

# PRICE

m a g a z i n e

Fall 2009



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Archie and Linda Dunham - Seed Sowers

Professional Development Recreated

Philanthropy Goes a Long Way at Price

Energy Focus Touches Many Divisions

The University of Oklahoma



Price College of Business

# Letter from the Dean

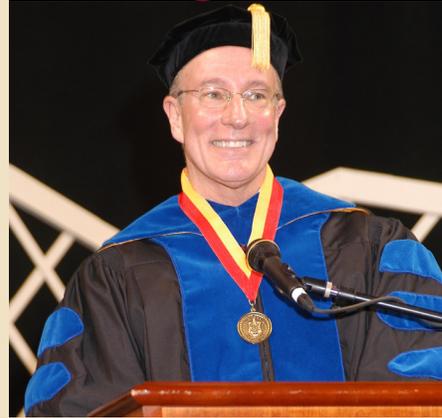
## Dear Alumni and Friends,

Price College continues to provide a first-class education for students. Students have access to an internationally recognized faculty, support from an excellent professional staff and the opportunity to interact with domestic and global business leaders. OU is one of the few universities in the world where students can be exposed to cutting-edge dialogue about the role of energy in the global economy. Our students have access to leading experts in energy production, exploration, oil and gas markets, and the renewable energy industry on a regular basis. Add to this the entrepreneurial opportunities that abound in the new energy frontier and OU's Price College, with its eighth-ranked Entrepreneurship Program, and it becomes clear the college is particularly well positioned to prepare our future business leaders.

Along with Price College's traditional strengths in the functional areas of business – accounting, finance, management, marketing, management information systems and supply chain management, Price College has a lengthy background in preparing tomorrow's leaders in the energy industry through the Energy Management Program. We have recently expanded our educational opportunities for students seeking careers in the energy field with added accounting coverage, made possible by a generous gift from Ernst & Young, and an MBA concentration in energy, supported through a significant commitment by ConocoPhillips. Further, the complexity of issues surrounding both energy production and its consumption call for more active engagement by business research faculty. The college has a new center initiative dedicated to research and education on cutting-edge issues in energy production and consumption management.

Too often, the role of business in contributing to society's wellbeing is an overlooked part of business student preparation. Price College prides itself in providing our students a strong sense of their social contract as a business leader, and active hands-on engagement in a variety of philanthropic activities. Our goal, as evidenced from our accomplishments to date and programming commitment, is to provide Price College students with a variety of opportunities both within and outside of the formal curriculum to embrace the social responsibility of today's and tomorrow's business leaders.

The college has a long history of producing outstanding business leaders in industry. We have brought many back to campus as distinguished speakers and executives-in-residence. Certainly among our distinguished graduates is Archie Dunham, CEO emeritus of ConocoPhillips. Among his many accomplishments, Archie provided critical leadership during the merger of Conoco and Phillips. In his role as leader of a major energy company, he grew to appreciate the need for management to have an understanding of the global marketplace. Archie and his wife, Linda, decided to make a very generous gift that provides MBA students the opportunity to study and work in London, England, over the summer. Added to our growing international program in the college – we placed almost 100 students abroad this past year in our college-operated programs – the Dunham program provides our MBA students a very unique educational opportunity. Many thanks to Archie and Linda for making this program possible.



Dean Evans congratulates the new Price College graduates at Convocation in May.

I will close by noting some of the accomplishments of our students and programs since the last edition of Price Magazine.

- This year, of a total of six possible awards (three undergraduate and three graduate) Price College won five of these top six recognitions in the Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition.
- The OU undergraduate team took second place in the Tri-State Donald W. Reynolds Governor's Cup College Business plan competition.
- A Price College student team won the Third Annual ERPsim international business simulation competition using enterprise resource planning software.
- Our MIS faculty and students hosted a boot camp for high school students called "IT is Hot." Students participated in teams identifying the next big business technology application to hit the Internet. All indications were the program was a great success.
- Distinguished speakers included Gerard Arpey, CEO of American Airlines; John Carrig, COO and president of ConocoPhillips; Max Weitzenhoffer, chair of the OU Board of Regents and theatre industry entrepreneur; and Ken Silverman, entrepreneur and CEO of The Silverman Group.
- Both MBA and undergraduates participated in an intersession program in Bangalore, India. Coordinated by Professor Laku Chidambaram, this experience provided cultural and corporate educational opportunities.
- We capped this year off with our annual Archie Dunham Golf Tournament, which was again a great success. Our thanks to all those who participated. The proceeds from the event go to our Partners in Learning Program.
- Too numerous to mention are the many end-of-the-year recognition events where the college awards outstanding achievement among its students, faculty and staff. We are fortunate to have exceptional performances within the Price College community each and every year, which makes the selection process extremely difficult. Suffice it to say we again had an abundance of worthy recipients.

We hope you enjoy this edition of Price Magazine.

Sincerely,

A handwritten signature in black ink that reads "Kenneth R. Evans".

Kenneth R. Evans  
Dean and Fred E. Brown Chair

# PRICE

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# PRICE

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## PRICE COLLEGE OF BUSINESS ADMINISTRATIVE OFFICES

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<b>Frances L. Ayres</b>	Director, Steed School of Accounting
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<b>Patricia J. Daugherty</b>	Director, Division of Marketing
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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:** Archie and Linda Dunham are honored with the Seed Sower for their gifts to OU. They are pictured with Price Scholars and Dunham Scholars, from left, Matt Kelly, Brian Carey, Michelle Cates, Eric Ellsworth, Archie Dunham, Linda Dunham, Matt Zellner and Nicole Heyland. Photo by Lynann Sterk.

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The University of Oklahoma is an equal opportunity institution. (#51514, 09/09)

# PROFESSIONAL DEVELOPMENT: *The Key to Success*

By Robert Harper

**MOST OKLAHOMANS ARE ACCUSTOMED** to seeing storm clouds gathering on the horizon. We are all too-familiar witnesses to the fury that Mother Nature can impose upon our great state. Recently, we also have seen economic storm clouds gathering, which impact the ability of our students to find internships and full-time job opportunities. As we have learned from experience, the key to surviving any storm, be it weather-related or economic in nature, is preparation. Being prepared significantly increases the chances of a positive outcome.

Understanding the challenges our students will face in the future, the Price College of Business, led by Dean Kenneth Evans, took the bold step in February 2008 of creating the Office of Undergraduate Professional Development and External Relations in an effort to assist Price students with their professional development and career search. I was given the opportunity to lead this new initiative as the director of undergraduate professional development. Dena Newhouse joined me in July 2008 as the assistant director of the program. Both Dena and I have significant industry experience, which is a natural fit for us when working with students to help them understand the skills needed to succeed in the "real world."

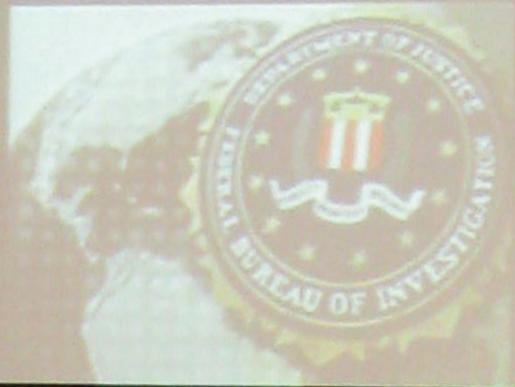
Our office works directly with Price undergraduate students, in a one-to-one setting, to enhance the skills necessary to successfully find an internship or job opportunity upon graduation. Discussion topics include first impressions, proper dress and etiquette for a job interview, interview skills, resume-writing tips, the importance of a good handshake and many other professional development skills. In addition to working with students, Dena and I actively work with corporations to develop internship and job opportunities for our students and to host job forums to make students aware of potential employment opportunities.

A student who recently visited with us commented, "I cannot thank you enough for all of your help!"



## Today's FBI

- 12,700 Agents
- 18,000 Professional Support
- 56 Field Offices
- Over 400 Resident Agencies
- Over 50 Legal Attache Offices worldwide



*Special Agent Rick Rains speaks to students about prospective jobs in the FBI at a government employment panel discussion, which also included representatives from the FAA and the IRS.*

I came into your office confused and overwhelmed, and left with a much better understanding of myself, as well as a clear idea of the steps along the way in the job search process I now face. With your advice and guidance (regarding interviewing skills) I know I can improve how I portray myself to potential employers.”

Price College explored additional opportunities in professional development this year when a task force of advisory board members was commissioned to study our program and make recommendations on how we can be even more effective in the future. The task force is chaired by Guy Patton, president of the OU Foundation.

“This effort is important, not only in better preparing Price College students for greater success in their chosen profession, but it will also help distinguish the University of Oklahoma’s Price College of Business as an outstanding place for prospective students’ business education,” said Patton.

