

The University of Oklahoma  
Michael F. Price College of Business

# PRICE

magazine

Spring 2016

## THE STUDENT VOICE

*Price College, as Captured by Our Students*



○ Introducing the  
**Center for Student Success**

○ An Optimistic Outlook on the  
**Energy Industry**

○ Office of Diversity and Inclusion  
**Opens Doors**

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A portrait of T.H. "Howard" McCasland Sr.

### Price Magazine Correction:

The article "The McCasland Family: Four Generations of Sooner Pride" that appeared in the Summer 2015 issue of *Price Magazine* included an incorrect picture of T.H. "Howard" McCasland Sr. Above is the correct portrait of Mr. McCasland. *Price Magazine* sincerely apologizes for the error.

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*Price Magazine* is published by the Price College of Business at the University of Oklahoma. It is published at no cost to the taxpayers of the State of Oklahoma and printed by University Printing Services.



# DEAN'S LETTER

It is my great fortune to interact daily with the bright, energetic and inspiring students of Price College. Even more exciting is observing the engagement our students have with our faculty, staff, alumni and external partners as we invest in our students to prepare them as the future business leaders needed to ensure the enduring global competitiveness of Oklahoma and the nation. Like the global business landscape itself, our students are constantly changing as they contribute and seek out a diversity of ideas and perspectives to help advance our nationally recognized programs every day.

You don't have to take my word for it, however. You will soon experience this for yourself, as this *Price Magazine* is all about the student voice. Each featured article was authored by a Price College student who provides a direct glimpse into the life and mind of one of our aspiring business leaders. Kicking things off is an article written by Chris Wilson, a student leader in Price College's all-new Center for Student Success. No one can better capture the spirit of the center than a Price student who benefits from this comprehensive development program, alongside so many classmates who seek guidance and the opportunity to graduate, better equipped, to add value day-one to their employer.

The Center for Student Success provides new opportunities to our students while incorporating two of our college's most successful legacy programs: the First Fidelity Bank Integrated Business Core (IBC) and the JCPenney Leadership Program. 2015 marked a significant year for the college: the 20th anniversary of the IBC Program. The excitement of this milestone is shared with us through the voice of Keyana Simmons, president of the Student Business Association. Keyana, a former First Fidelity Bank IBC student herself, served as a student adviser to one of the teams during the fall 2015 semester and worked alongside Dr. Shelly Grunsted in the coordination of the semester-long celebrations.

As a program alumnus, I am thrilled to see the JCPenney Leadership Program constantly buzzing with the energy of our student leaders, eager to make an impact in the business world. Aarol Parks, a senior JCPenney Leadership associate who has worked with program director Dr. Crystal Clayton for years, provides a snapshot of our growing peer training program that is receiving national interest. In the same vein, fellow JCPenney Leadership Associate Taylor Sorrels shares her experience as one of several students who are charged every semester to plan and execute a signature college leadership event that brings hundreds of students, alumni and community ambassadors together.

The current economic environment in Oklahoma has presented new dynamics for many of our students, alumni and corporate partners. Undaunted, senior Stephanie Robertson in the Robert M. Zinke Energy Management program offers us a shining example of the many Price students and young alumni who are summoning their resolve, determination and idealism to push forward during these moments of economic uncertainty.

Our final featured article is an interview with Darcy Wilborn, a current student in our Professional MBA Program in Oklahoma City. When not pursuing her studies, Darcy serves as the client engagement director for Oklahoma entrepreneurship service provider Innovation to Enterprise (i2E), a longtime collaborator of

**“OUR STUDENTS MAKE UP THE NEXT GENERATION OF PROFESSIONALS WHO ARE ACUTELY AWARE OF THE ETHICAL AND CULTURAL NUANCES THAT EXIST IN TODAY'S GLOBAL ECONOMY.”**

OU and Price College. At i2E, Darcy oversees the student internship component of the Career Paths in Entrepreneurship course I teach each fall. This innovative collaboration between Price College and i2E is one example of the many ways our students are rolling up their sleeves and making an economic impact in every corner of our state.

Our students make up the next generation of professionals who are acutely aware of the ethical and cultural nuances that exist in today's global economy. They have the motivation, vision, experience and skillset to drive our state and nation forward. Most importantly, however, they have a voice. Please join me in savoring its substance.

Best,

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

# Introducing...

# THE CENTER FOR STUDENT SUCCESS

By Christopher Myles Wilson | The Woodlands, TX  
Energy Management Major



In October 2014, the vision for a new program to support student success was conceived when Associate Dean Laku Chidambaram approached Professor Shelly Grunsted and asked if she would assist in the groundbreaking of a new enterprise in the Price College of Business, and ultimately serve as the executive director.

The mission of this endeavor, known to us today as the Center for Student Success, was to enhance the Purpose of Price through undergraduate engagement in curricular (business ethics, professional development and business writing), co-curricular (FFB Integrated Business Core, JCPenney Leadership Program and study abroad) and extracurricular activities (presentation skills and corporate engagement). This course of action within the college enables students to develop strong business acumen. And by providing them with a variety of programming that supplements their coursework, that is also centrally located in one office, Price students are better prepared for success in a diverse global environment.

During the ensuing six months, Grunsted and Chidambaram worked together and eventually rolled out a plan highlighting the center's primary purpose and identifying the programming that would align with this new initiative. The Center for Student Success was officially launched in August 2015 with an enthusiastic unveiling by Dean Daniel Pullin. Since then, the center has sponsored valued events, including diversity and



*Executive Director Shelly Grunsted works with students in the newly-opened Center for Student Success.*

**“HAVING A CENTRALIZED PLACE WHERE STUDENTS CAN OBTAIN ALL OF THE INFORMATION THEY NEED FOR A PARTICULAR ISSUE HAS BEEN A BIG BENEFIT,”** said Chapman.

inclusion workshops, resumé workshops and outreach activities.

“We know there is experiential learning across Price, and we are trying to bring students into the fold and engage them by making them aware of the skill sets and opportunities needed for a well-balanced education,” said Grunsted.

Engaging undergrads through these programs will ensure a desired outcome of effectively preparing them to develop into global leaders. By providing a holistic education that supports an involved college environment, Price College students acquire an expanded skillset, furthering the

competitiveness and capability of Price graduates.

“Regardless of the division within the Center for Student Success to which an undergrad connects, we get the opportunity to service the need of each student in each moment,” said Kenneth Chapman, director of Diversity and Inclusion.

Consolidating and advancing the existing curricular, co-curricular and extracurricular sections of Price College is perhaps the most notable and progressive move by the center. This shift ensures the progress of student outreach through efficient communication via a unified front that generates student accessibility, transparency and engagement.

“Having a centralized place where students can obtain all of the information they need for a particular issue has been a big benefit,” said Chapman.

The curricular programs associated with the center are required and include initiatives in ethics, professionalism and communication skills. The importance of ethics education in the modern age is paramount, and Price College is a national leader in this advancement. Likewise, professionalism and business communication are key factors in a student's training, as these courses propel a student's awareness of the professional setting and formalities in the business environment.

Adding to the flexible, yet structured, framework of the center, premier programs have been integrated to produce an exemplary co-curricular experience. Programs



Students, faculty and staff gathered for the grand opening of the Center for Student Success, with its office centrally-located on the first floor of Price Hall.



Center for Student Success staff serve Price students complimentary lunch to celebrate the Chinese New Year.

such as the First Fidelity Bank Integrated Business Core, JCPenney Leadership Program and Study Abroad are open to all majors and have selective participation. This effort promotes the enhancement of a student's classroom learning by integrating workplace skills.

"Helping students manage the opportunities and experiences offered through Price is also a goal of the center," said Grunsted.

The third segment under the center's leadership includes student programs,

which facilitate philanthropic endeavors, professional development and corporate engagement. These experiences, available to students of all majors, lead the charge to reinforce personal and professional growth in each individual student. Other center opportunities include tutoring, case competitions, mentorships and workshops.

"The classroom work is awesome, but we're also trying to reach students outside of the classroom so they might learn something they never would have anticipated," said Grunsted.

As a student assistant in the Center for Student Success, I have had the privilege to see the faculty and staff members of the center positively impact the student body of Price College. The feedback from students has been that the experiences are profoundly rewarding, and the optimistic response from parents and industry partners has been equally impressive. Price College continues to further its excellence through the creation of a competitive culture, and it has been a pleasure to work with the outstanding members of this organization.

# Office of Diversity and Inclusion OPENS NEW DOORS

The sounds of progress have rung throughout Price Hall during the spring semester – more specifically, the sounds of drills and hammers. Price College recently opened the Office of Diversity and Inclusion, complete with a newly-constructed office, associated student lounge and a diversity library. The Office of Diversity and Inclusion is an important component of the Center for Student Success and is located right next to the center's office suite on the first floor of Price Hall.

Kenneth Chapman, Price College's new director of diversity and inclusion, joined the college in September of 2015. Chapman said there are fewer than 10 colleges of business nationally that have such an office, and Price is the only one in the Big 12 Conference.

"You have to have a tone set and commitment from the top, or it won't work," Chapman said. "And Dean Pullin is fully invested."

Chapman said he plans to celebrate diversity every month of the year by featuring a special person, holiday or festival. So far, monthly celebrations have focused on Martin Luther King Jr., the Chinese New Year, Black History Month, Women's History Month, Native Americans and Hispanic Americans. Chapman encourages students,

faculty and staff to come by, say hi and tell him about festivals and prominent people from their ethnic backgrounds so all identities can be celebrated.

Chapman's vision is clear. He, alongside Dean Pullin and Jabar Shumate, OU vice president for the university community, wants every one of Price College's 4,000 students who leave here to be culturally competent.

"We'll go about that by any means necessary. We will not stop until we win," Chapman said. "I'm passionate about this. This is my calling."



