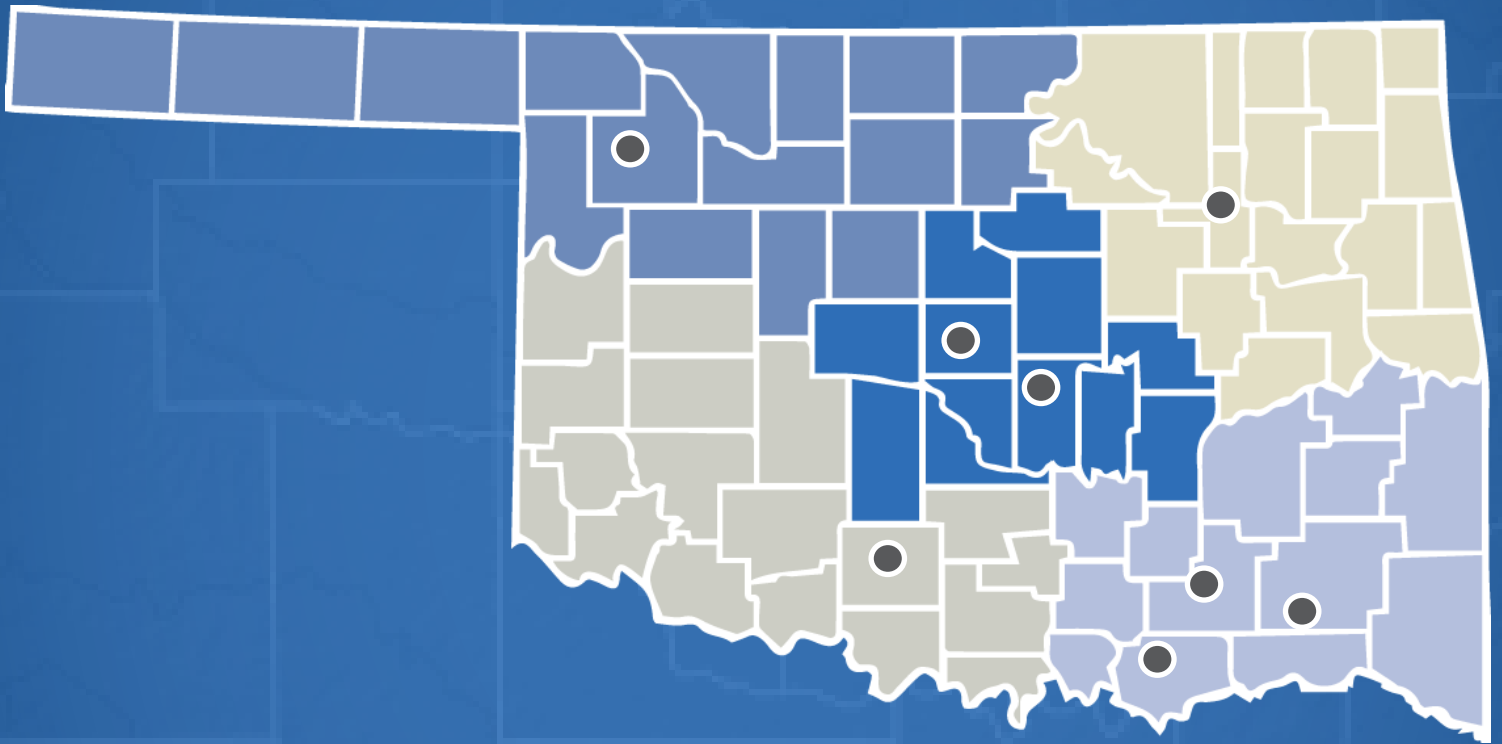


The University of Oklahoma  
Michael F. Price College of Business

# PRICE

magazine

Summer 2015



# OKLAHOMA

## Impact Issue

*The Purpose of Price*

*The Michael F. Price College of Business ensures the enduring global competitiveness of Oklahoma and the nation.*

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In fulfilling our purpose, Price College...

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## Dean's Letter

Last year, when I was named dean of Price College, our leadership team set out to examine, install and live a Purpose Statement for the college. As a result, the Price College of Business adopted the "Purpose of Price." Our Purpose is simple, bold and direct – *The Michael F. Price College of Business ensures the enduring global competitiveness of Oklahoma and the nation.*

Upon analysis and with the benefit of counsel from our faculty, staff, students, alumni, friends and corporate collaborators, we determined that Price College must serve as an economic engine for Oklahoma. As OU's second largest college and largest professional school, we generate valuable insights into the greatest business issues of our time by preparing tomorrow's leaders to deploy and improve upon them.

Price College operates in an environment that balances the twin goals of academic excellence and broad educational access as we identify and propel talent amidst an inclusive and connected community valuing a diversity of people, programs and ideas.

Price College is not merely an educational institution where students come to complete their coursework and earn scholarly credentials.

Our stakeholders look to the college's faculty and staff to provide thought leadership and workforce development as we work alongside the public and private sectors to make companies and other organizations more effective, efficient and enduring.

Our students are ready to "add value, day-one" upon graduation, as they have been prepared as the leaders Oklahoma and the nation need. In this spirit, the summer edition of *Price Magazine* takes a look at how the connected community of Price College fulfills the Purpose of Price right here in Oklahoma.

Inside the Oklahoma Impact Issue, you'll find that we accomplish our Purpose by preparing leaders, tackling big issues and generating business insights. This issue highlights just a few of the many ways Price College impacts all four corners of the Sooner State through the tremendous contributions of our programs, students and alumni.

For example, the Norman community has seen the implementation of the JCPenney Leadership Program's Board Fellows program, while Oklahoma City benefits from the Professional MBA Program's relocation to state-of-the-art facilities at the University Research Park.

Likewise, the college's expansion of the Center for the Creation of Economic Wealth is extending our ability to collaborate with community leaders to foster one of the nation's most robust entrepreneurial municipalities.

In southeastern Oklahoma, we visit with the Burrage family, which boasts 10 proud alumni, each of whom contribute to our state's success in various capacities. Back in Tulsa, Price alumnus Tom Clark shares his lifelong passion for the aviation business and his long-time service on the OU Board of Regents. Working counter-clockwise, our alumni journey continues toward the Panhandle where we catch up with Mike Stone, president of Beaver Express in Woodward.

In the southwest region, we stop in Durant to find Price alumni Tom McCasland, his cousin, Barbara Braught, and her husband, Rick, where they give back to their hometown and state through their family-owned foundation, energy and investment companies, and stunning golf course. We then return to Oklahoma City to visit with OU Regent Kirk Humphreys and his sons, Grant and Blair, whose latest projects at the Humphreys Fund include the city's Wheeler District and the state's newest township at Lake Eufaula. Our final destination is a true Oklahoma treasure – Shawnee Mills, which is run by Price College graduates Bill Ford and his son, Joe.

The students, programs, alumni and faculty highlighted throughout this issue are just a small sample of the substantial impact our connected community makes on such significant topics as education, the economy, energy, globalization and healthcare. Each day, I am incredibly fortunate to benefit from the power of our Purpose as we foster the talent and ingenuity that strengthens our state and nation.

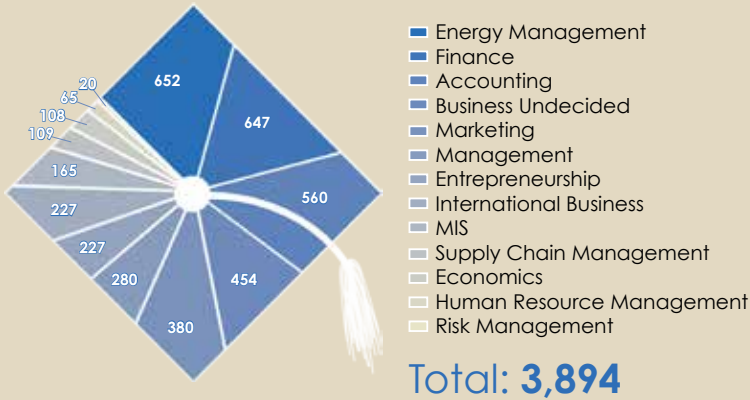
Without further ado, I share with you the Oklahoma Impact Issue.

Best,

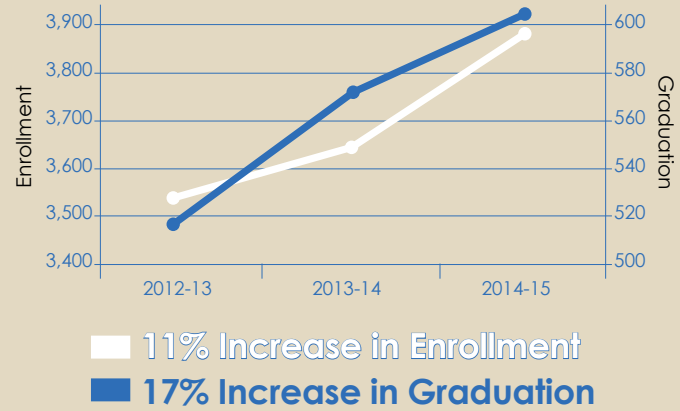
Daniel W. Pullin  
Dean and Fred E. Brown Chair  
'98

# PRICE AT A GLANCE

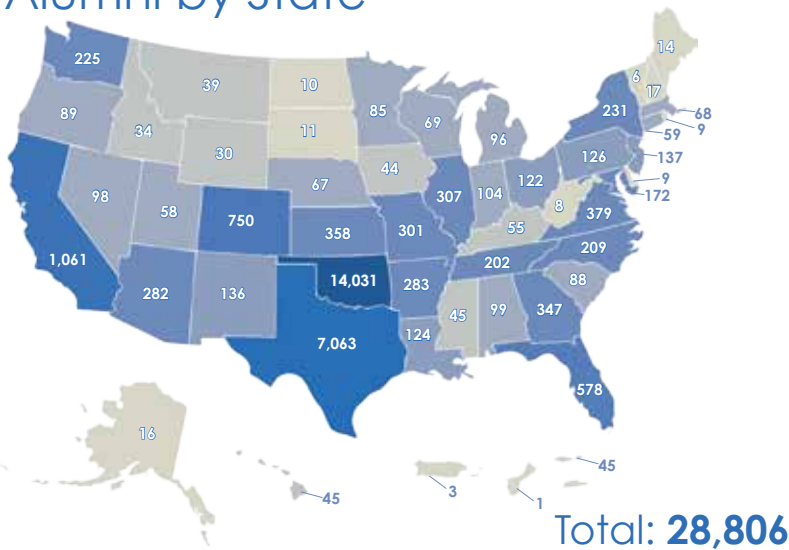
## Enrollment by Major



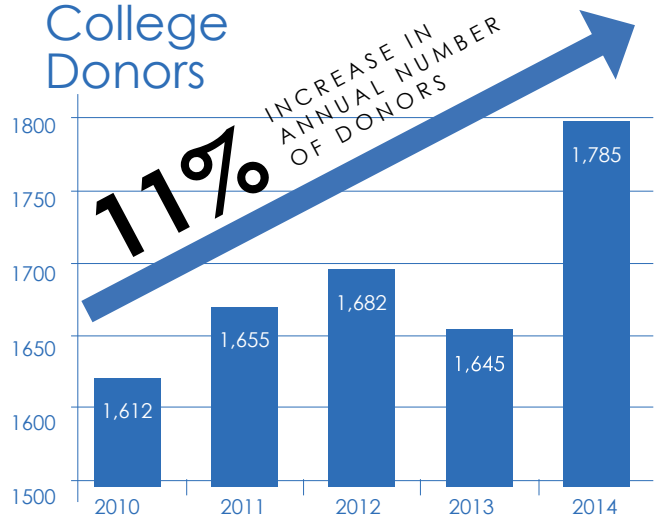
## Enrollment and Graduation



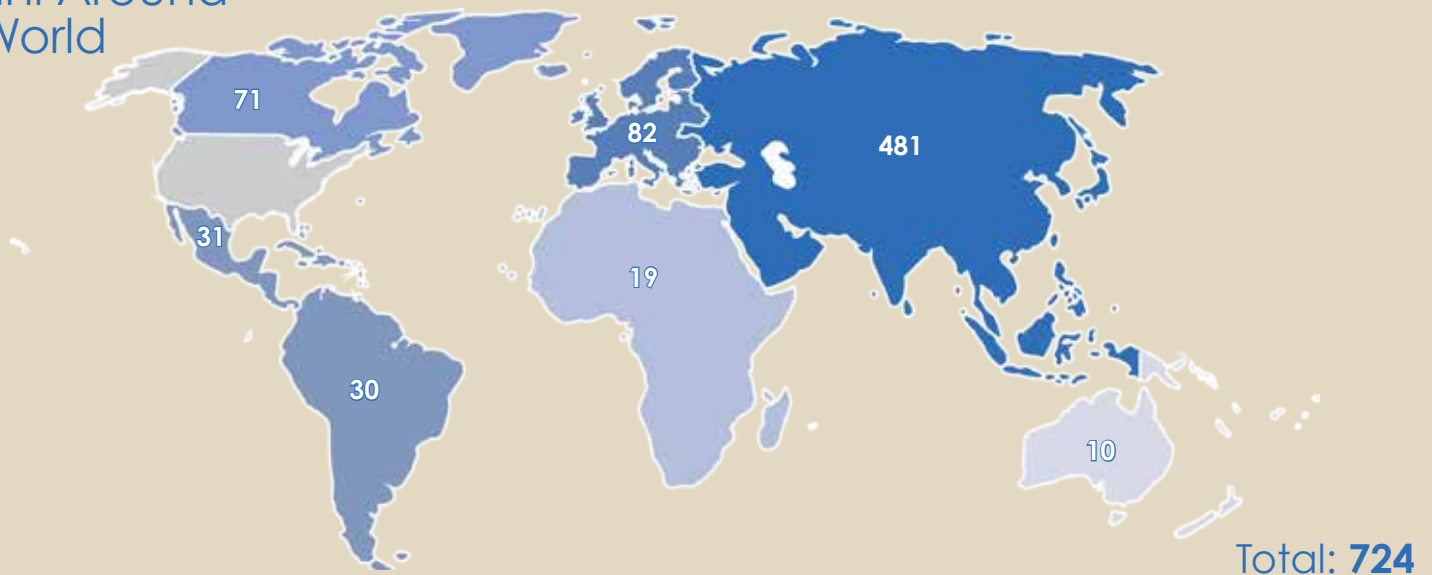
## Alumni by State



## Annual Price College Donors



## Alumni Around the World





# Norman JCPenney Board Fellows Program Creates Leaders, Supports Local Nonprofits

The JCPenney Leadership Center launched the Board Fellows Program during the 2013-2014 academic year and has already proven to be a successful initiative for local nonprofits and students alike. The Board Fellows Program is a unique opportunity that allows select students in the college's leadership program to serve as non-voting members on the board of directors for local nonprofits. The purpose of the program is to allow associates the opportunity to apply the business skills learned in the classroom to a real-world experience, and ultimately making a lasting impact on the community.

"I brought the idea of a Board Fellows Program to Price College from the MBA education environment, where these have been in existence for almost 20 years," JCPenney Leadership director Crystal Clayton said. "These business-based board fellows programs are generally not found in the undergraduate business school environment. This is one of the things that makes this program special. I do not know of any other undergraduate business programs that are doing this kind of program."

In only two years, the number of nonprofits involved in the program has doubled to a total of 13, with at least 14 different associations participating on

their boards. "Not only do students have the opportunity to attend board meetings, but associates have gone above and beyond this year to really make a difference in their organization through innovative fundraising and committee efforts that add value to their organizations," Board Fellows director and JCPenney associate Brooke Buckmaster explained.

The students who have served as fellows, including recent graduate Grant Inman, have used the experience to grow both personally and professionally. "Serving with nonprofit organizations gave me an idea of how to contribute to the community after finishing college and beginning my career. During my time, I came to understand the partnership between nonprofits and for-profit companies is extremely crucial to creating prosperous and thriving communities," Inman said.