Although in existence for just over a year, hundreds of students already have benefited from the creation of the Office of Undergraduate Professional Development and External



*Robert Harper meets with a student to discuss interviewing techniques.*

Relations. Through programs such as these, Price College continues to be at the forefront in providing students with professional-development opportunities, which will further enable them to be successful in their chosen career path. And when the storm clouds gather, Price College students can feel confident in their preparation and ability to overcome any challenge placed before them.





## ***MBA and Undergraduate Students Experience India***



*From left, Laku Chidambaram, Alison Wilson, Paul King, Pam Charvat, Christine Seay, Isaac Helmerich and Chris Mock visit Anglo-French Textiles, one of the oldest textile manufacturing facilities in the country, based in the former French colony of Pondicherry.*

During a two-week program at Loyola College in Chennai, India, eight Price College students, accompanied by Laku Chidambaram, director of the Division of MIS, learned about India's commerce and industry through corporate visits, classroom instruction and cultural experiences. They visited such companies as Brakes India, a manufacturing plant that makes brakes and brake components for U.S., European and Indian automobile companies; InfoSys, India's largest IT services provider; Coca Cola Bottling Co., an American-owned Indian-operated bottling plant; Anglo-French Textiles, one of the oldest textile manufacturing facilities in the country; and Dell Computers, based in the Special Economic Zone on the outskirts of Chennai. The students also earned credit for a class focused on doing business in India and the cultural, economic and social challenges that go along with this.

## ***Energy Management Students Hit Wall Street***

A select group of OU energy management students recently traveled to New York City to participate in an Oil and Gas Investment Conference. The students toured Wall Street and the NYMEX and met with CEOs, CFOs, investor relations executives, investment bankers and energy analysts. This hands-on visit was sponsored by Devon Corp.



*Energy Management students visit Wall Street and meet with energy-related companies while on a spring semester trip.*

## ***ConocoPhillips President and COO Serves as a Distinguished Speaker***

John Carrig, president and chief operating officer of ConocoPhillips, discussed global energy solutions with students, alumni and friends, faculty and staff on Feb. 20. He discussed how new energy is needed in this economy and demonstrated how the growing demand will affect the country.

The Distinguished Speaker Series presents top-level business executives from a broad range of backgrounds, industries and geographies. It is designed to promote face-to-face interaction between global leaders, the Oklahoma business community and Price College students.



*John Carrig speaks on the current energy situation to a large audience in Oklahoma Memorial Union's Meacham Auditorium.*

## Ken Silverman and Max Weitzenhoffer Come to Price College as Executives-in-Residence



*Ken Silverman speaks to Jeff Wallman's New Product Development class while visiting as an Executive-in-Residence.*



*Max Westheimer meets with members of the Price College Executive Committee while serving as an Executive-in-Residence.*

Ken Silverman, chairman and CEO of The Silverman Group and Max Weitzenhoffer, Broadway and London theatre producer and chairman of the OU Board of Regents, visited Price College as Executives-in-Residence in the spring.

Silverman came to campus on Feb. 23 and met with many MBA and Entrepreneurship students and spoke in three classes. He discussed his company - how he started out in assuming leadership of a small company of 50 employees, developed a brand in American Craftsman Windows and Doors for The Home Depot, and eventually sold the multi-facility, 8,000-employee company in 2006.

Weitzenhoffer visited Price College on April 21 and met with Entrepreneurship students as well as Marketing undergraduates, sharing his background and business history. He also spoke to JCPenney Leadership associates about leadership and the importance of community engagement in addition to giving an update on the status of Oklahoma higher education.

## Luncheon Recognizes Professional and Support Staff

The Price College Staff Luncheon was held May 29, recognizing a few of the many excellent staff members from the college. Lynn Baker, who works for OU's Department of Human Relations, spoke on the power of "nice." Award winners included Mary Bowring, Staff Member of the Year; Iris Qu, College Choice Award; Robert Harper, Bruce Magoon Award for Service Excellence; Shawn Lam, Dean's Excellence Award for Professional Staff; and Sheila Vercher, Dean's Excellence Award for Support Staff. Other staff were honored for their years of service to OU, including Donna Wade, 15 years; Tom Greenlee, 15 years; and Ingrid ter Steege, 10 years. Linda Smith had been awarded the OU Distinguished Performance Award for her outstanding contributions to the university community on April 22 at the OU Campus Awards program as well.



*Getting ready to enjoy the staff luncheon are, from left, Tom Greenlee, Dena Newhouse, Mark Sharfman, Blane Anderson, Tina Mahle, Mel Penn and Robert Harper.*

## OG&E CEO Speaks to Energy Management Students

Pete Delaney, CEO of OG&E, talked to students on April 22 in John Grunsted's Energy Production and Markets course. He discussed such topics as the future of energy for an electrical generation and the effect of recent public policy changes on the electrical generation business. He also shared his views on the demand side of electric use and how important it is in an overall energy plan.



*Pete Delaney talks to Energy Management students as a guest lecturer.*

## Eggstravaganza



*Children of all ages enjoy running and hunting for eggs during the 11th Annual Eggstravaganza at the Sam Noble Oklahoma Museum of Natural History.*

Eager egg hunters got a jump on spring at the annual "Eggstravaganza," presented by the JCPenney Leadership Program and the Sam Noble Oklahoma Museum of Natural History on April 8. This free public event featured a giant egg hunt, plus free museum admission and extended museum hours. Face painting, crafts, photos with the bunny and games including limbo, a bean-bag toss, a peanut pitch, a cookie walk and pick-a-duck were the activities organized by the JCPenney Leadership Program student associates. More than 4,000 eggs were scattered across the back lawn of the museum with over 900 people in attendance at the 11th annual event. Local businesses including Cookies-N-Cards, Maggie Moos and Raising Canes generously donated to the success of this year's Norman tradition.



## Donald W. Reynolds Governor's Cup



Nate Stont, clinical assistant professor of MIS, explains what the students will be doing during the full day of camp and introduces them to the case competition.

### MIS Summer Camp for High School Students

The first "IT is HOT!" summer camp was hosted by the Division of Management Information Systems on May 19. Five teams from the two Norman high schools competed against each other to develop the next big business technology application to hit the Internet. The daylong IT case competition provided an opportunity for 21 high school students to learn about the MIS program at Price College and career opportunities in MIS. Each team of high school students was mentored by an undergraduate student majoring in MIS at OU. The teams brainstormed ideas about the case they had read, chose the one with the best business potential, developed the idea into a Web-based solution and presented it to a panel of judges, which included representatives from American Fidelity Assurance, Chesapeake Energy and the FAA.



Lowell Busenitz, far right, faculty advisor for the Bio-Oil Extraction graduate team, accepts the award with the team members at the Governor's Cup Competition.

University of Oklahoma student teams won five of the six top honors at the 2009 Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition in Oklahoma City on April 13. The three top spots in the undergraduate division were all won by OU teams, with the first-place \$20,000 prize going to OU for the Renephron Pharmaceuticals business plan, which presented life-changing drug therapies for patients with polycystic kidney disease and other inflammatory diseases. Team members include John Woodson, Ben Ikard, Juan Diego Alonso and Sam Galoob.

OU teams Dust Down and Fifth Slope were awarded second- and third-place honors in the undergraduate division. Dust Down's team members are Blaine Pinard, Steven McClung, Ryan Reber, Taylor Toth and Heather Matthews. Their business concept provides an oil polymer that, when applied to unpaved roads, reduces dust and erosion. Fifth Slope's business plan, presented by team members Andy Nicek, Bradley Short, Justin Shofner, Doug Rains and Daniel Sposito, introduces a form-fitting, inflatable ski boot liner that provides custom ski footwear that increases both the wearer's comfort and safety.

In the graduate division, OU's Digital Native Learning and Bio-Oil Extraction business plans took home second- and third-place honors. Digital Native Learning's team includes Matt Colwell, Stafford Marquardt, Steven Watts and Glenne Whisenhunt. They presented the development of an innovative software program that provides a digital learning environment shown to be effective by the work of the K20 Center at OU. Bio-Oil Extraction brings an advanced technology to make biodiesel a viable alternative fuel. Nicholas Harrison, who also was awarded a \$5,000 Oklahoma Business Roundtable Scholarship at the event, joined with Linh Do and Greg Khandogin as team members.

The team for Renephron Pharmaceuticals also took home second-place honors in the undergraduate division at the Tri-State Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition in Las Vegas in May, winning an additional \$15,000. The teams are sponsored by the Price College of Business and the Center for the Creation of Economic Wealth.

## The Second Annual Honors Luncheon

On May 8, four alumni and one friend of Price College received prestigious awards recognizing their outstanding achievement. The alumni honored with the Distinguished Alumni Award included Tom Clark, CEO of Tulsaair Beechcraft and OU Regent; Deborah Kitchens, chief financial officer with the Peregrine Group; Doug Lattner, chairman and CEO of Deloitte Consulting; Carl Mayhall, a longtime partner of Ernst & Young; and Roy Oliver, president of Roy T. Oliver Investments. The Distinguished Partner Award was given to Ron Yagoda, founder and managing partner of DryAz Consulting. All have contributed greatly to their respective careers and organizations, held leadership roles on boards and in the community, and are involved with Price College.