Diversity and Inclusion Director  
Kenneth Chapman

# TWO DECADES OF GROWTH FOR THE FIRST FIDELITY BANK INTEGRATED BUSINESS CORE PROGRAM



By Keyana Simmons | Rosharon, TX  
Energy Management and Management Information Systems Major

**2**015 marked the 20th anniversary of an impactful program that allows students to understand the inner workings of developing and running a real-life company. The First Fidelity Bank Integrated Business Core Program started as an experiential learning opportunity by OU professors Larry Michaelson and James Kenderdine in 1995. Both professors saw the need to give students a safe environment in which business obstacles and learning experiences were encouraged.

Students participating in the IBC Program have the opportunity to create, operate and dissolve a real-life company in a matter of 16 weeks. Similar to a real-life company, students are required to establish a company leadership team and create internal controls to support daily business functions. In addition, the student-run companies are tasked with developing a tangible product from the concept phase to the production phase and marketing the product throughout the entire semester. During that time, students volunteer “sweat equity” hours at a local philanthropy to learn the importance of corporate social responsibility. At the end of the semester, students donate all of their proceeds to a philanthropy of their choice. The true experiential learning aspect occurs when students are able to use the concepts they are concurrently learning in Business Law, Principles of Management and Principles



Professor Shelly Grunsted and Dean Daniel Pullin (left) present a plaque to Lee and Suzie Symcox (right) at the 20<sup>th</sup> Anniversary Celebration to commemorate First Fidelity Bank’s loyal support of the IBC Program.

of Marketing to operate an efficient and profitable company.

Students hit the ground running by preparing for loan presentations to secure the necessary capital for the semester. IBC students are challenged with conducting this presentation in front of a panel from First Fidelity Bank, including CEO and President Lee Symcox, Vice President Harvey Hill, Executive Vice President James Finch and Executive Vice President Matt Robinson. First Fidelity Bank has

grown as a longtime partner since the humble beginnings of the IBC Program.

Over the years, the relationship between First Fidelity Bank and the IBC Program “has evolved quite a bit, much like the program, because early on our involvement was providing financial support and help in the loan process,” noted Symcox. “Now we are much more involved in the class process with visiting the class during the year and talking about things in the business world.”

## IBC BY THE NUMBERS

# 20

years IBC has existed

# 130

companies formed through IBC

“Personally, having sat on the lending panel for 14 years, as a representative of First Fidelity and an alumnus of the business college, it has been my honor and privilege to give back to the school that gave so much to me,” said Hill.

Once students successfully secure the capital needed for their company, they embark on a fun and exciting journey in hopes of making a positive impact on their community in a variety of ways. The 20th anniversary featured four unique products: an Active Wear long sleeve shirt, a State of Oklahoma embossed Tile GPS item tracker, a white OU blanket and an Osage shield sweatshirt resembling the Oklahoma state flag.

During the fall semester, the companies faced a variety of obstacles similar to those they would have to overcome at any company. Every struggle the companies faced was a teaching moment that helped develop them academically, personally and professionally. IBC alumnus Eduardo Santoyo described his experience as “tough at times, but the reward from helping the philanthropies was the cherry on top!”

“As a company president, I learned that discipline isn’t always the best way to manage people. That taught me to discover strengths in leadership that I never knew I was capable of,” remarked IBC student Maddie Phillips.

On December 10, 2015, a celebration was held to commemorate the 20th anniversary and success of the fall 2015 companies. Former and current IBC professors, philanthropies, alumni, faculty and staff filled Meacham Auditorium in the Oklahoma Memorial Union for a reception. The companies delivered heartfelt presentations about their countless experiences and the impact they had on their select philanthropies.

First Fidelity Bank and the IBC professors set the bar higher for the companies in honor of the 20th anniversary, as the students exceeded their expectations by donating over \$67,000 to their monetary philanthropies and over 4,800 service hours to the Norman and Oklahoma City areas. Since 1995, the IBC Program has donated over \$1.3 MM and over 76,000 service hours.

To put the numbers into perspective, the FFB IBC Program has been able to provide nine prosthetic limbs, mentor and tutor over 4,000 students and feed almost 223,000 Oklahomans through the Regional Food Bank. The true impact of the IBC Program reaches far beyond the classroom to make an impact on the surrounding community and the generations to follow.

Not only did the 20th anniversary mark two decades filled with growth for professors Shelly Grunsted, Jack Kasulis, Richard Little and students alike, but it has changed the lives of countless Oklahomans.



OklahomApparel was one of the fall 2015 IBC companies selling their product to alumni at the annual Price College Tailgate before the OU vs. Texas Tech football game.



More than 100 unique products from the past 20 years were on display at the 20th Anniversary reception.



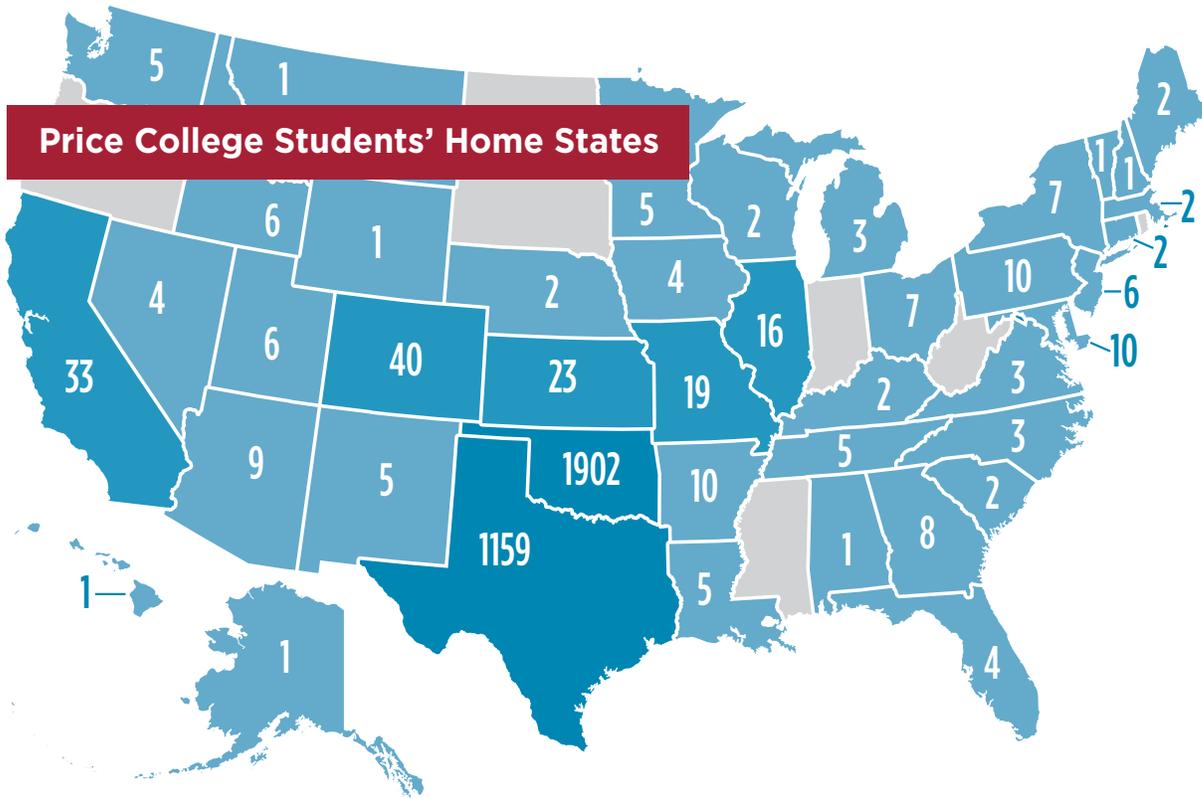
Fall 2015 IBC company OklaCozy proudly announces the amount they were able to donate to Make-A-Wish Foundation through their custom-printed blanket sales.

**1.3M** dollars donated to local charities

**76K** hours of service provided to the community

**3,100** students who have participated in IBC

# PRICE STUDENTS AT A GLANCE



| State          | Number of Students |
|----------------|--------------------|
| Oklahoma       | 1902               |
| Texas          | 1159               |
| California     | 40                 |
| Kansas         | 23                 |
| Missouri       | 19                 |
| Illinois       | 16                 |
| Arkansas       | 10                 |
| Maryland       | 10                 |
| Pennsylvania   | 10                 |
| Arizona        | 9                  |
| Georgia        | 8                  |
| New York       | 7                  |
| Ohio           | 7                  |
| Idaho          | 6                  |
| New Jersey     | 6                  |
| Utah           | 6                  |
| Louisiana      | 5                  |
| Minnesota      | 5                  |
| New Mexico     | 5                  |
| Tennessee      | 5                  |
| Washington     | 5                  |
| Florida        | 4                  |
| Iowa           | 4                  |
| Nevada         | 4                  |
| Michigan       | 3                  |
| North Carolina | 3                  |
| Virginia       | 3                  |
| Connecticut    | 2                  |
| Kentucky       | 2                  |
| Massachusetts  | 2                  |
| Maine          | 2                  |
| Nebraska       | 2                  |
| South Carolina | 2                  |
| Wisconsin      | 2                  |
| Alaska         | 1                  |
| Alabama        | 1                  |
| Hawaii         | 1                  |
| Montana        | 1                  |
| New Hampshire  | 1                  |
| Vermont        | 1                  |
| Wyoming        | 1                  |