The local charities these students serve also have found great value in

the Board Fellows Program. "The fresh perspective and interesting ideas offered by our board fellows can provoke thought and a different perspective on questions being considered," said Susan Agel, who serves as executive director of Positive Tomorrows. "I would say the primary need of nonprofits today is that of a strong, wise, well-trained board. I see the Board Fellows Program as being an important part of developing board members for the future."

Transition House executive director Bonnie Perutzi agrees. "Board Fellows have contributed a wonderful sense of hopefulness during times when the challenges seemed to outweigh the hope," Perutzi said. "Their willingness to learn now about life outside of their current 'world' makes them even better prepared for when they graduate and move into their professional jobs. These are the people who are willing to take action and create change!"





# Professional MBA Program Prepares Oklahoma City Leaders at New Location

The Price College Professional MBA Program facilities moved to a newly renovated location at the University Research Park in Oklahoma City. The new facilities, located at 655 Research Parkway, include state-of-the-art technology, a food court and central office, classrooms that enable student and faculty teamwork, as well as more opportunities to deliver executive education.

“The new Professional MBA facilities were designed and constructed in a very deliberate and thoughtful way,” PMBA director Lynann Sterk-Brooks said. “The technology installed in the University Research Park classrooms was built to generate collaboration and facilitate group work, enabling students to solve real-time problems and transfer that knowledge into the workforce.”

Just minutes from downtown, the accessible location enables the PMBA Program to host more OKC-based networking and heightens the program’s presence, providing more effective recruitment and corporate partnership opportunities.

Josephina Nguyen is one of the many PMBA students who work downtown

during the day and attend class in the evening. “I work in Devon Energy’s planning and evaluation group, and our team has the task of forecasting crude oil, natural gas, natural gas liquids and macroeconomics,” Nguyen said. “As such, I have a very demanding work schedule, and the convenient location of these new facilities at the University Research Park allows me to be a dedicated student and employee.”

“The expansion of our Professional MBA Program in the University Research Park positions us geographically between both the healthcare industry at the Health Sciences Center as well as downtown Oklahoma City’s thriving energy industry,” Dean Daniel Pullin said.

Like Nguyen, almost half of the students in the PMBA work in the energy sector. By giving students the opportunity to learn near the industries they’re going to lead, the PMBA Program ensures the strength of Oklahoma’s economy will continue to grow in relation to the city’s burgeoning population. The Greater Oklahoma City Chamber states that, since 2010, the Oklahoma City MSA is the 13th fastest growing large metro

in the country and has grown twice as fast nationally.

“I’ve been in Oklahoma City for 35 years and this professional program is absolutely transformative to Oklahoma City, to the business community and to the way of life of our citizens,” said Eddie Edwards, who serves as executive director of the Price MBA Program. “Oklahoma City is really on the move, as we all know, and we think this program will be pulling leaders in this new frontier. The guys my age are getting out of business and retiring, and they’ve got to come up with young leaders, and they’ve got to be educated, and they’ve got to be world class.”

Nguyen agrees. “Since I began my coursework, I’ve found that I am already adding value to my company,” she said. “The new facilities we are in today will create an impact for generations to come. As a professional in the OKC area, I can attest to the beneficial influence the Professional MBA Program has, and will continue to have, on our economic growth. And I consider myself privileged to be a part of the next great chapter for not only Oklahoma City, but for our state and country.”



OU President David L. Boren and Michael F. Price celebrate the ribbon cutting of the PMBA facilities alongside MBA students, faculty and staff.



Each room features leading-edge technology, including PolyCom video teleconferencing systems and high-definition document cameras.



The symposium room is a tiered classroom that seats 51 students and features two 90 inch monitors in the front and two 70 inch monitors in the back.

# CCEW Benefits Tulsa Entrepreneurs



What do college students, young professionals, faculty and Tulsa entrepreneurs have in common? They're all hard at work creating social impact for the Tulsa community through programming at OU's Center for the Creation of Economic Wealth (CCEW).

The center is a program housed within Price College's Entrepreneurship and Economic Development Division. Since its launch in 2006, CCEW has promoted the development of Oklahoma's economy by giving students opportunities to engage in real-world commercialization, software development and social entrepreneurship projects. Since its launch in 2006, CCEW has raised over \$7 million in funding, secured 10 new disclosures of student-developed university IP and launched 10 businesses between company spinouts and student startups. In 2012, CCEW expanded into the Tulsa market, offering distinct programs like The Mine Fellowship and the Innovation and Sustainability Institute.

The Mine launched during the summer of 2013 in Tulsa and is supported by the George Kaiser Family Foundation, The Lobeck Taylor Family Foundation and The Forge. The Mine provides top professionals a year-long social enterprise development experience providing problem-solving and strategy skill-building, and resources for increased community impact. Each year, community members are selected from a highly competitive applicant pool to participate in The Mine Fellowship.

The Fellows are divided into two project groups, and over nine months, each project group is allotted \$10,000 to launch a social innovation project that benefits the community. Fellows meet every other week for an afternoon at The Forge's offices in downtown Tulsa. Each afternoon includes project work time, professional development workshops and an influential speaker. Past projects have included working alongside the Tulsa Area United Way to design a \$300,000 innovation grant program for Tulsa-area nonprofits and working with The Lobeck Taylor Family Foundation to design a kitchen incubator.

In addition to The Mine, CCEW also launched the Innovation and Sustainability Institute (ISI) program in Tulsa during the 2013-14 academic year. The ISI leverages CCEW expertise in project development, innovative thinking and start-up execution by working directly with faculty and their pioneering ideas in a structured program. The goals include enhanced proposals to philanthropic and social innovation-focused funding sources, using greater application of business principles to community-focused and technology projects.

Taylor Potter is a CCEW alumna who now serves as the Tulsa director, and has seen the incredible impact the program has made on Oklahoma businesses. "CCEW has touched a vast array of projects and

industries, from commercializing new recycling methods to building devices to improve robotic surgery to building iPad technology to increase doctors' communication with their young patients," Potter said. "CCEW is most successful in the early ideation phase of a new venture. We're great at understanding and unveiling product/market fit and building minimum viable products. There are some cases where our work on a new product has changed a company's path."

Recently reaching a 100 project milestone, CCEW has proven to be equally beneficial to both startups and student interns. "Unlike book learning, there is an experiential learning aspect in the CCEW internship where you learn through trial - and many errors," CCEW intern Lucy Mahaffey said. "To me, CCEW contributes to my college experience in three ways: it provides a fantastic group of driven and inspiring individuals who give as much to the program as I do, a skill set for approaching organization/time in academia and in life, and a real hands-on experience that is truly impacting the world."



The Mine Fellows provide final presentations after participating in the nine-month program.

# Future **BUSINESS** Leaders From Across the **STATE**

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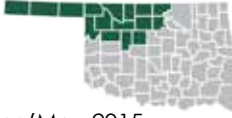
### Philip LeBaron

Newkirk, Oklahoma | Senior (May 2015 Graduate) | Major: Energy Management

**Campus and Community Involvement:** Vice President, Student Business Association; Secretary, Energy Management Student Association; Board Fellow and Chair, JCPenney Leadership Program; Member, Student Veterans Association; Member, American Association of Professional Landmen; Member, Young People in Energy; Member, Delta Sigma Pi Professional Business Fraternity; Eagle Scout, Boy Scouts of America; Volunteer, Price College Service Day; Volunteer, Norman Veteran's Center; Volunteer, Positive Tomorrows School in Oklahoma City

**Honors and Achievements:** Price College Outstanding Senior; Navy Marine Corps Achievement Medal; Honor Graduate, Field Radio Operator Course 18A; Northern Oklahoma College Chancellor's List; Outstanding Literature Student Award; American Association of Professional Landmen Scholar; Devon Energy Scholar; AAPL Keown Scholar; William T. Rapp III Memorial Scholar in Petroleum Land Management; Bruzzy Westheimer Leadership Award; Julian J. Rothbaum Award; Energy Management Outstanding Student Award

**Professional Experience:** Landman, Devon Energy; Staff Sergeant, U.S. Marine Corps Inactive Ready Reserve; Intern, Vernon L. Smith and Associates; Land Intern, Devon Energy; Land Intern, Chesapeake Energy; Field Radio Operator/Radio Supervisor, U.S. Marine Corps



Transfer Student Ambassador, Price College Student Ambassadors; Volunteer for Among Friends, J.D. McCarty Center, Norman Downtown Fall Festival, Eggstravaganza Spring Kids' Carnival, Middle School Outreach Program and Read2Kids Program

**Honors and Achievements:** Outstanding New Associate Award; Outstanding Senior Award; Most Professional Award; Best Dressed Award; W.R. Howell Scholar; Price College Study Abroad Scholar; Premier Advisors Group Scholar

**Professional Experience:** Founder/Fund Manager of Account, Brown Family Fund; Senior Representative, Primerica Financial Services; Corporate Office Intern, Academy Sports + Outdoors; Professionally Licensed for Life & Annuity, Series 6, Series 63



### Shane Fairchild

Oklahoma City | Senior (May 2016 Graduate) | Major: Accounting (Currently pursuing joint Bachelor/Master of Accountancy degree)

**Campus and Community Involvement:** Director of Alumni Relations, JCPenney Leadership Program; Assistant Vice President of Finance, Integrated Business Core Program; Member, Beta Alpha Psi Accounting Fraternity; Member, Alpha Lambda Delta Honor Society; Volunteer, Roosevelt Elementary After School Program

**Honors and Achievements:** Winner of the Ernst & Young Beam Abroad 2012 Case Competition; National Society of Accountant's Stanley H. Stearman Award; OU Distinguished Scholar Award; May M. Walker Business Scholar; Anita Lynne and Alan George Holloway Accounting Scholar; Gladys and James Lepley Accounting Scholar; John and Betty Stambaugh Accounting Scholar; W.R. Howell Scholar

**Professional Experience:** Accounting Intern, Love's Travel Stops & Country Stores; Assurance Intern, Ernst & Young; Finance Intern, ConocoPhillips; Head Lifeguard, Oklahoma City Community College Aquatic Center



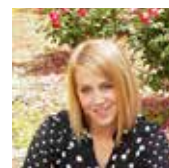
### Aarol Parks

Tulsa, Oklahoma | Junior (May 2016 Graduate) | Major: Human Resource Management; Marketing

**Campus and Community Involvement:** Associate, JCPenney Leadership Program; Vice President of Communications, Student Business Association; Chief Relations Officer, Integrated Business Core Program; Volunteer, Loveworks Leadership; Mission Trips to Honduras and Costa Rica

**Honors and Achievements:** President's Honor Roll; Dean's Honor Roll; National Society of Collegiate Scholars; National Merit Commended Scholar; Oklahoma Academic Scholar; Dolman Family Scholar; Price College Study Abroad Scholar; Charles B. Ryan Memorial Scholar; W.R. Howell Scholar

**Professional Experience:** Human Capital Intern, Ernst & Young; Office Fellow, JCPenney Leadership Center; Certified Barista, Starbucks



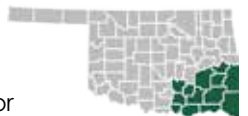
### Mackenzie Shipp

Idabel, Oklahoma | Senior (May 2015 Graduate) | Major: Risk Management | Minors: Spanish; German

**Campus and Community Involvement:** Treasurer, Pan American Student Association; Intern, Center for the Creation of Economic Wealth; VP of Publicity, Oklahoma Teaching Alliance; English Tutor, Spanish Elementary School; External Relations Member, OU Internationals; Collegiate Ambassador, Great Nations; Sponsor, Campus Activities Council; Member, Delta Delta Delta Sorority; Volunteer, Norman Animal Shelter

**Honors and Achievements:** President's Leadership Class; Dean's Honor Roll; Rath Academic Scholar; ConocoPhillips Finance Scholar

**Professional Experience:** Intern, HILTI (Vaduz, Liechtenstein office); Associate, Oklahoma Funding Accelerator; Commercial Banking Analyst Intern, JP Morgan Chase; Interest and Contract Compliance Intern, BP America



### Colby Brown

Muskogee, Oklahoma | Senior (Dec 2015 Graduate) | Major: Supply Chain Management

**Campus and Community Involvement:** Director of Associate Development, JCPenney Leadership Program; Senior Vice President, Delta Sigma Pi Professional Business Fraternity; Business Representative, Student Government Association;



# The Burrage Family:



From left, Stelson Oates, Bradley Burrage, Mark Burrage, David Burrage, Steve Burrage, David Burrage, Natalie Mashburn, Joe Burrage and Mike Burrage

## Oklahoma Roots

By Steve Rice

Most of us have lived in Oklahoma a long time and most are familiar with our native trees – pecans, elms, cottonwoods and so on. But have you ever heard of the Burrage Tree? It's not really a tree. It's a "family tree." The Burrage Family Tree grows very strong and is a native of southeastern Oklahoma, mostly Antlers, Atoka and Durant. The family we're talking about here, well, at least four of them – all are native Oklahomans and all graduated from, or have ties to, the Price College of Business at OU: Steve, David, Sissy and Sean.

There are other prominent Burrages – two in particular come to mind. Michael, a graduate of OU Law, retired Federal District Judge and partner in Whitten Burrage Law Firm in Oklahoma City; and the family matriarch, Mattie, who at 88 lives in Antlers. But this is *Price Magazine* and this story is about four who love this college (Price), this university (OU) and this state. This story is about service, about work ethic, about love of family, about love of education.

The list of Burrage "family tree" accomplishments is far too long for a feature article, although we will mention some. Even the children of this quartet are service-bound (see side bar). And almost every one of them graduated from Price College, too.

This story encompasses three of four siblings, plus a nephew. The core

Burrage children are Michael (64), Steve (62), David (58) and Sissy (54). Sean, the fourth subject of this article, is Michael's eldest son. Oh, so as to not lose you, four of these five attended or graduated from the Price College of Business. Michael is the eldest, but he graduated from Southeastern Oklahoma State University in Durant. We will not speak of him much more. Is this all clear? Can we test you on this later? Let's begin.

Steve Burrage, the next "eldest" child in the tree, is a CPA and currently sits on the Oklahoma Tax Commission (he's one of three commissioners). He splits his time between Oklahoma City and Antlers, where he has part-ownership of FirstBank. Steve was born July 7, 1952, in Durant, Oklahoma. He is a card-carrying member of the Choctaw Nation, and he and his wife, Roberta, have three boys: Mike, Mark and Bradley (again, see sidebar).

Steve's life is one of numbers: accounting, banking, board oversight, auditing and so on. Steve graduated in 1975 with a BBA in accounting. Thanks to Govs. Brad Henry and Mary Fallin, Steve has served as the Oklahoma state auditor and inspector for three years and, as mentioned before, currently sits on the Oklahoma Tax Commission.

It would be safe to say his Price College upbringing has in the long-run saved Oklahoma taxpayers millions of dollars. Millions! Imagine, also, Southeastern Oklahoma without Steve and his bank – FirstBank – thousands of loans for Oklahomans and their businesses, who in turn have employed even more thousands. Steve's service runs from the Oklahoma

Heritage Association to chairman of the Oklahoma Bankers Association to service work on the Federal Reserve Bank Board in Oklahoma City to president of the Bizzell Library Society. There are dozens more. Steve even has served as an adjunct professor in

financial areas at Southeastern OSU.

Steve Burrage credits Price College with his superb education. Quoting Steve, "I'd put my business degree up against anyone's business degree." He can rattle off professors' names like someone might name their children. Without question, his biggest accomplishment outside of family would be the purchase of FirstBank in Antlers in 1982. In 1991, Steve brought in his brother David to assist in the bank's management.

David Burrage graduated from OU in 1978. As a highly recruited Price College graduate, David initially chose to work for Ernst & Young in Oklahoma City but quickly determined that wasn't a challenge that kept his attention. He moved on to OU Law School for a brief period before accepting the position of vice president of operations and treasurer of Metropolitan Contract Services, a multi-state trucking company headquartered in Houston.