Along with these exceptional honorees, Beta Gamma Sigma initiates were welcomed and recognized, as were the college's top students in each division, who received Outstanding Student Awards. A new annual award, the Bruzzy Westheimer Leadership Award, this year went to Christine Seay, International Business senior. The award recognizes an exceptional junior or senior who has served a significant leadership role for the Price College student body; it carries a \$2,500 cash gift that Westheimer generously provided. The other two finalists for this award were Chris Mock and Stafford Marquardt.

Faculty awards also were presented to superior faculty at Price College. This year's recipients represented many different divisions and included Mark Bolino, McCasland Foundation Professor of American Free Enterprise - the Harold E. Hackler Outstanding MBA Professor Award for the professional program; Cindy Cuccia, lecturer in Accounting - the Bruce Magoon Master Teacher Award; Scott Grawe - Outstanding Graduate Research Award; Anthony May - Outstanding Graduate Teaching Assistant Award; Bill Megginson, Rainbolt Chair in Finance - Dean's Distinguished Research Paper Award; Daniel Ostas, James G. Harlow Jr. Chair in Business Ethics and Community Service - the Harold E. Hackler Outstanding MBA Professor Award for the full-time program; Nim Razook, associate dean of Undergraduate Programs, David Ross Boyd Professor of Legal Studies and Robert Zinke Chair in Energy Management - the Hurley Roberson Award; and Wayne Thomas, John T. Steed Chair - Dean's Distinguished Research Paper Award. Congratulations to all of this year's honorees.



Dean Kenneth Evans and Bruzzy Westheimer present Christine Seay with the Bruzzy Westheimer Leadership Award.



Tom Clark



Carl Mayhall



Deborah Kitchens



Douglas Lattner



Ron Yagoda



Roy Oliver

## Convocation

Spring Convocation was held on May 16 at Lloyd Noble Center, with more than 250 undergraduate and 50 graduate students receiving their degrees in front of friends and families and Price College staff and faculty. Faculty marshals for the event included Lowell Busenitz, Ning Nan, Anthony Roath, Mark Sharfinan and Duane Stock. After Dean Kenneth Evans welcomed everyone and introduced the guests, Cristela Carrizales, advisor in the undergraduate advising office, sang the National Anthem; Deborah Kitchens, chief financial officer with Peregrine Group, gave the Convocation Alumni Address; and Amanda Holloway, senior marketing and advertising dual major, delivered the Convocation Undergraduate Address. A special guest, Bill Khourie, accepted a bachelor of business administration degree posthumously for his son and Price College Energy Management honors student Billy Khourie, who passed away in January.

## Price College Outstanding Seniors

On April 3, 10 Price College seniors were awarded top honors by OU as the outstanding student in their division. The students receiving the Outstanding Senior Awards included Corrine Whitefield - Accounting; Matthew Kemp Brown - Economics; Tyler Jennings - Energy Management; Stafford Marquardt - Entrepreneurship; Elijah Lavicky - Finance; Julie French - Human Resources Management; Caitlin Dempsey - International Business; Whitney Olson - Management; Erin Cowee - Management Information Systems; and Amanda Holloway - Marketing and Supply Chain Management. Congratulations to all of these excellent Price College students.



Terry Crain, acting associate dean of undergraduate studies, presents Erin Cowee, MIS senior, with her Outstanding Senior Award.





## *Kanally Lecture Series Features American Airlines CEO*

Gerard Arpey, chairman and CEO of American Airlines, was the honored speaker for the Kanaly Lecture Series on April 23 in Oklahoma Memorial Union. He motivated more than 200 students, alumni and friends, faculty and staff through his discussion about leadership and how in these tough economic times we need to persevere.

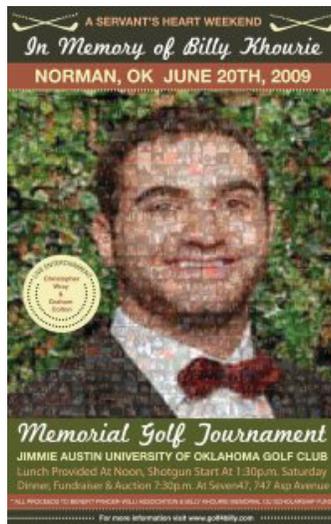
The Kanaly Lecture Series is named in honor of the late E. Deane Kanaly, founder and chairman of Kanaly Trust Co., who earned his OU business degree in 1952 and his MBA in 1953. The lecture series is funded through the generous support of his wife, Virginia Kanaly, who is also an OU business graduate.

*Gerard Arpey speaks about leadership with a large audience as part of the Kanaly Lecture Series.*

## *Billy Khourie – A Servant’s Heart Weekend*

Price College granted William “Billy” Khourie II, from Elk City, a posthumous bachelor of business administration degree at Convocation in May. Bill Khourie, his father, accepted the diploma. Billy Khourie, 22, died Jan. 6 from a head injury he sustained while snowboarding in Breckenridge, Colo. An honors student majoring in energy management, he was set to graduate in spring 2010.

Fellow OU students organized A Servant’s Heart Weekend in memory of Billy during the weekend of June 20 in Norman to raise money for the William “Billy” Khourie II Memorial Scholarship and the Oklahoma Chapter of Prader-Willi. The scholarship will allow future energy management students to excel in the program as Billy did. The Oklahoma Chapter of Prader-Willi was especially important to Billy, as his younger sister, Lauren, was born with the complex and rare genetic disorder that affects appetite, growth, metabolism, cognitive function and behavior.



Scheduled events for the 160 participants included a luncheon at the Everest Pavilion of the Jimmie Austin OU Golf Course, followed by the inaugural Billy Khourie Memorial Golf Tournament. Other activities included a dinner at a local restaurant, live and silent auctions and live music. More than \$40,000 was raised from the weekend; the proceeds were split between the scholarship fund and the Prader-Willi chapter.

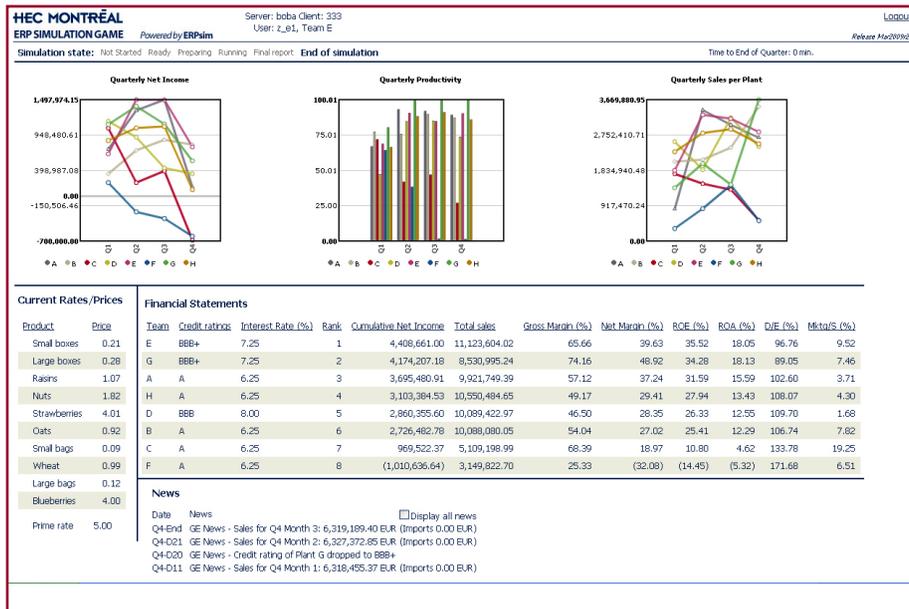
## *Caitlin Dempsey Receives Grant to Study in Thailand*

Caitlin Dempsey, International Business and Management senior, was one of three international recipients of a competitive global travel award to attend Florida International University’s Alternative Break-Global Leadership and Service Project in Bangkok in March. Dempsey has served as a big sister with Big Brothers/Big Sisters of Oklahoma City, volunteered as a Whiz Kids tutor and spent a summer working as a charity fundraiser in Ireland with Face2Face Fundraising. She also was named Outstanding Student in Entrepreneurship and Management this year by Price College and Outstanding Senior at OU in International Business.



*Caitlin Dempsey receives the Outstanding Senior Award for International Business students, along with being chosen for the Florida International University’s Alternative Break-Global Leadership and Service Project.*

## MIS Team Wins International Competition



A screen shot of the final results from the ERPsim international competition.