## Most Popular Areas of Study



1. Finance

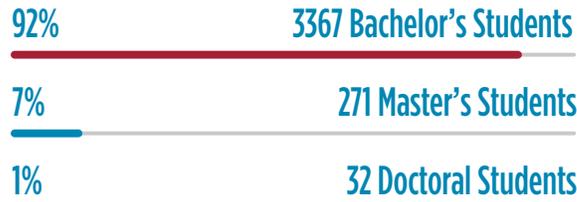


2. Accounting



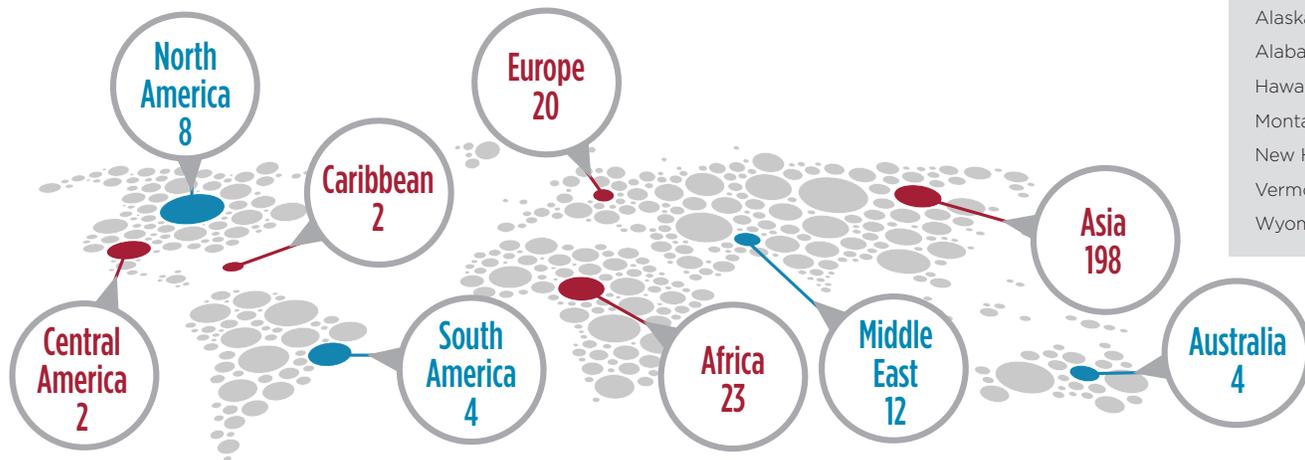
3. Energy Management

## Level of Pursued Degrees



**3670 TOTAL STUDENTS**

## Price International Students Hail from 50 Different Countries



# JCPenney Leadership Peer Training Program

## B U I L D S M O M E N T U M

By Aarol Parks | Tulsa, OK  
Marketing and Human Resources Management Major



The 2015 cohort at the JCPenney Leadership New Associate Kickoff Event

In a Friday night in late September of 2015, 63 of Price College's highest-achieving sophomores and juniors filed into a conference room, eager to hear more about the journey on which they were about to embark. Together, these young men and women would comprise the JCPenney Leadership Program's newest member cohort, and would ultimately help to shape the future of this impactful organization.

The Peer Training Program exists to give candidate associates entering the JCPenney Leadership Program a baseline of knowledge for personal, professional and leadership development concepts. Prior to its conception, all leadership associates had the same program offerings, regardless of age or experience. Crystal Clayton, director of the JCPenney Leadership Center, recognized the need for a full co-curricular experience within the program.

"To experience the fullness of learning to lead, it is essential to not only learn about, but have the opportunity to practice, leadership," said Clayton.

During the spring of 2013, the Peer Training Program was created as the first installment of this immersive curriculum. Jonathan Tellez, Price graduate and current consultant with Protiviti Consulting in Dallas, served as the first student director of the Peer Training Program. He was joined by six others who shared his passion for mentoring the newest leadership associates. Together, these student leaders were able to set a standard of excellence for the program, which has continued to evolve in the years since its inception.

At present, the curriculum consists of eight different interactive workshops designed to engage new associates while coaching them on professional concepts. These workshops cover a wide variety of topics, such as effective interviewing,

strength exploration, personal branding, business correspondence and leadership philosophy development. During their first semester, new associates are required to attend each workshop, where they learn skills that will help them develop their individual "leadership portfolio" that is completed prior to their induction into the JCPenney Leadership Program.

In addition to attending these professional and leadership development workshops, new associates also collaborate with the Board Fellows Program to improve their critical-thinking and presentation skills. Board fellows are students who serve as non-voting members of the boards of local nonprofit organizations.

The Peer Training program offers both personal and professional development for new associates and student leaders alike. Senior Colton Richardson has had the unique experience of interacting with the program in three different capacities: as a new associate, a peer trainer and now as the director of peer training. He has had the opportunity to fully engage with the new associates by interacting with them on a personal level to grow their leadership capabilities.

One of the program's new associates, Jarrett Ferguson, describes the curriculum as an opportunity to "develop myself as a well-rounded professional who is not only aware of my own strengths, but am capable of successfully utilizing them."

In the three years since its inception, the Peer Training Program has touched the lives of more than 150 JCPenney Leadership Associates, developing them into talented future business leaders. This unique curriculum offers both personal and professional growth that can be seen far beyond the tenure of the program, preparing students for their careers.

"The Peer Training initiative has been a phenomenal success in not only offering guidance and mentorship to new candidate associates entering the program," said Clayton. "It also teaches our Peer Training team, first-hand, the fundamentals of leadership through doing."



(From left) JCPenney Leadership Associates Taylor Freeman, Jessica Bond and Katherine Van Hoozer participate in a networking game at a 2014 Peer Training event.

# Student-Led Conference Provides **LEADERSHIP DEVELOPMENT** to Attendees and Planners Alike



By Taylor Sorrels | Dallas, TX  
Accounting Major, Management Information Systems Minor



JCPenney Leadership Director Crystal Clayton (left) and Student Event Coordinator Taylor Sorrels (right) take a moment from the busy day to pose with one of their keynote speakers, Terri Tierney Clark.



Kim Arrington Johnson assured the Women in Business Leadership Conference participants that if they believe they are capable, nothing can stop them.

One of the hallmark student-led events for the JCPenney Leadership Center is the Women in Business Leadership Conference. I had the pleasure to serve as the student coordinator for this year's event, which is one of several events that are planned and executed by leadership students.

Crystal Clayton, director of the JCPenney Leadership Center, believes the topic of women in leadership is an important one for both genders.

"It is crucial for both women and men, as well as current and emerging leaders, to participate in the discussion to continue to diversify leadership in the workforce, and empower the next generation of business leaders," she said.

The conference offered a host of networking opportunities for students, who also gained valuable insight on how to succeed in a professional setting and take charge of their professional passion. Throughout the conference, students were exposed to a variety of people with diverse professional backgrounds. We had speakers from the OKC Thunder, J.P. Morgan Private Bank, XTO Energy and Sill Law Group, to name a few. These incredible speakers served on panels to allow a more personal interaction between students. The panel topics included understanding your talent, how to ask for and get what you want, prioritizing your life, and overcoming obstacles. In addition to the breakout sessions, the conference offered two different, yet astonishing, keynote speakers.

Our first keynote speaker at the conference was Terri Tierney Clark, the author of Amazon's No. 1 best-selling book *Learn, Work, Lead: Things Your Mentor Won't Tell You*. Clark had over 20 years of business experience in business positions at Merrill Lynch and other

financial firms. She explained how leadership opportunities are taken and not given.

Senior Michelle Tadajewski called Clark's speech "very insightful and relevant, as I am about to start my internship with PriceWaterhouseCoopers. I will definitely take advantage of every opportunity given to me, but I will also seek what I am passionate about," she added.

Kim Arrington Johnson served as the second keynote at the conference. Johnson has an incredible background starting at the U.S. Naval Academy, where she was selected as second regimental commander to lead half of the Brigade of Midshipmen. Following her military career, Johnson graduated from Duke University's Fuqua School of Business and joined Goldman Sachs in private wealth management. She is the author of *The Parent's Pocket Checklist* book series. Johnson shared her experiences in the military and described how her immense curiosity for flying led her to become the first female aviator in the history of her squadron.

The Women in Business Leadership Conference was a great opportunity for students to be excited to seek out their professional passion and take charge of not only their career, but all aspects of their life.

After experiencing what it takes to plan a conference, I can honestly say I will never look at an event the same. Details are extremely important. Whether it's making sure the RSVP link works, everyone's names are spelled correctly on the nametags or selecting the right table center pieces, details matter. However, after numerous emails, meetings and hours of preparation, the actual execution of the conference is something I will never forget and has been one of my most rewarding college experiences.

# An Optimistic Outlook on the ENERGY INDUSTRY



By Stephanie Robertson | Houston, TX  
Energy Management Major

From an energy student's perspective, it's a little scary out there. As a freshman back in 2012, when I decided to major in energy management, the atmosphere was completely different. Both Brent and WTI crude oil were over \$100 a barrel and business was booming.

At the beginning of 2016, we saw oil below \$30 a barrel, but that is just the nature of the industry. The oil and gas industry is cyclical because it is a commodity. Due to the fall in prices, companies have had to endure massive layoffs just to stay afloat, therefore increasing competition in the industry as well as in universities that have energy management programs.

Since joining the Robert M. Zinke Energy Management Program at Price College, I have had the opportunity to see the passion of the people in the energy industry. In downturns such as the one we are experiencing now, only the people who have a real love for the industry will stay and ride it out, and I have seen that first-hand through the leadership of Steve Long, director of the energy management program. He has worked tirelessly to make sure that all students have the best opportunities for internships and full-time placement.

One example in which Long has given students an opportunity to secure full-time placement and make connections is when he took 32 graduating seniors to the North American Prospects Expo in Houston. Historically, this was an opportunity given to juniors that had secured an internship and was sponsored by the company for which they would work.

"Due to the change in the market, we felt it was important to reward our seniors who have been active in the program for four years," said Long. "These seniors earned the right to go and spend their time at the conference, marketing the OU program while generating internship and job opportunities for their classmates."



*OU Offensive Coordinator Lincoln Riley joins the group of seniors at the annual Helmets and Hard Hats reception, a fundraiser for the energy management program that coincides with the Houston convention.*



*Energy management seniors proudly represent OU at the 2016 North American Prospects Expo in Houston.*

I was fortunate enough to be one of the seniors selected, and it was an amazing experience to meet other industry professionals and expand my network.

So yes, the industry isn't all that great right now. Yes, companies are having layoffs. Yes, gas is really cheap at the moment. But, I'm not as worried as others outside of the OU energy management program think I should be. The reason for my optimism is due to the Price College Energy Management Program's

leadership preparation via once-in-a-lifetime opportunities that will make me an asset to any future employer.

