

PRICE

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Spring 2009



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The University of Oklahoma



Price College of Business

Letter from the Dean

Dear Alumni and Friends,

We hope you enjoy this edition of *Price Magazine*. With so many activities going on in our students', alumni, faculty and staff lives, it is difficult to pick the select few to emphasize for any specific issue. Here we highlight the accomplishments of Sam Bradford, welcome back to campus Chuck Doyle, overview the college's Student Business Association, profile our finance division and provide other newsworthy items.

Here is just a taste of what you will find as you read ahead:

- Of course there was considerable excitement around Norman this fall with the opportunity to pursue a national championship and, of course, the Heisman race. One of the college's own, Sam Bradford, a finance major with a stellar academic record, was under consideration for the most coveted of individual college awards in the athletic world. While we are all proud of Sam's football accomplishments, we are likewise pleased that he has replicated his field accomplishments in the classroom. Sam exemplifies the scholar-athlete. While many had talked about his opportunities in the NFL draft, Sam announced his intention to remain at OU



Dean Evans congratulates Sam Bradford on his Heisman Trophy Award.

next year, completing his undergraduate degree and laying a solid foundation for the future. We look forward to having Sam with us next year.

- How many people do you know who served in the Army with Elvis Presley, is the CEO of a banking enterprise, sits on the board of VISA and watched the IPO launch from the floor of the New York Stock Exchange and, after 53 years, still shares his life with his college sweetheart? Chuck Doyle is a man of amazing energy who has provided his city, business and industry with valued leadership. Chuck joined us in Norman as an Executive-in-Residence, where he talked about the impressive journey of VISA from his



Chuck Doyle visits with Dean Evans after one of his Executive-in-Residence meetings with students.

perspective as a member of the VISA board. Students and faculty found his remarks to offer a unique perspective on the road to this landmark public offering.

- A vital and vibrant part of any college environment, which is certainly the case here in Price College, is the various contributions of our student organizations. The nexus of these organizations is our Student Business Association. Dormant over the past few years, the SBA is now a valuable member of the college student organization community, providing the Dean's Office valuable feedback in college initiatives, serving as an important voice of the student community and helping to coordinate enrichment events for the Price College students. I cannot be more pleased with the SBA students and the quality of their leadership. Watch for more news from the SBA in future issues of *Price Magazine*.
- This issue highlights the finance division in Price College. I will let their bios serve to point out their professional and academic affiliations. Suffice to say that the overall scholarly record of this highly regarded team of outstanding academics places them among a select group of schools and academics with similar top-tier research profiles. In addition, the finance undergraduate degree and MBA concentrations are in high demand among our students. Noteworthy on the MBA program is our summer Price Scholars intern program in New York City. There, students take classes at NYU's Stern School of Business and work with top firms in the financial district. This program celebrates its 10th anniversary this year. Thanks to the excellent preparation of these and other students by our Finance Division, we now have a sizable community of OU alumni on Wall Street.

Sincerely,

A handwritten signature in dark ink, appearing to read "Kenneth R. Evans".

Kenneth R. Evans
Dean and Fred E. Brown Chair



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Throughout this issue of *Price Magazine*, the artwork on the exterior of Adams Hall is featured. It was sculpted by faculty artist Joseph Richard Taylor (1907-1999) in 1936 when Adams Hall was built. The stonework embodies the ideals of business and industry.

On the cover: *Price College of Business finance student and Heisman Trophy Winner, Sam Bradford. Photos taken by Kelly Kline, Ty Russell and OU Athletics Media Relations and Shevaun Williams.*

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Scholarship Honors Legacies

By Debra Levy Martinelli

Looking superficially, it might not seem as though Sara Williams, Tom Love, Marvin Osborne and John McCharen Jr. had a whole lot in common. Williams was a landman. Love was real estate developer. Osborne and McCharen owned and operated an electrical contracting company.

On closer examination, though, it's clear the four were quite similar in the way they embodied the values and principles that are the hallmark of good businesspeople: respect, honesty, integrity, hard work and a passion for what they do.

To honor the legacies of these outstanding individuals and to help perpetuate the code by which they lived and worked, their families and friends have established endowed scholarships in the Price College of Business.

A Short but Well-lived Life

The American Association of Professional Landmen's Standards of Practice defines the term "landman" as connoting competency, fairness, integrity and moral conduct in business relations.

No one exemplified that better than Sara Williams.





Jason Maloy after completing the Ironman Competition in honor of the Sara Williams Memorial Scholarship.

Williams, a Yukon, Okla., native and longtime Dallas-based landman, died of leukemia Oct. 8, 2007, at the age of 51. To honor her memory, friends and colleagues have established the Sara Williams Memorial Scholarship to be awarded annually to a Price College Energy Management student.

Williams' daughter, Meredith, public affairs coordinator with Chief Oil & Gas in Dallas, graduated from OU in 2008 with a bachelor's degree in journalism. That legacy, and Price College's premier Energy Management program, prompted Williams' friends to establish the scholarship at OU.

"We wanted to do something that would keep on giving and would encourage other young people, especially women, to go into this business," says Leslie Wylie, senior vice president and general counsel at Trek Resources Inc. and one of the scholarship organizers. "Sara is a great role model for them."

Wylie first met Williams in the early 1990s at Pacific Enterprises, an oil and

gas exploration company in Dallas. "Sara was very personable, ethical, driven and respected in the business," Wylie remembers.

While many of those who have contributed to the scholarship did so because they worked with Williams and thought highly of her, at least one had never met her.

Jason Maloy, a 2005 Price College graduate and landman with EnCana Oil & Gas (USA) Inc. in Dallas, was planning to compete in an Ironman competition in Florida last November. He volunteered to use the race as an opportunity to help fund the scholarship.

"When I first heard about the scholarship, I wanted to participate to give back to OU and the Energy Management program," Maloy explains. "As I began to meet Sara's friends and family, though, it became much more about her. From all of the stories I've heard, she was a great landman and an even better mother, sister and friend. The Ironman competition became something I could do to honor her and the university."

By asking for per-mile donations for the event – a 2.4 mile swim, 112-mile bicycle ride and 26.2 mile run – Maloy raised more than \$11,000.



This button was worn by Williams' colleagues to remind people about her and the scholarship at the 2008 North American Prospect Expo.

"People want to keep Sara's spirit alive in our industry," he says. "I hope the recipients of the Sara Williams Memorial Scholarship realize what an incredibly amazing person she was."

No one agrees more than Meredith Williams. "My mom worked as a landman in the oil and gas business for more than 25 years and loved every minute. One of the things that kept her going through the really hard times of her treatment was knowing that she had her career waiting for her," she says. "I am very grateful to everyone who has contributed to this scholarship fund. My mother put herself through school and I know she would be so happy to know that it is helping deserving students achieve their dreams."

An Entrepreneurial Gentleman

Family and friends of Joe Love always said that if you were looking up "entrepreneur" in the dictionary, there would be a picture of him.

So when the Joe R. Love Memorial Scholarship in Entrepreneurship was established in his memory, it made perfect sense for it to benefit students in the Price College Center for Entrepreneurial Studies.

"As a real estate developer and entrepreneur, my dad always was looking to do his next deal," recalls son Michael Love, president of CCDC Inc., the real estate company his father founded in 1964. "People brought deals to him all the time. He wouldn't do every one, of course, but he would tell the person how to make it work even if he didn't want to participate. He was a mentor to a lot of people."

Born in Seminole, Okla., in 1938, Joe Love moved with his family to Snyder, Texas, where his father owned and operated movie theaters. He returned





Love serves as best man at the 2003 wedding of his son, Michael. His brothers also were in the wedding party, from left, Doug Johnston, Robert Love, Joe Love, Michael Love, Jay Johnston and Craig Johnston.

to Oklahoma to attend business school at OU, graduating with honors in 1960. After graduate school at Southern Methodist University and serving in the U.S. Army Reserve, he came home and began his real estate career. His initial project was Norman's first multi-unit apartment complex.

Over the years, Love headed a group of investors that developed the original Howard Johnson Motel in Norman, built the first condominiums and a golf course in Crested Butte, Colo., constructed Hilton Inns around the country and developed residential subdivisions and commercial projects throughout Oklahoma City.

The development that had the most



Love celebrates OU's National Championship win in 2001 at the Orange Bowl.

impact, his son says, was Leadership Square, a two-tower landmark in downtown Oklahoma City completed in 1984.

"I was really young at the time, but I remember Leadership Square being one of the projects that reinvigorated downtown after the hard times of the 1980s," Michael relates. "My dad was very brave to do it. He saw the potential benefit for business and for the city."

Leadership Square remains a downtown hub, home to banks, law firms, national corporations and local companies. Its most famous tenant these days is Oklahoma Thunder, the NBA's newest franchise.

In true entrepreneurial fashion, Joe Love's projects weren't restricted to one industry. He also was involved in the worlds of restaurants, oil and gas, banking and securities.

Just as important was his role as family man. "My dad had five children and 11 grandchildren when he passed away. He never forgot anyone's birthday. Every year, he had a special Christmas party that was held before Christmas Day so the entire family – kids, grandkids, cousins – could get together," Michael recalls.

"One of my daughters was 6 months old when my dad died in 2007 and the

other was born last May. They will never know their "Papa Joe" personally, but they'll know him through his deeds and our memories."

The Greatest Generation Personified

When broadcast journalist Tom Brokaw coined the moniker "the greatest generation" to describe ordinary citizens who came of age during the Great Depression and World War II and went on to build modern America, he might well have had Marvin Osborne and John McCharen Jr. in mind.

Both men earned degrees from Oklahoma City high schools in the 1930s – Osborne from Oklahoma City Central High and McCharen from Classen High and, characteristic of their generation, these men kept hard at work for the next half century. Many of those years they worked together, partners in Osborne Electric Co., founded by Osborne in 1943.

To honor Osborne and McCharen and to commemorate the 65th year of Osborne Electric Co., Mary Osborne McMorris and John T. McCharen III

recently established the Marvin R. Osborne and John T. McCharen Jr. Memorial Scholarship to aid students in the Price College of Business Center for Entrepreneurial Studies.

“At the time I decided to establish a scholarship to honor my dad, John had just passed away,” McMorris explains. “He and my dad were equally important to the company over the years and our families were close when I was a child. I called John, explained the proposal and he was very enthusiastic about participating.

“We had not stayed in contact over the years so it was wonderful to reconnect. Our dads would have been happy about that.”

Osborne was an electrician who became an electrical contractor literally “by accident” when he fell off the roof of a building and broke his arm. He was tasked with preparing estimates for future jobs and became such an expert that his boss offered him a partnership.

When Pearl Harbor was bombed on Dec. 7, 1941, Osborne was among the millions of young men who tried to enlist in the military. But as his family’s



Osborne and his daughter, Mary McMorris.

sole support and the need for homeland structures was great, the government determined he was needed more in Oklahoma.

Each able American did their part. In 1943, he formed Osborne Electric Co., which worked on numerous large government projects, including electrical wiring at Tinker Air Force Base, then known as Tinker Field.

While Osborne aided the war’s materiel effort at home, McCharen was an artilleryman in the 42nd Rainbow Division. When he returned home in late 1944, Osborne, for whom McCharen

had apprenticed before the war, took a page from his own former boss’s book, and offered McCharen and two other veterans partnerships in Osborne Electric.

By 1949, Osborne and McCharen were the sole partners. Six years later, McCharen bought the majority interest in the company, which he ran until his retirement in 1974. He remained chairman of the board until 1984.