A team of two graduate students and one undergraduate student from Price College won the third annual ERPsim international competition, a business simulation game using enterprise resource planning software. Forty-one teams of three students participated from 20 universities worldwide, with eight teams making it to the finals in June. HEC Montreal developed the simulation and hosted the competition for the third year in a row. During the competition, participating teams demonstrate their ability to operate a virtual business over four simulated quarters with a real-life ERP system. The ERP software, SAP R/3, consists of an integrated suite of software applications typically handling the manufacturing, logistics, distribution, inventory, shipping and invoicing in larger companies.

Thomas Ratliff, MBA and law student; Thomas Kantowski, management information systems graduate student; and Jeremy Real, accounting undergraduate student, made up the Price College winning team from three different locations around the country. The team could not all be at OU for the competition, so they managed their company via Skype conference calls with one student in Los Angeles, one in Seattle and the other in Norman.

## The 27th Annual Archie Dunham Golf Invitational



Enjoying this year's Archie Dunham Golf Invitational are, from left, Jimmie Lynn Austin, Don Harrison, Paul Austin, Mark Austin and Nate Lanford.

Approximately 150 golfers enjoyed Price College's annual Archie Dunham Golf Invitational on June 11. The invitational was held at the Jimmie Austin OU Golf Club, honored this year as one of Golfweek's "Best Courses You Can Play." Excellent weather for golfing, appetizers and door prizes afterwards, and team prizes completed the day, with all proceeds supporting Partners in Learning, a unique program that allows students to work one-to-one with professors for a yearlong project. Congratulations to all the winners who won gift certificates to the Jimmie Austin OU Golf Club and thank you to everyone who participated as a golfer or as a sponsor.



Michael Price visits with all of the Price Scholars present at the 10th anniversary celebration.

## Price Scholars 10th Anniversary Celebration

On June 24, MBA alumni from around the country came to New York to celebrate the tenth anniversary of the Price Scholars program. Over 50 Price Scholar alumni, corporate partners and Price College staff and faculty attended the event to honor the program started in 1999 by Michael Price. At the reception held at the Links Club to commemorate 10 years of the program, Price Scholar alumnus Michael Mitchell, analyst with Breeden Partners, spoke on behalf of all Price Scholars in thanking Michael Price for the life-changing experience. He and Dean Kenneth Evans presented a framed collage to Michael Price to commemorate ten years of the program.





# focusONfaculty



**MARK BOLINO**

Mark Bolino, McCasland Foundation Professor of American Free Enterprise and associate professor of management, was appointed to the editorial board of the *Academy of Management Journal*. The journal is considered one of the most influential and frequently cited journals in the management field. Bolino also serves on the editorial boards of a number of other journals, including *Organizational Behavior and Human Decision Processes*, the *Journal of Management*, and the *Journal of Organizational Behavior*. He won two teaching awards this year as well. One was a university award, the Merrick Foundation Teaching Award. The other was a college award, the Harold E. Hackler Outstanding MBA Professor Award for teaching in the professional MBA program.



**MIKE BUCKLEY**

Mike Buckley, JCPenney Company Leadership Chair, professor of management and professor of psychology, won the *Journal of Management* Best Paper Award with his co-author Jonathan Halbesleben. Their paper "Burnout in organizational life" was published in the *Journal of Management* in 2004. The new editorial team at the journal reinstated this Best Paper Award. The award committee decided to choose the papers that

were the most highly cited in 2004 to allow time for the top papers to emerge. These papers were selected based on their citations in the Social Science Citation Index and Buckley's paper was among the five most highly cited. This recognition makes the paper a finalist for the overall best paper in *Journal of Management* for 2004.



**BOB DAUFFENBACH**

Bob Dauffenbach, associate dean of graduate programs, director of the Center for Economic and Management Research and professor of management information systems, spoke on the impact of the stimulus package on Oklahoma's economy at Rose State College in Midwest City, Okla., on April 16. Dauffenbach was the keynote speaker at the National Government Procurement Conference. The annual event, designed to help small businesses and others seeking to access federal funds, coincided this

year with the \$787 billion American Recovery and Reinvestment Act stimulus, of which Oklahoma will receive \$2.6 billion. Dauffenbach reiterated what many economists have said: that Oklahoma's economy is in a better position than most of the country. But he still warned Oklahomans against feeling too comfortable, saying, "We'd like to think we're immune to upturns and downturns in the national economy. It's not true; we're just sort of late hitching onto the train."



**RAJIV DANT**

Rajiv Dant, Helen Robson Walton Centennial Chair in Marketing Strategy and professor of marketing serves as co-editor of the *Journal of Retailing*,

which was recently ranked No. 1 out of all the marketing journals and No. 4 out of all business journals as rated by the 2008 Journal Impact Factor numbers just released by Thomson Reuters. The

Impact Factor scores that describe how much of an impression a scientific journal makes, is measured by how often articles from the journal in question are cited in other scientific journal publications. Dant also spent several weeks during the summer with European universities like Maastricht University (the Netherlands) and University of Rennes (France) and Griffith University's Asia-Pacific Centre for Franchising Excellence in Australia sharing his research and also helping coach early career researchers on how to get published. He made a number of research presentations at these universities on various topics focused on his ongoing research on relationship marketing and franchising.

Shelly Grunsted, director of the First Fidelity Integrated Core and clinical lecturer, in legal studies is the inaugural recipient of the BP Fellowship Award honoring an outstanding instructor in Price College's Energy Management program. Grunsted teaches the Legal Environment of Business, Real Property Law and International Business Law at the undergraduate and graduate level.



**SHELLY GRUNSTED**



Daniel Ostas, James G. Harlow Jr. Chair in Business Ethics and Community Service and professor of legal studies, was named one of four finalists for the 2009 Charles M. Hewitt Master Teacher Competition. His submission was selected through a blind review process by a panel of three judges, all prior winners of the competition. Ostas will present his submission at the Academy of Legal Studies International Conference in Denver. In April, Ostas was named editor-in-chief of the *Southern Law Journal*, and in May, he also received the Howard E. Hackler Outstanding Teaching Award for full-time MBA faculty.



**DANIEL OSTAS**

Nim Razook, David Ross Boyd Professor of Legal Studies and Robert Zinke Chair in Energy Management, was appointed associate dean of Undergraduate Programs on June 1. Razook has served as both the director of the then-named Division of Business Strategy and Legal Studies and the MBA Program. Upon the announcement of Razook's appointment, Dean Kenneth Evans said, "Along with his administrative background, it is his sincere commitment to the undergraduate student experience, his passion for teaching and his vision for preparing Price College graduates as business professionals that makes him uniquely suited to this associate dean role."



**NIM RAZOOK**

Robert Zmud, Michael F. Price Chair in Management Information Systems and professor of management information systems, visited the business faculty at Memorial University of Newfoundland in Canada on April 24. He shared his expertise on CEO engagement in information technology management and in particular, the disciplinary effects of the American Sarbanes-Oxley Act of 2002 and the impact on CEOs who neglect to comply with the regulated information

technology standards for financial reporting. Zmud's research focuses on whether executives of companies that violate the provisions of the act pay a heavy price. His research finds that CEOs, CFOs and CIOs of firms who neglect to comply with standards for financial reporting systems suffer a higher likelihood of turnover and negative labor market than their counterparts in firms without IT material weakness.



**ROBERT ZMUD**



**MARK SHARFMAN**

Mark Sharfman, director of the Division of Management and professor of strategic management, was elected as a representative-at-large for the Social

Issues Management Division of the Academy of Management. He will be part of the executive committee of this division that develops and/or evaluates policy initiatives for the Social Issues Management Division.

Lowell Busenitz, Puterbaugh Chair in American Enterprise, academic director of the Center for Entrepreneurship and professor of entrepreneurship and management coauthored the paper titled "Resource Complementarities, Trade-Offs, and Undercapitalization in Technology-based Ventures" with David Townsend. The paper discusses how undercapitalization is frequently identified as an obstacle facing technology-based ventures. They utilized 79 technology ventures making strides toward commercialization. The findings suggest that ventures with moderate levels of undercapitalization can still be successful even though they did not meet their capitalization targets. Success appears to be more contingent on reducing operational costs. The second major finding is the

joint effect between managerial and technological resources and undercapitalization. The study indicates relative weaknesses in either dimension tends to increase a venture's risk of becoming undercapitalized. Their findings were presented at the Babson Entrepreneurship Research Conference and published in an article in *BusinessWeek* in June.



**LOWELL BUSENITZ**





# DUNHAMS GIVE THE GIFT OF INTERNATIONAL EXPERIENCE

By Julianna Jones

Archie and Linda Dunham grew up in a small Oklahoma town, but there was nothing small-town about their dreams. They didn't remain where they began long. Instead, they made the jump to international business and saw the world from a new perspective.

Originally from Ada, Archie attended the University of Oklahoma, while Linda chose East Central University. They were married and had three children, and by the time Archie retired from his successful career as chairman of ConocoPhillips in 2004, they had visited much of the world. Linda said they traveled to every continent, and along the way she received a "master's in world travel." The Dunhams learned valuable lessons from their experiences abroad and saw that those things could be applied to more than just themselves. Archie said he learned an international perspective is key to being successful in today's ever-changing global marketplace.