While we patiently await the recovery of the industry, my message to future energy management students is to get involved in the Energy Management Student Association as soon as possible, immerse yourself in the history of oil and gas and how it has evolved, and build yourself a solid network of people who inspire you to be better than you were the day before.

# STUDENTS NAVIGATE THE REALITY OF STARTUPS

## THROUGH CAREER PATHS IN ENTREPRENEURSHIP COURSE



### **An interview with**

Darcy Wilborn | Oklahoma City, OK  
Professional MBA Student and  
Client Engagement Director at i2E



**I**n fall 2014, Price College expanded the Career Paths in Entrepreneurship honors course, taught by Dean Daniel Pullin to facilitate a collaboration with Innovation to Enterprise (i2E), a private nonprofit corporation that invests in entrepreneurs to build successful high-growth companies in Oklahoma. Through the course, students are paired with local ventures to serve as interns, which creates opportunities for the students and ventures alike. *Price Magazine* interviewed Darcy Wilborn for her insight on this innovative program.

### **What is your role at i2E?**

I am the client engagement director at i2E. My most important responsibility is meeting with entrepreneurs who are interested in advisory services and funding for their startup companies. I learn about their business and refer them to resources, both internal and external to i2E. My other functions at i2E include coordinating the i2E Venture Assessment Program and managing the i2E Summer Fellows program, in addition to the OU Career Paths internship we are discussing today.

### **How did i2E become involved in the Career Paths in Entrepreneurship course?**

Dean Pullin and Scott Meacham, president and CEO of i2E, brainstormed the concept of an internship collaboration between the OU Price College of Business and i2E in spring 2014. When I came on board that summer, we put a plan together and started matching students with startup companies for the first internships to begin in September of 2014.

### **How many companies are involved in the program each semester?**

We had eight companies participate in fall 2014 and seven companies participate in fall 2015. Some of those companies participated both semesters, so we have had a total of 12 companies participate in the program to date. The companies are all high-tech focused, ranging from sophisticated software solutions to biotech companies delivering treatment to patients in new ways.

### **How many students are usually paired up with each company?**

We found that two-student teams are ideal for pairing with each company. Teams of two students are easier to manage, as students can collaborate and ask questions of each other before presenting their work to the company. While one student working by his or herself can be isolating, three or more students can be overwhelming to the startup company due to the scope of the project required to keep them busy.

### **What is the feedback you receive from participating companies?**

The vast majority of the feedback we've received is positive. I was delighted when so many of the companies from fall 2014 wanted to participate again in fall 2015. Of course, as with any new program, we are constantly making adjustments and improving based on feedback. I have learned a lot about running a startup along the way and that has helped me make adjustments. The company founders/entrepreneurs are highly involved in each aspect of running the business, as they prepare the students to wear multiple hats on the road to success.



*Students listen to companies' presentations at the beginning of the fall semester in order to find their best fit for an internship.*

### Is there a particular instance you can recall that exemplifies the win-win aspect of the program?

Yes, I have received feedback from both the companies and students that demonstrates how beneficial the program has been. One example is WeGoLook, a startup in Oklahoma City that does asset verification by employing an international team of "lookers." WeGoLook utilized the students' knowledge and enthusiasm for marketing to quickly implement a strategy that would otherwise have taken WeGoLook extra time and resources to roll out. The implementation was a success for WeGoLook. Haley Ennis, an OU entrepreneurship and marketing student who interned at WeGoLook, said "interning at WeGoLook was one of the best experiences I've had as an OU student." I value the fact that the program is beneficial for both parties, with the companies receiving meaningful work from the students and the students receiving pay and valuable experience for their efforts.

### Have any students continued working with a company after the course is over?

There have been three students working for two different companies who have continued the internship past the end of the Career Paths

in Entrepreneurship course. I consider this a sign that the program is accomplishing what we set out to accomplish: the companies and students are both receiving benefit from the program. The continuation of the internships indicates that the companies invite the students to continue working (and pay them) after the semester ends and the students are learning and contributing enough to accept the additional work and responsibility. I'm excited to learn how these continued internships might progress into more substantial positions in the future.

### Does i2E do anything similar with other colleges/universities?

At this time, this program is unique to OU. The logistics of coordinating the program are similar to the i2E Summer Fellows program, a full-time summer internship open to students across the state to work at an i2E client startup for 10 weeks over the summer. That application process is competitive with rounds of interviews and only a few students selected each summer. The part that makes the Career Paths in ENT internship experience so special is everyone in the class participates, and each team has a very different experience that they share with the rest of the class.

### What is your favorite aspect of the Career Paths in Entrepreneurship collaboration?

My favorite part is the hands-on learning that the students experience during the internship. Learning in the classroom is excellent, because it provides an overview of how to solve problems and move from point A to point B, which prepare students for the internship. But learning in an internship is completely different. It's about how to build business relationships with coworkers, bosses and stakeholders in the company to achieve a goal that may make a difference tomorrow, or next year or not at all. Students learn the most when they fail, and pairing honors students with startup companies gives them the chance to see how often startup companies will try something new and fail before they find success. I hope it empowers the students to take risks and fail when they start their own businesses.

# FACULTY IN MEDIA

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



"What's Stopping Your Team From Going The Extra Mile?"  
- *Forbes*

"Collaborative Overload"  
- *Harvard Business Review*

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**Jim Bratton, Executive Director of the Office of Technology Development**



"Intellectual Property"  
- *Research Regulatory Compliance*

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



"OU WaTER CENTER"  
- *Norman Magazine*

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**Terry Crain, KPMG Centennial Professor in Accounting**



"Ask the Experts: Property Taxes"  
- *WalletHub*

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



"Oil price impact on the economy"  
- *KFOR News Channel 4*

"Clouds amid bright spots: Education, infrastructure will hinder state's long-term growth, economist says"  
- *The Journal Record*

"Economists predict modest growth over coming year for Oklahoma"  
- *The Journal Record*

"What's ahead for economy in second half?"  
- *Tulsa World*

"Price drop erases \$113 billion in value from Oklahoma energy companies"  
- *The Oklahoman*

"Falling oil prices, lower tax rate slow down Oklahoma state tax collections"  
- *The Oklahoman*

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**Will Drover, Assistant Professor of Entrepreneurship**



"For Founders Looking To CrowdFund Their Startups, Not All Investors Are Created Equal"  
- *Forbes*

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**Chitru Fernando, Rainbolt Chair in Finance**



"Statistical edge: Company brings 'Moneyball' approach to oil field"  
- *The Journal Record*

"Slick territory: Mega-merger in oil field could change things for Oklahoma companies"  
- *The Journal Record*

"When bigger is better: Low prices could mean end of smaller companies"  
- *The Journal Record*

"Holiday shopping: Devon pays \$2.5B for company, assets"  
- *The Journal Record*

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**Evgenia Golubeva, Assistant Professor of Finance**



"When managing risk, overconfident managers don't always follow the fundamentals"  
- *LSE Business Review*

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



"Collective investor action has tangible impact on company behaviour: Rotman study"  
- *Financial Post*

USA TODAY

TULSA WORLD  
Forbes

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



"When acquirer and target in M&A talks share an auditor, purchase price can suffer"

- *Dow Jones' MarketWatch*

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**William Megginson,  
Michael F. Price Chair  
in Finance**



"Politicized Sovereign Funds Earn Lower Returns. Study Says"

- *The Wall Street Journal*

"Ohio State can look to Oklahoma as example of energy privatization"

- *Columbus Business First*

"Risks, benefits of public-private partnerships"

- *Shanghai Daily*

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



"Global energy demand continues to grow"

- *The Oklahoman*

"University of Oklahoma's Price College of Business undergraduate student teams win top spots at Governor's Cup business plan competition"

- *The Oklahoman*

"OU to offer hub for innovation"

- *The Oklahoman*

"Entrepreneurship programs at OU, OSU are given high marks"

- *The Oklahoman*

"What I learned from OU Deans"

- *The Norman Transcript*

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**Radhika Santhanam,  
Michael F. Price  
Chair in Management  
Information Systems**



"New Research Finds More Reasons To Exercise At Work"

- *Huffington Post*

"To Retain Important Information, Don't Fear to Tread"

- *Pacific Standard*

"Treadmill Desks: More Positive Research"

- *Research Design Connections*

"Could operative during a treadmill table make you smarter?"

- *USA Today*

"Walk While You Work: A Treadmill Desk May Actually Make You Smarter"

- *Elite Daily*

"Treadmill desk makes you smarter, says study"

- *Mashable*

"Study: Treadmill Desks Increase Workplace Productivity"

- *CBS Philadelphia*

"Are Treadmill Desks the Future of the Workplace?"

- *The Doctor's Channel*

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**Jeffrey Schmidt,  
Associate Professor of  
Marketing**



"Oklahoma responds to growing need for digital marketing skills with educational opportunities"

- *The Oklahoman*

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**Jeremy Short,  
Rath Chair in  
Strategic Management**



"16 Things Investors Should Know About Crowdfunding"

- *U.S. News & World Report*

"Lights, camera, action...case study"

- *Financial Times*

"Best cities to start a business"

- *WalletHub*

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**Pradeep Yadav,  
W. Ross Johnston  
Chair in Finance**



"The benefits of naked shorting - Update"

- *Financial Times*

"Study reveals valuable purpose of naked short selling"

- *The New York Post*

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**Price College**



"Oklahoma football: Trevor Knight remains a team leader despite backup status"

- *The Oklahoman*

"Kitchen 66 to help foodie entrepreneurs in Tulsa"

- *Tulsa World*

"Arrow Global Capital celebrates launch of pilot loans"

- *The Norman Transcript*

"Driven Analytics founder chose Oklahoma over more obvious states"

- *The Oklahoman*

"OU students' efforts help West Bank's refugee women, children"

- *The Oklahoman*

"Would-be entrepreneurs hold marathon start-up session"

- *Charleston Gazette-Mail*

# TACKLE BIG ISSUES

## Education

### Sixth Annual Adams Society Celebrates Record-Setting Generosity

The sixth annual Adams Society Dinner, held Nov. 6 at the Sam Noble Museum, began with a special university welcome from OU Vice President of Development Tripp Hall that included a summary of the successful *Live On, University: 125th Anniversary Campaign for the University of Oklahoma*. On behalf of President and Mrs. Boren, Hall also recognized six Price College donors who were recently inducted into the Seed Sower Society, OU's most prestigious donor society made up of those who have given at least \$1 million to the university.