Osborne maintained his partnership interest until 1975, when he sold it to John McCharen III, who continues to run the business today.

“My father and John were very loyal to each other, their customers and their purpose. Their word was always good, they would seal a deal on a handshake, and you never had to question their integrity,” McMorris relates.

“John and I wanted to honor them in a way that would encourage people to go into business for the right reasons and be motivated by unquestionable values and the highest standards.”



McCharen, Doss Thrasher who still works three days a week at the company, a fixture salesman and Osborne in the office area off the showroom in the NW 4 Street location in 1950.



Steve Kerr Speaks as Part of the Kanaly Family Lecture Series



Steve Kerr speaks to alumni, students and faculty as part of the Kanaly Lecture Series in September.

On Sept. 10, the Price College of Business hosted Steve Kerr, senior advisor at Goldman Sachs, as the second speaker of the Kanaly Lecture Series. His presentation, titled "Leadership in a Crazy, Complex World," was well-received by over 150 students,

faculty and alumni in Meacham Auditorium. Kerr came to Goldman Sach's from General Electric, where he was vice president of corporate leadership development for seven years and chief learning officer, which included responsibility for GE's renowned leadership education center at Crotonville. Kerr also has been a member of the business school faculty at Ohio State University, the University of Michigan and the University of Southern California, where he was the dean of faculty and director of the Ph.D. program.

Amanda Holloway Named Outstanding Senior Woman and Homecoming Queen

This year, Amanda Holloway was named OU Outstanding Senior Woman on campus and was voted homecoming queen. She is a senior majoring in marketing and advertising, also serving as president of the University of Oklahoma Student Association. Additionally, she is a member of Delta Gamma sorority and is an associate of the JCPenney Leadership Program.



Holloway rides in the Homecoming Parade with OU senior, Koby Harrington, before the football game, where she was crowned Homecoming Queen.

MBA Students Experience Unique Orientation

MBA Prelude Week, which is designed to help MBA students become familiar with a wide range of terms, culture and challenges of the business community, kicked off Aug. 18 at Price Hall.

The week began with introductions to faculty, staff and administrators of Price College. The next four days of the orientation were filled with information sessions on conducting effective meetings, team building and conflict resolution techniques and featured a math computer camp and accounting seminar. The week also included luncheons sponsored by AT&T and Bank of Oklahoma, a ropes course, a barbecue and company information session that was sponsored by KOCH Industries and a dinner in Fred Jones Art Museum courtesy of RiskMetrics Group. At the annual Prelude Week Banquet, sponsored by OG&E, the students had the opportunity to hear a presentation from guest speaker Joe Castiglione, vice president for intercollegiate athletics programs and director of athletics at OU. Many faculty members were present for the inspiring presentation, including Dean Kenneth Evans and associate deans Robert Dauffenbach and Jack Kasulis as well as MBA alumni and all incoming MBA students.



The winning vessel for the MBA Regatta was the iDUCK, with the supposed ability to access all the applications of an iPod while on the water. Team members include, from left, Laura Bahamon Velasquez, Dustin Harman, Matthew Damiani, Atanas Chobanov, Daniel Flusche and Eric Ellsworth.

The week ended with the annual MBA regatta, sponsored by Devon Energy. This event captures the essence of the Oklahoma MBA by testing students' creativity and ability to work in teams while working in a competitive environment. At the Murray Case Sells Swim Complex, the students were issued cardboard, tape, markers and a straight edge and given one hour to create a craft that would hold one team member and survive a competitive race. The teams also were required to videotape a commercial for their vessel.

Second Annual Price College Tailgate

The Second Annual Price College of Business Tailgate Party was a great success, providing food and fun for all ages before the OU win over Nebraska on Nov. 1. More than 350 alumni, friends, faculty, staff and students attended the tailgate and enjoyed food from JR's Barbeque and giveaways from Price College, while visiting with other OU fans. Watch for the date for next year's Tailgate to be announced in an upcoming e-newsletter and *Price Magazine* and plan to join the party!



Tailgaters of all ages enjoy the 2008 Price College Tailgate, including, from left, Cynthia Goble, Larry Cox, Cassie Karr and Jennifer Cox.



Robert Dauffenbach presents to a crowd concerned with the economy in the panel session held in Dodson Lounge.

Economic Panel Session Brings Financial Crisis Information Home

On Oct. 14, 2008, Price College of Business hosted an economic forum titled "From Wall Street to Main Street: The Financial Crisis and Its Impact on Our Local Economy." The event was held in the Dodson Lounge of Price Hall with close to 200 guests in attendance. The panel was composed of three Price College faculty members: Robert C. Dauffenbach, associate dean and director of the Center for Economic and Management Research; Robert Lipe, KPMG Centennial Professor of Accounting; and Pradeep Yadav, Finance division director and the W. Ross Johnston Chair in Finance. The moderators for the panel discussion included Adrian Beverage, vice president for government relations with the Oklahoma Bankers Association, and Bradley Krieger, chairman of the association with Arvest Bank.

The forum addressed the origins, extent and possible future directions of the financial crisis and how it relates to Oklahoma and the local region. Dauffenbach discussed how area residents will be affected by the financial crisis, especially those who are retired or close to retirement, but stressed that Oklahoma is doing better than the majority of the nation. Regarding global financial concerns, Yadav then described how the problem originated with default mortgages in the debt markets. He used a global perspective to explain how we got to where we are in the economy. Finally, Lipe addressed the accounting implications, focusing on mark-to-market accounting, in which assets and liabilities are recorded at market value each period. The panelists assured the audience that they are optimistic about the future, especially in Oklahoma.

Distinguished Speaker Series Features Archie Dunham

On Oct. 23, Price College welcomed former chairman of ConocoPhillips, Archie Dunham, MBA 1966, to



Dunham discusses energy trends with students, alumni and faculty.

campus to discuss energy and the geopolitical environment. The discussion was facilitated by Energy Management Director Steve Long and was held in Dodson Lounge in Price Hall. Dunham spent time after the discussion answering questions posed by students and faculty. The event concluded

with a surprise performance by the Pride of Oklahoma as Dunham is a huge fan and was a band member during part of his time at OU.

Price College Sophomore Crowned Miss Black OU

The Black Student Association crowned a new Miss Black OU this spring at Norman North High School's performing arts center. The winner, sophomore Nikki Ajeh, is studying finance, accounting and African-American Studies. Not only did she take home the \$1,000



Nikki Ajeh is pictured after being crowned Miss Black OU.

grand prize, but she was also given the opportunity to promote her platform, HIV/AIDS awareness. Ajeh is seeking to promote her cause by hosting seminars focusing on HIV/AIDS awareness. She also hopes to make young people conscious of RAIN, a non-profit organization in Oklahoma City that provides free HIV/AIDS testing among other services. In September Ajeh will be competing in the Miss Black Oklahoma USA pageant.

Executive-in-Residence Program Continues Bringing Together Business Leaders with Faculty, Students

In the fall, Price College welcomed a number of prominent business leaders as Executives-In-Residence. Representing diverse industries ranging from consulting to banking, the alumni brought with them diverse ideas to share with Price faculty and students. During their stay, the Executives-In-Residence met with student leaders, attended networking events with faculty and staff and made presentations over their respective areas of expertise.

The first event held on Oct. 30 was hosted by Chuck Doyle, chairman of Texas First Banks. Doyle spent the day discussing such topics as social entrepreneurship and leadership and attended meetings with students and faculty. He concluded the evening with a presentation to the Finance Student Association regarding the Visa IPO.

On Nov. 12, Gene Rainbolt, chairman emeritus of BancFirst, spent the morning sharing ideas about the JCPenney Leadership Program's philanthropic ventures with faculty members. The meeting was followed by a discussion with first- and second-year MBA students concerning such topics as corporate accountability and governance as well as social entrepreneurship. Rainbolt's day concluded with a dialogue amongst entrepreneurship students regarding the start-up of



Gene Rainbolt talks with students about his experiences during his recent Executive-in-Residence visit.

BancFirst and the advantages of running a family business.

Doug Lattner, chairman and CEO of Deloitte Consulting LLP, came to campus on Dec. 1. He focused on management information systems and spent his time on campus discussing such issues as IT security and system development. Lattner spent his visit presenting to classes as well as meeting with faculty and staff.

Back to Business Festivities



One of the many exciting events of Back to Business Week includes a cookout for students, faculty and staff.

The annual "Back to Business" festivities were held Sept. 15 through 18 on behalf of the Student Business Association with numerous companies sponsoring fun activities throughout the week. On the morning of the 15th, bagels and cream cheese were available to everyone in the Clary Lounge, while pizza and pop were offered during the lunch hour on the 16th and snow cones in Dodson Courtyard on the 17th. These three days led up to the main event on the 18th, which was held from 4 to 7 p.m. and featured hamburgers and hotdogs, a DJ, Eskimo Sno, mechanical bull riding, a dunk tank, climbing wall and Heck's Party caricatures. This was a great opportunity for the faculty, staff and students to interact and kick-off the year right.

Whitney Olson Selected as Outstanding Senior

Whitney Olson was selected as the Michael F. Price College of Business outstanding senior for the 2008-2009 year. Olson is majoring in management and minoring in construction science in the College of Architecture. She graduates this May and in the fall plans to attend graduate school and study construction management. Olson is a JCPenney Leadership Program associate and participated in the First Fidelity Integrated Business Core.



Whitney Olson accepts her Outstanding Price College Senior honor from Jack Kasulis, associate dean; President David Boren; and Mary Martha Stewart, president of the Parents' Association.



From left, Adrienne Barber; Braden White; Larry Nichols, chairman and CEO of Devon Energy; Steve Long, director of the Energy Management Program at Price College; and Rachel Christopher at a recent oil and gas conference in Fort Worth.

Devon Energy Makes Generous Gift to Energy Management Program

Price College would like to recognize Devon Energy for making a special \$100,000 gift to support the Energy Management Program in recognition of its 50th anniversary. The donation will help various aspects of the Energy Management Program. To date, the money has been used to buy textbooks for the production and markets class, saving each student over \$100, and also to pay for the Energy Management trip to Wall Street, where students attended an energy investment analyst conference in April. This conference was an excellent educational opportunity for the students who submitted essays for the chance to attend and was made possible only through Devon's donation.

MISSA Accepts Donations for Lone Grove Tornado Victims

The Management Information Systems Student Association gathered first-aid kits, sanitary products, warm clothes, blankets, children's clothing and stuffed animals during a donation drive to benefit the residents of Lone Grove, Okla., after a tornado struck the community in early February. Marissa Cassidy, MISSA philanthropy chair, also made cookies and goodie bags for the kids, and on Valentine's Day, MISSA made their first trip to Lone Grove with

approximately \$600 worth of goods donated. After working with Chickasaw Nation Telephone Co., which coordinated the disaster relief effort in Lone Grove, MISSA decided to make a follow up visit on Feb. 21 with close to \$800 items purchased as the group accepted cash and check donations, then volunteered to buy the most needed items, which included work gloves, food, toiletries, flash lights, first-aid kits and sanitary products. A special thank you to students Bobbi Day, Marissa Cassidy and Alex Lobodiak, who spent an extra amount of time on this project, according to Mato Ratwatte, MISSA advisor.



MISSA student Alex Lobodiak shows some of the many donations made by the college community to Lone Grove tornado victims.



