 years in banking, primarily as a commercial loan officer.

**Karen Dannette Barnett** (BBA, accounting, 1994) was promoted to energy manager for the Oklahoma Military Department in 2012. The department is the administrative agency for the Oklahoma National Guard and other state military organizations. Barnett earned a MBA from the University of Phoenix.

**Scott Buffington** (BBA, management, 1998) was named the director of human resources for the Tulsa County Health Department in December 2013. He has worked for the department eight years and during that time earned the Professional in Human Resource certification and a master's degree. He is a member of the Society of Human Resource Management and the Tulsa Area Human Resource Association.

**John Laws** (BBA, finance, 1998) has been named treasurer of Enable Midstream Partners LP in Oklahoma City. He has more than 14 years experience in corporate finance, acquisitions, investment management and strategic planning.

### 2000s

**Andy Gray** (BBA, management information systems, 2000; MBA, 2003) has been named executive vice president/chief lending officer at Grand Bank, an independent family-owned and operated bank with officers in Tulsa, Bixby and Claremore, Okla.



Michael Kopelman

**Michael Kopelman** (BBA, finance, 2000) has been named senior vice president, investor relations at Time Warner Inc., in New York. He will serve as the company's principal day-to-day contact with the investment community. He joined Time Warner in 2009 and holds the chartered financial analyst designation. He recently was inducted into the Adams Society.

**G.R. Underwood** (BBA, management information systems, 2003; MBA, 2006) was named president and chief operating officer for the University of Kansas' Bioscience and Technology Business Center in Lawrence. The center provides offices, lab space and professional services for startups and small companies in the Lawrence area.

**Stewart Berkinshaw** (BBA, accounting and finance, 2005; master's of accountancy 2005) has joined the University of Oklahoma as its associate provost and director of financial operations. Berkinshaw will work on managing academic personnel records and financial operations in the provost's office. Prior to OU, he worked as an audit senior manager for KPMG LLP in Dallas.

**Jonathan Nelson** (BBA, accounting, 2013) has accepted a financial planning position with Northwestern Mutual in Arlington, Texas. At OU, he played college football and was named to the honorable mention All-Big 12 teams in 2009 and 2010. •



# IN MEMORIAM



**JAMES DALE DODSON**  
**1936-2014**

James Dodson, BBA 1958, passed away Jan. 25, 2014. His generosity left an indelible mark at Price College. He endowed the Rath Academic Scholarship, which provides significant support to business students and helps recruit high-achieving students to Price College. A champion of education, Dodson also endowed the Rath Chair in Accounting and the Rath Chair in Strategic Management. His support of Adams and Price Halls is evident to anyone who walks through the Dodson Lounge and Courtyard, a popular gathering spot for OU events and game days.

As a businessman, Dodson was as keen as he was philanthropic. He began his career as a consultant for Arthur Young & Co. Five years later, he became partner at Main Hurdman before assuming presidency of Hanksraft Corp., which he merged into Gerber Baby Foods. He served as president for two other companies, Campbell-Hausfeld and Koss, before retiring at the age of 47.

Dodson later met and became friends with Duane Rath and James Sanger while serving on the board of Rath Manufacturing, where the trio established a unique scholarship program that paid the full cost of college education for the children of all 125 employees. They later created a partnership, DRS Investment Group. The Rath Foundation was formed in 1989 by Duane Rath and, after his death in 1994, the bulk of his estate went to the foundation. As director and president of the Rath Foundation, Dodson supported scholarships at several universities in addition to OU, including the University of Southern California, the University of Chicago and five different University of Wisconsin locations.

Dodson met his late wife of 56 years, Jeannie, during his sophomore year at OU. He is survived by his six children Mary, Cynthia, Michael, Mark, Robert and Susan; sister Patricia Paske; fiancée Alanna Tarkington; 13 grandchildren; and one great-grandchild. •



**FORREST FRUEH**  
**1939-2014**

Professor Emeritus Forrest L. Frueh passed away March 4, 2014. Frueh enjoyed a 40-year career at the University of Oklahoma, first as an undergraduate, earning a Bachelor of Science in accounting in 1962 and a Bachelor of Laws in 1964, then earning a Juris Doctor in 1970. As a professor, he taught accounting and business law in the College of Business and was eventually named the associate professor of legal studies, division director, director of Undergraduate Programs, associate dean and professor emeritus. He earned many honors and awards during his tenure at OU. He was also the second president of the University Club; proud member, faculty adviser and former president of the Sigma Phi Epsilon fraternity; and a life member of the Oklahoma Bar Association. He was also a certified, practicing public accountant for more than 40 years.

Before he retired in 2000, Frueh also taught the law course for the Integrated Business Core, a program that he grew to love. When, in the fall of 2012, IBC celebrated earning and donating \$1 million for charitable institutions, Frueh was thrilled to attend and be recognized among the program's faculty.