"Conoco and ConocoPhillips were major international companies, so we recognized the value of OU students having that expat experience," Archie said. Linda agreed.

"It's important to get that experience," she said. "Especially since the world is so small now."

Recently, the Dunhams decided to enable others to experience the world as they did, preparing business students to take their place in international business. The Dunhams committed to endow a \$2.25 million program that would allow students in Price College's MBA program to spend a summer abroad to live, work and be educated in another culture. By giving this generous gift, Archie and



*Above: Archie and Linda Dunham wanted to give Dunham Scholars the international experience. Opposite page: The Dunham Scholars, from left, Eric Ellsworth, Nicole Heyland, Matt Zellner and Rob Stover enjoy a day of sightseeing, including Westminster Abbey.*

Linda were inducted into OU's Seed Sower Society.

The Dunhams said they chose to fund the Dunham Scholars program within the MBA program at OU because of the impact the program had on Archie so many years ago.

"That made a big difference in our lives, so we'd like to make a big difference in some of the other students' lives, too," Linda explained.

Archie earned two degrees from OU. He received his undergraduate degree in geological engineering in 1960. He then

spent four years in the Marines before returning to OU in 1964 and earning his MBA. He said that combination of degrees was the perfect preparation for his 39-year management career at Conoco and ConocoPhillips, enabling him to move up the corporate ladder quickly.

"I began using the training I received in the MBA program within months of starting my career at Conoco," he said.

The Dunhams have been generous benefactors of both the Price College of Business and the College of Engineering over the years, endowing key scholarships that enable those with a financial need to





*The Dunham Scholars visit with Bill Winget, CEO of RBS Sempra Commodities and OU alumni, at the Gherkin in London's main financial district.*

receive the education that was so helpful to Archie.

The Dunham Scholars program is modeled after the incredibly successful Price Scholars program, which was launched at the college a decade ago through a generous gift from alumnus Michael Price. The Price Scholars program is a unique opportunity for business students at OU. Students spend the summer in New York taking part in internships and attending class at the Stern School of Business at New York University. The program has been successful because of the hands-on experience it gives students, who all speak highly about the program after they return.

The Dunham Scholars program is similar to Price Scholars, except the location is London. That international aspect is what drove Dunham to support a program like

this. The Dunhams asked OU and Price College development representatives to recommend several projects that they would be able to get behind and support fully. This one stood out because of its international perspective, and London was an excellent location to help students get their first taste of international business experience.

2009 was the first year for the Dunham Scholars program, with four students, Eric Ellsworth, Matt Zellner, Rob Stover and Nicole Heyland, spending the summer in London. Eventually, the Dunham Scholars program will provide an experience for eight students each summer. This past summer, they participated in valuable internships with U.S.-based international companies and also enrolled in a class in finance at the London School of Economics while residing in the Northumberland House

residence hall on campus.

Zellner had absolutely no international work or travel experience before he took part in the Dunham Scholars program. So when he heard about the opportunity, he knew he wanted to apply.

“After graduation, I am heavily considering working overseas and/or with a multinational company, and this program provides first-hand experience, networking and education in that regard,” he said. Zellner says the experience of living and working in another country, especially a bustling international city, has been invaluable.

Stover shared his thoughts, remarking, “I feel like this program has helped me the most in interacting with many different kinds of people, and understanding the aspects of doing business in many different kinds of countries and cultures.”

London was an excellent choice for the Dunham Scholars program because it rivals New York as the business capital of the world, said Mel Penn, Price College's MBA corporate relations executive who helped launch the Dunham Scholars program. He said London is a great place for Price College students because it is host to many U.S.-based transnational companies that can provide internships, as well as a large alumni community that can provide networking opportunities.

As a student preparing for a business career, Ellsworth believes that the Dunham Scholars program will help make him more marketable, and he said that's one reason he wanted to participate in the program.

"Without a doubt, I would recommend this program to other students," he said. "It is very unlikely that you will meet an executive who doesn't believe in international experience. To gain some work experience in London while taking a class at a leading international business school is a tremendous opportunity and, hopefully, will give me an advantage when looking for a job."

The program requires most of the summer, with students interning with or shadowing an international company and also taking a graduate-level business class of their choice. OU called on its alumni in London this year to connect students with internship opportunities.

As Dean Kenneth Evans worked with the Dunhams on the program, he realized how well the program fit with their experiences and passions, especially their own extensive travel.

"They really have an appreciation for the need for business leaders to have an understanding of the global context," Evans said of Archie and Linda Dunham.

Evans learned more about Dunham when he visited Price College in fall 2008 as part of the college's Distinguished Speaker Series. Evans said Dunham was perfect for the role because he engaged with students well on both a one-to-one basis and in large-group discussions.



*Archie Dunham speaks to a crowd of students, alumni and faculty in Price Hall's Dodson Lounge as part of the Distinguished Speaker Series.*

"He takes an interest in the people he meets," Evans said. "He's learned over the course of his career as a business leader that you need to get to know the people you are working with."

Evans said he was pleased the Dunhams took such a keen interest in the students and programs of Price College and decided to support the initiative in London.

Heyland, who is working toward her MBA with dual concentrations in finance and energy, said she is thankful for the opportunity to be a Dunham Scholar and that the Dunham Scholars program was excellent preparation for a future career.

"The experiences gained will put me a step ahead in the job application and interview process," she said. "The program

also has provided amazing networking opportunities." Heyland said she has had excellent interactions with Endeavour International Corp., ConocoPhillips, RBS Sempra Commodities, AT&T and RiskMetrics Group. She said one of the highlights of her trip was a visit to the trading floor of the London Metals Exchange made possible by RBS Sempra Commodities.

"I will never forget the sound of the traders shouting out to one another in attempts to fill orders," she said.

The Dunhams knew the value of international experience, and Heyland said she sees it, too. "This has truly been a once-in-a-lifetime opportunity," she said.





# Philanthropy Fundamental to a Price College Education

By Susan Grossman

*JCPenney Leadership Associates, from left, Christiaan Bester, John Leary, Colin Crain, Jeremy Owens and Matt Hardy help to clean up at East Main Place in Norman.*

**WHEN DISASTER STRIKES**, people naturally want to help out. Yet, hundreds of groups as well as individuals every day are in need of some sort of assistance. It could be a nonprofit agency on the verge of financial collapse or a family unexpectedly rendered homeless. Volunteers quietly come forward in times like these, work hard and expect nothing in return. Instilling that sense of giving back to the community is a life lesson at the core of the University of Oklahoma mission and, in turn, at Price College of Business.

Imparting the importance of philanthropy, along with the many

academic disciplines required of well-rounded business students, is not just a part of the Price College curriculum. To Dean Kenneth Evans, it is fundamental.

“What a firm is looking for is, yes, have our students developed skill sets, can they write a business plan, did the marketing succeed,” Evans said. “But they are also interested in knowing what kind of impact these students have had on the communities in which they reside.”

To that end, Price business students participate in a number of volunteer activities. Some are campus-wide,

such as the annual spring Big Event, where thousands of OU students spend a Saturday working for community organizations across the Oklahoma City metropolitan area. Other philanthropic projects are created, organized and executed solely by Price students.

Last spring, for example, the Graduate Business Association inaugurated a program they called “Suit Up,” which provided OU students and the Norman community an opportunity to buy affordable, gently used professional clothing. Proceeds were donated to the United Way.



*“What a firm is looking for is – have our students developed skill sets, can they write a business plan, did the marketing succeed,” Evans said. “But they are also interested in knowing what kind of impact these students have had on the communities in which they reside.”*

“This was a big undertaking, for which our students gained support from local dry cleaners and retailers,” said Gina Amundson, director of graduate programs. “Our students collected clothing, promoted and then hosted the event.”

Amundson said graduate programs emphasize that giving back to one’s community is a priority even when academics are demanding. It is part of the program’s culture. Each semester, several volunteer opportunities are available for students. If the project involves earning money, students vote on the recipient of the proceeds.

Eric Ellsworth, president of GBA and a 2009 MBA candidate, said he believes despite a busy academic schedule, one can find the time to perform community service.

“I was taught that life is strange and anyone can be dealt a setback, whether it be financially, physically or emotionally,” he said. “There will come a time when you need the assistance of others. Our association tries to think outside the box and also work on projects that tie into our MBA experience, like the ‘Suit Up’ sale of professional clothing last spring.”

Students participating in the First Fidelity Bank Integrated Business Core learn practical lessons of business life while donating thousands of dollars and hours to area charities.

“The First Fidelity IBC program is a cornerstone program that gives students not only hands-on business experience but also an

opportunity to give back to the community through philanthropic efforts,” said Shelly Grunsted, director of the program and clinical lecturer of legal studies. “Since 1995, our efforts have produced approximately \$840,000 in proceeds and more than 38,000 hours of sweat equity.”