Randall Stephenson, chairman and CEO of AT&T and Price College alumnus, served as the keynote speaker. Bonnie Kennedy, chief operating officer of the OU Foundation and co-chair of the 125th Anniversary Campaign, gave the ceremonial toast as the 2015 society chair.

A record-setting 40 Adams Society members were recognized for their advancement within the society, and the evening concluded with the induction of 26 new members, including two members initiating their giving at the \$1 million Visionary Leader level.



Randall Stephenson provides the keynote address.



Dean Daniel Pullin (left) and Tripp Hall (right) present Jack and Carole Kinnebrew with their Seed Sower statue.



Adams Society Chairwoman Bonnie Kennedy delivers the toast.



Dean Daniel Pullin and his wife Tamara



The 2015 Adams Society inductees and their student hosts.



### 125<sup>th</sup> Anniversary Campaign Success

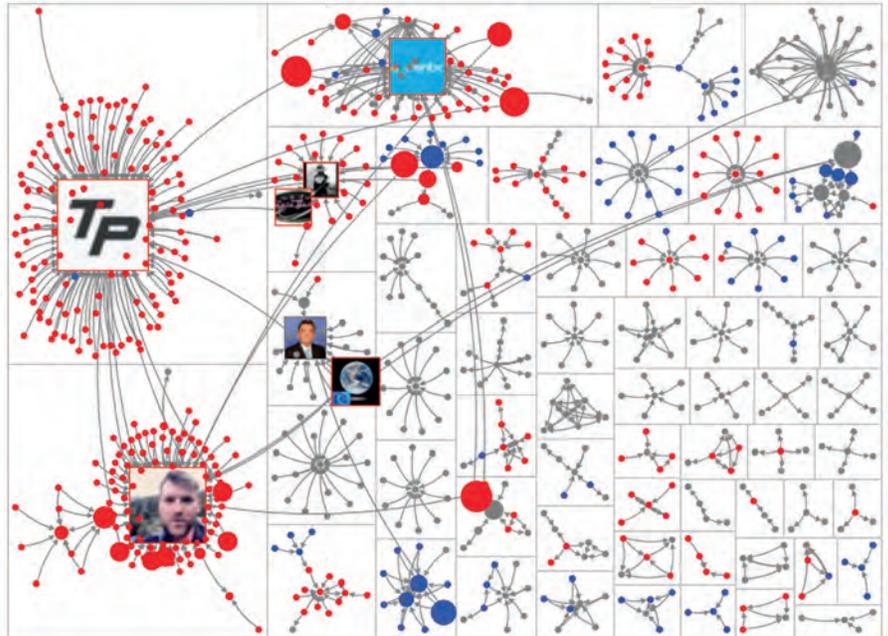
Since the launch of OU's 125th Anniversary Campaign in fall 2014, Price College has raised more than \$35 million from generous alumni and friends. Price College is the largest fundraising

college through the OU-wide President's Associates program, and Price students donated \$12,000 for the college's first-ever senior class gift to refurbish the student lounge.

## Price College Accelerates Success in Rankings

Several Price College programs received top rankings from a multitude of sources during the fall 2015 semester. *The Princeton Review* and *Entrepreneur Magazine* named the Center for Entrepreneurship's undergraduate program in the top 10 and the graduate program in the top 15. This is the fifth consecutive year Price's entrepreneurship program has been ranked as a top 10 program by *The Princeton Review*.

The International Business program is ranked in the top 30 by *U.S. News & World Report* for the 11th consecutive year, and Price College was named among the top five energy business programs in the world by Find-MBA. The graduate program also experienced the largest jump in *Bloomberg Businessweek's* rankings of any previously ranked program in the nation since 2014, with the Full-Time MBA Program now ranked #52. And the Professional MBA Program was named in the top 50, marking the first time the professional program has appeared in *Businessweek's* rankings.



An example of an MIS student-created graph using Big Data and Analytics to show the network of emotional responses to an event.

## Three STEM Graduate Programs in Data Analytics Introduced

The Division of Management Information Systems now offers three STEM-certified (science, technology, engineering and math education) graduate programs focusing on Big Data and Analytics. The Master of Science in Management Information Technology (MS in MIT) allows graduate students to achieve a Price MIT degree in only three semesters. The MBA in MIT makes it possible for graduate students to obtain dual MBA and MIT degrees in one to two additional semesters. And the BBA in MIT allows undergraduate students to earn a Price MIT degree with just one additional year after completing their bachelor's.



MIS Assistant Professor Matt Jensen (center) works with graduate and doctoral students in the Adams Hall computer lab.

# Economic Development



## Oklahoma's First Software Developer Boot Camp Expands Offerings

OK Coders has experienced tremendous success since its launch less than two years ago, graduating nearly 100 participants and expanding to two eight-week sessions this spring, taught simultaneously in Oklahoma City and Tulsa. OK Coders is a software developer boot camp founded by the Center for the Creation of Economic Wealth, Phase 2 Interactive and Tailwind, a local startup that provides analytics for Pinterest.



## Office of Technology Development: 2015 Snapshot

The Office of Technology Development had another strong year in fiscal year 2015, collecting over \$2 million in gross receipts from licensing and commercialization activities. The office also signed four new licenses for technologies developed in OU labs and received 17 new patents issued in the United States, Europe, Japan, Australia and China.

## Introducing Debra Teufel, Director of Public/Private Partnerships



Debra Teufel joined Price College in September as the director of public/private partnerships. Teufel's role is to support, identify, leverage and develop university partnerships across the OU system with external economic development institutions, private industry and venture investors. She formerly served as vice president of the Greater Wichita Economic Development Coalition, and has extensive experience in local and regional economic development, project management, business recruitment and expansion within target industry sectors, including aviation, advanced manufacturing, engineering, energy, business services and technology.



Dean Daniel Pullin celebrates the grand opening with members of 36 Degrees North.

## Tulsa Start-Ups Benefit From CCEW's Growing Presence

The Center for the Creation of Economic Wealth continues to increase its footprint with Tulsa entrepreneurs through the launch of Kitchen 66 and OU's Summit Partnership with 36 Degrees North.

Kitchen 66 is designed to help Tulsa food entrepreneurs turn their concepts into real businesses through a 9,000-square-foot commercial kitchen space, individual mentorship and business training. OU also has helped with the grand opening of 36 Degrees North (36°N), a Tulsa

basecamp for entrepreneurs. The organization has 11,000 square feet of space in the heart of Tulsa's Arts District dedicated to helping startups and existing companies find direction, assemble a team and build successful businesses.





## The Business of Weather

In collaboration with the University of Oklahoma's Radar Innovation Lab, the Office of Technology Development was awarded a patent for a Cylindrical Phased Array Radar system that enhances the data captured and resolution from storms. Phased array sets in motion the next generation of weather radars, and OU's invention allows the university to advance applications for years to come.

The Fabrication Facilities at the OU Radar Innovation Lab, located at the University Research Campus.



Meteorology Student Joseph Puma, dressed as Uncle Sam, stops for a photo op with Norman Mayor Cindy Rosenthal.



The OU Army ROTC Color Guard presented the flags, led by Accounting Senior Isaac Flynn.



## University Research Campus Partners Celebrated at Annual Reception

As the new director of public/private partnerships, Debra Teufel coordinated the 11th Annual Partners Celebration Nov. 13 at the National Weather Center. Over 200 guests attended representing research organizations, corporations and boards across the state. Held on Veteran's Day, the reception, "A Salute to Our University Research Partners," included patriotic decorations, a flag presentation by the OU Army ROTC Color Guard and live music performed by members of the Oklahoma Pride.

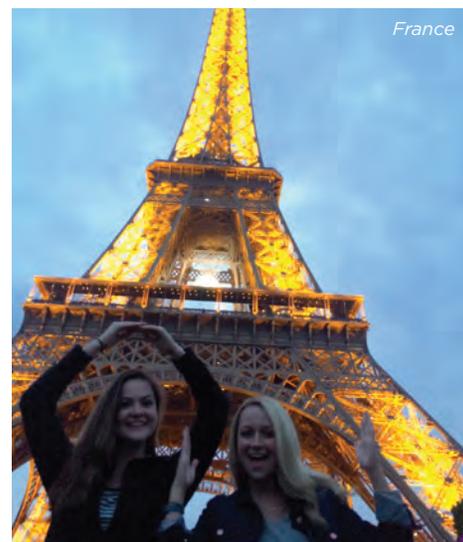
# Globalization



Costa Rica



London



France

## College to Provide 100% of Study Abroad Scholarship Applicants With Financial Support

Price College provided a record-breaking 78 percent of study abroad scholarship applicants with financial assistance in 2015, and will only continue to broaden this support in 2016. Dean Daniel Pullin and International Business and Study Abroad Director Ana Bolino are proud to share that,

beginning this year, 100 percent of students who apply for study abroad scholarships will receive financial assistance.

The increase in scholarship assistance is coupled with the expansion of the college's study abroad opportunities. Several Price College-specific programs

were added recently, such as Uganda for social entrepreneurship and Amsterdam for international accounting, with more business students studying abroad in locations like Hong Kong, South Korea, Ecuador and Brazil.

## CCEW Helps Empower Women and Children of Uganda and West Bank

For the past few semesters, student interns at the Center for the Creation of Economic Wealth have worked with two different nonprofit organizations that aim to empower women through commerce, with proceeds and products benefitting children.