Students in the Collegiate Entrepreneurs Organization meet to discuss upcoming activities for the semester.

Center for Entrepreneurial Studies Ranks Eighth in Nation

The Princeton Review and Entrepreneur magazine ranked the Center for Entrepreneurial Studies in the top 10 of undergraduate programs nationally out of more than 2,000 schools surveyed. OU also was the only Big 12 university to be ranked in the top 10. The top schools in entrepreneurship are decided by a number of different factors, including academics and requirements, number of students enrolled, faculty and outside-the-classroom experiences. The center was formed in 2004 and was ranked 15th in the nation last year.



The Center for Financial Studies Holds Hedge Fund Panel Discussion

On Sept. 12, Price College and the Center for Financial Studies welcomed distinguished speaker Stephen Brown, David S. Loeb Professor of Finance in the Stern School of Business at New York University, to participate in a panel discussion regarding the risks associated with hedge funds. Hedge funds have been the focus of much attention lately as investors continue to evaluate the current financial situation. Their black box nature and unconventional investing strategies have caused debate as to whether they help or hurt the financial markets.

The program began with a presentation by Brown in which he presented recently published research that links hedge funds' past legal or regulatory problems with their operating risk. The program continued with a panel discussion focusing on hedge funds' impact on price efficiency and volatility in the market. The panel consisted of investment professionals and finance scholars including Brown; Mark Horrell, founding partner and portfolio manager for Hercules Security Investments; Guy Patton, president and CEO of the OU Foundation; and Pradeep Yadav, director of the division of finance and W. Ross Johnston Chair of Finance. Gary Emery, Oklahoma Bankers' Chair in Finance organized



Stephen Brown, Guy Patton, Pradeep Yadav, Mark Horrell, Gary Emery and Kenneth Evans at the beginning of the panel session.

ConnXions Awarded Grant Through the Target Campus Grant Program

The Student Association of Marketing and Supply Chain Management Professionals at Price College, commonly referred to as ConnXions, was given a \$2,500 grant from the Target Campus Grant Program. The Target Campus Grant Program provides financial support to schools for programs that develop and influence future business and community leaders. This program is part of Target's larger giving program, which donates 5 percent of its profits to charitable activities and funds. The mission of ConnXions is composed of goals that qualify it for the grant program. These include, encouraging the professional development of the members and academic achievement, increasing the interaction between business professionals and students and the interaction between business students and faculty, and broadening members' understanding of business life and business activities. The current company sponsor of ConnXions, Unum, as well as Chelsey Caldwell, student president, and faculty advisor Fred Ford Smith, thank Target on behalf of all the members.



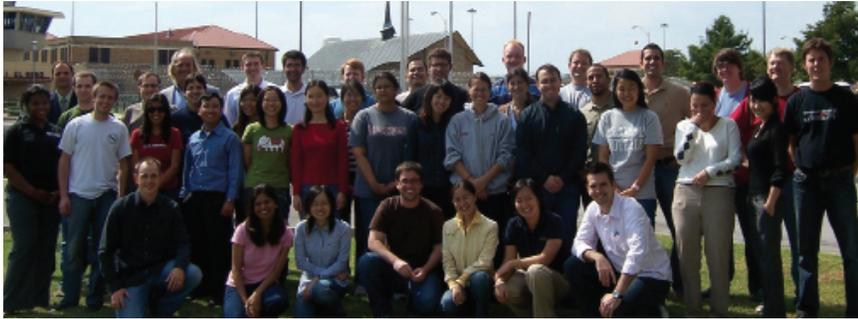
Fred Ford Smith and the students in ConnXions, the Student Association of Marketing and Supply Chain Management Professionals, take a moment for a picture during a recent meeting.

ExxonMobil Presents Check at Annual Presentation

Each year ExxonMobil graciously donates to the Price College of Business, the College of Engineering and the College of Atmospheric and Geographic Sciences. On Sept. 17, Bob McKenny, ExxonMobil's regional reservoir engineering manager, and Margaret Dolbear, manager of upstream applications support for ExxonMobil, presented the check at a luncheon held with representatives from each college.



Pictured at the ExxonMobil Luncheon, from left, Tim Rasnic, Kenneth Evans, Margaret Dolbear, Bob McKenny, Fran Ayres and Laku Chidambaram.



MBA students and the professor for the Dream Course, Daniel Ostas, stand in front of the Federal Penitentiary in El Reno, Okla., during a field trip to the facility.

Price College MBA Students Go to Prison

Price College MBA students went to federal prison in the fall! The trip was part of a “Dream Course” designed by Daniel Ostas, James G. Harlow Jr. Chair in Business Ethics, in conjunction with his teaching of the business ethics and law course in the Price College MBA program. In October, 40 students in Ostas’ class toured the minimum and medium security facilities at the Federal Correctional Institute in El Reno. The students talked at length with two prisoners convicted of white-collar

business crimes. Both prisoners were quite articulate and both were serving lengthy sentences. The prisoners detailed their crimes (embezzlement and fraud) and the MBA students asked scores of questions. Ostas would like to express his gratitude to Warden Hector Ledezma and to Assistant Warden Chris Adams for graciously accommodating the visit. Expenses for the trip were provided by President Boren and Provost Mergler as part of the University’s “Dream Course” program.

Accounting Team Places in the Top 10 in Tax Case Competition

In November, a team of four students from the John T. Steed School of Accounting was recognized as one of the top 10 performing teams in the seventh annual Deloitte Tax Case Study Competition, a nationwide interscholastic competition for tax accounting students. Nearly 60 teams assembled from 44 colleges and universities met at 11 regional Deloitte offices around the country to compete. Each team was then presented with a complex, hypothetical case study that tested their knowledge on a variety of tax topics.

The teams had five hours to develop a solution based on the tax code and treasury regulations and submitted



Terry Crain, Dale Looper Chair in Accounting, far left, and Andy Cuccia, Grant Thorton Faculty Fellow, far right, are pictured with the winning team, from left, Jordan Geurkink, Jacob Hill, Sarah Tintera and Kathleen Via.

their findings to a panel of judges from Deloitte Tax LLP for evaluation. The top 10 teams from either the undergraduate or graduate division were recognized, sharing approximately \$100,000 in individual scholarships and institutional awards.



The winning team for the Bruzzy Westheimer Presentation Competition shows off its large check.

Sixth Annual Bruzzy Westheimer Presentation Competition

On Nov. 15, Price Hall hosted the Sixth Annual Bruzzy Westheimer Presentation Competition. The students in the competition ranged from sophomores to second-year MBA students and competed in teams of threes. There was high interest in the competition this year, with only 15 teams permitted to participate and five additional teams on a wait list. Judges included Price College development officer Kerrie Green and board members Jim Barnes, Carl Gibson and Bruzzy Westheimer, who also was a sponsor of the event. The winning team, which won the \$4,200 cash prize, was composed of undergraduate students Daniel Sposito, Richard Loeffler and Luke McCarley.





Mike Buckley, JCPenney Leadership Chair, professor of management and psychology, and his colleagues Dave Ketchen and Chris Craighead won the 2008 Best Paper Award for the journal *Business Horizons*. The paper, titled, “Time Bandits: How They Are Created, Why They Are Tolerated, and What Can Be Done About Them,” is a timely article that addresses how

one of the most valuable of organizational resources, its human resources, is underutilized, why such misuse of employees’ time is tolerated by management and what can be done to rectify time banditry.



Rajiv Dant, Helen Robson Walton Centennial Chair in Marketing Strategy and professor of marketing and supply chain management, received the Best Conference Paper Award for his paper, “An Introspective Examination of Single Unit Versus Multi Unit Franchisees,” at the 23rd Annual Conference of the International Society of Franchising in February. The paper was

co-authored by Scott Weaven, Ivan Lapuka, Brent Baker and Hyo Jin (Jean) Jeon and discusses the emergence of multi-unit franchisees as the dominant form of franchise ownership.

Franchising represents almost 40 percent of all retailing in the country today and is the fastest-growing form of retailing in the world, thanks in part to the codified and proven knowledge transfer implicit in the sale and purchase of a franchise. However, much of the franchising literature assumes that the typical franchisee is a small operation functioning as an agent of a large corporate franchisor entity. This is no longer true. Multi-unit franchisees (i.e., franchisees that operate more than one outlet within a franchise system) are rapidly becoming the dominant and pervasive form of franchising in many sectors. Franchisors support MUF because this organizational form facilitates more rapid system growth, system-wide adaptation to competition, minimization of horizontal free-riding, a general reduction of system attrition rates, and the strategic delegation of price or quantity choices to franchisees. However, this new emergent franchising reality creates all kinds of agency problems since these MUF act as mini chains within chains. The award-winning paper is motivated by a desire to set the record straight on conceptualizing franchising strategy from the lenses of MUF as compared to single unit franchisees.

Data show, among other things, that even though MUF may be preferred by franchisors for the reasons cited above, it is the SUF that characterize their dyadic relationships with their franchisors as more relational and cooperative as compared

to their MUF counterparts. Needless to say, this creates a paradoxical management problem for the franchisors. The paper concludes with implications for practitioners and future academic researchers.



Chitru Fernando, Michael F. Price Professor of Finance and director of the Center for Financial Studies, published three papers and had several research presentations in 2008. His article “Environmental Risk Management and the Cost of Capital” (with his OU colleague, Mark Sharfman) was published in the *Strategic Management Journal*. He published

“Common Liquidity Shocks and Market Collapse: Lessons From the Market for Perps,” (with Richard Herring and Avaniidhar Subrahmanyam) in the *Journal of Banking and Finance*. He also published “Can Firms Use Hedging Programs to Profit From the Market? Evidence From Gold Producers” with Tim Adam in the *Journal of Applied Corporate Finance*. Three of his other papers were presented at several conferences and seminars, including the 2008 Financial Intermediation Research Society Conference in Anchorage, Alaska; the 2008 Financial Management Association European meetings in Prague, Czech Republic; 2008 Financial Management Association meetings in Dallas; and the 2008 German Finance Association meetings in Münster, Germany. During the fall semester, he spent a sabbatical at the SMU Cox School of Business, where he started a new research project on the “dark side” of information disclosure, arising from differences in opinion and the costs of portfolio rebalancing.



Daniel Ostas, Harlow Chair in Business Ethics and professor of legal studies, recently received two awards acknowledging his scholarly research. His article, “When Fraud Pays: Executive Self-Dealing and the Failure of Self-Restraint,” won the “Ralph C. Hoerber Award” as Best Article in Volume 44 of the *American Business Law Journal*. His paper, “Exploiting

Under-Enforced Laws: An Economic and Ethical Assessment of Corporate Legal Strategy,” was named the Best Conference Paper at the Academy of Legal Studies in Business National Conference in Long Beach, Calif. Both awards were announced at the ALSB National Conference in August.

David Ralston, Price Chair in International Business and professor of management, serves as the consulting editor of the *Journal of International Business Studies* and chair of the research committee of the international management division of the Academy of Management. He coauthored two articles this past



semester, including one for the *Journal of International Business Studies* titled, “Ethical Preferences for Influencing Superiors: A 41 Society Study,” and another titled “The Impact of Life Stage and Societal Culture on Subordinate Influence Ethics: A Study of Brazil, China, Germany and the U.S.” in the *Journal of International Management*.



