Dear Alumni and Friends,

Fall Semester is off and running. In this, our second OU Marketing and Supply Chain Management Division newsletter, we want to focus on our students as well as faculty happenings.

One of the highlights of the year was the kick-off of our new Price College Summer Abroad Exchange. Tony Roath taught a Marketing class at the University Blaise Pascal (Vichy, France) and survived remarkably well. The Study Abroad program was a big hit with the students. Another group of students from OU took Management classes in Italy during the Summer. We anticipate increased demand for the program in the future.

The Division formed a new Advisory Board and held our first meeting last Spring. We are interested in adding a few more companies to the Board. If you have interest or would like more details, please contact us.

I’m sure many of you remember Johnie Ferguson well from your OU visits. Johnie retired in July after 26 years in the Division. She’s having a great time with retirement and stops by to see us every once in awhile. Lisa Vassmer has joined us. Please welcome Lisa next time you come by or call.

Please keep in touch! Let us know what’s going on with you. We’re very interested in tracking our graduates and maintaining contacts with friends.

Pat Daugherty
Division Director and Siegfried Chair in Marketing and Supply Chain Management
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One of the last courses the Supply Chain Management majors take is the SCM4323 Supply Chain Management. The course is intended to “bring everything together” for the students in a real-world setting. It allows them to apply the knowledge they’ve gained throughout their program of study. During Spring 2008, Pat Daugherty’s SCM4323 class worked as consultants for S.P. Richards. S.P. Richards is a nationwide wholesaler of office supplies with over 40 distribution centers in the US. The student project centered on the Oklahoma City facility.

The students were asked to do an “efficiency analysis” of the Oklahoma DC and prepare reports with recommendations as to how S.P. Richards’ operations could be improved. Lori Nissen, General Manager, and Rodney Butcher, Operations Manager, served as primary contacts. They hosted several on-site tours for the students and answered innumerable questions throughout the semester. It truly turned into an interactive project with the students looking to Lori and Rodney for input—and frequently bouncing ideas off them as a reality check.

While many of the students felt uncomfortable in the beginning with the open nature of the project, they tackled the assignment with enthusiasm. They learned what questions to ask and how to do the necessary background work to evaluate and assess costs of proposed changes. By the end of the course, many of the students commented that the project helped them prepare for jobs in the SCM field and that it would make them more comfortable in the interview process.
Undergraduate Career Development

The Price College of Business Undergraduate Career Development Program was established in February of 2008 with the purpose of increasing the number of internship and job offers received by Price College students. Robert Harper was named as director of the newly formed department. Robert has over 20 years of management experience in the Grocery, Travel, and Office Products industries. He holds a Bachelor of Science Degree in Marketing and Organizational Administration from Oklahoma State University.

Dena Newhouse has recently been named as the Assistant Director of Undergraduate Career Development. Dena has over 15 years of combined management experience in Commercial Real Estate, Mortgage Lending, and Property Management. She holds an MBA degree from Southwestern Oklahoma State University. Her undergraduate degree, also from Southwestern, is in Marketing with a minor in Management.

Robert and Dena will work directly with students to assist in the development of their “soft skills” and interviewing skills so that they are better prepared for success in the job search and interview process. Additionally, Robert will work hand-in-hand with employers to highlight the skills and qualifications of our outstanding students. “Our goal is have employers think of OU first when contemplating their hiring needs.”

Potential employers are encouraged to contact Robert (405-325-8042/raharper@ou.edu) or Dena (405-325-5599/dnewhouse@ou.edu) about internships and full-time employment opportunities.

Marketing Classes Working with OU Athletics

The two Marketing Research classes being taught by Rajiv Dant this semester are each involved in semester-long comprehensive marketing research projects focused on trying to understand the issues of increasing attendance at OU Men’s Basketball and Football games, respectively. Teams organized in groups of four to five students each are working on the projects. The comprehensive marketing research project involves four steps: 1) exploratory research (including focus groups), 2) the development of a robust, pre-tested questionnaire for collecting data from the publics of interest aimed at testing these hypotheses, 3) collecting and analyzing the data based, and 4) the development of reports and presentation of the findings before the class and representatives of the OU Department of Inter Collegiate Athletics.

Jeff Schmidt’s New Product Development class is working for OU Athletics on a Sooner Nation project. Sooner Nation is a customer loyalty program currently aimed at OU students. Athletics is considering expanding the program to the general public. Jeff’s class will conduct research to gauge interest and forecast demand for the new program. Additionally, they will try to uncover ways to increase adoption among OU students. The students will conduct focus groups and surveys to determine awareness and interest and help forecast demand. They will also suggest possible changes to enhance the program.
Koch Summer Internship Experience

This past summer, I had the unique opportunity to work as a Logistics Intern at Koch Industries, in Wichita, Kansas. I interned for their subsidiary INVISTA, where I performed various tasks associated with process improvement, coordination and consolidation of freight and storage, and day to day logistics operations. All of these projects included gaining knowledge about transportation, contracts, and logistics operations within plants and also about the many obstacles inherent to the uncertainty and spontaneity of logistics.