Students choose deserving charities at the start of each semester through a service fair where nonprofit groups set up booths and provide students with information on their particular needs. “Companies” are formed by students, who develop business plans for a product, which they sell, donating profits to local nonprofits. All aspects of conceptualizing, developing and operating a business are covered during the 16-week project.

“Most students who come through IBC

have not encountered suffering like the individuals they choose to help serve,” Grunsted said. “Many students will tell you that of all the experiences they’ve had in college so far that will always stay with them, it’s working with these deserving charities and realizing they are affecting lives.”

Philanthropy is a long-established pillar of the JCPenney Leadership Center and its director, Cindy Lopez, who works to sensitize her high-achieving students to the needs of the community, thereby teaching them to use their talents for the greater good.

“Some of our students come to us having been involved in service organizations while others might be encountering philanthropy for the first time,” Lopez said. “For both groups, we try to show them how important



Students and faculty are honored with a banner during First Fidelity IBC final presentations by Middle Earth Child Development Center, one of the organizations helped by the program.



philanthropy is and what role it plays in our society. It is hoped that they will continue such work when they occupy roles as future business leaders.”

Each semester, students are required to participate in some type of community service. Last fall, JCPenney Leadership students worked at East Main Place, a Norman homeless shelter. There, 65 students cleaned, gardened, organized and categorized supplies and moved furniture.

“Whatever they needed, we did it,” Lopez said. “It was a great experience, and the students loved it. We all felt that we were able to make a real difference.”

For Kaylynn Dean, a senior JCPenney leadership associate, volunteerism was not something with which she was unfamiliar when she arrived at OU, as she regularly worked with her Tulsa church. She has learned that her efforts

do not go unnoticed while working at East Main Place and serving as co-chair of Eggstravaganza, an annual Easter egg hunt with other activities for the community, at OU’s Sam Noble Oklahoma Museum of Natural History.

“I’ve always felt that it’s important to go out and do things that will help the local community, and both East Main Place and Eggstravaganza especially made me feel that JCPenney Leadership’s work was appreciated,” she said. “We heard back from several people who reside at East Main, and they let us know how much they appreciated us. At Eggstravaganza, I had several parents come up to me after the event to say ‘thanks,’ which meant so much.”

Dean added that participating in these events has reinforced her feelings that community work is necessary and that she is capable of making it happen.

The Management Information Student Association also makes philanthropy a part of their activities. When a tornado struck the southeastern Oklahoma town of Lone Grove in February, MISSA sprang into action. Gathering everything from sanitary items to stuffed animals during a donation drive, students headed to the tornado-ravaged town within days of the event, \$600 in donated goods in tow. A week later, they returned with even more needed items purchased with funds donated to their relief effort, as well as home-baked goods.

“It was amazing to see how our students took the initiative and stepped up to help people right in our own backyard,” said Laku Chidambaram, division director of Management Information Systems. “They organized the drive, collected food and supplies, raised money and used that to buy other items that were needed.”



Working at the first Graduate Business Association Suit Up event are, from left, Alison Wilson, Derek Campbell and Nicole Heyland.

Directly helping people, particularly those who had lost everything, had a profound impact on the students, Chidambaram added. "They didn't just collect money and send it along, but got personally involved, even baking cookies and cupcakes for them. Seeing how appreciative Lone Grover residents were gave them a great deal in return."

The 2009-2010 school year will find members of the Price College Student Business Association planning their contributions to the community, according to Robert Harper, director of undergraduate professional development and SBA advisor. He said the group has made planning meaningful philanthropic activities one of its major goals for the upcoming school year.

"It is the SBA's desire to help our future business leaders embrace the opportunity to help others in society," he said. "We look forward to participating in multiple philanthropic events throughout the year involving the students of Price College."

"It is critical for a business school to educate its students on the value of being involved in the life and support of their community," said Dean Evans.

"If a business school does not have a commitment to be a part of their community, they miss out on teaching students what it means to be a business professional," he said. "What I hope all of these programs in our college capture, and what our students carry away from their experience here, is a sense of their responsibility to contribute to society. Further, if this is collectively embraced and sustained, it is amazing what these students can accomplish. Look at the impact of the First Fidelity IBC program as one illustration."

By that measure, Price College is well on its way to graduating students with a broad sense of what it means to be a good citizen, wherever they are working in the world.

## ***Hearts for Hearing Sees First-Hand Benefits From First Fidelity IBC Program***

**Like working with a "well-oiled machine" is how one local nonprofit describes its experience working with students in the First Fidelity Integrated Business Core program. Oklahoma City-based Hearts for Hearing director of development Kris Taylor said she has found her experience with Price students to be exceptionally positive.**

**"They were very professional while understanding that Hearts for Hearing needs financial support versus sweat equity," she said. "We provide the first set of hearing aids for babies and children and teach them how to listen and talk. Good hearing technology is expensive, and the students understood that. Asking them to raise funds by selling a product was terrific for us."**

**Chosen from among a number of area nonprofit organizations during a nonprofit fair in fall 2008, Hearts for Hearing received approximately \$3,600 from funds IBC students raised during their project executed during the fall 2008 semester.**

**"Once students picked their nonprofit from the fair, they were off and running," Taylor said. "We received periodic updates, and I always felt comfortable that things were moving along. I found them to be willing to work with us while doing the best job they could."**

**Formed in 2005, Taylor said Hearts for Hearing is a relatively young nonprofit. Therefore, she appreciates the support from the community and also the opportunity to share the nonprofit's story through the First Fidelity IBC program. Twice selected to benefit from the program, Taylor said both experiences were terrific.**

**"These students are learning great life skills, and as a parent of two college-age children myself, I know that the professionalism these students learn will carry them far," Taylor said. "Whoever gets to employ them will be thrilled."**



*First Fidelity IBC students paint a house while working with Habitat for Humanity.*



# ENERGIZING PRICE COLLEGE

By Jack Money

**THE PRICE COLLEGE OF BUSINESS** continually seeks to improve the competitive edge its students carry into the real world. One way it is doing this is by emphasizing new energy-related programs throughout the college because of the growing importance of energy world-wide.

In a partnership with Ernst & Young, Price College's Steed School of Accounting created a Focus on Energy Accounting program that features new undergraduate and graduate courses and internships. Additionally, the Ernst & Young Action Learning Center will support learning opportunities for students on current energy and other accounting-related issues.

A master's of business administration degree with an energy concentration is now offered as well. This exciting new program augments the traditional MBA course of study with four additional classes designed to enlighten students about energy industry fundamentals. These courses additionally provide potential internship opportunities with energy-related firms.

Price College also is working to create an energy center to offer as a place of study for students and researchers throughout the university as well as outside OU.

Dean Kenneth Evans said the college's decision to embrace "a broad array" of energy-related issues "will help launch us into a more integrated approach to the business of energy."

The University of Oklahoma's unique connections with the energy industry is making it possible for the Price College of Business to offer these enhancements, he added.

"And that gives us a distinction valuable not only to Price College, but to the university at-large," he said.

These are all good reasons to make these enhancements. There also is one more, analysts and those in the industry often note.

"There is a shortage of people who want to get into the industry, or new recruits are often short on the needed skill sets when they get in," said Ryan Burke, an Ernst & Young partner who graduated from OU in 1994 with a bachelor's of accounting degree.

So, openings exist for business students interested in finding jobs within the energy industry.

Frances Ayres, director of Price College's Steed School of Accounting, said the accounting school is interested in helping

its graduates seeking energy-related employment stand apart through the creation of the Ernst & Young Focus on Energy Accounting program and the Ernst & Young Action Learning Center.

New oil and natural gas accounting courses are being offered to the school's undergraduate and graduate students as part of the new program. Students taking these courses also will be encouraged to intern, either with oil and natural gas production companies or accounting firms that service those companies.

Outside speakers from Ernst & Young, from energy companies and even alternative-energy specialty firms will be involved. Students will take field trips where they can visit Ernst & Young's Houston offices and some of its clients.

The action learning center complements the added academic courses by featuring lectures, seminars and one-to-one interaction with instructors – a dynamic addition that will help students, Ayres noted.

Terry Crain, associate professor of accounting, said the program has been created through a \$500,000 donation provided by the Ernst & Young Foundation – the largest such donation the foundation had granted when





◀ *Energy Management students visit London on their way to Scotland as part of the college's Study Abroad program.*

## ***Taking Energy Management Global***

Fifteen undergraduates in Price College of Business' Energy Management Program spent two and a half weeks this summer abroad to better understand the energy industry.

Classroom instruction they received in Aberdeen, Scotland, was similar to the petroleum engineering instruction they would have received in Norman if they had taken the class at home.

However, in Scotland, they actually were able to see theoretical lessons applied in a real-world energy environment via corporate site visits to oil field service companies.

Chris Mock, an energy management and finance senior, enjoyed the opportunity.