Bryan Stanhouse, associate professor of finance, recently completed “A Computational Approach to Pricing a Bank Credit Line,” a research paper submitted for publication at the *Journal of Money, Credit and Banking*. Using trended Brownian motion to characterize borrower cash needs over time, Stanhouse was able to derive a probability density

function for the time to depletion of a bank credit line as well as the likelihoods for the time to exhausting the sources of liquidity that fund the loan. Armed with these analytic results, Stanhouse then solves for the “price” that maximizes the bank’s intertemporal expected profits from the loan. His results also provide the optimal configuration of the assets that the bank uses to finance the credit line as it is taken down stochastically over time. Stanhouse’s optimality conditions produce a system of integral differential equations that refuse to yield reduced form equations for the endogenous variables. Consequently, the values of the bank’s decision variables that satisfy the FOCs were simulated over a host of scenarios.

A paper titled “Do Analysts Practice What They Preach and Should Investors Listen? Effects of Recent Regulations” written by **Wayne Thomas**, John T. Steed



Chair and associate professor of accounting, along with Ran Barniv, Ole-Kristian Hope and Mark Myring, recently was published in *The Accounting Review*. Analysts’ stock recommendations (buy, sell and hold) are widely available for most firms and are used by both sophisticated and nonsophisticated investors. Conceptually, analysts should

input their own earnings forecasts into theoretically correct residual income valuation models. Then, based on the stock’s current trading price, recommend buy (sell) when the valuation model suggests that the stock price is too low (high). Contrary to expectations, Thomas shows that analysts’ recommendations are negatively related to residual income valuation models (i.e., analysts tend to recommend stocks whose price seems too high). Instead, analysts are more likely to base their recommendations on valuation heuristics (or rules of thumb). As a result of this

inconsistent behavior, analysts’ stock recommendations are negatively related to future stock performance. While analysts’ earnings forecasts are useful inputs into valuation models (i.e., they help in predicting future stock performance), analysts do not appear to use them in setting their recommendations. In other words, analysts do not practice (recommend) what they preach (forecast).

One reason for these surprising results could be that analysts have incentives other than using their recommendations to signal mispriced stocks (e.g., increasing their compensation, improving relations with management, garnering investment banking business for the brokerage firm, “hyping” the stock to garner brokerage trading volumes and increasing the value of shares personally owned). In fact, analyst behavior has received widespread criticism in the financial press and several groups have called for reforms to the analyst industry. Thomas and his colleagues examine how recent regulations affect the way valuation estimates map into recommendations and subsequently relate to future stock returns. They conclude that recent regulations have affected analysts’ outputs – forecasted earnings and stock recommendations – but investors should be aware that factors other than identifying mispriced stocks continue to influence how analysts recommend stocks.

At the 29th International Conference on Information Systems held in Paris, France, in December 2008, **Robert Zmud**,

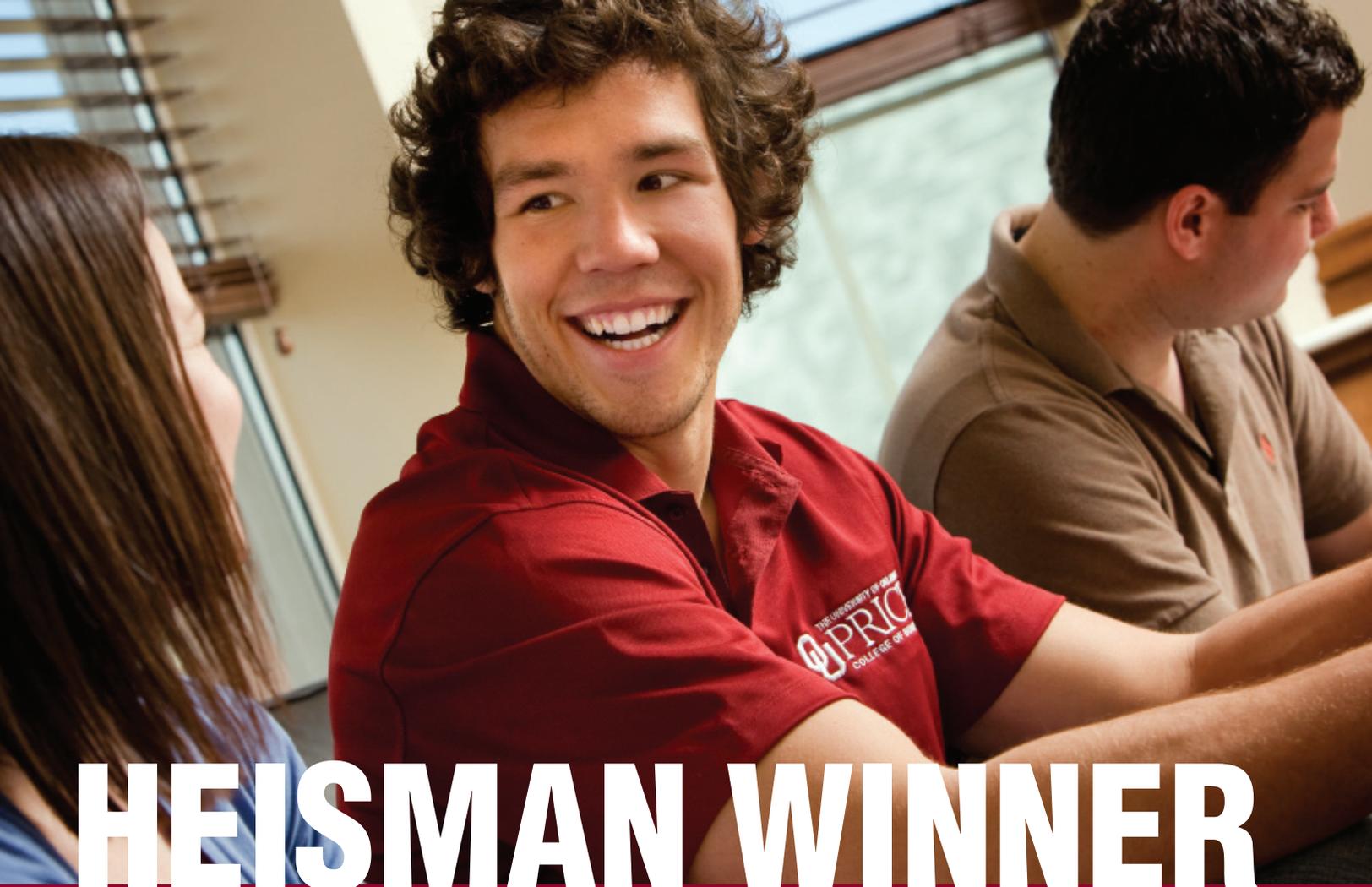


Michael F. Price Chair in Management Information Systems and professor of MIS, was named a recipient of the LEO Award. Named after one of the world’s first commercial applications of computing (The Lyons Electronic Office), the purpose of the LEO Award is to recognize truly outstanding individuals in the Information Systems academic community who have

made exceptional contributions to research in and/or the practice of Information Systems. Prior to 2008, 17 internationally renowned scholars had been recipients of the LEO Award. With four awardees in 2008, including Zmud, there are now 21.

The LEO Award was established in 1999 by the Council of the Association for Information Systems and the Executive Committee of the International Conference on Information Systems. LEO Award winners are expected to be a role model and an inspiration to colleagues and students within the Information Systems field. In addition, they should be capable of commanding the respect of individuals from outside the field because their contributions will have had an impact in fields other than Information Systems and their exemplary professional and personal integrity.





HEISMAN WINNER *SCORES BIG AT PRICE*

By Berry Tramel

Sam Bradford has a secret. The kind of revelation rarely shared by a football player.

Bradford likes school. The University of Oklahoma's Heisman Trophy-winning quarterback always has liked and Bradford's current school is the Michael F. Price College of Business.

Of course, most of us like the things we're good at, and make no mistake. Bradford is very, very good in the classroom.

"It's just a challenge," Bradford said. "There's always something to do. Always something to solve. You're always competing against yourself to make a good grade."

Just like in football, Bradford competes in academics at

a very high level. Having arrived at OU in summer 2006, Bradford is on track to graduate with a finance degree this December, if he decides to take his usual summer load.

And he's made one B in college, in Calculus II in spring 2008.

"Frustrating," Bradford said, with the same kind of description he might use in talking about an interception. "I had an A going into the final and didn't do well on the final."

Oh well. Bradford shrugs off interceptions and shrugged off that solitary B. "I let that stuff go," he said. "No sense in letting it get to you."

"I can count on one hand, in 29 years, the numbers of

Above: Taking time to study during his hectic schedule is a top priority for Bradford.





Bradford has athletic ability in numerous sports, including baseball, which he played from an early age.

student-athletes who truly are scholars, Sam is one of them,” said Gerald Gurney, Ph.D., OU’s senior associate athletic director for academics and student life, who has been involved in academic counseling for athletes since 1980.

Gurney referred to Bradford’s status as not just the on-field leader of the Sooner football team, but the off-field point man.

“The morning he got back to campus from the Heisman awards, his first question was how his offensive line did academically,” Gurney said. “Did he need to talk to anyone?”

Bradford’s academic commitment stems from his upbringing. Parents Kent and Martha instilled in Bradford the values to pursue widespread excellence.

At Putnam City North High School in northwest Oklahoma City, Bradford was one of the scholar-athlete honorees from the National Football Foundation and The Oklahoman’s 2005–06 scholar-athlete award winner for the greater

Bradford works to hold the Heisman with his good hand after winning the Heisman Trophy in December.

Oklahoma City area.

“I’d like to claim it was my academic tutelage, but it’s not,” Gurney said. “It’s a credit to his parents and it’s a credit to Sam that he’s able to do so much and he’s able to do so much well.”

The Oklahoma quarterback, even sans Heisman, is the big man on campus. It can make for uncomfortable moments in classrooms. But Bradford and his instructors say that’s never been an issue, that his celebrity status is no factor in class.