In 1981, a unique opportunity came along and David became the business manager for Melvin Hatley in Norman, managing Hatley's many holdings in the oil and gas business and the horse industry. One of Hatley's partners was D. Wayne Lukas, the highly successful thoroughbred horse trainer. Lukas had a nationwide horse-racing operation and he later bought out Hatley, with David remaining on as Lukas' business manager. In 1991, David moved to Antlers and went to work with his brother Steve at the bank, while still maintaining his work for D. Wayne Lukas Racing until 1998.

David was appointed by Govs. David Walters, Frank Keating and Fallin to the Oklahoma Transportation Commission where he has served for a total of 17 years and is the current chairman. He was appointed by Gov. Henry to the Oklahoma Banking Commission where he served for five years and he is currently on the Community Depository Institutions Advisory Council for the Federal Reserve Bank. David is president and part owner of FirstBank and also is a member of the

Choctaw Nation. Like Steve, David is very civic-minded and works to ensure our state's success. David also credits Price College with a strong foundation, and strong ties and memories to OU and its business school.

Sissy Burrage Holloway is the well-protected "little sister" of the aforementioned Burrage brothers (Mike, Steve and David). They watched over her throughout the early "growin' up" days and on through college, too. Sissy graduated from OU with a bachelor of science degree in elementary education, but after teaching school for three years, went to work for David as his assistant and later as a bookkeeper. It was here that Sissy learned the "street side" of being a financial officer. David convinced her to further her education and he allowed her to work a full-time flexible schedule for the Hatley/Lukas operation while she completed 21 hours of accounting from Price College and became a CPA. Sissy also is a member of the Choctaw Nation. When brother David moved to Antlers to jump into banking, Sissy took over as the day-to-day business manager for Lukas's equine operation, albeit in California, where Lukas relocated the business to Santa Ynez.

In 1993, Sissy left California and became business manager for a very prominent Oklahoman – E.K. Gaylord II. Sissy managed Gaylord's personal holdings, including the Lazy E Arena, Ranch and Training Center, Gaillardia Horse Racing and Gaylord Films in Burbank, California (*Blue Collar Comedy Tour*, *Divine Secrets of the YaYa Sisterhood*, *A Walk to Remember* and *White Oleander*, to name a few). In 2005, Gaylord sold several of his entities but kept Sissy on as his part-time business manager for the horse racing, oil and gas, and private



investment entities. Sissy remains in that position to now Arizona resident Gaylord to this day. All after-hours of course, as her full-time gig is the CFO at Mathis Bros. Furniture – # 20 on the top 100 list of furniture retailers in the nation, with stores in Oklahoma, California and Texas. Sissy never dreamed accounting classes at Price College would have such an impact on her career and lead her to such varied and interesting jobs. She says she's the luckiest girl in the world and credits Price College, along with the guidance and help from her family, for what she calls "my fairy tale life."

The final "limb" on the Burrage Tree is the Sean Branch. As mentioned, Sean is Michael's oldest son. He currently is president of Southeastern Oklahoma State University. (An aside, this article's subjects are a university president, a state commissioner, a CFO and a bank president. Not too bad for one family!) A dynamic and friendly person, Sean is sharp as a finishing nail in his task as chief exec of SEOSU. The campus numbers 3,900 and has many programs that run from unique and unusual to majors found at any college. For example, SEOSU has an

aviation management major with 73 students and a traditional elementary education program with more than 240 students – and its biggest program is its occupational safety and health major, with 464 students!

Sean yearned for public service after spending 18 years in law (running his own office from 1996 to 2014). His first stint was eight years in the Oklahoma State Senate as representative of Rogers and Mayes counties. Prior to his law career and immediately after law school (graduating from OU Law in 1993), Sean spent several years in Washington, D.C., working for then-Sen. David L. Boren. Sean names Boren as his inspiration to be an administrator. "What I learned from Sen. Boren, and from my education at OU, have been invaluable to my career," says Sean.

Just what motivated Sean Burrage to be a senatorial aide, an attorney, a politician? His foundation, like all the other Burrages in this article, was his degree from Price College. The varied programs, the excellent teachers – all played their part in pushing Sean to do more than just the "average." He

commented that his BBA has helped him every day, and when you add a law degree on top of that, it's the rock upon which Sean operates his effective and organized life as a top university administrator. Sean even named his sons after presidents: Truman, at Harvard University, and Carter, a fifth grader. Sean's wife, Carole, also is a Price College graduate, as is his brother David, a lawyer in Durant (for the firm Burrage Law). Sean is a proud member of the Choctaw Nation.

If this article proves anything, it's that a business degree is as valuable today as ever. Price College's BBA is the underpinning for all four Burrages, not even mentioning their bus-load of children who graduated from Price College. Bank and college presidents need strong foundations if they are to succeed. Same with CFOs, CEOs and owners of trucking companies (Stetson Oates) and a mayor of Antlers (Mike Burrage). The strengths of the Burrage family are the same as Price College's values. Work ethic, family unity, business ethics, service to others and loyalty to all their family beliefs – these are what make the Burrage's family tree as great as it is.

**Mike**, the oldest Burrage, and his wife, Aletha, have two sons, Sean (see feature story) and David, who is a Price College graduate and currently practices law in the Burrage Law Firm in Durant, Oklahoma.



**Steve**, next in line, and his wife Roberta, have three boys: Mike, Mark and Bradley. All three are Price College graduates. Mike

is a VP at FirstBank in Antlers, and also the mayor. Mark is a VP at FirstBank in Atoka and Bradley is a VP at FirstBank in Hugo.



**David**, third in line, and his wife, Tammie, have six children. Two are Price College graduates – Joe

is a VP at FirstBank Atoka and Stetson Oates is currently in the trucking business in Oklahoma and Texas. David's other children are Sara (deceased), Tiffany, Skylar and Jesse. Joe's wife, Natalie, also is a Price College graduate.

**Sissy**, the last of the four siblings, and her husband, Rob, have two daughters. Jessica works



for McAfee Taft Law Firm in Oklahoma City and Hailey is a reporter at WATE in Knoxville, Tennessee.



**Sean**, the nephew – his children and wife are featured in the story.

So in total, **10 family members** are graduates of Price College. In addition, five in the family are OU Law graduates.

## A Few Burrage Family Favorites

### Steve

**Favorite Movie:**  
*Forrest Gump*

**Favorite TV Comedy:**  
*Happy Days*

**Favorite TV Show:**  
*Dallas*

**Favorite Food:**  
Anything grilled

**Favorite Restaurant:**  
The Ranch Steakhouse  
in Oklahoma City

**Favorite Vacation Spot:**  
Destin, Florida

**Favorite Car:**  
Mercedes 550, black

**Favorite Magazine:**  
*Price Magazine*

### David

**Favorite Car:**  
'76 Pontiac Trans-Am,  
yellow

**Favorite Vacation Spot:**  
Buck Creek cabins  
near Antlers

**Favorite Book:**  
*The Bible*

**Favorite TV Show:**  
*Bonanza*

**Favorite Movies:**  
*Battleship* and *The  
Transformers Series*

**Favorite Restaurant:**  
Luigi's and El Adobe in  
Atoka

**Favorite Food:**  
Soft serve ice cream

**Favorite Baseball Team:**  
SEOK 12-13 under

### Sissy

**Favorite TV Show:**  
*Person of Interest*

**Favorite Singers:**  
Eric Clapton and Rod  
Stewart

**Favorite Book:**  
Anything by John  
Grisham

**Favorite Vacation Spot:**  
Big Cedar Lodge in  
Branson, Missouri

**Favorite Restaurant:** The  
Ranch Steakhouse in  
Oklahoma City

**Favorite Past Time:**  
Playing clarinet in the  
church orchestra at  
Church of the Servant  
in Oklahoma City and  
running

**Favorite Piece of Mathis  
Brothers Furniture:**  
Queen's Chair

**Favorite Car:**  
'69 Camaro,  
chocolate brown

### Sean

**Favorite Car:**  
1963 Corvette Split  
Window

**Favorite Movie:**  
*Hoosiers*

**Favorite TV Show:**  
*The Sopranos* and  
*House of Cards*

**Favorite Food:**  
A rib-eye cooked on a  
big green egg

**Favorite Sport:**  
Basketball

**Favorite Professional  
Team:**  
Thunder

**Favorite SE Grad:**  
Reba McEntire

**Favorite Vacation  
Spot:** Navarre Beach,  
Florida



The Burrage Family Dean's Suite in Adams Hall was renovated in 2005 with the support of David and Tammie Burrage and Steve and Roberta Burrage.



Dean Daniel Pullin (left) presents Tom Clark with a commemorative Price College frame during Clark's OU Board of Regents retirement reception.

# Tom Clark: A Tulsa Business Takes Flight

By Sarah Lobban

When Tom Clark, chairman and owner of Tulsair Beechcraft, explains how he came to his current position, he wanted to start “at the beginning” of his flying and aircraft sales career.

The beginning takes place long before Clark came to the University of Oklahoma, although that is a key piece in his narrative. Clark’s story actually starts several generations ago. It winds across states, through two wars and happenstance. Along the way, Clark’s talent, drive and an unwavering determination kept him on the path to success.

For someone whose life’s passion has always been aviation, Clark has family roots closer to the earth. His maternal grandparents were subsistence farmers, first in Missouri and then in Enid, Oklahoma. His paternal grandfather was a barber in the small town of Wellington, Kansas.

Clark’s father, Thomas “Gail” Clark, was the first to take to the air when he earned his pilot license in 1938. From 1940 to 1943, Gail was exempted and deferred from the war because his superiors felt that he could do the most good off the battlefield as a flight instructor for English pilots in Kansas. In 1943, he became an instructor for the Army Air Corp, a forerunner of the Air Force.

“It was a little unusual for a barber’s

son,” said Clark. “But he did it. He went out and learned how to fly, got all the ratings that were required. When (World War II) started, he was drafted in the Army Air Corps, but because of all his experience they kept him in the United States, mainly Texas and Oklahoma, to train the young men going to war.”

Clark himself was only 4 years old when his father was released from military service in March 1945 and has no real memory of those times. Still, growing up with his father’s pilot stories left an indelible impression.

After he was released from service, Gail went to work for Beechcraft, a relatively young company founded in 1932 and specialized in aircraft manufacturing, repairs and part sales. He caught the eye of company founder Walter Beech, who offered him a job selling airplanes anywhere he wanted. Clark Sr. chose Tulsa, Oklahoma, because their football team had recently won the Orange Bowl. In July of 1945 the Clark family moved to Tulsa, and Gail established Tulsair, Inc., later Tulsair Beechcraft.

Clark attended Lee Elementary School in Tulsa, then Horace Mann Middle School and Edison High School. He was a bright student and did well in class, but scholastic

learning wasn’t his only interest.

“My friends would go off and play baseball, basketball, that sort of stuff,” Clark recalls. “I enjoyed that, too. But I said to myself, this is not the world I want to live in. My dad asked me, ‘Well, what do you want to do?’ And I said I wanted to learn how to fly an airplane. And after I learned how to fly, I wanted to learn how to fly in a jet aircraft.”

Clark started learning how to fly at age 16. By the time he was age 17, he could pilot a plane. At age 18 he got his license to fly solo and by the time he graduated high school at age 19, he could fly with passengers and had logged more than 400 hours of flight time.

When it was time for Clark to go to college, the University of Oklahoma was an obvious choice. “My dad wanted me to go to the University of Wichita, where he went, but all my buddies were going to OU!” Clark said. “Also, OU had a really good



football team, and therefore I wanted to go to OU.”

In September 1959, Clark officially became a Sooner and entered the OU Price College of Business. He graduated in May 1963 with a bachelor’s degree in business administration. At times the coursework was challenging, but what he learned at OU “laid the groundwork for a lot of later stuff.”

Like all other male students at the time, Clark joined the ROTC while he was at OU. After two years, students were allowed to quit ROTC, but Clark had other plans.



Tulsair has hangars in both Tulsa, Oklahoma and Millington, Tennessee.

“I was always inspired by my father’s military service and wanted to follow in his path,” Clark said. “I did not have to serve in the program, because I was married and had two children and therefore I would have been exempt, but I wanted to stay. So instead, I signed up for five years in the U.S. Air Force to fly.”

After he graduated from OU, Clark reported to Williams Air Force Base in Mesa, Arizona. He and his family moved there for six months, while Clark took flight training. His wish to learn to fly a supersonic plane came true – during his time there he learned how to pilot a T-38 supersonic jet.

At the time Clark started his training in Mesa, he already had over 2,500 hours of flight time – more than many of his instructors. He completed the training easily, and was the first in his class. So when he put in his application to serve Tactical Air Command as a pilot, he thought his selection was certain. But history

repeated itself and like his father, Clark was told that his talent was needed to train other young pilots for combat.

Clark spent four years in Del Rio, Texas, instructing airmen how to pilot supersonic jets in war conditions. When his term was up, he returned to Tulsa to work at Tulsair Beechcraft. One of the few plane-related services the company didn’t offer was chartering, but Clark was ready to change that.

“That was really the only opening for me to fly after leaving the Air Force, and keep my father happy,” Clark said.

Able to incorporate his years as a pilot with the business skills he learned at Price College, Clark thrived. Soon he’d established an entire charter service at Tulsair, with almost a dozen pilots and as many planes. After working 10 years in the charter department, one

of the company’s salesmen quit, and Clark picked up that position, too.

In 1985, the U.S. economy took a turn for the worse, and Oklahoman businesses were not immune. After watching other companies flounder and go bankrupt, Clark’s father decided to cut his losses and sell Tulsair while the profits were still high enough to ensure a comfortable living.

But Clark wasn’t ready to give up on Tulsair just yet. He knew he was taking a gamble, but he offered to buy the company from his father and his two sisters. It was a move that would have left Clark without a dime to his name should Tulsair fail.

“My father looked me right in the eyes and said, ‘Tom, you’re going to lose your ass,’” Clark remembers. “I said, ‘Well, it’s mine to lose.’”

It took over three years for Tulsair’s fortunes to slowly turn around, but when they did, it was in a big way.

Under Clark’s management, Tulsair sold its first airplane in a long time, then another, and another. Profits crept back up. When a rival airplane company went out of business, Clark bought the rest of their inventory. Within a year those airplanes had sold. Looking back, Clark has never once regretted his choice to stay at Tulsair. The business not only took him around Oklahoma, but across the world.

“I’ve sold airplanes in Europe, Japan, South America, China etc.,” Clark said. “We got to see all these countries we’d never seen before. It was quite an experience for me.”

No matter how far he traveled, Clark never lost touch with his Sooner heritage. At the end of March 2001, he became an OU Regent, and he held that position for 14 years until retiring at the end of March. He is always happy for the chance to go back and see what’s new at OU, especially at Price.

“Price College of Business is doing very well,” Clark said. “It’s an excellent school, and I’m quite proud of that.” Clark has advice for the younger generations of Price College students who want to emulate his success: be prepared to make sacrifices and put in long hours. But the most important aspect in the business world, said Clark, is having the right attitude.

“I am a get up and go person,” he said. “I drive hard, and I do that because that’s part of me. And I know also that there are a lot of people like me with the same drive and desire, a lot of which came from OU.”



Tulsair’s headquarters feature a historic stone-structured hangar built in 1933 as part of the Works Progress Administration.



# Mike Stone: On the ROAD Again By Jocelyn Pedersen

A Price College of Business graduate with a 1980 BBA in management just keeps on truckin' after taking over the family business. Mike Stone is president of Beaver Express Service, a premier small package express and Less than Truck Load (LTL) motor freight company based in Woodward, Oklahoma.

For those unfamiliar with the trucking business, Stone summed it up. There are trucking companies that deliver only full trailer loads of cargo. In contrast, some LTL businesses will haul packages just like UPS and FedEx, while others stick to truckloads or partial truckloads of freight on pallets.