Frueh's colleagues remember his integrity and his wisdom. He was not outspoken, but, when he did speak, he would invariably cut to the heart of issues and provide thoughtful direction. He was a college opinion leader and strong mentor to many. Frueh's family, friends, colleagues and students were of utmost importance, and he never forgot any of them. •

# THE PRICE COLLEGE SCHOLARSHIP CAMPAIGN

**I**N THESE TIMES of dramatically reduced state funding for higher education and rising tuition costs, private philanthropy is more important than ever. Price College is committed to ensuring that all qualified, hard-working students have the resources to complete their studies and launch their careers.

Through the generosity of our alumni and friends, we have been able to provide those resources through a variety of academic scholarships. But we must do more. As enrollment steadily increases, the need for scholarships grows. Today, we must commit to ensuring that a Price College education is affordable for all who seek it.

## HONOR SERVICE

### Price College Armed Forces Scholarship

The Armed Forces Scholarships provide financial assistance to members of the U.S. military, with preference to those whose education has been halted or interrupted by military service.



“I am so grateful for a scholarship like the Armed Forces Scholarship. This scholarship has allowed me to remain focused on the mission of finishing my degree as quickly as possible, without having to worry about the cost to my family. Thanks to the generosity of others, I am able to take one step closer each semester to becoming an Information Warfare Officer and further serving my nation in the world’s greatest Navy. And I look forward to the opportunity to contribute to this scholarship once I earn my commission.”

—Derrek Arce, senior MIS major



If you’d like to support a student through scholarships, please visit [price.ou.edu/give](http://price.ou.edu/give) or mail a check, made out to OU Foundation, to OU Price College, 307 W. Brooks suite 105, Norman, OK 73072.

## INSPIRE LEADERSHIP

### Mel Penn Leadership Scholarship

The Mel Penn Leadership Scholarship honors the legacy of Price College’s longtime Student Support Center director by providing enduring support for generations of MBA student leaders. The recipient is selected by his or her peers.



“Because of the Mel Penn Leadership Scholarship, I am able to realize my aspirations without the financial burden that so many students currently face with the rising cost of a higher education during challenging economic times.”

—Chip Kilburn, MBA candidate and first recipient of the Mel Penn Leadership Scholarship

## ENCOURAGE

### DIVERSITY

### Women in Energy Scholarship



Traditionally dominated by men, the energy industry is increasingly embracing

workplace diversity, recruiting top women students for the field and the corporate suite. The Women in Energy Scholarship supports outstanding women students in the Price College who plan a career in this rapidly growing sector.

“Upon graduation, several of us realized how much we had benefitted from our experience in the Energy Management Program and the wonderful scholarships we received as students. As a result, we chose to show our gratitude and invest in the education of young women also entering the energy industry.”

—Johnna Austin and Kelly Dickerman, Class of 2009

—KK Frates, Julie Friday, Brett Jennings, Neda Navabha, Claire Peterson, Kristin Thompson and Kelsey Voytovich, Class of 2010

—Dianna Endicott, Class of 2011

## PRICE COLLEGE OF BUSINESS SCHOLARSHIPS, 2010-2013

	NUMBER OF APPLICANTS	SCHOLARSHIPS AWARDED	TOTAL AMOUNT	AVERAGE AMOUNT
2010	326	62	\$95,500	\$1,540
2011	450	76	\$198,800	\$2,616
2012	478	126	\$270,000	\$2,143
2013	437	96	\$210,275	\$2,190

## **DANIEL PULLIN** **NAMED DEAN AND FRED E. BROWN CHAIR OF PRICE COLLEGE**



Daniel Pullin was appointed dean and Fred E. Brown Chair of the Michael F. Price College of Business April 1, 2014, after serving as interim dean since July 1, 2013. Pullin serves as an executive officer of the University of Oklahoma in the role of vice president and teaches each semester in Price College where he received the OU Foundation Excellence in Teaching Award in 2007, 2008, and 2009. Pullin most recently served as University vice president for strategic planning and economic development and chairman of OU's Center for the Creation of Economic Wealth (CCEW), which is now one of Price College's Economic Development functions.

Prior to joining OU in 2006, Pullin served as vice president of strategy and business development for Home Interiors & Gifts following his tenure at McKinsey & Company, a global consulting firm, and Hicks Muse Tate & Furst, a leading private equity fund.

Pullin, a licensed attorney, holds degrees in accounting, finance and law from OU and an MBA from Harvard Business School. He is the first Price College dean to graduate from the University of Oklahoma, and more specifically the business college.

Pullin and his wife, Tamara, reside near campus with their two sons, Parker and Halsey. •