“Really, everyone I come in contact

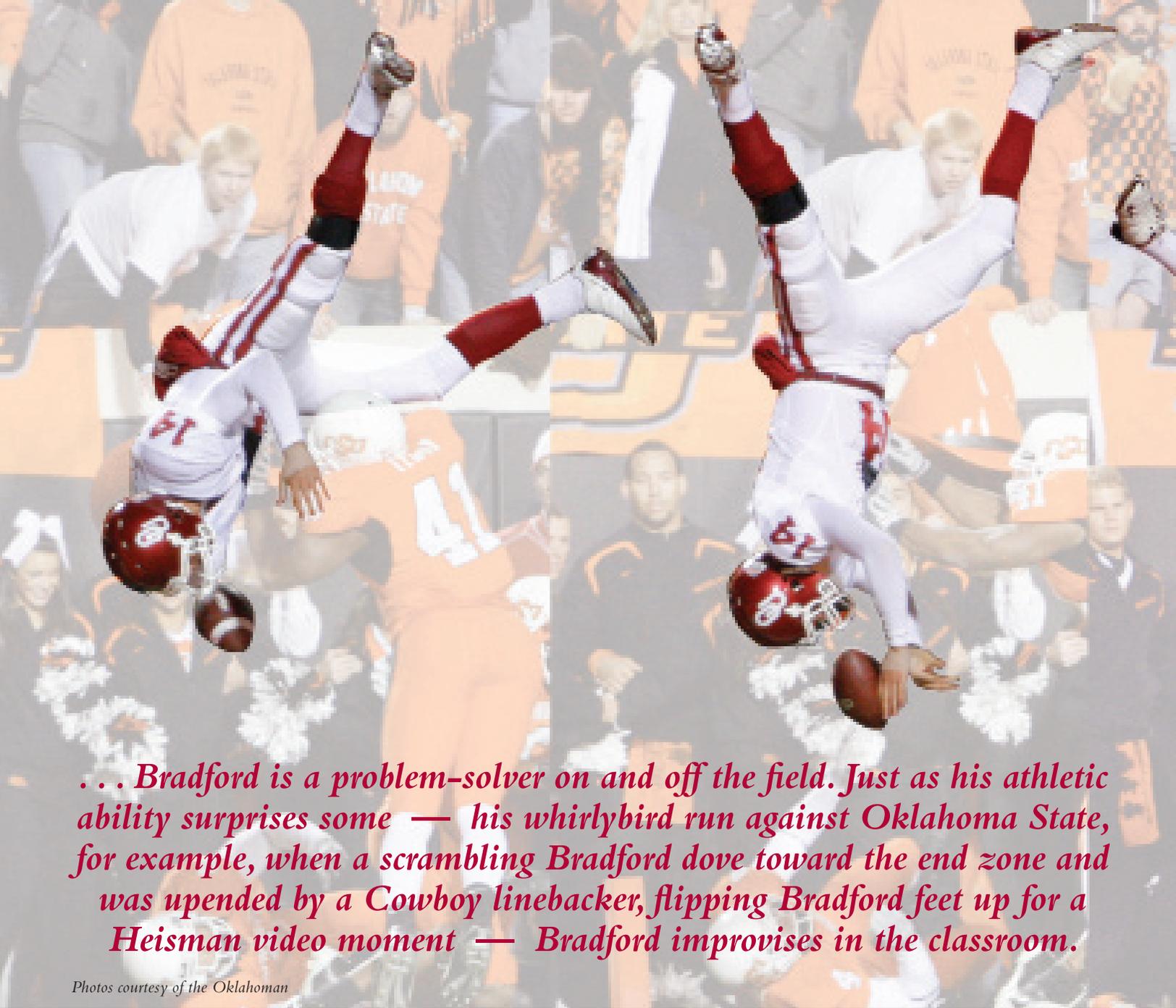
with, they’re trying to learn, too,” Bradford said. “I really haven’t come into any problems with that.

“I haven’t noticed any special treatment because I play football.”

Ron Anderson, a professor of management who taught Bradford, said, “He seems to integrate well. If someone were to tell me he was the Heisman winner, you wouldn’t even know it.”

Nate Stout, who last summer taught Bradford in an introduction to information systems class, said athletes by definition have to have an extreme amount of confidence.





... Bradford is a problem-solver on and off the field. Just as his athletic ability surprises some — his whirlybird run against Oklahoma State, for example, when a scrambling Bradford dove toward the end zone and was upended by a Cowboy linebacker, flipping Bradford feet up for a Heisman video moment — Bradford improvises in the classroom.

Photos courtesy of the Oklahoman

“Some tend to come off cocky,” Stout said. “Some, they want the attention. They have to have that huge self-esteem.

“Sam, he wasn’t arrogant. He was able to build up a rapport with (students) very quickly.”

Stout said he grows tired of being asked if athletes earn their grades.

“Oh my goodness, stop,” Stout says he tells them. Stout calls Bradford the classic example of a high-achieving student-athlete. “He’s one of the brightest people I have met in teaching this class,” Stout said.

“Sam was such a good guy, quiet, yet he seemed to have this confidence about him. He was never the first one to stick up his hand, but if you asked him, he knew the answer.”

Bradford is an unassuming superstar who quickly tires of the spotlight. But he said he appreciates the accolades from the OU academicians.

“I take a lot of pride in that,” Bradford said. “I do put a lot of effort into my schoolwork.”

Still, it’s not easy, particularly with the time demands of football, which require extensive film study, meetings,

practices and weight training during the autumn.

“Especially a game week, I might stay up past midnight or later, studying for a test,” Bradford said. “When someone does recognize what I’ve done, it really is a nice compliment.”

Bradford in January announced he would stay in school and forego the National Football League draft for at least another year. Bradford has two seasons of eligibility remaining.

A mega-contract with the NFL is virtually assured, but Bradford said he will plan for life outside football.



He said he has considered both law school and a master's degree in business.

"I'm finding you can do so many things with a finance degree," Bradford said. "No matter what you do, you always need a business sense."

His favorite classes so far? Two accounting courses and a finance class that focused on the stock market. "I just enjoy accounting," Bradford said. "And the finance class was the first time we really talked about stocks and bonds and different financial markets. I'm kind of intrigued by the stock market, how

all that works. I'm gradually starting to understand it more."

Stout, a big sports fan, said he sees correlations between business and football.

"I think there are similarities," Stout said. "That may be why he was good in my class. It's very analytical, too. In today's sports, it's all broken down into numbers."

Stout's example: a quarterback must know tendencies and percentages and must use that knowledge quickly to predict and decide what play to run or where to throw.

"It really becomes a statistical and numbers game," Stout said. "Any good quarterback is going to be good in reading and knowing what the percentages are."

Uh, maybe not. Bradford said it's "apples to oranges. I really don't see any relation to football.

"If you looked at it on paper, you could compare. But once you get out on the field, all that stuff goes out the window. I'm not thinking, third down, they're gonna blitz 78.2 percent of the time."

But without question, Bradford is a problem-solver on and off the field. Just as his athletic ability surprises some — his whirlbird run against Oklahoma State, for example, when a scrambling Bradford dove toward the end zone and was upended by a Cowboy linebacker, flipping Bradford feet up for a Heisman video moment — Bradford improvises in the classroom.

Gurney said an instructor told him that Bradford "finds solutions to problems they hadn't even thought of. He just looks at things in a unique way. I don't know what his IQ is, but clearly it's above mine."

"Sam's so unusual, to be able to juggle having unbelievable expectations on the athletic field.

"If you can imagine how many

expectations we place on the quarterback. And with the type of scholar-athlete he is, they'd be happy with just that.

"But he takes on a leadership role. He brings everyone else around him to a higher level."

Bradford would just as soon put a clamp on the deity angle. Yes, his grade-point average is in the 3.95 range, and yes, he admits he likes school. But there are times when he's like every other college student and would like to sleep in or take a day off.

"There are times maybe I don't have quite the drive or motivation you would like to have," Bradford said. "Times when you have to push yourself and grind it out."

That's where perhaps Bradford's athletic background comes in handy. Football players don't take a day off. Don't skip practice just because they feel like it. Bradford applies the same thing to his academics.

"I just kind of try to lead by example," Bradford said. "I value my education. When guys see that, they may take their schoolwork more seriously."

Gurney said he was nervous in the week after the national championship game, wondering if Bradford might leave the university for a pro football career. Nervous, but not surprised when Bradford decided to remain a Sooner.

"I believe that Sam came to the University of Oklahoma to get an education," Gurney said.

"Sam Bradford is going to be very successful in whatever he chooses to be. If he were hurt and unable to play again, I have no doubt he would be a leader in his chosen profession.

"Sam is one of the best ambassadors for this university. He's just a remarkable person."





Doyle is on the trading floor during VISA's opening on Wall Street.

Banking on Family Values

By Deborah Benjamin

As a boy, Charles “Chuck” Doyle slipped into a seat on the 50-yard line of Oklahoma Memorial Stadium to watch some of the University of Oklahoma’s greatest football players. Many hailed from the part of the Sooner State Doyle knew as home, a small town in the state’s southwest corner called Mangum. Seeing hometown stars like OU football standout Dick Heatly was inspiring to Doyle, but little did he know that he, too, would be a role model for future generations of that small dusty town in “short grass country.”

Doyle has always known that hard, honest work pays dividends. His business acumen is, in part, due to his education at OU and to seeing to the everyday operation of the family brick company. He also



discovered an important lesson from those OU football games: that teamwork is vital to success.

“That’s why I guess I’m so fascinated by coaches, because coaches have to build teamwork or they’re not going to win, and the same thing is true of business and life,” Doyle said, noting that his family’s support is instrumental in everything he does. “And that is what I’ve found to be the key to it all.”

After two years at Kemper Military School, Doyle transferred to OU, where he majored in business administration, with a management and economics concentration. OU was a natural choice, as Doyle recalled his days of going to games and the excitement he felt while on campus. It also proved to be an important

Doyle and his college sweetheart, Mary Ellen, Aug. 25, 1956, on their wedding day.



choice; Doyle said he met the single most important person in his life there: his wife, Mary Ellen.

Upon graduation in 1956, Doyle joined Union Carbide Corp. in Texas City, Texas, and briefly left to serve in the Army, landing in the same unit as rock musician Elvis Presley. “We had quite an experience with that,” Doyle said with a chuckle. He went back to Union Carbide in 1958, while also working toward an MBA at the University of Houston, which he earned in 1961.

It wasn’t until 1973 that Doyle would lead a group of investors to purchase the First State Bank in Hitchcock, Texas. This was the beginning of Texas First Banks, owned by Texas Independent Bancshares, which Doyle heads. The family of banks now has almost \$700 million in assets and is located across Galveston County, even expanding its brand to other neighboring counties.

Doyle has built a reputable banking empire, using a community-focused philosophy and business model. Doyle’s most recent venture involves the establishment of Houston Business Bank, a state-chartered bank that caters to small- to medium-sized businesses and does this by developing strong relationships with its customers.

“I always wanted to be in banking,” said Doyle, chairman of the board of Texas First Banks and chairman and CEO of Texas Independent Bancshares. “At the time (late 1960s, early 1970s), Union Carbide kept asking me to go to 270 Park Avenue in New York. By this time, Mary Ellen and I had a houseful of children. I wanted to do something different and raise them in a different environment and, if possible, have something that they could be involved in with me.”

As he had hoped, Doyle’s successful banking enterprise has been built on family values and has allowed his own family to work with him, including sons Matt (vice chairman, Texas First Banks), Christopher (president/CEO of Texas First Banks and president of Texas Independent Bancshares), David (director, Texas First Banks) and Patrick (general counsel and member of the board of directors). Doyle treats those who work for Texas First Banks like family, as well, even finding temporary housing for those who lost, or had extensive damage to, their homes during Hurricane Ike.

“We’re all in this together. If you have that attitude, you’ll have a successful company,” said Doyle, who is also on the Price College Board of Advisors.

Doyle has indeed been successful with Texas First Banks, but he also has had some notable accomplishments outside of



The entire Doyle family at a recent gathering.

We’re all in this together.
If you have that
attitude, you’ll have a
successful company...

the business, including serving as mayor of Texas City for a decade, with more than \$100 million in city improvements made under his leadership. Son Matt now serves as the town’s mayor. But it’s perhaps Doyle’s role as a member of the board of directors of VISA U.S.A. Inc. and Visa International that has offered one of his biggest career achievements: the initial public offering of VISA, which trades on the New York Stock Exchange under the ticker “V.” Doyle was introduced to the VISA board while he served as president of the Independent Community Bankers of America.

“Being on that floor of the New York Stock Exchange for the opening day and ringing the bell for the IPO of VISA, the largest one in the history of the United States, obviously that was a thrill beyond all imagination; I never dreamed I’d be there,” Doyle said. “But that was reaching the top of the mountain. Getting there was really the excitement of it and what I loved the most.”

While Doyle often credits mentors like his favorite OU professor, William Keown, for his own success in getting to the “top of the mountain” of his career, it’s Doyle who now epitomizes what a businessman should be, and he is taking a leading role in mentoring. In October, he participated in



Doyle, along with other VISA board members, rings the bell to begin the day of trading on Wall Street.