Beaver Express utilizes a network of 24 terminals strategically located across Oklahoma, Kansas, New Mexico, northern and west Texas, central and southwest Missouri, and northwestern Arkansas. With precise synchronization, freight is picked up from towns and cities Beaver Express serves, then it is brought back to a base terminal, sorted and consolidated with other people's shipments and taken to another terminal, where it is unloaded, put on delivery trucks and delivered to its final destination the next day. Beaver Express can transport large or small shipments with a weight cut-off of about 15,000 pounds each.

To make this possible, Beaver Express works with over 145 independent contractors "who provide local delivery service in most of the smaller towns we serve," Stone said. "Typically, these are small-business owners who help provide excellent local service to customers from the largest cities to the smallest towns, like Slapout, Oklahoma, with a population of approximately 12. We have customers who count on us to deliver to and pick up from small customers in rural areas," Stone said.

Al Comstock, owner of Comstock Oilfield Supply in Woodward, said he has about 20 employees and has been in business over 26 years. Comstock said he receives deliveries from Beaver Express daily, and upon occasion, ships with Beaver as well. Having used Beaver Express for over 26 years, Comstock seemed pleased with the service.

"They do a good job and provide a good service, for sure," Comstock said. "We're an oil field supply store. We order a lot of inventory from Tulsa, Oklahoma City and Muskogee - parts and inventory. They provide the service for getting it here overnight."

Regarding Stone, who is ever grateful for his employees and customers, Comstock said, "He's pretty much a down-to-earth kind of guy. When they're short handed, I've seen him get out there working, making sure things are the way they're supposed to be going. He's a hands-on kind of guy. He helps his employees."

Stone attributes his success to hard work and good people.

"We've got a lot of good people working for us who are all about the business and care about the customers' business. We're not perfect, but we give really good service. Assuming that we price things correctly, and give good service, and try very hard to keep our customers happy so they don't use somebody else, then that translates into being successful."







Mistletoe Express was the predecessor of Beaver Express, providing mail and newspaper delivery between Woodward and Beaver.



Mike Stone with one of Beaver Express' delivery trucks.

Elisa Boland, data integrity specialist with Austin Distributing out of Amarillo, Texas, relies on Beaver Express' accountable service. She said she works for a big company with three different branches in Wichita, Kansas; Amarillo, Texas; and Odessa, Texas, that use Beaver Express. Typically, Boland and her colleagues at Austin Distributing sell hydraulic equipment and products for the oilfield, which they ship through Beaver Express.

When asked how long her company has used Beaver, she responded "a very long time. Decades." This relationship is born of great customer service and a positive attitude.

"Their people are very friendly. Their service is great. We never have issues with our shipments being late. They provide a really good service and their rates are reasonable."

Boland said what got her hooked on Beaver Express was when she took over bills for her company. When she contacted Beaver Express, both Beverly Howard, the regional account executive, and Stone came by to visit.

"He gave me his cell phone number and said if I ever needed anything to just call him. He made himself available for anything I needed. With other companies, you usually have a hard time getting hold of someone up the ladder, much less having them stop by to visit."

Beaver Express' friendly customer service has been part of the package for generations. As Stone put it, it was "important to continue our family history in providing quality transportation services to people in the rural towns in our service area. There aren't a lot of trucking companies that consistently serve the areas we go to."

Family business values and education helped Stone achieve the success he enjoys today. After graduating from Woodward High School, Stone became a biology major attending OU on a Navy ROTC scholarship. However, he switched gears once he began taking classes for which he was not well suited. "I promptly fled," Stone chuckled. Stone's dad suggested he change his major to business and come back and work for him at Beaver Express. Now Stone is a third-generation company owner. His grandfather worked for Mistletoe Express back in 1943 and purchased Beaver Express in 1958. In 1960, Stone's father started to work for the family, and in 1981, Stone joined the corps.

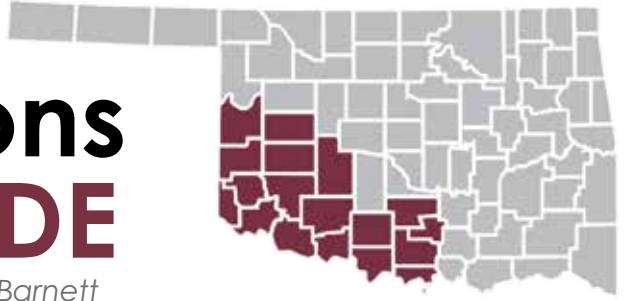
"My business degree helped prepare me for running our family business," Stone said, adding that prior to starting business classes, "I hadn't thought much about business classes. I thought I'd major in biology and do something pre-medical. Then I started taking basic accounting, marketing and other business classes," which were a switch from the math and science classes Stone took in high school. "Now I was learning debits and credits and marketing strategies. It was completely different from anything I'd ever been around. I knew some of it, but I had to learn a lot after I got here - to apply it to the real world."

And apply it to the real world he did. Beaver Express has grown over the years, in part because, "We've always had the belief that small towns deserve the same transportation services that the big towns have," Stone said.

For more information about Beaver Express, visit <http://beaverexpress.com>.

# The McCasland Family: Four Generations of SOONER PRIDE

By Brooke Barnett



**The University of Oklahoma is an integral part of the family of the late T.H. McCasland Sr., a successful oilman and philanthropist hailing from Duncan, Oklahoma. In the past two generations, all but one McCasland family member has attended OU and called Norman home for their higher education. Three of those alumni also hold degrees from Price College and now play a leading role in continuing the family's legacy.**

## Tom McCasland III, Mack Energy Co.

T.H. McCasland Sr.'s grandson T.H. "Tom" McCasland III (1981 BBA in petroleum land management) is the president of Mack Energy Co., a privately owned exploration and production company headquartered in Duncan. MEC currently operates more than 700 wells in Oklahoma, Kansas, Texas and Louisiana and consistently ranks in the top 10 independent oil producers in Oklahoma. McCasland Sr. founded the company in the 1930s, and over the past 80 years, MEC has grown in both scope and size.

"We have become a multi-generational company," Tom explains. "I am the third generation of our family to be involved and now the fourth generation is coming up. My son is studying energy management and my oldest daughter is majoring in nonprofit management, both at OU. Family involvement is absolutely the key to a successful multi-generational company."

Tom, who became president of MEC in 1996, credits his education at Price College with helping him steer the company into the next era. "My education helped me build my career and my success," he explains. "One of the things that I rely on most is my accounting background. As CEO, a firm grasp of financials is crucial."

Tom's involvement with OU continues today. He serves on the Price College Dean's Advisory Board and he and wife Monica are members of the college's Adams Society, a donor society. Tom also serves on the board of the

OU Foundation and was formerly president of the OU President's Associates. "Students today are doing so much more than when I was a student. We simply didn't have the technology that is available now. We actually used typing services in the student union," he recalls, laughing. "Price College is in the heart of energy country and offers unbelievable contacts within the industry. There is no other place that I know of that you can get this experience and education."

## Barbara Braught, McCasland Foundation

McCasland Sr.'s granddaughter Barbara Braught (1990 MBA) serves as the executive director of the McCasland Foundation in Duncan. The foundation represents the family's philanthropic endeavors and allows their grandfather's vision to continue into the future.

"Our family works together as a team within the foundation," Barbara explains. "I am the grants manager, so I get to hear about exciting projects happening around the state. I become an advocate for nonprofits and the valuable work they do."

In 2001, the family paid homage to their long involvement with OU by naming the field house in honor of their grandfather. One of the most historic buildings on campus, the Howard McCasland Field House now serves as a first-class training and competition venue for the OU men's gymnastics, volleyball and wrestling programs.

"We are all huge OU athletics fans, so we are pleased to name the facility after our grandfather, who played basketball in that very building," Barbara explains. "It is very meaningful to our family."

Barbara feels fortunate to be able to continue the history of giving that began more than 50 years ago. "Our parents and grandparents instilled in us the importance of giving back to the local community and the state of Oklahoma," she concludes. "It's an incredible gift to be able to hold up our grandfather's ideals and find projects that he would be proud to support."

## Rick Braught, Investors Trust Co.

Barbara's husband, John Richard "Rick" Braught (1994 BBA in finance; 1989 MBA), is the president of Investors Trust Co., the family's private, state-chartered trust company. After completing his MBA in 1989, Rick served as a financial analyst for both Firestone/Bridgestone and Mobil Chemical Co. "Through the various stages and locations of my career, there have been many aspects from my time at Price College that have greatly helped me to be successful," Rick explains.

In 1994, Rick moved back to Oklahoma to serve as president of ITC. "The move was a complete change from my working background," he recalls. "As I took the reins to oversee the operations, I also took over management of various equity and fixed income portfolios contained within the company. In 20-plus years in this position, I believe our operation is complex and efficient as we continue to grow."

Rick says the proudest moment of his career to date has been working with Barbara to construct and develop The Territory Golf & Country Club, located just outside of Duncan. The nationally recognized championship golf course was ranked as the 10th Best New Course in the country by *Golfweek Magazine* in 2006 and has been continually ranked in the Top 10 Best in State by *Golf*

*Digest*. "This project took aspects of everything I have learned and accomplished in my career and required me to fully understand all aspects of operating a business," Rick adds.

"I have been very fortunate throughout my career, as I have relied on numerous business disciplines to perform my responsibilities, and there were many Price College professors that had a great impact on my ability to succeed," Rick reflects. "I believe Price College to be one of the most comprehensive programs available that truly prepares students for success."

## The Next Generation

Looking toward the future, the McCasland family anticipates increased involvement from the next generation. "We have a lot of diverse activities, so we encourage and hope that the next generation will keep the family business going," Tom concludes. "Even though we work in different offices, we all work for the greater good and expansion of the family. We continue to impart our family values into the fourth generation and hope that our family history and traditions will encourage them to make the right decision. Which is, of course, to go to OU!"



T.H. "Howard" McCasland Sr., grandfather of Tom McCasland and Barbara Braught



Vivian McCasland, grandmother of Tom McCasland and Barbara Braught



Tom McCasland and his wife, Monica



Barbara and Rick Braught with their two sons



The first oil derrick of Mack Oil, MEC's operating predecessor



The McCasland Family with OU Athletics Director Joe Castiglione Sr. (third from the right) at the Howard T. McCasland Field House

# The Humphreys Fund: Building an OKLAHOMA Future

By Jerri Culpepper

**Former Oklahoma City mayor Kirk Humphreys, who leads The Humphreys Fund, an Oklahoma-based real estate investment fund, among many other endeavors, knows that relationship-building is key to growing a successful business and career.**

And the Price College alumnus – Kirk earned his bachelor of business administration in finance in 1972 – said during his undergraduate years at OU, he had the opportunity not only to receive a sound academic foundation, but multiple opportunities to form friendships that continue to yield enormous benefits.

In agreement is son Blair, who earned his BBA in 2006 in entrepreneurship and venture management from Price, making him one of that program's earliest graduates. Blair and his older brother, Grant, a Baylor graduate who attended Price College for a year, work alongside their father at The Humphreys Company in Oklahoma City. Grant is town founder of Oklahoma's newest municipality, Carlton Landing, a resort community on Lake Eufaula. Blair is overseeing the design and development of the Wheeler District, an urban infill project on the Oklahoma River.

Kirk and Blair took time out of their busy schedules recently to talk about how they have used their

Price College experiences to pursue successful and highly satisfying careers. "Where you go to college is important, especially if you intend to stay in the state where you get your degree," Kirk said.

And in Oklahoma, he added, OU is the place to go.

"It opens all kinds of doors," he said, explaining that formal learning is only part of the equation. "At OU, you will make important friendships, and relationships are the basis of business."

Kirk said he serves or has served on a myriad of boards and councils that were well-represented by OU grads. His business partner of 30 years, Marsh Pitman, is a friend from his OU days.

Kirk said he has used his Price College finance degree "every day in business" and that Price College taught him how to "think about time and the value of money, among other things." Of course, he added, laughing, "I learned a lot out of school, too."

Blair, who attended OU as a National Merit Scholar, said he routinely runs across classmates and other OU alumni while conducting business, and that this shared experience is priceless. Although he received a first-rate education at Price, Blair said the reputation of OU's business college has continued to soar with the addition of new, state-of-the-art facilities and expanded programming. And as an alumnus, he continues to benefit from that enhanced reputation.

## Kirk Humphreys

The Humphreys family has been developing real estate for three generations. Kirk's father, Jack, first began to develop real estate in Oklahoma City in 1967. From 1972 to 1989, Kirk and his brothers built a business distributing beauty products and other non-food items to leading retailers across the nation.

In 2012, Kirk established The Humphreys Fund, a private Oklahoma limited liability company organized to acquire, develop and lease income-producing real estate properties throughout the United States, with special focus on key markets throughout the South. These properties are acquired directly in some cases; in other instances, the company works with strategic operating partners, third-party brokers, developers and managers.

Beginning with \$50 million in assets, it has grown to more than \$140 million in assets today (\$200 million expected by the end of the year), with over 40 properties in Oklahoma and 12 other states. The fund also holds interest in more than a dozen single-purpose



From left, Blair, Grant and Kirk Humphreys speak to Price College entrepreneurship students during an executive-in-residence visit in February.

entities formed to acquire, develop or renovate such income-producing properties as multifamily, retail, office and industrial space.

With Kirk at the helm, The Humphreys Company has served as trusted landlords for many high-profile tenants. Among its earliest tenants were Braum's and Love's Travel Stops and Country Stores. Tulsa-based QuikTrip is its longest tenant relationship, stretching back 45 years. The Humphreys Fund also is a landlord for Red Robin, Steak 'n Shake, IHOP, Wendy's and Office Depot.

Kirk said they are always on the lookout for investors – key operating partners interested in acquiring, developing or renovating income-producing properties: apartments, shopping centers, hotels, office buildings or warehouses. The Humphreys Fund uses a diversified real estate acquisition and investment strategy to bolster investors' returns while diversifying risk and stabilizing volatility.

Kirk also has undertaken several other notable endeavors, including two terms as mayor of Oklahoma City beginning in 1998, during which he assumed a leadership role in the passage of the city's downtown revitalization effort, Metropolitan Area Projects, or MAPS. The project has led to increased economic development and an improved quality of living in the downtown Oklahoma City area.

Among other activities, Kirk currently serves his alma mater as an OU Regent. In 2008, he became co-host of "Flash Point," an award-winning, locally produced Sunday morning political talk show on KFOR-TV.

## Blair Humphreys

As an undergraduate student at Price, Blair enjoyed both his classes and his interaction with academic and practitioner faculty. He credits Price College with showing him how "to connect the dots between ideas, innovation and opportunities."

After graduating from Price in 2006, Blair became interested in city planning and urban design and enrolled at the Massachusetts Institute of Technology, where he earned a master's degree in

city planning and urban design certificate in 2009.

In 2010, Blair returned to OU – this time to serve as a Fellow of the newly established Institute for Quality Communities (IQC) and adjunct instructor of urban design theory in the College of Architecture. Within a year, he was named executive director of the institute and assistant professor. During his tenure at OU, Blair oversaw the development of new courses and programs, as well as a new environmental design degree program, and launched a new event that continues to thrive today: the IQC Placemaking Conference.

In 2014, Blair left OU to join his father and brother at The Humphreys Company where, as noted earlier, Blair operates one of the two boutique, mixed-use master planned communities in Oklahoma.

Still in its early stages of planning and development, Blair refers to the Wheeler District as "Oklahoma City's next great urban neighborhood." Located near downtown on the Oklahoma River, the project offers Blair "a unique opportunity to do a large-scale infill urban development project, where an entire district will be added to the Oklahoma City downtown over the next decade."

Realtors often cite "location, location, location" as the top factor in a home's desirability, and the Wheeler District – located about a mile from downtown "as the crow flies" and situated on the Oklahoma River – fits that bill superbly. While the location is highly desirable, however, the site isn't so much. The 150-plus-acre brownfield site has, among other uses, been an oilfield and airport, requiring extensive cleaning and landscaping.