"We were able to get an international perspective that you don't see back in Oklahoma," said Mock. "You realize that oil is not just the West Texas Intermediate that you see the trading price quoted on TV daily."

"The rest of the world also concentrates on Brent Crude, which comes out of the North Sea. You learn that oil truly is a world commodity."

This year's trip abroad for Mock and the other students was an inaugural event for the Energy Management Program, said Steve Long, director of the energy management program.

"Our goal is to open the eyes of our students about the energy issues the global economy is facing," Long said.

Aberdeen was selected as a good location, he said, because it is Europe's energy hub.

Students attended morning classes, and then were able to actually see what they had been taught during afternoon visits to various energy operations.

The students started their journey in London, where they were able to visit a major oil and natural gas company to see its commodities trading floor, then met with a University of Oklahoma graduate trying to stake a claim in the North Sea as an independent operator.

"Not only did the students get to see, feel and touch what they were taught in the classroom," Long said, "but as the industry works in cross-functional teams, the students will be able to relate to the technical members of the team. As interns, they should shine because of what they were exposed to."

Mock, who interned during the summer with BP after his study-abroad experience, agreed with Long's assessment.

During his internship, he was tasked to review carbon cap and trade legislation making its way through Congress. On his trip abroad, he was able to see the Europeans' approach to trading emissions credits, he noted.

"When you touch on these major concepts, they contribute to your overall knowledge of the energy industry," Mock said. "It made a great contribution in giving me a helpful perspective in my internship with BP."

"The trip made me realize how the world is changing, and as students, it opened our eyes to the various types of career opportunities the industry offers."

the award was made. It creates a \$100,000 endowment for scholarships and will help pay for the program's undergraduate and graduate coursework.

Ernst & Young's Burke said his company is pleased to be involved. The Ernst & Young Foundation supports programs that effectively and meaningfully promote academics in the fields of accounting, information systems, tax and general business practices.

The foundation, he said, judged OU's proposal to create the Focus on Energy Accounting program and learning center to be compelling, and opted to give it a "phenomenal" rating. Burke added that his alma mater did a fantastic job working with the foundation, its company and partners in developing the program.

Crain said accounting students interested in the oil and natural gas exploration and production industry need to know that its businesses routinely invest vast sums of money in exploration, running the risk of not making a profit while hoping for significant finds that exponentially increase their companies' values.

While technological improvements make it easier to find oil and natural gas, easy-to-produce resources already have been found, he added.

"So, there is a very pronounced risk-reward trade off," Crain said, "and we need students who are coming through the program to understand that concept."

*Continued on page 22*

◀ *Dipankar Ghosh, director of the MBA program; Evgenia Golubeva, assistant professor of finance, and Ronnie Irani, RKI Enterprise, instructors of the Introduction to Energy Course; and MBA students visit an oil rig as part of the new energy focus.*



Continued from page 21

In the Price College MBA program, the students must acquire knowledge of some aspects of the business that traditional MBA students aren't asked to learn in four newly offered courses.

It is important for these students, for instance, to understand supply-and-demand principles, commodities' values, and technology's impact on the energy industry. These issues are covered by an Introduction to Energy course. As part of the course, students took field trips to a drilling site, a natural gas processing plant and a clean-coal fired furnace.

The Energy Corporate Finance course offers students a chance to learn how energy projects are valued and financed, how energy-related corporate risks are managed, and how the industry handles mergers and acquisition deals. The course also covers innovative risk management and financing arrangements.

Commodities trading and how energy companies hedge their price risks are covered in the Energy Assets and Commodities: Financial Instruments, Pricing and Trading course. Students taking this class visited an Oklahoma company trading commodities to get a first-hand opportunity to see how the business works.

An Energy Regulations and Accounting course provides an overview of federal and state regulatory laws affecting natural gas and oil producers and developers, interstate and intrastate pipeline operators, gas and power marketing companies, and power-generating and transmission companies. Energy industry accounting issues also are studied in depth as part of this course.

Dipankar Ghosh, executive director of Price College's MBA Program, said, "The University of Oklahoma is known for its academic prowess in petroleum engineering and land management. Why not add the university's MBA program with an energy twist to that list?"

He added, "When you want to place students in a highly competitive



▲ Construction is under way for the new Ernst & Young Energy Accounting Action Center.

environment with very, very good companies, they must have a differentiating characteristic."

Many of the new program enhancements for Price College's MBA and accounting students involve educating students about today's energy companies and their operations. What about the industry's future? Students would benefit from understanding the industry is dynamic, constantly changing how it operates as it strives to meet the nation's increasing energy needs – often while having to overcome greater scrutiny from regulators and local, state and national political leaders.

Also, when considering the nation and its energy supplies, there are security and cost issues, both for consumers and businesses. In addition, there are sustainability and environmental concerns related to the use of fossil fuels. All of these issues and others could impact the energy industry's future.

These topics and others will be a focus of a new energy center being created within Price College. The center – so new it does not yet have an official name – is envisioned as a place where such issues can be researched and discussed, said Chitru Fernando, Michael F. Price Professor of Finance and director of the Center for Financial Studies.

Fernando, who is spearheading the creation of the energy center, said, "an exchange of ideas is key, the primary role."

He added that he also hopes the center will bring together students, researchers, industry experts, regulators and lawmakers to work on various energy-related issues.

"What we are certain of is that we want to create a place where an objective discussion can take place," he said.

Accounting principles. Business trends. Future trends, potential problems and their solutions. When taken together, Price College MBA and accounting students' knowledge of industry practices, accounting principles, and rules and regulations will prepare them to work in the energy industry more than ever before.

Plus, the University of Oklahoma is poised to reap rewards from these additional offerings as well, Ghosh noted.

"The brand equity for energy at OU is already established" through such other courses of study at the university as petroleum geology and energy management, Ghosh said. "This energy concentration helps puts our MBA, accounting and energy center programs on the map."





# facultyPROFILE

## Nim Razook

*Associate Dean, Undergraduate Programs*

*David Ross Boyd Professor of Legal Studies and Robert Zinke Chair in Energy Management*

Nim Razook is entering the next phase of his distinguished career at the Price College of Business. June 1, Razook took the reins as associate dean of Undergraduate Programs. Among his plans is to get the word out about Price College's terrific programs and what will be added during the next three years.

Razook was born and raised in Cherokee, Okla. His parents, Nim and Leenda Razook, operated a small clothing and dry goods store in town called The Fair Store. They hoped that one of their three children would take over the business someday, but none chose that path. Razook says he actually could not wait to do farm work just to get out of the store, and that there was nothing like farm work to make him want to get an education.

Graduating from Cherokee High School in 1968, Razook went on to earn his business degree at Oklahoma State University and his law degree at OU. He always wanted to be a teacher, fell in love with business law as an undergraduate and vowed, at least at some point in his life, to try to become a professor.

His chance to fulfill this dream arrived quickly after graduating from OU's law school. Razook held his first faculty appointment as a visiting assistant

professor of business law at SUNY Alfred, New York. He considered it a good place to start his teaching profession because of the very small class sizes. He also served as the legal representative for the entire student body at the college. During his second semester at SUNY Alfred, the head of the OU business law department, Forest Frueh, contacted him about a visiting position at OU. Razook returned to Oklahoma in 1976.

Over the years, Razook has taught every legal studies course Price College has offered. He has developed courses, including The Legal and Regulatory Environment of Business, Contemporary Commercial Law and Introduction to Law and Legal Reasoning. He has served as editor-in-chief of the *Journal of Legal Studies Education* and staff editor of the *American Business Law Journal*. Razook also held the positions of director of the MBA program and director of the Division of Business Strategy and Legal Studies. He has earned more than 19 teaching awards during his career at OU.

In 2004, Razook earned the designation of David Ross Boyd Professor, which he considers the highlight of his career. It is a prestigious distinction for OU professors who have distinguished themselves as strong teachers.

Razook and his wife, Sue, live in Norman and have three children. April works for the State of Texas in Austin; Josh is an engineer who works for C.H. Guernsey in Oklahoma City; and Alex lives at home. He and Sue have three grandchildren who call him "Jidi" and Sue "Siti," which is Arabic for grandfather and grandmother.

Why has Razook chosen to stay at OU for 33 years with no end in sight? He says it is because the Price College of



Business gave him the opportunity to grow as a professor. "Unlike most of my colleagues here who have earned their doctorates, my juris doctorate is not a research degree. As an assistant professor, I was pretty daunted by the research expectations of my colleagues. These same colleagues, however, were incredibly supportive. Essentially, they gave me the opportunity and the support to find a research and teaching identity." Razook also loves Norman. He and Sue believe it is large enough to offer the amenities they enjoy, but small enough to navigate easily. He says that no matter where he goes, he is always anxious to come home.