Price College’s Executive-in-Residence Program, which provides students experiential learning opportunities by giving them a chance to interact with industry leaders. Doyle said he discussed community banking and socially conscientious

business development, his role in VISA’s public offering and also fielded questions from students.

About the experience, he said, “Going back and meeting these students, and seeing how bright they are and how energetic they are, and how enthusiastic they are about going into the business world and being a success, and the confidence and leadership that they show -- it’s really exciting to me.”



THE SBA: Past, Present and Future

By Dawn Shelton



SBA 2008-2009 Officers, from left, Justin Ely, Amara Johnson, Chris Mock, Paige McDavid and Maziar Daei.



Working behind the scenes, late at night and between classes, the officers of the Student Business Association are back on the scene, striving to ensure that all business students have the opportunity for success.

The SBA, after a period of dormancy, is back and is quickly becoming the “go-to” group for those who need help, connections or input. The SBA serves as the umbrella organization that unifies all student business groups and streamlines communication and cooperation throughout Price College.

Dean Kenneth Evans is credited with bringing back the SBA when he became dean of the Price College of Business in 2007.

“I was interested in finding a way to get student input into what we were doing and engage them in important activities that I thought were valuable in enhancing the student experience,” he said.

The SBA organizes Back to Business Week at the beginning of the academic year, which encourages all business students to get involved in student organizations and campus activities. Back to Business Week is sponsored by several companies and has a fun side, including free food, prizes and even mechanical bull riding.

Other SBA activities throughout the year include organizing and hosting leadership summits for student leaders, getting involved in community service projects and assisting the college with its Distinguished Speakers Series. They also keep the dean’s office apprised of student concerns and interests.

“What I like about the SBA student experience is they learn to navigate across many interests represented in the college. SBA tries to represent the collective student voice in the college as opposed to a specific interest area,” said Evans.

After revitalizing SBA, Evans said the officers are doing very well charting



Blake O'Brien, former SBA president, and Rachel (Hess) O'Brien, former SBA vice president, are pictured at their graduation in 2004.

new territory without a map. Still, the activities that range from Halloween carnivals to helping achieve the college’s goals are reminiscent of the SBA of the past. Blake O’Brien, who served as the 2002-2003 SBA president, is pleased to see the revival.

“My advice to the current SBA officers is to take chances as an organization. College organizations provide a safe environment to test leadership skills and to experiment with different types of student events,” said O’Brien, who is an MBA student at Darden Graduate School of Business at the University of Virginia and previously worked at ConocoPhillips and Wachovia Securities.

“SBA provides its officers with many hands-on leadership opportunities. The public speaking and networking skills I acquired as an SBA officer were extremely helpful to me in my first two jobs and differentiated me from my peers. We currently face a challenging hiring environment – every little bit of college leadership experience helps,” he said.

O’Brien’s fondness for SBA is also personal. As outgoing president, he served on the selection committee for new SBA officers and came across what he called an “outstanding application” from Rachel Hess, who was selected to be SBA vice president.

“I got to know Rachel at the meetings and events I attended. Our first date during the fall of 2003 led to many others and ultimately to our wedding day in October 2007,” he said.

Rachel (Hess) O’Brien currently is a doctoral student at the University of Virginia’s Curry School of Education. Before that, she received a masters degree in economics from the University of Virginia and remembers fondly the days of serving as the SBA vice president in 2003-2004.

“My most memorable SBA experience was the Halloween event. I helped organize a carnival for local children. It was a great opportunity for SBA members to give back to the Norman community (and to relive our childhoods while bowling and face painting with the local princesses and pirates). Also, the event was personally significant for me since that is when I gave my future husband my phone number,” said Rachel O’Brien.



Justin Ely and Chris Mock visit with W.R. Howell during his visit in November to Price College as part of the JCPenney Leadership Program’s 20th Anniversary celebration.

SBA



SBA

When Evans revitalized the SBA more than a year ago, he was impressed with the motivation of the students.

“The one thing that I was struck with when I started talking with these students is they were looking for involvement. The ones who stepped up wanted to make a difference, not to just add another activity to their resumé.”

Maziar Dae, current SBA president, sees the value of giving back and making the most of his Price College experience.

“We have a vested interest in the university. The better the university, the higher the value of our degree,” said Dae, a senior finance and energy management major from Broken Arrow, Okla.

Dae has had the value of mentoring modeled for him when he recently met Jim Shelton, who was SBA president in 1977. Shelton told him the opportunity to think out-of-the-box propelled him to a successful and challenging career fighting piracy in the satellite broadcasting industry. It is a career that did not even exist when he graduated.

“We didn’t know how to fight stealing satellite programming back then. But we ended up turning around an 80 percent rate of theft. We were creative and persistent,” he said.

In the current economy, creativity and persistence can make the difference when students enter the job market. Current SBA officer Justin Ely, vice president of finance, admits jobs might not be as plentiful as they were just a year ago, but says SBA also tries to instill confidence in the students.

“These things are cyclical. We’re seniors. It might be a challenge to find a job after we graduate. But that isn’t much of a concern. Five years from now, things will be a lot better,” said Ely.

In addition to Dae and Ely, a senior finance and energy management major from Southlake, Texas, other current



At Back to Business Week in September, Justin Ely, Vitaliy Tyan, Amara Johnson, Paige McDavid, Chris Mock and Aaron Boag, former SBA president, make sure everything is running smoothly with all the activities for students.

SBA officers are Chris Mock, vice president and a senior accounting and finance major from Denton, Texas; Paige McDavid, chief communication officer and junior marketing major from Oklahoma City; and Amara Johnson, secretary and energy management major from Moore, Okla. The new SBA section of the Price College web site was created by Vitaliy Tyan, and the SBA staff adviser is Robert Harper.

From networking with alumni at campus functions, to working special events such as the Speaker Series, SBA officers will be there – working where needed to ensure the success of the event.

“For most new graduates, it will be many years before they have enough corporate clout to enjoy that kind of running room in the real world,” said O’Brien.

“I am very proud of these student leaders,” said Evans. “Their future success, professionally and personally, will be a function of understanding the mosaic of living in our complex society.”

“This campus is amazing in the way we engage students in professional and community service. It is difficult for a student at OU to have not had some type of non-curricular involvement in a student, college or university organization,” said Evans.

“It is the opportunities personally and professionally while a student at OU’s Price College of Business that makes our programs so valuable. SBA is one of those important experiences that make a difference in our students’ lives. I am pleased that SBA is again an active and contributing part of our enterprise.”



facultyPROFILE

Pradeep Yadav

Director of the Division of Finance

Pradeep Yadav was born and raised in India, graduating from Delhi University, where he earned gold medals for being at the top of both his undergraduate and his graduate classes.

After college, Yadav entered the Indian Administrative Service, the

Yadav's practical business education also started within the Indian Administrative Service when, at age 26, he became the managing director and CEO of the state fisheries corporation, and two years later, became the deputy managing director and deputy CEO of a public-sector industrial development bank.

In 1986, Yadav went to Britain, earned his doctorate from the University of Strathclyde in finance and joined academia. Except for being a full-time visiting professor at UCLA and NYU over three years from 2000 to 2003, he remained in Britain until he moved to Norman in 2005.

In his academic career, Yadav has particularly enjoyed at least two ventures outside the normal routine of academic life. In 1997, he founded and became the first director of the Scottish Institute for Research in Investment and Finance, an inter-university center of excellence at the interface between academia and industry. In the late 1990s, he became actively involved with the work of the European Finance Association, eventually becoming the program chair of the 2003 annual meeting and the president of the association in 2004.

Yadav continues to be active in Europe and India, serving on the Center for Analytical Finance board of advisors at the Indian School of Business, as visiting professor at Lancaster University in England and as Center for

Financial Research Research Fellow at the University of Cologne in Germany.

Yadav and his wife, Mamta, love the warm and friendly atmosphere they have found in Oklahoma. Before leaving Britain, Mamta worked for more than 15 years in management positions in school education authorities. She also is an accomplished singer trained in Indian classical music, drum instrument tabla and sitar. Mamta has given over a hundred solo concerts in major concert halls across Britain and many public performances in Oklahoma since she has moved here, including OU's Catlett Music Center.

They have two children: Hemang, 25, and Yesha, 27. Hemang studied medicine at Cambridge University and Imperial College, and has just started his residency in London. Yesha earned



Yadav opens the International Conference on the Structure and Organisation of Markets in Mumbai, India, in December. Looking on (from left) are Robert Engle, winner of the 2003 Nobel Prize in Economics; CB Bhave, chairman of the Securities and Exchange Board of India; and G. Sethu, director of the Indian National Institute for Securities Markets.

highest level of the civil service in India responsible at senior levels for all governmental activity. He worked in different assignments for more than 10 years, and feels that each assignment was extremely fulfilling, albeit high stress, high voltage and in the continual public eye.

The last assignment he held in India before moving to Britain was that of chief district administrator in the Indian district of Sultanpur, with a population of about 2.5 million, and the political constituency of the then Prime Minister of India, Rajiv Gandhi. He was CEO of a government apparatus of about 90,000 personnel, responsible for all governmental activity, including police, tax collection, schools, roads, bridges, health care, economic and social justice programs and public welfare.



Yadav pictured with his family during the holiday season (from left) Hemang, Yadav, Yesha and Mamta.

the equivalent of a juris doctorate from Cambridge University. After working as an attorney for four years in a London law firm, she currently is pursuing a graduate degree in law at the Harvard Law School and looking for an agent to market her recently completed novel.





academic **DIVISION** highlight

FINANCE

The Division of Finance at the Price College of Business enjoys a top international reputation for the quality of its faculty. Current faculty in the division:

- Have published more than 60 scholarly articles in such publications as the *Journal of Finance*, the *Journal of Financial Economics*, the *Review of Financial Studies* and the *Journal of Financial and Quantitative Analysis*; and more than 200 other articles in other major journals in finance, accounting, management, economics and related relevant fields.
- Serve, or have served, on the editorial boards of several top finance journals, e.g., *Journal of Financial and Quantitative Analysis*, *Journal of Banking and Finance*, *Review of Finance*, *Journal of Futures Markets*, *Financial Management*, and the *Journal of Financial Research*.
- Have been the recipient of major research excellence awards and prizes at international conferences and otherwise, including Best Paper Prizes from the Chicago Board of Trade, the New York Stock Exchange, the International Association of Financial Engineers, the Financial Management Association and the European Finance Association.
- Have received grants for research well in excess of \$1 million from national and international research councils and other public bodies, e.g., the National Science Foundation, the World Bank, and international higher education research funding councils in Europe and Asia.
- Hold or have held important elected positions of responsibility in major international professional associations, e.g., the European Finance Association, the Financial Management Association and the Southern Finance Association.
- Have undertaken significant consultancy in their respective areas of expertise, both nationally and internationally.
- Have chaired several international conferences and/or given several keynote addresses at important professional events.