Sewing Hope was founded in 2012 by Rachel Whitten of Oklahoma City and Sister Rosemary Nyirumbe, a Catholic nun who runs the St. Monica's Girls Tailoring School in Gulu, Uganda. In 2014, Sister Rosemary was recognized as one of *TIME Magazine's* "100 Most Influential People" for her humanitarian work. Through Sewing Hope, women of Uganda and South Sudan create fashion accessories using pop-tabs, thus providing these women meaningful jobs that also help support other nonprofits, such as Pros for Africa. The fall 2015 CCEW Social Entrepreneurship team was able to work closely with the organization and provide recommendations to improve the supply chain by reducing input costs, increase sales by selling purses through more outlets and adjust the pay scales for the artisans in Uganda.

Child's Cup Full is an initiative led by Janette Habashi, an assistant professor with OU's Department of Human Relations. Through Child's Cup Full, refugee women of the West Bank are able to sell their handcrafted educational children's toys on a global scale. CCEW began working with Child's Cup Full in the spring of 2014, and has continued this semester to help build the organization's production capacity as they look at large-scale distribution possibilities.



Assistant Professor Janette Habashi received Peacemaker of the Month in July 2015 by People's World Peace Project for leading Child's Cup Full.



(From left) Team Leader Cooper Lund, Savannah Ames, Sister Rosemary Nyirumbe, Hailey Powell, Archaela Jordan and Briek Pauwels

# Energy

## Executive MBA in Energy Propels International Industry Leaders

The Executive MBA in Energy launched in 2014, and has graduated 38 professionals, with an additional 55 students from across the nation and globe currently enrolled in the program. Aimed at energy professionals looking to advance their careers and companies within the energy industry, the EMBA in Energy prepares students who have been in the energy field for an average of 12 years. The average age of a student is 38, and more than half hold director titles or above.

The 15-month, primarily online program allows students to continue working during their studies, and 66 percent of students reside outside of Oklahoma. In only two years, the program has attracted students from across 14 states, as well as international students from the United Arab Emirates, Colombia and Canada.



The third EMBA cohort celebrates their completion of the EMBA Program at the Sam Noble Museum.



Although the program is primarily online, students are able to visit with one another during three one-week immersion visits on campus and internationally in London.



The second EMBA cohort at the December 2015 convocation ceremony at McCasland Field House



(From left) CCEW Students Alex Van Noord, Stephanie Vo, Lena Erickson, Alexandra Smith and Jack Dastugue



## CCEW Interns Work With U.S. Department of Energy's Critical Materials Institute

The Center for the Creation of Economic Wealth recently began its fifth semester working with the Critical Materials Institute, where CCEW student interns assist the CMI with technology commercialization and business development strategy. The Critical Materials Institute is housed within the Ames Laboratory, a national lab owned by the U.S. Department of Energy, and is focused on development innovation in rare earth technologies. CCEW interns have been focused on a new technology commercialization project this spring semester with a novel chemical mechanical polishing slurry developed by Ames Laboratory.

## 2016 Energy Symposium Focuses on America's Future

The fourth annual Energy Symposium, hosted by the Price College Energy Institute, was held at the National Weather Center and focused on America's Future: The Role of Energy and Policy in Achieving Visionary Objectives. Ten influential energy leaders addressed several topics, including the geopolitical and macro-economic factors that should be considered in



Dean Daniel Pullin welcomes a packed audience of students and energy professionals.

driving effective energy policy. The event concluded with a keynote address from



Adam Sieminski provides his thoughts on the current downturn in the oil and gas industry.

Adam Sieminski, administrator for the U.S. Energy Information Administration.

# Health Care

## Pediatric Patients Benefit From Students' Creation of Vitals Monitor

During the fall 2015 semester, a group of interns at the Center for the Creation of Economic Wealth began working on a mobile vital signs monitor specifically geared toward pediatric patients. The device, which they have coined "mobi," began as a clean-sheet with the goal to create a medical product or device to improve the treatment process for chronically ill children. Microbiology Senior Krishna Manohar said the monitor may qualify for a utility patent, and could be expanded to fit adults who are looking for mobility, independence and comfort.



*Mobi Team Members (from left) Derrick Nguyen, Bradley Morrow, Drew Walther and Nikita Hussain present their concept.*

# GENERATE BUSINESS INSIGHTS

## Senior Associate Dean Robert Dauffenbach Inducted into Oklahoma Higher Education Hall of Fame

Robert Dauffenbach, who serves as the college's senior associate dean of economic development and impact and director of the Center for Economic Management Research, was inducted into the Oklahoma Higher Education Hall of Fame in October. For the past four decades, Dauffenbach has gathered and analyzed economic data and provided research-based advice to the government, business and industry, institutions of higher learning, chambers of commerce and economic developers. He was also recognized for his instrumental role in reshaping the MBA Program.



*Dean Daniel Pullin (left) with Hall of Fame Honoree Robert Dauffenbach at the National Cowboy and Western Heritage Museum.*



## Professor Nim Razook Honored with Prestigious John Bonsignore Award

Nim Razook, who serves as the David Ross Boyd Professor of Legal Studies and Robert Zinke Chair in Energy Management, was honored with the 2015 John Bonsignore Award. This award recognizes a member of the Academy of Legal Studies in Business who has demonstrated a professional commitment to the undergraduate study of law and whose teaching or research is interdisciplinary, demonstrates critical thinking skills and reflects humanitarian concerns.



*Mark Sharfman, who holds the Puterbaugh Chair in American Enterprise at Price, currently serves as the director of the Management and International Business Division and interim director of the Entrepreneurship and Economic Development Division.*

## Legacy Management and Entrepreneurship Division Evolves Into Two New Divisions

The Management and Entrepreneurship Division recently evolved into two new academic divisions: Management and International Business and Entrepreneurship and Economic Development.

The Division of Management and International Business recognizes and expands both elements of the program, with particular emphasis on the International Business program consistent with the globalization elements of the Purpose of Price. The new organization also allows the opportunity for more focus on the division's Human Resource Management, General Management and Sports Management programs.

The Division of Entrepreneurship and Economic Development is now home to the Center for Entrepreneurship and the Economic Development offices, which includes the Center for the Creation of Economic Wealth, the Director of Public/Private Partnerships and the Office of Technology Development. The merger allows the college to further several goals, including the integration of entrepreneurship students and research within new areas, and the further involvement of the campus-wide Innovation Hub located at Norman's University Research Campus.



## 10 New Full-Time Faculty Join Price College

Price College welcomed 10 new full-time faculty members to begin the 2015-16 academic year, contributing to the 14 percent increase in faculty in just the past two years.

**Ashley Davis**, Assistant Professor of Accounting and MIS

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

**Krish Muralidhar**, Professor of Supply Chain Management

**George Ruch**, Assistant Professor of Accounting

**David Wilson**, Assistant Professor of Management Information Systems

**Carolyn Jensen**, Lecturer of Business Communication

**Ashley Newton**, Lecturer of Finance

**Lady Branham**, Instructor of Business Communication

**Marisa Mohi**, Instructor of Business Communication

**Jocelyn Pedersen**, Instructor of Business Communication



*Kenneth Singleton of Stanford University gives the keynote address regarding "Learning, Heterogeneous Beliefs and Asset Prices."*



*Stephen Harvey of the U.S. Energy Information Administration speaks during the gala dinner.*

## Price College Hosts Inaugural Energy Finance Research Conference

Price College and the Review of Financial Studies hosted the first OU Energy Finance Research Conference Sept. 9-11 on the OU Norman campus. Nearly 100 researchers attended the conference that included five sessions dedicated to the financialization of energy markets; asset pricing in energy markets; company actions and the valuation of energy producers and users; risk premiums in energy markets; and real decisions in energy markets. More than 30 different leading energy experts and scholars presented at the conference, including keynotes from Stephen Harvey of the U.S. Energy Information Administration and Kenneth Singleton of Stanford University.

# PREPARE LEADERS



*The top three seniors from each academic major were recognized at the beginning of the luncheon.*

## Alumni, Students and Faculty Recognized at Annual Honors Luncheon

The 2015 Price College Honors Luncheon was held in the Oklahoma Memorial Union's Molly Shi Boren Ballroom, where outstanding alumni, partners, students and faculty were recognized. 30 students were honored for their high academic achievement in their respective majors. Philip LeBaron, Jeffrey Bissinger and Katherine Van Hoozer were awarded the Bruzzy Westheimer Leadership Award. Kelley and Megan Flanagan received Price College Student Service Awards. And Naome Kadira and Samuel Perez received Purpose of Price Student Awards.

After the student recognitions, faculty awards were announced. Ilhan Demiralp received the Harold E. Hackler Outstanding Full-Time MBA Professor Award, while Ron Bolen won the Hackler Award for the Professional MBA Program. The Bruce Magoon Master Teacher Award was given to Alexandra Durcikova. Kevan Jensen received the Hurley Roberson Award for Teaching Excellence, Tor-Erik Bakke received the Houston and Mary Jo Johnson Master Teacher Award, Wayne Thomas received the Morris Butkin Memorial Professor of Excellence Award and both Terry Crain and Ron Davidson received the Partners in Learning Award. Seth Hoelscher was named the Outstanding Graduate Teaching Assistant and Inchan Kim received the Outstanding Graduate Research Award.

The luncheon concluded with alumni and partner awards. William Holder (M.Acc. 1972, Ph.D. 1974) received the Distinguished Alumni Scholar Award. Phillip Estes (B.S. 1981) and Bruce Stover (B.S. 1971) received Distinguished Partner Awards. Shibani Joshi (B.B.A. 1998) received the Recent Alumni Award of Distinction. Brian Cantrell (B.Acc. 1981, M.Acc. 1983), Kevin Hutchinson (B.B.A. 1986) and Bonnie Kennedy (B.B.A. 1978) received Distinguished Alumni Awards. And ConocoPhillips was recognized with the Excellence in Partnership Award for their unparalleled support of Price College through scholarship and program support, internships and full-time employment.



*Distinguished Alumni Awardee Brian Cantrell*



*Distinguished Alumni Awardee Kevin Hutchinson*



Finance Student Julius Shen (left) introduced Shibani Joshi for the Recent Alumni Award of Distinction.