One of the best things about this internship was the ability to work alongside other employees in my particular group. I was never given mundane tasks or “busy work” but instead was able to work on projects that would benefit the business.

It was exciting to be the only intern with a Supply Chain Management major, as I was able to shadow groups within INVISTA and other Koch companies to learn about the different ways companies worked to meet their logistic operations’ needs. In addition to daily work, the interns were each enrolled in Market Based Management training and taken out to various events and luncheons. The training and events were important to participate in because they provided fundamentals for future work experience and for networking throughout Koch and its Wichita headquarters.

Because a majority of the interns were accounting and finance majors, I was not sure what to expect at Koch. However, I ended up learning more than I thought I would because I experienced not only typical Supply Chain tasks and roles, but also other functions that are incorporated into a successful business.

Lindsay Kelly
OU Supply Chain Management major
In Spring 2008, invitations were extended to nine companies to join our newly created M/SCM Advisory Board. All nine companies accepted and we held our first meeting on the Price College on April 25th.

Following are our new industry partners who will be working with us:

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<tr>
<th>Name</th>
<th>Company</th>
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<tr>
<td>Shaun Beach</td>
<td>Kraft Food Sales and Customer Logistics</td>
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<tr>
<td>Chris K. Davis</td>
<td>Sysco Food Services of Oklahoma, LLC</td>
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<tr>
<td>Eric Fleske</td>
<td>Equity Realty</td>
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<td>Bud Hebert</td>
<td>Unum</td>
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<td>Greg Pisklo</td>
<td>Hilti North America</td>
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<td>Kevin Spiares</td>
<td>INVISTA</td>
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<td>Joe Stallard</td>
<td>Sewell Automotive Companies</td>
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<td>Jim Starr</td>
<td>S. P. Richards Company</td>
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<td>Bob Straughn</td>
<td>McKesson Corporation</td>
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The Price College of Business Marketing and Supply Chain faculty and the Advisory Board members are working collaboratively to develop future business leaders through educational experiences and professional development. The Board members will help us prepare our students for the job market and for career success.

Our second meeting will be held during the Fall 2008 semester.

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**Advisory Board Profiles**

**Shaun Beach** is Region Director of Retail for Kraft Food Sales and Customer Logistics. Shaun and his family have lived in South Oklahoma City for the past seven years after moving several times with Kraft. Shaun’s oldest daughter is a freshman at OU studying pre-med and his youngest daughter is a sophomore at South Moore High School.

Shaun has strong connections to OU and the Price College. His plans include finishing his Master’s degree at OU. He has been an Adjunct Lecturer within the M/SCM Division for a number of years and is a popular guest speaker in Professor Ford Smith’s senior-level Negotiation and Selling classes.

**Eric C. Fleske**, CCIM, graduated from OU with a BBA in Finance in 1999. During his time at OU, he was active in the Leadership Advisory Committee as a student representative, the Price College Alumni Association Board of Directors, and the College’s Development Office. After graduation, Eric carried his experience to the golf industry and ultimately to his chosen profession in commercial real estate.

Eric is now the Principal and Co-Owner of Equity Commercial Realty, LLC. Eric is very involved in the community, served as President of the Sooner Rotary Club of Norman where he was awarded the Nancy Chess Community Service Award, and has been a member of the Norman United Way Board of Directors and remains very active in other United Way leadership positions. He has also worked closely with Center for Children & Families in Norman.

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**News and Happenings**

Aaron Arndt completed his Ph.D. in May 2008 and has accepted an Assistant Professor of Marketing position at Old Dominion University. Congratulations and best of luck to Aaron!

Rajiv Dant Co-Chaired (with Jim Brown of the University of West Virginia) the American Marketing Association Summer Educators’ Conference in San Diego in August.

Rajiv also presented a paper, “Franchisee Personality Traits, Gender and Multi-Unit Structure as Predictors of Franchisee-Franchisor Relationship Strength,” at the 22nd Annual Conference of the International Society of Franchising held at St. Malo, France in June 2008. The paper was co-authored with Scott Weaven and Carmel Herington, both of Griffith University, Australia.

Pat Daugherty Co-Chaired (with Alex Ellinger of The University of Alabama) the Supply Chain Track at the Academy of Marketing Science Conference in Vancouver in May.

Pat has also been appointed to an Associate Editor position with *Transportation Research Part E: Logistics and Transportation Review (TRE)*.

Dan Ostas received two awards at the Academy of Legal Studies in Business Long Beach Summer 2008. His paper, “Exploiting Under Enforced Laws: An Economic and Ethical Assessment of Corporate Legal Strategy,” was recognized as the “Distinguished” proceedings paper. His article, “When Fraud Pays,” was voted the best article in Volume 45 of the *American Business Law Journal*.

Jeff Schmidt is Track Chair for the Product Development Track for the 2009 Academy of Marketing Conference to be held in Baltimore.