- Two Finance doctoral students, Jesus Salas and Ginka Borisova, graduated in 2008 and joined as assistant professors at Lehigh and Iowa State, respectively. Another doctoral student, Duong Le, is graduating this year and will join the University of Arkansas at Little Rock. Two doctoral students – Kate Holland and Veljko Fotak – are FEEM Fellows, thanks to a gift negotiated by William Megginson.
- A new energy concentration has been started within the MBA program this academic year with four new courses: introduction to energy, trading of energy assets and commodities, energy corporate finance, and energy accounting.
- A new risk management course will be taught for the first time during the next academic year for undergraduate students, as a prelude to a new risk management concentration.
- The Student Investment Fund class taught by Duane Stock and Scott Linn continues to offer both graduate and undergraduate students the hands-on opportunity to manage, using the value-style approach, a real-dollar stock portfolio of several hundred thousand dollars.
- The Fixed Income Investment Fund class taught by Pradeep Yadav continues to offer both graduate and undergraduate students the hands-on opportunity to manage a real-dollar bond portfolio of several million dollars.
- The finance division, the Center for Financial Studies and the Oklahoma Bankers Chair, Gary Emery, organized a symposium on hedge funds in September featuring Stephen Brown, a hedge fund expert and distinguished professor at NYU. The presentation was followed by a panel discussion on “Hedge Funds: Good, Bad or Ugly,” moderated by Pradeep Yadav, with Guy Patton, president of the OU Foundation, and Mark Horrell, founding partner and portfolio manager at Hercules Security Investments.



Pradeep Yadav is the director of the Division of Finance and the W. Ross Johnston Chair of Finance. He is past president of the European Finance Association and currently serves as a member of the CAF board of directors at the Indian School of Business, as CFR Research Fellow at the University of Cologne, as a visiting professor at Lancaster University in England and on the editorial board of the *Review of Finance*.



Cathy Little is the assistant for the Division of Finance and has worked in the Price College of Business since 1976. She has served on the Hourly Employee Council and the Staff Senate. Little was awarded the Distinguished Service Award at the university level and the Staff Member of the Semester Award several times at the college level.



Tor-Erik Bakke is a new faculty member in Finance starting this fall. He holds undergraduate degrees from the University of Wisconsin-Madison and the University of Oslo. He earned his doctorate at the Wisconsin School of Business. Currently, he is working on topics relating to financial development, firm investment policies and cash shortfalls. His research has been published in the *Review of Financial Studies*.



Gary Emery is the Oklahoma Bankers' Chair in Finance. He teaches a course on derivative securities and markets to undergraduates and MBA students and the course on entrepreneurial finance in the Price College's entrepreneurship program. Emery's current research is on the distribution of inventories between suppliers and customers in a supply chain.



Evgenia Golubeva is an assistant professor of finance. She is a member of the American Finance Association and the Financial Management Association and currently teaches investments and advanced business finance. In the fall, she will be teaching the introduction to energy course for the new MBA energy concentration.



William Megginson, Rainbolt Chair in Finance, is the executive director of the Privatization Barometer. From 2002 to 2007, he was a voting member of the Italian Ministry of Economics and Finance's Global Advisory Committee on Privatization. During spring 2008, he was the Fulbright Tocqueville Distinguished Chair in American Studies and Visiting Professor at the Université-Paris Dauphine.



Duane Stock is associate editor of the *Quarterly Review of Economics and Finance* and was the first Harold S. Cooksey Lecturer in Risk Management and the first Michael F. Price Student Investment Fund Professor. He has twice received research grants from the Prochnow Education Foundation to conduct banking research and is a member of the Financial Management, American Finance and Western Finance associations.



Vahap Uysal received the Alumni Teaching Award for spring 2008 and also is a recipient of the Dean's Competitive Research Grant for spring 2008. His research primarily focuses on how value is created in mergers and acquisitions and its subsequent effect on corporate decisions.

Louis Ederington, Michael F. Price Chair in Finance, received the Bruce Magoon Master Teacher Award in 2008. He is spending this academic year on sabbatical in Australia visiting at the University of Queensland and University of Melbourne. He was the keynote speaker at the Euro Working Group on Financial Modeling in Stockholm last May and will be one of the keynote speakers at the Derivatives Down Under Conference in Melbourne in April.



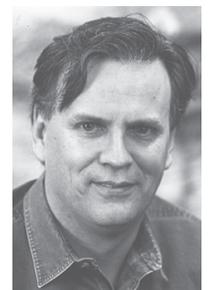
Chitru Fernando, Michael F. Price Professor of Finance and director of the Center for Financial Studies, was a visiting professor at the Cox School of Business, Southern Methodist University, in fall 2008. He also is a research fellow at the Wharton Financial Institutions Center. He received the Inaugural Dean's Distinguished Research Paper Award in 2008 for his paper with Tim Adam, "Hedging, Speculation and Shareholder Value," published in the *Journal of Financial Economics*.



Scott Linn, R.W. "Dick" Moore Chair in Finance and Economic Development, serves as an associate editor for several journals, including the *Journal of Futures Markets*. His research has been published in the leading academic journals in his field and he currently serves as a consultant to the Office of the Chief Economist of the Commodity Futures Trading Commission. Linn teaches at all levels and currently is the instructor for the first Ph.D. class in finance and the first MBA class in the full-time MBA program.



Bryan Stanhouse, Milus E. Hindman Professor of Finance, currently teaches financial markets, derivative securities and portfolio theory at the Price College of Business. Stanhouse's research interests include risk management, commercial bank behavior and endogenous uncertainty.



James Uskert is the coordinator for the undergraduate finance program and the faculty advisor for the Finance Student Association. He currently teaches commercial banking. He most recently came from Merrill Lynch as an associate financial advisor. Prior to that, he taught at Colorado State University and holds a doctorate from the University of Colorado at Boulder.



Yi Zhou is new to the Price College of Business. She has a doctorate in finance and master's degrees in both statistics and economics from UCLA and a master's degree in astrophysics from UC Berkeley. She teaches undergraduate investment. Her research areas are in the area of asset pricing, derivative pricing, volatility and jumps, credit and default risk, risk management and financial econometrics.





CLASSnotes



Norman Gordon, BBA 1942, and **Gary Gordon**, BBA 1969, are father and son graduates of the college.

Norman Gordon

earned his

degree with a double major in accounting and finance, while Gary received his degree in accounting and passed the CPA exam in 1971.



Gary Gordon

Norman ran Samuel Gordon Jewelers in Oklahoma City, the company his father had started in 1904 and managed until his passing in 1980. Gary took the reins of the family-owned business as CEO and added new brands, consolidated stores and took the well-known jewelry store to the next level with his son, Daniel, who joined the company in 1996. Daniel started as buyer and advertising manager and currently serves as president.

Last June, Samuel Gordon Jewelers was named one of the top 50 designer retail jewelers in the United States for 2008 by the *Jewelers Circular Keystone Magazine* and all the American and international jewelry designers participating in the JCK Vegas Jewelry Show, 2008.

Harold Patterson, BBA 1947, retired from Commercial Bank and Trust in Muskogee, Okla., in 1986 as senior vice president. Before that, he served in World War II in the Air Force, which delayed him graduating from OU in 1942. He currently lives in Muskogee, Okla., and celebrated his 88th birthday in July.

Patrick Cavanaugh, BBA 1954, served as a major when he retired from the Air Force in 1976 at McCord Air Force Base in Tacoma, Wash. He then did coursework in watch and clock repairing and began repairing and selling clocks as the Clock Doktor. In 1996, he and his wife, Shirley, moved to Silverton, Ore., to be near their daughter and her family.

Jack Cochran, BBA 1965, relocated to the Indianapolis area as a consulting manager for MorrisAnderson. He has worked for the company since 2000 doing turnaround and crisis management consulting in a wide variety of industries. He will help the company to expand their practice in Indiana as well as continue to serve MorrisAnderson's current client base.

Harry Gooding, BBA 1969, was named chief financial officer for Desert Commercial Bank at the executive offices in Palm Desert, Calif. He will be responsible for managing all aspects of accounting and investment operations throughout the bank's locations in Riverside and Imperial County. Gooding brings over 32 years of financial expertise in corporate financial management, business and budget planning, as well as mergers and acquisitions. He spent 14 of those years at Valley Independent Bank prior to its absorption by the Dutch-based institution Rabobank. He also earned an MBA at Rutgers University and served in the U.S. Navy.

Jim Shaubarger, BBA 1969, MBA 1973, has been named events manager for the Smith Mountain Lake Chamber of Commerce in Virginia. He is a former Naval officer as well as a news photographer for the Kansas City Star. He taught classes in photography and photojournalism at OU while owning a photo equipment business for almost 30 years. Shaubarger now owns his own photography equipment store called Snopes and Scopes in Boxwood Green, Va.



Gary Farabough, BBA 1971, was appointed by Oklahoma Gov. Brad Henry to a nine-year term as a regent for the Ardmore Higher Education Center. The center delivers degree programs from East Central University in Ada, Murray State College

in Tishomingo, Southeastern Oklahoma State University in Durant and Oklahoma State University – Oklahoma City. Undergraduate and graduate courses are offered and students can earn bachelor's or master's degrees from any of the four participating colleges. Farabough received his JD from Ole' Miss in 1974 and since then has been a member of the Mississippi Bar Association and the Oklahoma Bar Association. He is a partner in the law firm of Pasley and Farabough and his practice area is labor law, workers' compensation defense and general liability defense. Farabough served for a number of years on the Price College of Business' board of advisors and lives with his wife, Jan, in Ardmore, Okla. They have a daughter, Kimberly Mouledoux, and a son, Brian Farabough.

Kirk Humphreys, BBA 1972, recently started another chapter in his career with KFOR-TV, the NBC affiliate in Oklahoma City. The former mayor of Oklahoma City is the co-host of the channel's Flash Point series. He also is vice chairman for aviation and aerospace of the Greater Oklahoma City Chamber of Commerce, chairman of the Oklahoma District Council of Urban Land Institute and serves on many other boards and authorities in the Oklahoma City area. He has been married to his wife, Dana, for 35 years and has three children and five grandchildren.



John Shaw, DBA 1973, is the author of the fifth edition of "International Marketing: Strategy and Analysis," published by Routledge, Taylor and Francis Publishing Co. Ltd. Shaw is a professor of marketing and director of the MBA program in

the School of Business at Providence College. Other books he has published include "Product Life Cycles and Product Management" and "Consumer Behavior: Strategy and Analysis." Shaw would especially like to acknowledge Dennis Crites, James Constantine, Rodney Evans, Jim Kenderdine, Malcom Morris and Marion Phillips for their kindnesses and guidance during the years he pursued his doctoral degree in marketing at OU.

Bill Browning, BBA 1975, recently became the office managing partner in assurance and advisory business services with Ernst & Young in Los Angeles. In addition to his successes at Ernst & Young, he and his wife, Nina, have started an endowed scholarship fund, which benefits Price College students majoring in accounting.



Susie Stalcup, BBA 1976, previously served as the chief fundraising officer for Columbia University Medical Center and recently was appointed vice chancellor for development and alumni relations at the medical center. She joined Columbia University Medical Center after serving as senior director of planned giving at Rice University. Stalcup has previous experience in finance and estate planning with Merrill Lynch Pierce Fenner & Smith in Oklahoma City and New York City.

Scott Stephens, BBA 1976, was promoted to detective with the Purcell Police Department in Purcell, Okla., in Nov.

Ralph Rolen, BBA 1978, has been named executive vice president and general manager for Stored Value Solutions in Louisville, Ky. The company is a leading provider of custom solutions for gift and prepaid cards, loyalty and B2B applications. Rolen leads strategic direction, operations, revenue initiatives and product development for SVS. He joins the company from Total Merchant Services and holds an MBA from the University of Texas.