Energy Management Student Dennise Arzola welcomed ConocoPhillips VP Glenda Schwarz to the stage to accept the company's Excellence in Partnership Award.

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

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MBA Student Christien Crynes (left) welcomed Phillip Estes (middle) on stage to accept his Distinguished Partner Award.



Energy Management Students Kelley and Megan Flanagan, who also received the Price Student Service Awards, introduced Bruce Stover for the Distinguished Partner Award.



William Holder (middle) accepted the Distinguished Alumni Scholar Award after being introduced by Accounting PhD Student Matt Cobabe (left).



(From left) Beth Gatewood, Monica McCulloch, Kristen Lazalier, Bea Geissler and Ali Dart receive their Years of Service Awards from Dean Daniel Pullin



Berry Tramel shares his favorite sports memories and the power of teamwork.

## Staff Awards Luncheon Focuses on Importance of Teamwork

The 2015 Price College Staff Awards Luncheon wrapped up the academic year by recognizing staff members who have made outstanding contributions to the college. Teamwork was emphasized throughout the lunch and staff were encouraged to wear their favorite athletic teams' attire. Berry Tramel, a prominent sports columnist and journalist for *The Oklahoman*, served as the luncheon keynote.

Years of Service Awards were given to Beth Gatewood (30 years), Monica McCulloch (20 years) and Dalynda Evans (15 years), with Ali Dart, Bea Geissler and Kristen Lazalier celebrating 10 years at OU. Dalenesia Kendrick was named Staff Member of the Year, Charles Lubensky received the Dean's Excellence Award for Professional Staff, Michael Schade received the Dean's Excellence Award for Community Impact, Mary Bowring received the Dean's Excellence Award for Support Staff, Beth Gatewood received the Bruce Magoon Award for Service Excellence, Cathy Little received the College Choice Award and Adam Clinton received the Purpose of Price Staff Award.



High school students formed teams and were tasked with brainstorming ways to sell different IBC products that were provided.

## High School Students Participate in American Indian STEM Business Day

Price College and the Gallogly College of Engineering co-hosted American Indian STEM Business Day Oct. 20. Approximately 80 Native American high school students from across the state participated in the joint event that included tours of both colleges, breakout sessions regarding the academic opportunities within Price and Gallogly, and an overview of the OU admissions and scholarship process provided by Jarrod Tahsequah with OU's Diversity Enrichment Programs.



## Avery Marczewski Named Price College Outstanding Senior

Avery Marczewski was honored with the Price College Outstanding Senior Award for the 2015-16 academic year. Marczewski is an energy management and economics double-major from Edmond. She serves in several OU and Price College organizations, including the Energy

Management Student Association, JCPenney Leadership Program and the President's Community Scholars. She studied abroad in Reading, England last summer as a Dolman Family Scholar and was named as one of OU's Big Women on Campus as a junior last year.

## Students, Faculty and Staff Support the Community through Price College Service Day

The student-run Price College Service Day experienced another successful year, with more than 300 Price College students, faculty and staff volunteering at 14 locations in the Norman Community Oct. 31. The event began with a kick-off ceremony Oct. 30 in Price Hall's Dodson Lounge that included a Halloween costume contest and reception for all students, faculty and staff and their families.



An IBC student company sells their shirts to benefit the OU Stephenson Cancer Center.

## Ninth Annual Tailgate Brings Together Price Alumni and Friends

The ninth annual Price College Alumni and Friends Tailgate occurred during OU Homecoming weekend before the OU versus Texas Tech football game. Nearly 400 Price College alumni and friends attended the tailgate that included current products sold by students of the First Fidelity Bank Integrated Business Core, live prize drawings and a Rib Crib barbecue buffet.



Dean Daniel Pullin announces the winners of the live prize drawings with the help of his sons, Halsey (left) and Parker.



*Erik Logan speaks to the audience during the E. Deane Kanaly Lecture Series*



*Executive-in-Residence Jen Mueller (left) with Assistant Professor Shelly Grunsted*

## Guest Speakers Lend Students Their Time and Talent

Erik Logan, president of the Oprah Winfrey Network, visited Price College Nov. 13 through the E. Deane Kanaly Lecture Series. Logan provided students, faculty and staff with a colorful reflection of his humble beginnings in the Oklahoma City radio industry and how he found himself working closely with one of the most successful and influential women in the world.

Earlier in the fall semester, Price College hosted three executives-in-residence whose expertise ranged from sports to accounting. Rick Landrum, vice president and general counsel of Creative Artists Industry, visited with sports management students Oct. 1. Byron Hennessey, vice president of global tax at ICF International, met with Beta Alpha Psi and tax accounting students. Jen Mueller, ROOTS sports reporter out of Seattle and author of *Talk Sporty to Me*, guest lectured in two courses Nov. 2: First Fidelity Bank IBC and Career Paths in Entrepreneurship. She also met with dozens of JCPenney Leadership and Sports Management Club students.

## New Regional Director of External Relations Focuses on the Dallas/Fort Worth Area



Samantha Suchala joined Price College as the college's first regional director of external relations. Suchala will concentrate her fundraising and corporate development efforts on the Dallas/Fort Worth market, which is home to many of Price College's students, donors and employers. Suchala, an OU graduate, has returned to OU after beginning her career with the university's Recruitment Services, for which she coordinated Sooner recruitment on-site in Texas for nine years.



*Maya Sykes congratulates her fellow graduates at the Fall 2015 Convocation.*



*Rocio Claybon provides advice as the alumni speaker at the Fall 2015 Convocation.*



*Terry Carr delivers the alumni address at the Spring 2015 Convocation.*



*Cooper Lutz provides the student address at the Spring 2015 Convocation.*



*OU President David L. Boren leads the processional at the Spring 2015 Convocation.*

## Price College Alumnae Speak at Spring and Fall 2015 Convocation Ceremonies

The spring and fall 2015 convocation ceremonies each featured a Price College alumna as the keynote speaker. On May 9, the spring graduation ceremony was held at the Lloyd Noble Center where Terry Carr (B.B.A. 1989) delivered the alumni address. Carr serves as senior policy advisor and director of communications for the Federal Housing Administration in Washington, D.C. The ceremony included remarks by OU President David L. Boren. Cooper Lutz, an MIS senior, gave the graduating student address and Daniella Hightower, a marketing and advertising senior, performed the National Anthem and OU Chant.

Several hundred students walked across the stage at the McCasland Field House Dec. 19 to celebrate their fall graduation from the Price College of Business. Rocio Claybon, who graduated with a BBA and MBA degree from Price and serves as an energy IT executive, delivered the alumni address. The student address was given by Maya Sykes, an international business and marketing double-major, and MIS Senior Ryne Young performed the National Anthem and led the OU Chant.

# CLASS NOTES



2015 marked the 50th anniversary of when **Henry Hays** (PhD, 1965) became the first person to receive a doctoral degree from Price College. Hays currently resides in Denton, Texas. He served as dean of the University of North Texas College of Business from 1995 to 1999, where he led the college through the process of regaining accreditation. He retired as dean in 1999 but continued teaching for several years afterward. Hays, who is also an alumnus of UNT, taught at the university over a span of four decades. He concurrently chaired the UNT Department of Management and Decision Sciences and the Department of Administrative Sciences and Marketing from 1973 to 1976. He also served as associate dean of the business college for 14 years.

**James Sturdivant** (BBA, Accounting, 1959)



was inducted into the International Academy of Trial Lawyers at their mid-year meeting. The IATL acknowledges and honors those who have achieved a career of excellence through skill and aptitude in jury trials and appellate exercise. Sturdivant was evaluated by his colleagues and judges in his jurisdiction and highly recommended by them as possessing the necessary qualifications and characteristics.

**Jim Awtrey** (BBA, Accounting, 1966), former University of Oklahoma golfer and head coach, was honored by the Golf Coaches Association of America with a Lifetime Achievement Award. Awtrey previously



was elected to PGA membership in 1969 and returned to OU as head coach from 1972-77, where he helped guide the program to three separate NCAA tournament appearances.

**S. Reed Morian** (BBA, Management, 1970) was appointed by Texas Gov. Greg Abbott to the Texas Parks and Wildlife Commission for a term to expire Feb. 1, 2021. Morian is president and CEO of DX Service Co. and DX Holding Co., and sits on the board of directors for Great Northern Properties, GP Natural Resource Partners, Natural Resource Partners, Redline Industries and Western Pocahontas Properties.

**Don Stephenson** (BBA, Accounting, 1973) has been appointed to the board of directors for Matador Resources Co., an independent energy company engaged in the exploration, development, production and acquisition of oil and natural gas resources in the United States. Stephenson previously worked as a partner at the law firm of Baker Botts, LLP.



**Randy W. Furr** (BBA, Accounting, 1976) was appointed as a new audit committee board member for the SunEdison Semiconductor. Furr is the chief financial

officer of Bloom Energy and previously served as executive vice president and CFO of Spansion, and senior vice president of business process improvement at Adobe Systems.

**Denis LeBlanc** (MBA, 1977) was named fire chief for the Anchorage (Alaska) Fire Department under Mayor Ethan Berkowitz after serving as municipal manager under former Mayor Mark Begich. LeBlanc previously served in the Vietnam War as an artillery officer with the 4th Infantry Division.

**Susan Gill** (BBA, Management, 1979) retired as general manager of the *Banner-News of Magnolia* in Magnolia, Arkansas.



Gill worked for the *Banner-News* for 35 years and had previously served as advertising manager of the five-day-a-week newspaper.

**Timothy Stiger** (BAcc, 1978; MBA, 1982) was selected as new chief operations officer of the Oklahoma City School District, where he will manage the facilities and oversee transportation, custodial, grounds and maintenance operations. Stiger previously served as director of plant operations with Edmond Public Schools.

**David King** (BBA, Management, 1979; MBA, 1982) was announced as the new community bank president for the First United Bank's Sapulpa banking centers. King came to First United Bank with over 30 years of banking experience, which includes commercial real estate lending, senior lending and leadership responsibilities.