Walkability is at the top of the priority list for this new community. The community will feature denser housing – as many as 15 to 20 per acre, compared to a typical density of four per acre in a typical American suburb – with residents giving



The Wheeler District will feature a Ferris wheel, the centerpiece of an open space that will evolve as development is completed.

up their backyards in favor of shared spaces, including parks and walking/bicycle paths.

In contrast, Blair pointed out, "the typical suburban lifestyle is built around backyards and commuting."

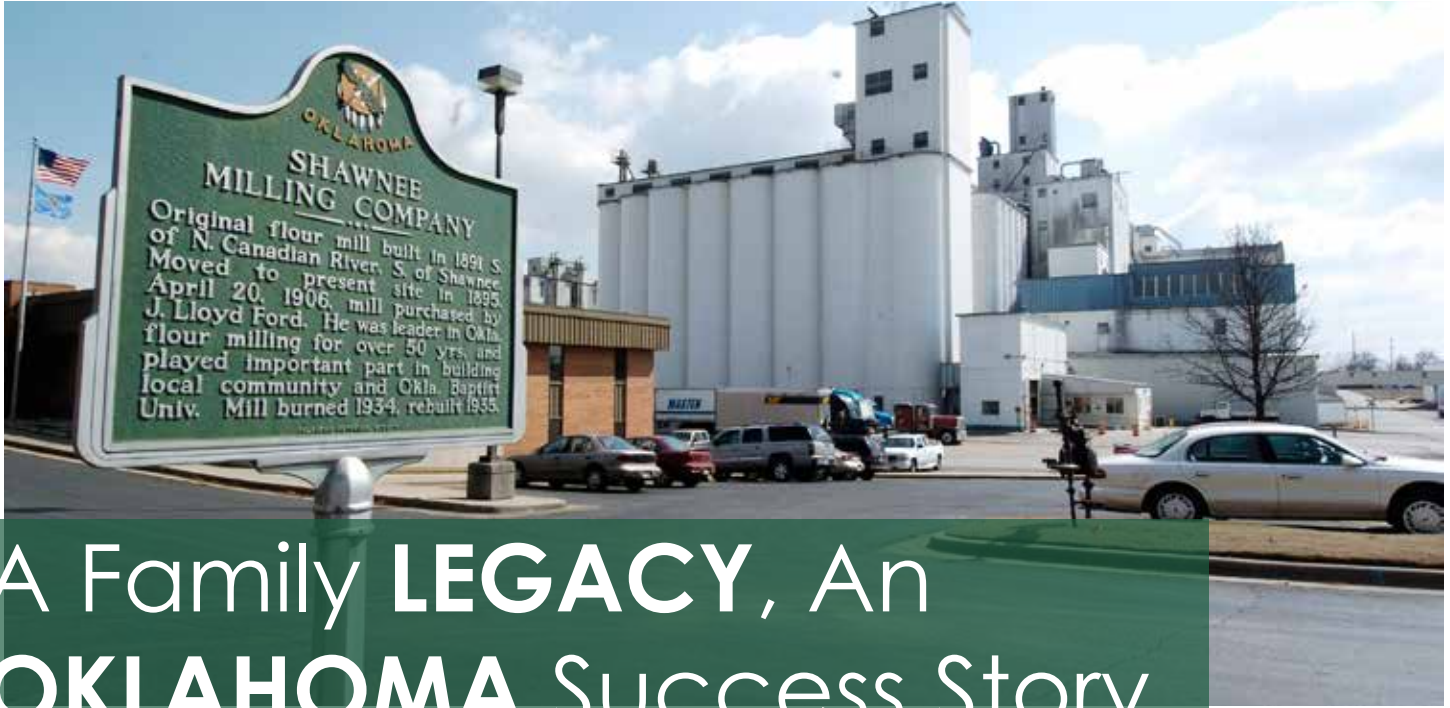
Blair said plans call for a range of housing types, from single-family to apartments, some with businesses located on the ground floor and the living quarters above.

"We're creating places where people will want to be – singles as well as families with kids," Blair said, adding that the community will be an inclusive one – it won't be gated, and will be "stitched into the fabric of the city, connecting to downtown and the surrounding neighborhood."

The neighborhood is expected to attract a diverse population, including Millennials (individuals who reached adulthood around the turn of the 21st century), "as this generation is showing an affinity for urban living," he said. However, Baby Boomers, senior adults and other populations also may be attracted by different aspects of the planned community, including its enhanced social offerings. (As Kirk Humphreys put it, "People crave community; they want to be where other people are, as Starbucks knows so well.") "How wonderful would it be to have a community where people of different ages socialized together?" Blair asked.



# Shawnee Milling Company:



## A Family LEGACY, An OKLAHOMA Success Story

By Brooke Barnett

**Even in the days before the Oklahoma Land Run, the Ford family of Shawnee had a dream for the future. This vision became a reality in 1906, when J. Lloyd Ford founded the Shawnee Milling Co. Four generations and more than one hundred years later, the family business is still going strong, enjoying ongoing success as a local and national leader in the farming, grain milling and baking industries.**

### A Family Affair

Price College graduate Joseph “Joe” Ford currently serves as the senior vice president of operations of Shawnee Milling. He is the fourth generation of the Ford family to take a leadership role in the family business, serving under his father, William L. (Bill) Ford, the company’s current president.

Stepping into the family business came naturally to Joe, who says his business acumen is a direct result of his upbringing. “Growing up in the business allowed me to have certainty early on that I wanted to be part of my family’s legacy,” Joe explains. “I started out working summers at our company’s research farm before my father moved me into working in the plant during summers

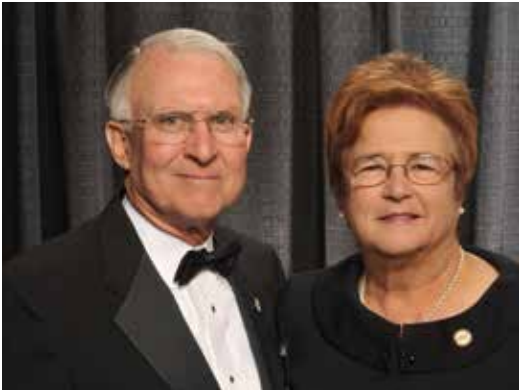
in college. I worked stacking bags on pallets, sweeping the floor and unloading grain trucks. My father moved me throughout every department in the mill so I would understand the day-to-day operations. I benefit every day from the lessons that I learned.”

Today, Shawnee Milling has 250 employees in facilities across Oklahoma, including locations in Shawnee, Okeene, Minco, Okarche, Kingfisher and Ada. In addition to manufacturing food and animal feed, the company creates a variety of flour, cornmeal and baking mix products and also handles custom milling and mixing projects. Shawnee Milling currently produces over 300 customer products ranging from individually packaged pancake mixes found on the grocery aisle to baking premixes used by restaurant chains and school lunch programs.

### Building a Businessman

Hands-on experience isn’t the only factor that has helped Joe launch his career with the company. He credits his time at the University of Oklahoma with giving him the tools and expertise needed to remain relevant in today’s business world. Attending Price College is also a family tradition. His father, Bill, holds both a bachelor of business administration degree in economics and an MBA, and serves on the dean’s advisory board.

“My time at Price College gave me the foundation and experience to start my career with the confidence that I



Bill Ford and his wife, Nancy, attend the Price College Adams Society dinner as founding members.



Shawnee Mill circa 1906



From left, Joe, Bill and Bob Ford

could tackle the challenges that I knew were coming. Above all, I knew I was prepared to compete with those around me with a desire to always continue to learn,” Joe explains. “At OU, I was continually challenged by my professors and the students in my classes. Those experiences prepared me for the competition we face as a company. We have to earn our stripes everyday by competing, but, to me, that makes the successes that more rewarding.”

## Spreading Success

Shawnee Milling has enjoyed great success over the past century. Under Bill Ford’s leadership, the company has transitioned into serving many national and regional chains, as well as other industrial food manufacturers.

“The success and growth of Shawnee Milling over the past 108 years is testament to the consistent leadership of my great grandfather, grandfather, my father and my uncle Bob Ford,” Joe continues. “They surrounded themselves with a wonderful family of employees whose dedication has fueled Shawnee Milling’s longevity. I have been back at the mill the last 10 years, and my goal has been to learn something from those around me every day. The institutional knowledge possessed by my father, uncle and the rest of our employees is the foundation of any of our plans going forward. My goal is to build on their success to honor them.”

And despite the company’s growing national focus, Shawnee Milling has remained true to its roots. A proud member of the Made in Oklahoma (MIO) Coalition since its inception, Shawnee Milling is a major supporter of the coalition’s efforts to raise awareness of locally produced food and agricultural products. “Oklahomans love to support each other, and the MIO Coalition allows Shawnee Milling to tell our story throughout the state,” Joe adds.

## Future Focus

Going forward, Joe says Shawnee Milling will continue to maintain their industry position as a progressive food manufacturer that focuses on the customer. “The personal service we provide our customers allows us to be a steady presence as their organizations navigate change,” he says.

“We heavily invest in our manufacturing capabilities. We recently have remodeled and expanded our research and development facility to produce not only our Shawnee products but to provide custom products for our customers. We want to be a resource to our customers to help them solve problems and be successful.”

The company is also planning another expansion of the Shawnee facility to allow for more production space and large finished product silos. “This expansion will allow us to again expand our product offerings to other industrial food manufacturers,” Joe explains. “We are also in the process of adding more whole grains to our baking mixes that can be found in grocery stores across the state.”

## Keeping It in the Family

Joe’s current position in the family business is only one of the roles he treasures. He has been married to his wife, Katie Williamson Ford, also a Price College graduate, for more than 12 years, and the couple has three kids (ages 7, 5 and 14 months). “One of my jobs at home is to cook pancakes for the kids,” Joe jokes. In addition to sharing a love for the company’s products, Joe also hopes to pass along the family’s business know-how to the next generation. “My goal will be to provide the same opportunity to my children that my parents worked so hard to provide me.”

“My father has taught me that every day you treat people with integrity in all that you do,” he concludes. “He never compromises on quality and looks for improvement in every part of our organization. Carrying on his legacy makes me proud every day.”



# Price College TACKLES BIG ISSUES

Some of the most significant business issues of our time are actively addressed and solved by the faculty and students of Price College. Specifically, there are five areas that are integral to our state and nation's competitive standing: education, the economy, energy, globalization and healthcare. Through the preparation of future business leaders and generation of business insights, each of these five topics is positively impacted by Price College.

## Transformational Business Education

As the largest professional school at Oklahoma's flagship public research university, Price College is in the business of education. Always innovative, never complacent, Price provides its students superior instruction and preparation through renowned faculty, leading-edge technology, strategic coursework and top-ranked programs (see back cover for this year's rankings).

At the undergraduate level, Price students can choose from over a dozen different majors, minors and concentrations, and have required and optional curricular work and experiences available outside of their major. Every Price student is required to take business ethics coursework offered through OU's Philosophy department, as well as courses dedicated to professional development and written communication. Co-curricular experiences that are open to all business majors include the First Fidelity Integrated Business Core Program, JCPenney Leadership Program and study abroad. Students also have extracurricular resources available to hone their oral communication and

presentation skills at the Business Communication Center, and professional development opportunities through résumé-building, interview coaching, corporate engagement and internship opportunities.

Recent renovations and additions to Adams Hall that include the Active Learning Classroom and the Trading Room allow for more "pracademic" learning. In recent years, certain Price College courses began implementing the "flipped classroom" model, where students watch online lectures, collaborate in online discussions or carry out research at home and engage in concepts in the classroom with the guidance of their instructor. Construction of the Active Learning Classroom on the first floor of Adams Hall has made this type of learning model possible.

"The Active Learning Classroom is our most technologically-forward classroom that promotes creativity, group-based learning and problem-solving to facilitate the application of business concepts in a highly-interactive environment," Dean Daniel Pullin said.

Adams Hall's first floor also houses the Trading Room, a 1,500-square-foot computer lab installed in 2009 that features a 36-foot-long, eight-color LED ticker display and state-of-the-art datasets that include Capital IQ and Bloomberg terminals. Students can be found utilizing the Trading Room's technology every day, including finance students within the Financial Trading Strategies course and energy management students who learn alongside industry professionals during the BP Trading Simulation sessions.

## An Economic Engine for the State and Beyond

The University of Oklahoma's Economic Development office joined Price College in April 2014 and continues to serve as an economic engine for Oklahoma and the nation



Price College finance students utilize the Capital IQ and Bloomberg terminals in the Adams Hall Trading Room.





CCEW interns collaborate and present current projects at Three Partners Place, located at the University Research Campus in Norman.

through the Center for the Creation of Economic Wealth (CCEW) and the Office of Technology Development (OTD).

In addition to CCEW's expansion into the Tulsa market (see page seven for more details), the center supports entrepreneurs and prepares its student interns through effective programs like Agile Product Design, the Oklahoma Funding Accelerator, Software Business Accelerator, Social Entrepreneurship Program and CCEW Bay Area Internship in San Francisco. CCEW also works closely alongside the Office of Technology Development to bring university-development technologies to the market.

“Our Economic Development office received millions in licensing and legal reimbursements for OU technologies in the past year, while overseeing a five-year total issuance of nearly 200 patents and 40 intellectual property licenses,” Dean Pullin said.

In fact, since OTD's creation in 1998, the office has licensed technologies to 36 companies that have generated more than \$75 million in capital, more than \$10 million in cash and more than \$30 million in current estimated

equity value for the university. In addition, these companies have created in excess of 150 jobs, which pay, on average, nearly twice the median household income in Oklahoma.

“From a financial incentive standpoint, we have a very favorable intellectual property policy,” Jim Bratton said, who serves as assistant vice president of economic development and executive director of OTD.

“Most universities have a revenue sharing plan and allow a researcher to share in the licensing revenue. OU took a very forward, positive and



OU student Ryan Phillips works on Siren, a start-up created with fellow students through the Software Business Accelerator.

advantageous perspective in favor to the inventor, where the inventor receives 35 percent of all gross royalties received by the university.”

Most of Economic Development's components are housed at the University Research Campus, located on Norman's south campus. The most recent advancement in this area is the creation of the Innovation Hub. The hub is a collaboration between Price College, the OU Libraries, OU IT, the College of Engineering and the Office of the Vice President for Research. While still in the planning phase, the hub will be home to CCEW and open to students, faculty and community members. In order to facilitate “intellectual collisions” among the OU and Oklahoma community, Dean Pullin said the Innovation Hub will feature such amenities as a digital fabrication laboratory, café and fitness center.

“The university is opening our doors and corridors to the community and other creative types to work arm-in-arm with our students and faculty to create new business ventures and drive knowledge-based economic development for Oklahoma.”



A panel of energy scholars and professionals discuss mutually compatible priorities at the 2015 Energy Symposium.

## Leading the Country in Energy Education

The University of Oklahoma has been a leader in energy education for over 100 years, beginning with the world's first School of Petroleum Geology in 1900. In 1958, the Price College of Business launched the world's first Petroleum Land Management Program. Now known as the Robert M. Zinke Energy Management Program, it is the largest program of its kind with over 600 students. Continuing the college's commitment to providing a premier energy education, the Energy Institute was established to strengthen the energy industry through education, research and outreach.

Dipankar Ghosh serves as the executive director of the Energy Institute and is the David C. Steed Professor in Accounting. “The Energy Institute creates a platform for thought leadership and intellectual exchange on the intricate network of issues confronting today's energy

businesses,” Dr. Ghosh said. “The institute also advances innovative and sustainable energy solutions to address the critical challenges facing our domestic and international communities.”

Five distinct educational programs are offered through the Energy Institute at the undergraduate, graduate and executive levels: an undergraduate student can major in energy management; a part-time or full-time graduate student can specialize in energy while earning an MBA; and an energy professional can strengthen his or her business skills through the week-long, 38-hour intensive Energy Executive Management Program or the primarily online, 15-month Executive MBA in Energy Program.



The inaugural class of the Executive MBA in Energy celebrates its March 2015 graduation at the Sam Noble Oklahoma Museum of National History.