Brett C. Bowers, BBA 1980, is the director of Midfirst Investment Services. In Feb., he accepted a board position with the Bank Insurance and Securities Association. Bowers has worked in the finance industry for over thirty years, spending his entire career in Oklahoma.

Myles Deering, BBA 1980, is an Army National Guard major general and was recently appointed by Oklahoma Gov. Brad Henry to serve as Oklahoma's top military officer. As Oklahoma adjunct general, he will serve as military advisor to the governor and commander of the Oklahoma Air and Army National Guard. Previous to this position, Deering was assigned as the director of manpower and personnel at the National Guard Bureau in Washington, D.C.

Jack Talley, BBA 1980, has been promoted to senior vice president, retail expansion, for Sony Pictures Home Entertainment. He will be responsible for overseeing Sony's retail expansion team and the newly launched signature sales team. Additionally, he will manage the special market sales activity. Prior to joining Sony, Talley oversaw MGM's grocery and drug sales division and played an integral role in the strategic development and implementation of the scan-based trading business model.

David Kutch, BBA 1981, was named to the American Heart Association of Southeastern Pennsylvania's board of directors. He is the

regional president for BNY Mellon Wealth Management and chairman for Bank of New York Mellon in the Mid-Atlantic region. He manages the company's portfolio and new business development in his region and serves on the operating committee for the bank.

Mark Miller, BBA 1981, after 20 years experience in the financial industry, has been named as vice president and commercial lender for First Bank and Trust Co. in Norman, Okla. He is originally from Tulsa, Okla., and now lives in Norman with his wife, Darla.

Bob Stayton, BBA 1981, joined PinPoint Directional Services as CEO. He is a 28-year veteran of the oil and gas industry, most recently with Weatherford. Stayton's experience also includes work for the Gas Research Institute and has authored several articles on horizontal directional drilling.

Jeff Cloud, BBA 1983, was recently elected for a six-year term as commissioner on the Oklahoma Corporation Commission. He previously served as chairman of the commission. As commissioner, he will work for better regulatory, conservatory and environmental safeguards for natural gas and oil expiration and production. Cloud holds a degree in petroleum land management from Price College and his JD from Oklahoma City University. He lives in Oklahoma City with his wife, Trish, and their three children, Cooper, Carter and Johnny.

Greg Curry, BBA 1983, has been elected president-elect and chair of the political action committee for the Texas Association of Defense Counsel. He is a partner of Thompson & Knight LLP's trial practice group in Dallas. Curry's practice focuses on general commercial, oil and gas and environmental litigation matters. He received his JD magna cum laude from Texas Tech University.

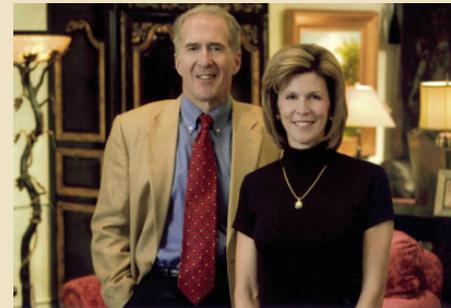
Kin Oldham, BBA 1984, was named the central region president for Pinnacle, an international real estate management firm in Dallas. He will direct the region's operations and growth, and will be responsible for the management of all of its brokerage, commercial, multifamily and public housing. Oldham previously served as managing director and regional partner for 15 years with Greystar Real Estate Partners. He currently serves as secretary of the executive board and vice chairman of the legislative committee for the Apartment Association of Greater Dallas.

Rex Duncan, BBA 1985, was elected in November for a second term as Oklahoma Representative for District 35, which runs from the Sand Springs to Perry area. He received his



Robert and Sara Jean Calonkey

Robert Calonkey, BBA 1950, and **Steve Calonkey**, BBA 1975, both call Norman home along with OU's Price College of Business. Robert started Mister Robert



Steve Calonkey and Keven Carl

Fine Furniture in Norman 51 years ago with his wife, Sara Jean, whom he met while attending OU. Steve started with the company when he was 13, riding on the delivery truck. He progressed to doing summer deliveries and then starting full time in the family business in 1975 when he graduated with his degree in marketing.

Robert and Sara Jean still work in the high-end furniture store, which features Henredon, Maitland-Smith, designer fabrics, oil paintings and rugs. The whole family is involved with the business that grew from one showroom in 1958 to six showrooms today. Robert and Sara Jean's four children all took an interest to the company they were surrounded with as children. Steve runs the operation; Keven, who earned her bachelor's degree in interior design in 1980 at OU, is an award-winning interior designer; and Tim, who earned his bachelor's degree in communication in 1990 at OU; and Ellen work in the office.





CLASSnotes

JD from Oklahoma City University and served as a lieutenant colonel in the Oklahoma Army National Guard and as a Special Forces Green Beret. Duncan's military career spans 29 years in the Army National Guard, Army Reserves and on active duty. In 2002 through 2003, he served 16 months as a Special Forces officer with the special operations command-central in the Middle East and the Horn of Africa.

Mike McClendon, BBA 1985, has been named commercial relationship manager for First Fidelity Bank's Tulsa, Okla., market. He will be responsible for the acquisition, retention and expansion of commercial business clients for the bank and brings more than 22 years of financial experience to the position. McClendon received his MBA from Southern Methodist University and was the principal of Michael McClendon Independent Consulting, a capital acquisition and business development firm in Dallas.

Tim Lucas, BBA 1989, is the president and CEO of Surgient, the market leader in self-service virtualization automation and lab management located in Austin, Texas. He brings more than 19 years of public and private company experience to the company and was previously CFO and vice president of services for Surgient.

Steven Floyd, BBA 1991, MBA 1994, is the comptroller at the Council on Law Enforcement Education and Training Facility in Ada, Okla., and recently was named to the inaugural Leadership YOUniversity class by the Ada Area Chamber of Commerce. Selected participants have demonstrated leadership abilities and a commitment to professional development. He, his wife, Denise, and their two children, Rachel and Andrew, live in Ada, Okla.

Jennifer Boulware, BBA 1999, accepted a position in April 2008 with Johnson Controls Inc. in Austin, Texas. She is a solutions account executive and directs energy performance contracting and building efficiency solutions for the higher education market.

Daniel Ha, BBA 1999, is the director of hospitality for Vineyard 29, a 6,000-case-a-year winery in Napa Valley. Most of the wine sold by Vineyard 29 is to members of its mailing list, which has a two-year wait to join. Thus, much of Ha's hospitality functions at this high-tech, 6-year-old gravity-flow winery are tailored toward select members. Prior to his position at Vineyard 29, Ha was general manager and wine

director of Budo Restaurant in Napa Valley. He currently holds a first-level certificate from the International Guild of Sommeliers and is studying to become a master sommelier.

Travis Short, BBA 2000, is the new chief executive officer at Bluewater Managed Services in Tulsa, Okla. He will lead the company focusing on remote IT support for small to mid-sized businesses. Short also owns SpringPoint Technologies, which offers outsourced IT services. He and his wife, Megan, have two children, Peyton and Hudson.

Matt McCoy, BBA 2003, has formed the Matt McCoy State Farm Insurance Agency in Tulsa. He has worked for State Farm for two years as an agency field specialist and prior to that he was employed in the employee benefit brokerage world. He is a second-generation State Farm agent, following his father, Mike McCoy. His agency will specialize in home and auto insurance policies, but is licensed in all lines of insurance.

Adam Nuse, BBA 2003, has been named vice president of the Corpus Christi Hooks minor league baseball team. He initially interned with the Round Rock Express baseball team in 2001 and after earning his master's in sports administration at Wichita State University, he joined the Hooks' operation as an account executive then moved into the position of director of group sales. He and his wife, Sarah live in Calallen, Texas, with their daughter, Lucy.



Chad Stuewe, BBA 2003, drafted the mission guidance and task organization initiative for policing units to include Iraqi Special Forces and Iraqi SWAT teams while serving in the U.S. Navy and working with the Combined Joint Special Operations Task Force – Arabian Peninsula in Balad, Iraq. The plan was briefed before the minister of the interior, head of all policing and security forces in Iraq, who in turn disseminated the plan to his forces. He is married to Kathryn (Wilson) Stuewe, an OU graduate with a degree in elementary education.

Maegan (Miller) Brown, BBA 2004, serves as director of development at St. Luke's Regional Medical Center in Sioux City, Iowa. She also volunteers her time with Girlfriends of Girls Inc. a local program that connects women with girls and teenagers to offer important life-skills while maintaining an atmosphere of fun. Brown previously was a bank manager

in Arizona before moving to Iowa with her husband, Brandon, in 2007.

Katie Horne, BBA 2004, has been named vice president and accounting officer for Vision Bank in Ada, Okla. Previous to this appointment, she worked for Grant Thornton, LLP. She is a member of the Ada Chapter of the OSCP and the AICAP and attends the Central Church of Christ.



Vera Taylor, BBA 2004, sales associate at Equity Commercial Realty, has been awarded the Certified Commercial Investment Member designation by the CCIM Institute, one of the leading commercial real estate associations in the world. The designation was awarded Oct. 16 during the institute's meetings in Chicago. Taylor also is active in the local community as co-chair of the Norman Chamber of Commerce's retail trade committee, member of the Norman Business Coalition, board member of the 89er day parade, graduate of Leadership Norman 2005-2006 and United Way loaned executive.



Kyle Strongin, BBA 2005, currently works for the San Francisco 49ers as the personnel assistant in the scouting and personnel department. Previously he was the director of football operations at the University of Mississippi. He went to work for the 49ers in May 2008.

Adam Creath, BBA 2006, recently launched the first phase of a social interaction and shopping web site. The site, www.thewishal.com (view it with the username: sampler, and password: 12345678), brings together small boutiques and shoppers from all over the nation. Shoppers on the site can add their favorite items to virtual closets, which act as interactive wish lists, and boutique stores with or without web sites can use The Wishal as a medium for reaching a broader customer base.



Megan (Henry) Gill, BBA 2007, works from home for Canaan Resources in Oklahoma City. In August, she married former OU student Bryce Gill at Rose Dhu Creek Equestrian Center in Bluffton, S.C., where they now live.



JCPenney LEADERSHIP Center



On November 21, the JCPenney Leadership Program celebrated its 20th Anniversary at the Sam Noble Oklahoma Museum of Natural History.

The featured guest of the evening was J. Rufus Fears, David Ross Boyd Professor of Classics and G.T. and Libby Blankenship Chair in the History of Liberty. Fears spoke about "Lessons in Leadership" and paralleled instances from history with the current financial situation to illustrate how responsible leadership is the key to emerging from the downturn.

The JCPenney Leadership Program began in 1988 through the generosity of JCPenney Co. and the vision of JCPenney CEO, W.R. Howell, a 1958 OU College of Business graduate. The program's goal was to provide leadership opportunities for talented business students and continues to carry out this purpose today. The program currently has 120 associates and is directed by Cindy Lopez.



Office of Alumni and Development
307 West Brooks, Suite 105
Norman, OK 73019-4007

The Michael F. Price College of Business at the University of Oklahoma is dedicated to the preparation of future business leaders and scholars through an innovative and engaging educational experience informed by leading edge research.

Archie Dunham 27th Annual Golf Invitational

Thursday, June 11, 2009

8 a.m. Registration

9:30 a.m. Shotgun Start

Box Lunch on Course

1:30 p.m. Appetizers and Awards

Limited to the first 144 players.
For more information or to register,
please contact the Price College
Office of Alumni and Development at
(405) 325-4687.