**Harry Pefanis** (BBA, Accounting, 1979) was inducted into the Texas Business Hall of Fame, which recognizes the accomplishments and contributions of outstanding Texas business leaders who perpetuate and inspire the values of entrepreneurial spirit, personal integrity and community leadership in all generations of Texans. Pefanis serves as president and chief operating officer of Plains All American Pipeline in Houston.



**Jack Talley** (BBA, Marketing, 1980) was hired as the executive vice president of physical distribution for Alchemy, the largest, non-studio aggregator of tailor-made distribution strategies for theatrical releases to DVD, digital, VOD and television. Talley most recently worked for Sony Pictures Home Entertainment for 10 years as the executive vice president.



**Rick Gardner** (BBA, Accounting, 1981) joined Transworld Business Advisors of Alabama in September as an M&A adviser. Gardner will be working with businesses throughout Alabama and will have a highlighted focus in the Central Alabama region.

**Shane Lee** (BBA, Petroleum Land Management, 1982) transferred to the enterprise data strategy organization at Allstate Insurance Co. as a data analytics strategy program manager. Lee worked for 18 years at Allstate Insurance in Dallas before joining the Chicago home office for the past 10 years.



**Jacob Flournoy** (MBA, 1984), internal audit director for the University of Arkansas System, was selected to receive the American Institute of CPAs' Outstanding CPA in Government Impact Award for his impact on the Arkansas State Government's auditing system.



**Scott Wilbanks** (BBA, Management, 1984; MBA, 1987) released his debut novel, *The Lemoncholy Life of Annie Aster*, which tells the story of "two pen pals who are fighting against the clock to solve the mystery behind the hiccup in



time connecting their homes before one of them is convicted of a murder that is yet to happen." Wilbanks graduated Summa Cum Laude from OU, where he also garnered several national gymnastics titles.

**David Sine** (BBA, Accounting, 1985) was promoted from senior commercial banker to Oklahoma City market president at Bank SNB. Previously, Sine was SVP and manager of commercial lending with Bank of Oklahoma for eight years; earlier career highlights include officer roles at First Bethany Bank and Trust and Equity Bank for Savings, N.A.



**Bill Haskins** (BBA, Finance, 1989) joined Serene Corp. as the company's vice president of business development, where he will be focusing on increasing business growth across practice areas in the central and eastern markets, including the mid-Atlantic region.



**Kevin Jordan** (BBA, Finance, 1990) was hired as senior vice president and market manager in the commercial real estate division of Associated Bank's new loan production office in Dallas. Jordan will be responsible for managing, developing and deepening the bank's local real estate lending presence.



**Kevin Landers** (BBA, Marketing, 1993) has been named director of commercial brokerage in the West Palm Beach (Florida) office of Cushman & Wakefield. Landers' previous employers include Savills Studley, Kodiak Capital Partners and the Gaedeke Group.



**Angela Mabon** (BBA, Management Information Systems, 1994) will open 10 Lunchbox franchise salons in California's Orange, Riverside and San Bernardino counties. Mabon helped build the banking software company, Advanced Financial Solutions, which was sold to Metavante Corp in 2005. She and her husband Roger then founded G-Technology, a high-end specialty hard drive company. G-Tech was sold to Hitachi in 2007. Mabon and her husband are now working on their latest venture, mLogic, which focuses on computer hardware for Apple users.



**Matt Pollock** (BBA, Finance, 2002) was promoted by Bank SNB to oversee the bank's northern region, which includes the states of Kansas, Oklahoma and Colorado. Pollock previously served as Bank SNB's Oklahoma City market president and has been with the company for nine years.



**Chad Rudy** (BBA, Management Information Systems, 1995) was elected to the Frisco Independent School District board of trustees. Rudy previously worked in information technology and as a financial adviser.



**Jason Taylor** (BBA, Management Information Systems, 1995) was featured in *The Oklahoman* for the work his business, Code Authority, has done in assisting the College Football Playoff selection system. Taylor's system uses a blind bidding process that records and compiles committee members' votes into a system that then relays the final four teams competing.



**Kathy Willard** (BBA, Accounting, 1988) was named by *Business Insider Magazine* as one of the Top 50 Female CFOs in America. Willard oversees the finances of Live Nation Entertainment Inc., the world's largest live-entertainment, ticketing and e-commerce corporation.



**Elizabeth Bowman**

**Crawford** (MAcc, 1999)

was promoted to executive director in EY's tax practice, based in Tulsa. With over 12 years of experience, she has worked with clients in a variety of industries, and will focus on energy and private equity.



**Alex Pezold** (BBA,

Management Information Systems, 2000)

helped create True Digital Security, which provides information security and agreement services to federal agencies and businesses, and most recently developed TokenEx, a cloud-based security initiative that offers tokenization, encrypting services and data collection.



**Frank Igwe** (MBA, 2002)

is president of Moravia Health, a Center City agency that provides home health care and other supportive services to Medicaid-eligible elderly and non-elderly patients in Philadelphia. He was profiled by Philly.com on his transition from management consulting to the home health care industry.



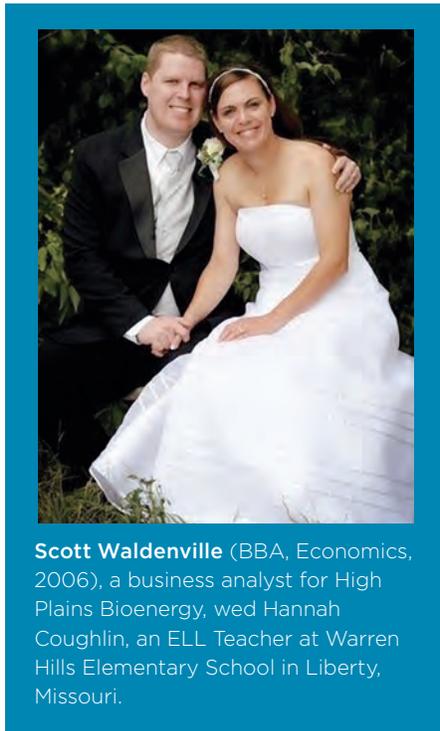
**Jonathan Lunardi**

(BBA, Management Information Systems, 2002) announced on Veterans Day the launch of ServingVETS, a new social media platform he created, through which veterans can find and review local resources such as businesses and schools. Lunardi says the goal is to "help universities and businesses improve their veteran-oriented services, while also giving veterans the knowledge to make informed choices about their time and money."



**Courtney Bowline** (BBA,

Finance, 2003) was promoted to partner at the Dallas office of the Texas litigation firm of Deans & Lyons. Bowline has been an associate for four years at Deans & Lyons and serving at DeHay & Elliston.



**Scott Waldenville** (BBA, Economics, 2006), a business analyst for High Plains Bioenergy, wed Hannah Coughlin, an ELL Teacher at Warren Hills Elementary School in Liberty, Missouri.

**Vaughn Graham Jr.**

(BBA, Finance, 2003)

was installed as the Independent Insurance Agents & Brokers of America's vice chairman at the Big "I" Leadership Conference in New Orleans. Graham is president of Rich & Cartmill Inc., in Tulsa.



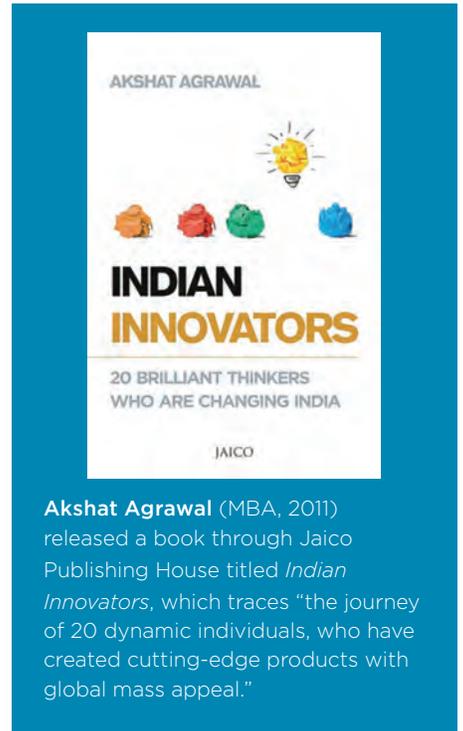
**Zac Bishop** (BBA, Finance,

2007) joined Regent Bank as a credit analyst for the 71st & Yale branch in Tulsa. Bishop previously had seven years in the banking industry as a financial accounting analyst with Oklahoma State and Coppermark Banks.



**David Townsend** (PhD,

Business Administration, 2008), an assistant professor of management in the Pamplin College of Business at Virginia Tech, was named the Union Junior Faculty Fellow in Entrepreneurship by the Virginia Tech board of visitors. The fellowship is awarded to an assistant or associate professor who participates in the Apex Center and whose work and research is related to business development and entrepreneurship.



**Akshat Agrawal** (MBA, 2011)

released a book through Jaico Publishing House titled *Indian Innovators*, which traces "the journey of 20 dynamic individuals, who have created cutting-edge products with global mass appeal."

**Sarah Ann Swift**

(MBA, 2011) joined the prestigious 18-month Tiffany Academy for Excellence and Diversity in Leadership Training Program in June, where participants learn "the key aspects of operating and leading within Tiffany & Co.'s critical functions, primarily retail management as well as select roles in merchandising and marketing."



**Rocky Chavez** (MBA, 2013)

was recently featured in *The Journal Record's* Achievers Under 40 series, where he was recognized for starting and seeing to fruition his own successful company, Bricktown Buggy, as well as his current commitment to Blueknight Energy Partners, where he is currently a commercial representative.



**Brooke Donnelly** (MBA,

2015) joined the Dallas office of the law firm Thompson & Knight, where she'll focus her practice on real estate and real estate finance matters.



**Matthew Cobabe** (PhD, Accounting, 2015)

has been appointed assistant professor in the Department of Accounting and Information Systems at Virginia Tech's Pamplin College of Business. Cobabe previously worked as an accountant in Orem, Utah.



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