Boasting one of the nation’s leading communities of scholars, the institute also conducts research on such relevant topics as energy finance and economics, energy accounting issues, risk management in the energy industry and the environmental impact of corporate decisions. These highlights include collaboration with the U.S. Energy Information Administration and participation in high-level panels and conferences, as well as doctoral research support and multiple grant funds from such organizations as the U.S. Commodity Futures Trading Commission.

The third component of the Energy Institute is outreach. Through conferences, networking events and speaker series, the Energy Institute offers a consistent venue to discuss and debate energy projects and energy solutions that have a significant impact on the energy business. One of the largest events hosted by the institute is the Energy Symposium, which brings together energy professionals, scholars and students to address such significant topics as economic and environmental prosperity, the geopolitical impact of U.S. energy security and the implementation of a pragmatic and enduring energy strategy for America’s future. The institute will also host the country’s first-ever academic energy finance research conference in the fall.

## The Global Impact of Price College

In an ever-increasing global environment, an international business education is paramount to the preparation of future leaders. The strength of Price College’s International Business Program continues to grow as the college experiences the largest number of students studying abroad. Since 2007, the college has experienced a 471 percent increase in study abroad participation, with 400 students anticipated to study abroad in 2015.

Marking a decade of excellence, the college’s International Business Program is ranked among the top 25 in the nation by *U.S. News & World Report* for the 10th consecutive year. *Bloomberg BusinessWeek* also recognizes the program as 28th in the nation. As a founding member of the Consortium for Undergraduate International Business Education (CUIBE), the International Business Program requires its students to double major within the college and take up to 22 credit hours of a foreign language. International Business students also are required to study or intern abroad for at least 15 weeks in a non-English speaking country, and can be found studying abroad in over 36 countries.

In addition to the well-rounded education International Business students receive, every Price College student, regardless of major, has the opportunity to enhance his or her business acumen through the college’s study abroad programs. The college offers 16 courses abroad via seven faculty-led, short-term study abroad programs in five countries: Spain, France, the United Kingdom, Costa Rica and OU’s European campus in Arezzo, Italy.



Price College students visit the Colossus of Constantine in Rome, Italy.



Price College students in Madrid, Spain.

Assistant Professor Ana Bolino serves as the director of international business studies and education abroad programs at Price College. “We offer all students an amazing array of study abroad opportunities,” Bolino said. “Our programs allow students to earn up to six credit hours overseas. Lectures complement program activities that include company visits and trips to other cities and tourist attractions. By taking part in study abroad experiences, students increase their international business knowledge and cultural intelligence, becoming more marketable in today’s competitive job market.”

In 2014, 43 percent of all Price College students benefited from a study abroad experience before graduation.

The program has never been more accessible to students, either. The number of Price College scholarships awarded to students studying abroad has doubled in the past year, with 78 percent of all study abroad scholarship applicants receiving financial support.



The OU flag is proudly sported in Paris, France.

Chloe Tadlock is a sports management student at Price and received the Dolman Family Scholarship to study abroad the summer before her junior year. During her time in Arezzo, she studied managerial accounting and participated in a class trip to a local organic winery to learn about the business. “Going to Podre de Pomaio Winery taught me how to adjust your business to the culture of your consumers,” Tadlock explained. “Their business model for Italy was completely different than that of their business model for the United States. It was a very intriguing process to watch first hand.”

“I grew as a person because of my experiences, and I learned how to adapt to different cultures and different people. I am so grateful for the opportunity to have done so. I have already seen that I am applying what I learned while studying abroad in and out of class and am excited to see where else this special educational tool can take me.”

## Improving Business Effectiveness in Healthcare

The effectiveness and efficiency of healthcare is one of the most substantive issues of our society. In the United States, healthcare represents 18 percent of the economy, has the world’s highest patient per capita cost and is in a state of evolution with the advent of the Affordable Care Act and other environmental forces.

By many measures, Oklahoma’s healthcare performance is at or near the bottom when compared to other states,” Ron Davidson said, who serves as director of the college’s Supply Chain Management Division. “This is true despite possessing a world-class Health Sciences Center and pursuing various private and governmental initiatives.”



Price College students teamed up with OU medical students to formulate Manifest Diagnostics, a handheld device that quickly detects and diagnoses upper respiratory infections.

While in the early stages of tackling this issue, Price College has already taken action to improve the business effectiveness of the healthcare industry. Beginning this fall semester, undergraduate students are able to pursue a minor in healthcare at Price College. The minor requires students to complete courses specific to healthcare, including marketing and administration, law and ethics, economics and security systems.

Davidson hopes the healthcare minor is the first step to eventually creating a nexus of activity that enhances interaction among public, private and university stakeholders to further societal healthcare goals.

“For decades, Oklahomans have concentrated on medical advances and delivery systems in improving healthcare effectiveness. However, little coordinating effort has been devoted to the business of healthcare (e.g., patient-centric systems, information confidentiality and security, data management and communications). This situation calls for a ‘full court press’ by tapping under-utilized intellectual resources of the university community and society in general and providing a program that offers leadership for improvement, focusing on integrating and coordinating stakeholders and facilitators and providing a catalyst for experimentation and innovation.”



A CCEW social entrepreneurship team helped the Dean McGee Eye Institute in their collaboration with Sichuan Provincial People’s Hospital to develop a for-profit eye-care clinic in Sichuan Province, China.

# Price College Faculty Increase Research Productivity and Receive Significant Grant Funding

To complement the 11 percent rise in Price College student enrollment over the past two years, the college welcomed new full-time faculty members to bring its faculty presence to an all-time high. Price faculty achieved the highest level of research productivity in over a decade, and the number of research papers occurring in top tier, “A” or “A-” business publications nearly tripled in 2014 compared to 2011. Contributing to the growth in research, Price faculty received two significant grants during the academic year.

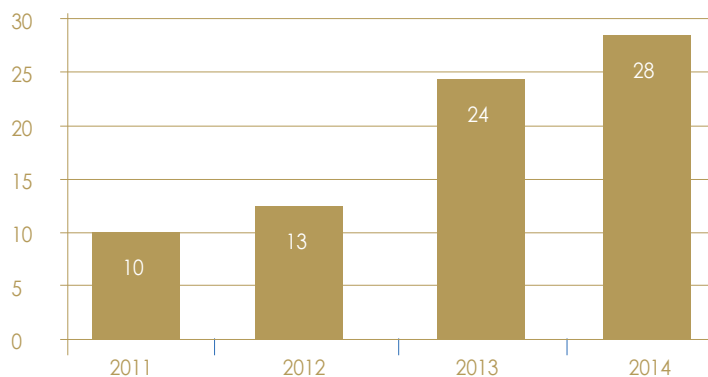
The National Science Foundation awarded MIS faculty a \$500,000 grant to generate insights pertaining to cybersecurity. Led by MIS assistant professors Alex Durcikova and Matt Jensen, the project uses a series of surveys, interviews and experiments to determine how the use of crowdsourcing can better protect an organization from semantic attacks. The most common type of attack is phishing via e-mail, but can also occur through other electronic channels like voice, texting and social media. The damage that occurs from these type of attacks has been estimated to exceed \$3 billion annually.

“Semantic attacks are efforts by others to steal valuable information by imitating electronic communications from a trustworthy source,” Dr. Jensen said. “While a great deal of attention has focused on training and sensitizing individuals to the risks of semantic attacks, little research has focused on strategies that organizations might use to coordinate defensive actions among organization members. Acting as one, rather than as isolated individuals, directly addresses the problem of the ‘weakest link,’ on which semantic attacks are frequently based.”

In addition to the grant given to MIS faculty, the Price College Finance Division received its fourth research grant from the Energy Information Administration of the U.S. Department of Energy. The \$65,000 grant allows finance faculty members to perform research on gasoline, distillate and other petroleum product prices.

The proposed research is a follow-up study of previous research projects undertaken by finance faculty members Dr. Louis Ederington, Dr. Chitru Fernando and Dr. Scott Linn. The U.S. Department of Energy explained the contract was awarded to these faculty because “not only have these researchers done extensive research in the area of the financial-physical interactions in the U.S. crude oil market

## Top Tier (“A” or “A-”) Business Publications



and have published numerous academic papers on this topic, but also the individual team members have extensive knowledge, skill and understanding of both the U.S. crude oil market and the petroleum product market, which makes the research team at OU uniquely qualified for this research.”

The Finance Division has 12 full-time faculty and two professor emeriti who have significant energy finance research interests and publications, and at least four of those faculty members worked in the energy industry before joining academia. Dr. Fernando, Rainbolt Chair and director of the Finance Division, said the U.S. Department’s reliance on the division’s expertise over the past five years is the mark of a premier energy finance program at Price College.

**There is no business school in the nation that can match our footprint in the energy finance space. - Dr. Chitru Fernando**



# Faculty in Media



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

"The interactive effects of multiple motives on organizational citizenship behavior among employees in Taiwan" – *Journal of Applied Psychology*



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

"Bio Matters: At OU, road to market begins at Office of Technology Development" – *The Oklahoman*



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

"Ask the experts: Should small-business owners seek venture capital funding?" – *CardHub*



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

"Oklahoma ranked low in quarterly personal income growth" – *The Oklahoman*



**Chitru Fernando**, Rainbolt Chair in Finance

"American Energy expands into midstream sector" – *The Journal Record*



**Hamed Mahmudi**, Assistant Professor of Finance

"Climate for transparency: Devon executive details executive compensation; shareholders nix environmental report proposal" – *The Journal Record*



**Pravin Nath**, Assistant Professor of Marketing and Supply Chain Management

"What makes a CMO powerful" – *Harvard Business Review*



**Jocelyn Pedersen**, Instructor of Business Communication

"Well-drilling permit in Slaughterville protested" – *The Norman Transcript*



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

"Putting lessons into practice: State business schools bring tech, collaboration into classroom" – *The Journal Record*

"i2E collaborates with student interns" – *OCAST's Oklahoma Innovation Radio Show*



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

"Could you improve health and wellness while working? A human computer interaction model with the treadmill desk" – *Decouverte, Canadian TV Show*



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

"Graphic novel to be used in online course in management from OU" – *The Oklahoman*

"Novel Approach" – *EdTech Digest*



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

"Speed traders should operate in good times and bad, study says" – *Bloomberg*

## Price College in the Media

"OU students develop software to alert truckers to hazardous weather conditions" – *The Oklahoman*

"Winning Oklahoma Governor's Cup inspires entrepreneur to take first steps down career path" – *The Oklahoman*

# College News

## Preparing Leaders



Price College students enjoy barbecue and snow cones in Dodson Courtyard during B2B Week.



### Back to Business Week Prepares Students for Success

The annual Back to Business Week included a career fair in Price Hall and a barbecue cookout in Dodson Courtyard. This year's sponsors were Bank of Oklahoma, ConocoPhillips, First Fidelity Bank, Love's Travel Stops & Country Stores, Northwestern Mutual, the Oklahoma City Chamber of Commerce, ONE Gas, Phillips 66, Plains All American Pipeline, PwC and Sendero Consulting.



MIS Associate Professor Alex Durcikova addresses the crowd at Devon Energy.

### Prospective Students Attend Women in Technology Retreat

The Price College MIS Division hosted a Women in Technology Retreat at the Devon Energy Center. With Kim Fisher, CIO of American Fidelity, serving as the keynote speaker, the forum brought together more than 100 female high school students, IT professionals and both male and female MIS students and faculty to discuss "the past, present and future of women in technology."



From left, Michael F. Price, Dean Daniel Pullin, Robert M. Zinke and OU President David L. Boren



The 2014 Adams Society inductees

## Fifth Annual Adams Society Dinner Features Keynote from Michael Price

The annual Arthur B. Adams Society dinner honored nearly 250 generous members Oct. 8 at the Sam Noble Museum of Natural History. Michael F. Price, managing partner of MFP Investors in New York and Price College's namesake, served as the keynote speaker for the evening where he reflected on the tremendous strides both OU and Price College have made over the years due to the investment of others. OU President David L. Boren provided the university welcome and society chair Danny Heatly gave the annual toast before dinner.

2014 experienced the largest Adams Society class of new members since its inaugural year, with 25 donors inducted into the society. The new class also included more Price College faculty members than any other year, nearly quadrupling faculty's involvement since 2010.

## Alumni and Friends Enjoy Annual Tailgate

More than 300 alumni and friends of Price College attended the annual tailgate that took place Oct. 18 in Dodson Courtyard before the OU vs. Kansas State football game. The event included Rib Crib barbecue, prize drawings and student booths where guests could purchase unique OU products conceptualized and sold by First Fidelity Integrated Business Core students to support local nonprofits.



IBC students sell their product, Boomer Boxes, to alumni and friends of the tailgate to support a local charity.



## Record-Breaking Year for Price College Service Day

The annual Price College Service Day was Nov. 1 with a record-breaking number of 300 Price students, faculty and staff volunteering at 18 different local public schools and nonprofits. A Service Day Kick-Off reception was held in Price Hall the day before that included remarks from Cleveland Elementary Principal Ty Bell and Halloween festivities that were open to all students, faculty, staff and their families.



Speakers, from left, Rocio Claybon, Bruce Flowers, Patty Moore, Katie Griffin and Lori Davis



## Purposeful Leadership Examined at Women in Business Leadership Conference

The JCPenney Leadership Program hosted its annual Women in Business Leadership Conference Nov. 14. The theme was “Purposeful Leadership: Pursuing Your Leadership Goals With Fierce Determination,” and featured a panel of speakers, several breakout sessions and two keynote addresses from Ann Motsenbocker, president of South Middle Market of Chase Bank, and Sandra Shoemaker, vice president of supply chain management operations for Lockheed Martin Aeronautics Co.



## Adams Hall Renovations Benefit Students

During the fall semester, the first floor of Adams Hall underwent several renovations. An Active Learning Classroom was constructed and is the most technologically forward classroom at the college to date. A gift from Don and Carolyn Zachritz allowed the college to re-design the opening lobby, located inside the south entrance doors to Adams Hall. The third recent addition to Adams Hall is the Price College Digital Library, an open space to promote student and faculty research and study. The Price Digital Library features the latest digital discovery tools and a rotating physical collection of pieces from the Bass Business History Collection.



Tech reporter and Price alumna Shibani Joshi teaches the first class in the Active Learning Classroom.



The Active Learning Classroom (top), the Zachritz Study Lounge (bottom left) and the Price Digital Library (bottom right)



Stephen Soroosh (left) and Mitchell Walser celebrate their first-place win at Chapman University's California Dreamin' Pitch Competition in 2014.

## MBA Student Venture Recognized by CNBC and Global Entrepreneurship Week

Driven Analytics, a mobile application for car owners developed by a Price College graduate student and his colleagues, was recognized as one of the world's 20 hottest start-ups of 2014 by CNBC, as well as one of Global Entrepreneurship Week's 50 most innovative start-ups. The start-up, developed by Professional Master of Business Administration student Stephen Soroosh, provides a driver real-time diagnostics specific to their car usage. The venture was formulated by Soroosh and his peers, Professional MBA students Jake Elliott, Mitchell Walser and Rachel Webb.





Students were awarded third place for the app idea "Meet Me."



The first-place Price students won Dell tablets and had their names engraved on the One U Cup.



## MIS Division Hosts One U Cup Challenge

The Price College MIS Division hosted the One U Cup Nov. 14-15, which challenged OU students to design a working prototype for an app on the Windows platform

that would allow OU students to easily connect with each other and the campus. Out of the 32 students who competed, the top interdisciplinary teams received prizes and the potential to turn their idea into an actual application; the first- and third-place teams were made up of Price College students.



Lindsay Smith

## MBA Student Receives Prestigious International Business Scholarship

Lindsay Smith, who is pursuing her MBA in management information systems, was one of only 12 international recipients of the 2014 Jane M. Klausman Women in Business Scholarship, funded by Zonta International. Approximately 1,000 women applied for the scholarship from 67 countries, with 29 district recipients and one region recipient.



## Class of 2014 Celebrated at Fall Convocation

Several hundred Price College graduates walked across the stage at the Price College Fall Convocation Dec. 13 at the McCasland Field House. Jim Dewbre, senior vice

president of land at Southwestern Energy, delivered the alumni address. Haley Eastham reflected on the valuable preparation she received at Price during the graduate address, and Justin Wisener led fellow graduating seniors in the singing of the National Anthem and the OU Chant.



Alumni Speaker Jim Dewbre

Justin Wisener leads the OU Chant

# College News

## Tackling Big Issues

### Education



#### Collaboration Deemed a Success

Ron Bolen, assistant professor of entrepreneurship and management, and OU College of Engineering faculty members Dr. Chad Davis and Dr. James Sluss co-authored a paper, “Developing an Engineering and Entrepreneurship Collaborative Project.” The paper describes how MBA students were utilized to evaluate engineering students’ venture ideas as part of their coursework in the engineering college’s Professional Development course. The paper was presented last October at the Frontiers in Education Conference in Madrid, Spain.



Ron Bolen



Chad Davis (second to the right) works alongside students on an engineering project.



OU President David L. Boren announces the 125th Anniversary campaign in Beard Lounge at the Oklahoma Memorial Union.



#### Price College Launches Campaign during OU's 125th Anniversary

Price College launched a transformative campaign in conjunction with the University of Oklahoma's 125th Anniversary “Live On, University” campaign to raise \$500 million. To donate and learn more about the greatest needs within Price College, please visit [price.ou.edu/give](http://price.ou.edu/give).

# Economic Development



Chickasaw Gov. Bill Anoatubby (left) participates in a Q&A with Dean Daniel Pullin.

## Guest Speakers Focus on Entrepreneurship and Economic Development

Chickasaw Nation Gov. Bill Anoatubby visited Price College as a distinguished speaker where he participated in a Q&A session with Dean Pullin.

David Sheinfeld, co-founder and managing partner of Horizon Business Advisors in Dallas, served as an executive-in-residence and guest lectured to entrepreneurship students in the New Venture Development courses.

Michael Broderick, CEO of Turning Technologies in Ohio, came to campus Nov. 11 to share his entrepreneurial experience with students during an open session in Price Hall and later met with Professional MBA students and local i2E members at Price College's PMBA location at the University Research Park in Oklahoma City.



Executive-in-Residence David Sheinfeld speaks to an entrepreneurship class during his visit.



Local entrepreneurs and students celebrate the Proof of Concept Center kickoff at a Norman restaurant.

## Grant Funding Helps Students Prevent Trucking Accidents

A student-created venture, Siren, received funding from VentureWell, bringing the team's total funding to \$35,000. Intended for the trucking industry, Siren pairs historical accident data with real-time weather information to provide a risk level for road conditions.



From left, Carl Szmuto, Ryan Phillips, Nikhil Mutalik, Robert Byrd, Andrew Tierney, Joe Liu, Drew Knox and Ali Hajimirza

## CCEW Hosts TechJOYnt Classes for Children

Last summer, the Center for the Creation of Economic Wealth (CCEW) hosted two classes taught by TechJOYnt, an organization that provides STEM education to children in grades K-12. The summer classes taught elementary school children about game design and app development.



## OU Involved in i2E Proof of Concept Center

The Office of Technology Development collaborated with i2E for the fourth annual Oklahoma Proof of Concept Center last fall, which is a 10-week regional program designed to help scientists and entrepreneurs accelerate the commercialization of their technologies. One of the five teams that participated included two Price College alumni and an OU engineering professor, and was assisted by an intern within the OU Center for the Creation of Economic Wealth.

# Energy



Doug Lawler (left) and Archie Dunham (right) from Chesapeake Energy join Dean Daniel Pullin for the distinguished speaker series.



Glenda Schwarz serves as an executive-in-residence for the Oil and Gas Accounting course.



From left, Mike Stice, Steve Lilly and Shaun Ledgerwood participate in a panel discussion, moderated by Professor Chitru Fernando.



Archie Dunham with his 2014 Dunham Scholars.

## Energy Leaders Visit Price Students

Archie Dunham, non-executive chairman of the board for Chesapeake Energy, and Doug Lawler, president and CEO of Chesapeake, visited with students, alumni, faculty and staff for the college's Distinguished Speaker Series.

On Oct. 17, Price College hosted a panel discussion, "Do Energy Market Speculators Manipulate Oil Prices?" with panelists Shaun Ledgerwood, principal for the Brattle

Group in Washington, D.C., who also guest lectured to finance and energy management students the day before; Steve Lilly, senior vice president and manager of the Bank of Oklahoma's Energy Trading Group; and Mike Stice, CEO for Access Midstream Partners.

Glenda Schwarz, vice president and controller of ConocoPhillips, served as an executive-in-residence Nov. 6 where she lectured in the Oil and Gas Accounting course and met with JCPenney Leadership students.

## Entrepreneurship Professor Helps Ethiopian Water Project

Lowell Busenitz, Michael F. Price Chair in Entrepreneurship, traveled to Ethiopia last summer with environmental engineering faculty as part of the OU WaTER Center's multi-year efforts to reduce the high, naturally-occurring fluoride levels in the drinking water found in the Middle Ethiopian Rift Valley. Dr. Busenitz joined Dr. David Sabatini, Dr. Jim Chamberlain and

civil engineering PhD student Teshome Lemma Yami to not only find a fluoride extraction method that is sustainable and uses local materials, but a method that has business potential for local residents.

To learn more about the OU WaTER Center (Water Technologies for Emerging Regions), visit [water.ou.edu](http://water.ou.edu).



Professor Lowell Busenitz

## Southeast Asia Economic Empowerment Brings International Entrepreneurs to Oklahoma

The OU Economic Development office, in conjunction with the OU Gaylord College of Journalism and Mass Communication, hosted 25 entrepreneurs from Bangladesh and Nepal as part of the Southeast Asia Economic Empowerment project, which is funded through a U.S. State Department grant. This was the third year for Economic Development to host an entrepreneurial exchange.

# College News

## Generating Business Insights

OU PRICE COLLEGE



CROWDFUNDING  
CONFERENCE



Vanderbilt University Professor Yesha Yadav



Professor Lowell Busenitz delivers the welcome at the Crowdfunding Conference.



Lendoor CEO Viktoria Krane

### Crowdfunding Explored During Conference

The Price College Center for Entrepreneurship hosted a Crowdfunding Conference Sept. 26-27. The first day was dedicated to the practice of crowdfunding and featured guest speakers Viktoria Krane, CEO and co-founder of Lendoor; Ashok Kamal, CEO and co-founder of SIVI; and Richard Swart, director of the University of California-Berkeley's Program for Innovation in Entrepreneurial and Social Finance. The second day focused on crowdfunding research with Yesha Yadav, a faculty member of Vanderbilt University's law school.

## 1950s



**Chuck Doyle** (BBA, management, 1956) was inducted into the Texas Bankers Hall of Fame. He is among five individuals in 2015 who have made significant contributions to the banking industry. Doyle is chairman emeritus/founding director of the board of Texas First Bank. He serves as chairman of Texas Independent Bancshares Inc., Q2 E-Banking, the Bankers Association of Texas Education Foundation and the Price College dean's advisory board. Doyle has an extensive professional past. He is a former board member of Visa, and served as the first community banker on the Federal Advisory Council to the Board of Governors of the Federal Reserve in Washington, D.C. Doyle was vice chairman of the committee in 1998 and served six years as a director of the Federal Reserve Bank in Dallas. He also is past president and former member of the board of directors of the Independent Community Bankers Association of America. Doyle was city commissioner of Texas City from 1964-1982 before serving as mayor from 1990- 2000. He also holds an MBA from the University of Houston.

## 1960s



**Bruce Day** (BBA, accounting, 1969) was appointed by Gov. Mary Fallin to the Commission for Educational Quality and Accountability. He will serve a four-year term beginning July 1. Day is an attorney with Crowe & Dunlevy. He is the co-chair of the firm's securities litigation practice group and is a member of the corporate and securities, energy and natural resources, and labor and employment practice groups. Day has a national practice and represents and advises a variety of organizations and businesses, broker-dealer firms, investment advisers and individuals. In addition, Day often lectures at continuing legal education seminars. He was selected by his peers and featured in the inaugural issue of *Super Lawyers*, named for inclusion in Martindale-Hubbell's Bar Register of Pre-Eminent Lawyers, Best Lawyers and Outstanding Lawyers of America. Before joining the firm, he served in the enforcement division of the U.S. Securities and Exchange Commission in Washington, D.C., and later was appointed to serve as administrator of the Oklahoma Department of Securities.

## 1970s



**Richard Agee** (BBA, accounting, 1975) recently was appointed as COR Medical Technologies' president and chief financial officer. In this new position, he will assist the company's CEO and founder in the launch of CORcare, a comprehensive instant outcome support system for rapid and accurate diagnosis, treatment and follow-up management of patients with acute and chronic, common and rare diseases involving the cardiovascular system. Prior to his employment with COR Medical Technologies, Agee was a principal at Stoneworth Financial and also was chief financial

officer and executive vice president at AR Group. Agee has managed engagements for some of the largest hospitals and financial institutions at a reputable regional public accounting firm.

**Ken Brust** (BBA, management, 1977) recently presented a program titled "Oil Gushers" for the Okmulgee Lions Club chronicling the early discovery of oil in the area and the way this impacted Oklahomans' way of life to the present day. As a Marine jet pilot for 20 years, he flew the A-4 Skyhawk and AV-8A Harrier. He then spent 11 years in the Air Force flying the A-10 Warthog. He is a native of Midwest City.



**Larry Shelton** (BBA, accounting, 1977) has been appointed chairman of the board of Perma-Fix Environmental Services Inc. He has been serving as an independent member of the board of directors since 2006. He has over 18 years of experience as an executive financial officer for several waste companies. He worked as the chief financial officer of Envirocare of Utah Inc. from 1995- 1999, was chief financial officer of USPCI Inc. from 1982- 1987, and has served on the board of directors of Subsurface Technologies Inc. since 1989.

## 1980s



**Bryan Guderian** (BBA, petroleum land management, 1981) recently took on a newly created role of senior vice president of business development for WPX, where he was already employed in one of the company's existing leadership positions. He has begun overseeing WPX's acquisitions and divestitures, land and land administration as well as International operations. Guderian began his career as a landman.



**Mark Theford** (BBA, marketing, 1981) recently joined Savage O'Donnell Affeldt Weintraub & Johnson's law firm as counsel. Theford received his juris doctorate from the Oklahoma City University School of Law after graduating from OU. His practice concentration is on civil litigation in personal injury cases, Social Security and handling of criminal matters.



**James Hicks** (BBA, finance, 1982) was honored by Worldwide Registry for his leadership, dedication and excellence in law. He was named Oklahoma's Super Lawyer from 2009-2014 and *Oklahoma Magazine* named him Best Attorney in 2011- 2012. Hicks also is the recipient of the American Bar Association's First Place Award of Achievement for Service to the Public in 1994 and was named Tulsa County Bar Association's Outstanding Young Lawyer in 1993. He has 29 years of experience in his field and is known for his expertise in writing briefs and written communication. He has worked in civil litigation and family law. Hicks holds a juris doctorate from the University of Tulsa.



**James C. Johnson** (BBA, petroleum land management, 1982) was hired as American Energy Partners' senior marketing and midstream executive. He previously worked for Chesapeake Energy Corp. for 18 years as senior vice president of marketing and was president of Chesapeake Energy Marketing Inc. since 2000. During his tenure at CEMI, he helped grow the business to become a top-10 natural gas marketer in the United States. Before his employment at Chesapeake, Johnson worked for 15 years in several different land and commercial roles at Enogex Inc., Delhi Gas Pipeline Corp., TXO Production and Gulf Oil.



**Connie Pillich** (BBA, management, 1982) has represented the Ohio House 28th District since 2009 and served as a captain in the U.S. Air Force, where she served eight years active duty in support of Operation Desert Storm. Along with her BBA from OU, she also has an MBA from the University of North Dakota and a law degree from the University of Cincinnati. She has served as a state legislator for three terms and focused on jobs and education.



**Anne Sutherland** (BBA, finance, 1983) serves as Mortgage Banking Group's counsel in Washington, D.C., and advises mortgage banking industry clients on the full range of federal mortgage banking and servicing-related statutes and regulations. She brings more than 20 years of experience as a consumer financial services and mortgage banking attorney. Sutherland is the former executive vice president, general counsel and secretary at Nationstar Mortgage. She also holds a juris doctorate from OU.



**Brad Griffin** (BBA, accounting, 1984) has joined Arvest Bank's asset management team as the location manager for the Oklahoma markets, which includes Tulsa, Shawnee, Lawton, Duncan, Oklahoma City, Stillwater and Tahlequah. Griffin began his career in the securities industry in 1987 as a financial adviser with Edward Jones. He joined BOSC Inc., the broker dealer subsidiary of BOK Financial, in 1999 and then transitioned into sales management in 2000. He served in many roles in the Northeast Oklahoma region from 2000-2004 and was most recently a division manager for Institutional Wealth and Retirement Services.



**Tim James** (BBA, finance, 1984) married Julie Elliott in Shakespeare Garden at Central Park, New York City. James is from Okmulgee, and is the senior vice president and Tulsa commercial real estate banking manager with Bank of Oklahoma. He holds an MBA from the University of Texas. The bride is from Oklahoma City and is an OSU graduate, and also works for the Bank of Oklahoma.



**Timothy Thorne** (BBA, accounting, 1984) was promoted to president of the trucking company ABF Freight System. He has worked for the company since 1990 and was previously their vice president of linehaul operations. Thorne has managed several branches for ABF Freight, working in several different states. He served as a captain in the Army, and obtained an MBA from the University of North Alabama prior to his employment with ABF Freight System.



**Judy McReynolds** (BBA, accounting, 1985) is American Transportation Research Institute's newly named chairman of the board. She is the president and CEO of ArcBest Corp., and oversees the operating companies of ABF

Freight, ABF Logistics, Panther Premium Logistics and FleetNet America. She has been a member of the ATRI board of directors since 2010. McReynolds has served on numerous boards, including OGE Energy Corp., First National Bank of Fort Smith and Boy Scouts of America. She also is a certified public accountant.



**Michael R. Denton** (BBA, finance, 1986) was announced as IFG Co.'s executive managing director of property in Irvine, California. He has over 27 years of experience in the insurance/reinsurance industry. He will be responsible for leading and managing the brokerage property and inland Marine units, while also overseeing property products for commercial underwriting and bind property. Denton began his career at the Hartford Insurance Group, and two years later he began working at USF. In 1996, he joined General Star Management Co. and, in 2001, he became their nationwide property brokerage unit's senior vice president of property brokerage until 2010. After his tenure at General Star, Denton worked for Argo Group International Holdings as their senior vice president of U.S. property.



**Randall Stephenson** (MAcc, 1986) is the 2014 recipient of the American Football Coaches Foundation CEO Coach of the Year award. Stephenson is the chairman and chief executive officer of AT&T Inc. He was selected by a unanimous vote from the AFCF's board of directors. Under his leadership, AT&T launched AT&T Aspire in 2008, a philanthropic program to improve high school retention rates and assist with college and career readiness. He also has been part of the "It Can Wait" campaign in which over 5 million people have pledged to not text and drive. Stephenson began his career with Southwestern Bell Telephone in 1982 in Oklahoma and held a multitude of positions. He is chairman of the Business Roundtable, a member of the board of directors of Emerson Electric Co., a PGA Tour policy board member and a national executive member of the Boy Scouts of America.



**Brian Carney** (BBA, finance, 1987) was appointed to Sanchez Energy Corp.'s board of directors. Carney was determined to be independent under the rules of the New York Stock Exchange and qualified to serve on its audit committee, the nominating and corporate governance committee and the compensation committee of the board under the rules of the NYSE and the Securities and Exchange Commission. He is an attorney from Midland, Texas, and practiced at his own law firm, the Law Office of Brian Carney since 1992. His practice's focus is on litigation in both state and federal court. Carney earned his juris doctorate from Oklahoma City University Law School in 1991.



**Richard Raiders** (MBA, 1988) was one of six new attorney members welcomed to the Lebanon County Bar Association during a membership meeting in May. Raiders is the owner of Raiders Law and Environment LLC in Annville, Pennsylvania. He holds several degrees from OU, including bachelor of science (1984) and master of science (1986) degrees in petroleum engineering, along with his MBA. In 2012, Raiders graduated with his juris doctorate from Temple University Law School in Philadelphia.



**Craig Heaton** (BBA, finance, 1989) was promoted to senior vice president at First Bank and Trust Co. this year. He has worked for First Bank and Trust for eight years and has been in the financial industry for 36.



## 1990s



**Christopher Kopecky** (BBA, accounting, 1993) was promoted to chief accounting officer to managing director of EDENS, a privately owned operator and developer of a retail real estate company in Columbia, South Carolina. He is a CPA with nearly 20 years of industry experience. He was previously a senior manager with Ernst & Young in Dallas. He is a member of the National Association of Real Estate Investment Trusts, National Association of Real Estate Companies and the American Institute of Certified Public Accountants. Kopecky currently serves on the board of trustees for EdVenture Children's Museum in Columbia. In addition to his OU education, he completed real estate executive management coursework at Harvard University.



**Amber Bonney** (BBA, accounting, 1996) was named vice president of accounting and principal accounting officer of New Source Energy GP LLC. Bonney was the company's director of financial reporting since May 2014. Her prior employment included serving in various capacities, including as controller at SandRidge Energy from May 2008-May 2014. She also worked in the international audit group at Devon Energy and was a manager at PricewaterhouseCoopers. She also is a certified public accountant.



**Tonya Garrett** (BBA, finance, 1996) joined brand agency and retail design consultancy CBX as vice president and client services group director. She is responsible for directing the firm's client services team, including the advisement of clients, growth of relationships and management of projects. Garrett has more than 18 years of experience in digital marketing, management consulting and P&L experience. Garrett previously was the managing director and New York market lead at Proof Integrated Communications/Burson-Marsteller Co. From 2010 to 2013, she was managing director at JWT and other previous employers include Razorfish, Omnicom Agency and Accenture. Garrett holds an MBA from Duke University's Fuqua School of Business along with her finance degree from OU.



**Stephen Risseuw** (MBA, 1996) is the vice president of the department of defense at SAP Public Services. He has worked in this role since February 2013 and has more than 15 years of information technology experience. In this role, Risseuw oversees a range of SAP software products for the defense and commercial sectors and provides guidance on the organization's business development, sales, account management and strategic programs. He previously managed the company's Army account and spent eight years at Oracle working with their department to offer portfolios for the U.S. Air Force. Risseuw also worked at a biometrics firm that offers support to the Department of Homeland Security. Before working in the private sector, he served four years in the Air Force and specialized in logistics and jet engine maintenance. He received his bachelor's degree from Lehigh University before attending OU.

**Jay Young** (MBA, 1996) was appointed to the position of general counsel for Wingstop Restaurants Inc. He will serve on the company's executive leadership team, reporting directly to the president and chief executive officer. Young brings more than 18 years of legal expertise to the position with a background in restaurant and financial service industries. He served as senior vice president and general counsel for Chuck E. Cheese Entertainment prior to Wingstop, and also served as vice president and assistant general counsel at UBS. Young has a bachelor's degree in economics from Southern Methodist

University and holds not only an MBA from OU, but a juris doctorate as well.



**Stephen Vargo** (PhD, 1997) is part of the marketing faculty at the University of Hawaii at Manoa Shidler College of Business, which was recognized for its research excellence in a study published by the *Journal of Marketing Education* in 2014. Vargo also was selected as one of two professors ranked first in marketing management and strategy and 21st in consumer behavior, respectively.



**Ryan Suchala** (BBA, finance, 1998; MBA, 2000) was promoted to president of Bank of Texas' Dallas market after serving as president of the Bank of Arizona for the past eight years. "It's really sad to leave Arizona," Suchala said. "I've made a lot of friends and we really like living in the Phoenix area. This is a great opportunity and I am looking forward to the challenge." He worked in Texas for 10 years before assuming his role as president in Arizona.



**Ross Bishop** (MBA, 1999) recently accepted the position as Tulsa market president of family-owned Grand Bank. He has more than a decade of experience as a senior vice president at Bank of Oklahoma and F&M Bank (which is now known as Prosperity Bank). Grand Bank is one of the few remaining family-owned and operated financial institutions based in Tulsa.



**Garyl Geist** (MBA, 1999) was appointed the new executive vice president and chief operating officer of the Dean McGee Eye Institute in February. He previously served as chief operating officer of the Oklahoma Allergy and Asthma Clinic, and president and chief executive officer of Valir Health LLC. Geist obtained his bachelor's degree in accounting from East Central University in Ada before earning his master's degree in accountancy from OU. He currently lives in Norman with his wife and four children.

## 2000s



**Philip Houchin** (BBA, finance, 2000) was promoted from senior vice president to executive vice president of Patriot Bank in January. Houchin joined Patriot Bank in Tulsa in 2009 and has been a huge part of the development and growth of the bank's lending services department.



**Kelley Grace** (BBA, accounting, 2000) was elected chair of the Norman Chamber of Commerce board of directors after serving as chair-elect. She currently serves as a tax partner at Eide Bailly LLP.



**Viktoria Krane** (MBA, 2001) is the CEO and co-founder of recently launched Lendoor, a Texas-based crowd lending platform for business loans. Their mission is to assist start-ups and small businesses in Texas receive loans from crowdfunding supporters instead of bankers. Krane has 15 years of credit experience and has worked for a plethora of hedge funds and credit rating agencies. She served as a speaker at Price College's inaugural Crowdfunding Conference last fall.



**Jacob Lowry** (BBA, marketing, 2001) in January was named a shareholder of Gilmore & Bell, P.C.'s Kansas City office. He has been practicing law since 2004, exclusively in the public finance area since 2007. Lowry is a member of the Missouri and Kansas bar associations.

After earning his marketing degree from OU, he attended the University of Missouri – Kansas City School of Law and graduated with distinction with his juris doctorate in 2004.



**Ryan Bolin** (BBA, management, 2002) joined the Stanfield & O'Dell P.C. firm in Tulsa as a tax manager. He is a CPA with experience in tax planning and compliance for businesses, nonprofits, trusts and individuals. Bolin currently serves on the board of directors of Emergency Infant Services.

**Jacqueline Rhodes** (BBA, marketing, 2002) has taken on an assistant district attorney position at the Mayes County Courthouse in Pryor Creek. Rhodes began her duties in her new position on Jan. 5. She holds a master's degree in human relations from OU and later attended Oklahoma City University, where she earned her law degree while working full time at the University of Oklahoma Health Sciences Center. Prior to her promotion, Rhodes served as a public defender in Mayes County.



**Jenny Chong** (BBA, management, 2003) was named division manager for the Oklahoma Department of Transportation's Civil Rights Division (ODOT). She will be responsible for ensuring fair employment, procurement and contracting opportunities with ODOT. She began working with ODOT in 2010 and held a few different positions while there, including Title VI and Title VII coordinator and assistant division manager. Her background and expertise is in human relations and employment law. Before working for ODOT, she worked for the Federal Aviation Administration, the Oklahoma Office of Personnel Management and the Oklahoma Merit Protection Commission. Chong earned a master of human relations degree from OU after completing her BBA. She is a certified personnel professional for the State of Oklahoma, certified grievance manager, Oklahoma Supreme Court certified mediator and certified discrimination compliant investigator.



**G.R. Underwood II** (BBA, management information systems, 2003; MBA, 2006) was hired as the president and chief operating officer for the Bioscience & Technology Business Center at the University of Kansas. His new job duties will have him working alongside KU's entrepreneurship, commercialization and technology transfer efforts. Underwood is the former vice president of the Lawrence Regional Technology Center and spent the last three years in Austin, where he co-founded a University of Texas spinout company that specialized in software for the oil and gas industry.



**Chris Kannady** (MBA, 2004) was elected as the representative for House District 91 in Cleveland County. He is an Oklahoma native who served in the U.S. Marine Corps for nearly a decade, with multiple tours in Iraq and Afghanistan. After sustaining an injury, Kannady was no longer able to serve active duty, but continues his service by representing active duty military members and veterans in his law practice. In addition to his MBA, he holds bachelor of arts and juris doctor degrees from OU, and continued to pursue his education at George Washington University in Washington, D.C., where he earned another master's degree in national security and foreign relations while stationed at the Pentagon.



**Jared Buchan** (BBA, international business, 2005) was named Trust Company of Oklahoma's investment officer at the Tulsa Warren Place location. His focus is in investment analysis and retirement planning. Buchan previously was

employed with Northwestern Mutual. He holds a juris doctorate along with his BBA, both from the University of Oklahoma, and is a member of the Oklahoma Bar Association and the Tulsa Estate Planning Forum. He is working toward his Chartered Financial Analyst designation.



**Anatoli Davydov** (BBA, international business, 2005) began work as a senior project analyst for the Williams Company. Previously, he worked as a client adviser for Bank of Oklahoma for over five years. After OU, he earned a master of science degree in finance and economics from Texas A&M University.



**Brice King** (BBA, finance, 2006) was promoted to commercial loan manager for Arvest Bank in Bartlesville. He joined Arvest in 2014 as a commercial banker. He is a Bartlesville native and has experience as a financial analyst, collateral auditor and portfolio manager for large, national financial institutions. King also has completed numerous courses related to financial analysis, credit management and bank analytics. He has been involved with Toastmasters International, volunteered for the North Texas Food Bank and the Golden Gate National Park Conservancy in San Francisco. He was a United Way team leader in Oklahoma City.



**Jessica Koss** (BBA, marketing, 2006) is the co-founder and CEO of the Foundation for C.H.O.I.C.E. (Consider How One Individual Changes Everything), a nonprofit organization in Dallas. The organization's mission is "to make the world a better place right now and for generations to come by providing a 'hand up' to responsible, gifted, hardworking individuals in need of temporary assistance who have the values, commitment and power to create opportunity for themselves and others." Koss worked in the private sector for 10 years before the formation of C.H.O.I.C.E.



**Robert Hefner V** (BBA, entrepreneurship, 2008) was honored by *Forbes Magazine* as one of their 30 Under 30 in Energy. He is a land manager for Sierentz Exploration & Production and the fifth generation of his family to take on work in this field. Hefner assisted in raising funds for Ozonix, a green technology that provides novel fracture stimulation and fluid recycling services to eliminate harmful chemicals. He specializes in acquisitions and divestitures, consulting, brokering million-dollar deals, and recently has begun guiding acquisitions of an exploration company that deploys more than \$100 million in North America.



**Jeff Ragan** (BBA, entrepreneurship, 2008) is the inventor of Kize Bars, a healthy alternative for Oklahomans. Each bar is approximately 200 calories and comes in five flavors. They are currently being sold in 33 locations across the metro, including Urban OU Athletics, the Oklahoma City Thunder and New England Patriots. Prior to Kize, Ragan worked four and a half years at Chesapeake Energy in the information technology and acquisitions and divestitures department.

## 2010s



**Jason Brenner** (MBA, 2010) is the new general manager at Brenner Recycling, making him the fourth generation of his family to help manage the plant. In his new position, Brenner will be working with his father, Paul, the company president, and succeeds his uncle Leonard, who retired this year. His responsibilities will include buying and

selling scrap metal, paper, electronics and other recyclables. Prior to his work in the family business, Brenner served in the U.S. Air Force from 2006-2014. Along with his MBA from OU, he holds a bachelor's degree in mechanical engineering from Ohio State University.

**Drew Russell** (BBA, energy management, 2010) is a recent champion and new world record holder of the cow chip-throwing contest in Beaver. The contest has been around for 45 years and Russell's record of 188.5 feet is the best in history. He also serves as a landman when he is not breaking records.



**Bart W. Nebergall** (BBA, finance, 2011) is working as an associate for Connor & Winters LLP's Tulsa office. He practices primarily in the areas of banking and finance, mergers and acquisitions, corporate governance, securities regulation and other corporate matters.

Nebergall earned his juris doctorate from the University of Texas School of Law.



**Sanaz Aghazadeh** (PhD, 2012) was part of a research team that recently looked at auditor sensitivities to the language their clients use. Aghazadeh is an assistant professor of accounting at Lehigh University in Bethlehem, Pennsylvania.



**Chris Nguyen** (BBA, marketing, 2012) is a guest relations representative with the Oklahoma City Thunder. As one of the six children pulled from the Oklahoma City bombing rubble 20 years ago, Nguyen has overcome many obstacles.

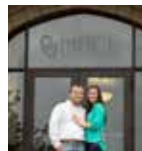


Photo by Prints Charming Photography

**Dalton Gunkel** (BBA, entrepreneurship, 2013) and **Sarah Harper** (BBA, accounting, 2014) were engaged May 16 at the Price College of Business. The couple met while attending college and taking classes together. Gunkel wanted to pop the question to Harper at the exact spot where they met at Price. Gunkel is an application specialist for data security for Jackson County Memorial Hospital's IT department in Altus. He also owns rental property in Altus and raises cattle. Harper is currently working in the accounting office of Superior Fabrication Inc. in Elk City, Oklahoma, as well as attending Southwestern Oklahoma State University to obtain her master's degree. The couple plans to continue on their current career paths and begin a life together in Altus.



**Wai Sze (Samantha) Wong** (BBA, international business, 2013) was part of a team named that won the Grand Winner Award of a sales challenge at the St. Gallen Business Competition in Switzerland. Wong currently is working on her master's degree in Frankfurt, Germany. Earlier this year, she partook in a winter internship in financial advisory with PricewaterhouseCoopers.



**Andrew Collins** (PhD, 2014) joined the faculty of the University of South Carolina as an assistant professor of accounting. His prior teaching experience includes financial and cost accounting. Collins' research interests are financial accounting and judgment and decision-making. While attending the Steed School of Accounting at Price College, Collins was recognized as an outstanding teaching assistant.

## In Memoriam



**Keith Starr Bennett** (Aug. 26, 1924–Nov. 27, 2014) was instrumental in the creation of today's Robert M. Zinke Energy Management Program at Price College. After the formation of the American Association of Professional Landmen (AAPL) in 1956, Bennett served on the initial AAPL

education committee where he successfully persuaded OU President George Lynn Cross and the Oklahoma Board of Regents to launch the first-of-its-kind Petroleum Land Management degree at OU in 1958.

He was born in Tonkawa, where he grew up. He attended Northeastern Oklahoma Junior College and fought in World War II. He served in the U.S. Army as a first lieutenant, infantry, and served in the Philippine Islands. Bennett returned to Oklahoma after the war, where he attended OU and graduated with a BBA in accounting in 1949. After graduation,

he joined Continental Oil Co. as a scout and landman and worked for Conoco for 36 years, retiring in 1985. Bennett was voted Landman of the Year in 1959. He married his first wife, Patsy June Raborn, in 1950 and they were married for 30 years until she passed away in 1981. He was remarried in 1982 to Bozena "Bo" Crabb, and the two were together until she passed away in 2006. In the last years of his life, he was with Teri C. Thompson.

He is survived by his children: Jeffrey Bennett (Lesa) of Casper, Wyoming; Susan Bennett of San Diego; Mark Bennett of Denver; Cynthia Eaton (Dan) of Spokane, Washington; Debbie Ray (Richard) of Toledo, Ohio; Sharon Acker (Kevin) of Lakewood, Colorado; and Bruce Crabb of Denver. He had nine grandchildren and two great-grandchildren. Bennett was living in San Diego and was surrounded by family when he passed. He was 90 years old.



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#7 MBA Program



Top 100 MBA Program



#32 Undergraduate Program



#44 MBA Program