*Razook and his wife, Sue, will celebrate their 30th wedding anniversary in October.*



*Razook speaks at the Energy Management 50th Anniversary celebration at Oklahoma Memorial Union in 2008.*





# academic **DIVISION** highlight **MARKETING AND SUPPLY CHAIN MANAGEMENT**

The Marketing and Supply Chain Management Division faculty have been actively involved in professional development, research and service initiatives both internally and externally in recent years, thus increasing the visibility of the program. This includes appointments as editors, extensive involvement on editorial boards and participation/officer level assignments in leading professional organizations.

M/SCM faculty work hard to support and promote programs at the undergraduate, graduate and doctoral levels.

Our undergraduate student organization, ConnXions, has been re-energized following a dormant period. The student leaders put together an interesting mix of professional meetings with a stellar line-up of guest speakers and a nice array of social activities. Companies including Target and Unum sponsored the club in recent years.

Following a major revamping of the MBA program two years ago (involving a shift to a 16-month program), the decision was made this year to “tweak” our divisional offering further. The new concentration will combine marketing and supply chain management, with the coursework split evenly between the two areas. The change was made in response to student requests and an assessment of marketplace needs.

The doctoral program continues to prosper and has been further strengthened with the addition of new faculty with interests in teaching and mentoring doctoral students. Recent placements have included faculty positions at the Air Force Institute of Technology, the University of Alabama, East Carolina University, Old Dominion University and the University of Texas-Arlington. This year, Ivan Lapuka, a doctoral candidate from the University of South Florida, visited OU while he worked to complete his

dissertation under the direction of Rajiv Dant. Lapuka taught undergraduate courses during the year. He has accepted a faculty position at St. Louis University effective this semester.

Another doctoral student, Eva Svabkova from the University of Economics, Prague, will visit OU this semester. She is interested in logistics and supply chain management and will come to OU to work with Pat Daugherty.

Marketing and Supply Chain Management created a division advisory board. A great group of people have committed to serving on the board, and the division truly appreciates their support. They will work with the faculty to organize and deliver a career workshop for our undergraduate students this semester. Companies currently represented on the M/SCM Advisory Board include Equity Realty, Hilti North America, Koch Industries, Kraft Foods, McKesson Corp., OG&E Electric Services, S.P. Richards Co., Sewell Automotive Cos., Sysco Food Services of Oklahoma and Unum. The division is looking to add more companies to the advisory board. Please contact Pat Daugherty (pdaugher@ou.edu) if you would like to know more about the board.



**Pat Daugherty** is the director of the Division of Marketing and Supply Chain Management and the Siegfried Chair in Marketing and Supply Chain Management. She is the immediate past editor of the *Journal of Business Logistics* and serves on the editorial boards of eight journals. Daugherty teaches supply chain classes at the undergraduate, graduate and doctoral levels and recently completed an appointment on the board of directors of the Council of Supply Chain Management.

## LEGAL STUDIES



**Shelly Grunsted**, lecturer in legal studies and director of the First Fidelity Integrated Business Core program, teaches undergraduate and MBA law classes. She also coordinates the IBC practicum

and works closely with the IBC student teams. Grunsted was awarded a BP Fellowship for Teaching Excellence in Energy Management in 2009.



**Dan Ostas**, professor of legal studies, holds the Harlow Chair in Business Ethics. Teaching Economics, Law and Ethics at both undergraduate and MBA levels, he has received numerous

teaching awards during his career. His most recent teaching award was the MBA Alumni Teaching Award (2008). Ostas currently serves as editor-in-chief of the *Southern Law Journal*.



**Nim Razook**, professor of legal studies, holds the Robert Zinke Chair in Energy Management. Razook teaches undergraduate and MBA legal studies courses. He has received

many teaching awards, including the Hurley Roberson Award for Teaching Excellence this year. Razook is staff editor of the *American Business Law Journal*. He was appointed as Price College associate dean for Undergraduate Programs effective June 2009.



# MARKETING AND SUPPLY CHAIN MANAGEMENT



**Samir Barman**, professor of supply chain management, recently received the designation of Certified Supply Chain Professional. His publications have appeared in leading operations management journals, and he teaches courses in production/operations management at the graduate and undergraduate levels. This spring, he will introduce an Operations Planning and Control class as part of the Supply Chain Management undergraduate curriculum.



**Rajiv Dant** is the Helen Robson Walton Centennial Chair in Marketing Strategy. He is widely published in the content areas of channels of distribution and franchising. Dant was one of the founders of the International Society of Franchising and serves on the executive committee of its board of governors. He is the co-editor of the *Journal of Retailing* and the division Ph.D. coordinator.



**John Hobbs** is an instructor of marketing. In addition to teaching the First Fidelity Integrated Core Principles of Marketing class, Hobbs teaches Retailing and Marketing Strategy/Policy at the undergraduate level. He also serves as coordinator of the Price College Scholarship program and the College Internship/Co-Op programs. Hobbs had extensive work experience in the restaurant supply industry prior to pursuing a career in academia.



**Tony Roath**, associate professor of supply chain management, teaches Supply Chain Management and Logistics Management undergraduate and graduate courses as well as a doctoral seminar and has taught Principles of Marketing in the Price College Study Abroad program in France the past two years. He received the Bernard J. LaLonde Outstanding Paper Award for 2007 for his and his co-author's paper on a simulation study of the efficiency of an international company.



**Fred Ford Smith**, instructor of marketing, teaches our undergraduate Negotiation/Selling and Integrated Marketing Communications classes. In 2008, he taught an honors section of Principles of Marketing and will be teaching it again this semester. Smith is the longtime sponsor of ConnXions, the marketing and supply chain management student organization.

**Suman Basuroy** earned his doctorate from the University of Pittsburgh. He is the newest faculty member serving as the Ruby K. Powell Professor and associate professor of marketing. Basuroy moves to OU from Florida Atlantic University. He was elected senior fellow of the Carl De Santis Center for the Motion Picture Studies in 2007. He will teach Principles of Marketing and a doctoral seminar during his first year at OU.



**Ken Evans**, dean of the Price College of Business and Fred E. Brown Chair, is a professor of marketing. Evans is the immediate past editor of the *Journal of Personal Selling and Sales Management* and serves on the editorial boards of four journals. He has served on or been an ad hoc reviewer for the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing and Industrial Marketing Management*.



**Jack Kasulis**, associate professor of marketing, recently completed an appointment as associate dean for undergraduate programs within Price College. Kasulis most recently has taught undergraduate Consumer Behavior and graduate Marketing Management courses.



**Jeff Schmidt**, associate professor of marketing, has taught the Principles of Marketing course since joining the faculty in 2005. This year, he will switch to teaching undergraduate Marketing Research. Schmidt's research makes a great foundation for teaching the New Product Development course for undergraduate marketing and entrepreneurship majors. Schmidt received a Price College Alumni Teaching Award in 2008.



**Jeff Wallman**, assistant professor of marketing, teaches undergraduate and graduate classes primarily focusing on marketing management and new product development. He will introduce a new MBA Brand/Product Management course this semester. Wallman has received numerous MBA teaching awards and received a Price College Alumni Teaching Award in 2008.





# CLASSnotes

**Sol Schwartz**, BBA 1960, is chairman of the board for Sol Schwartz & Associates PC, an accounting firm, he founded in 1980 that specializes in tax planning and compliance. Schwartz has participated in altering tax laws on a national level, serving on the federal tax division of the American Institute of Certified Public Accountants. In 2009, Texas Monthly Magazine named him one of the 10 Most Dependable Accounting Professionals in the state. At 70, Schwartz is still in the office every day. He and his wife, Joanie, have one son and three grandchildren.

**Randy Furr**, BBA 1976, has been appointed to serve as executive vice president and chief financial officer of Spansion, a leading Flash memory solutions provider. Furr has 30 years of experience in the financial and operational areas of the technology industry. Prior to joining Spansion, Furr held various executive and management positions at Magellan, Aliph, Adobe Systems, Sanmina-SCI, General Signal and Arrow Engineering.

**Don Esch**, MBA 1977, has been selected as the president and chief operating officer at Bettcher Industries Inc., after eight years with the company. During his career, Esch has held executive leadership positions at ImagePoint, APV Baker and Leggett & Platt.

**Doug McClain**, BBA 1979, is a rear admiral in the U.S. Navy and director of global operations at the U.S. Strategic Command. After graduation, he attended flight school to fulfill his childhood dream of flying military jets. McClain logged more than 6,500 hours in carrier jet aircraft and recently came to campus to speak with the active military students at OU during Navy Week.

**Curtis Harrington**, MBA 1985, recently published a paper titled "Critical New Product Development" in *Mechanical Engineering's* August online Web exclusive at [http://memagazine.asme.org/Web/Timing\\_Issues\\_Critical\\_New.cfm](http://memagazine.asme.org/Web/Timing_Issues_Critical_New.cfm) with Kathy Harrington, his partner in the law firm of Harrington & Harrington, which specializes in intellectual property and its taxation. He lives in Long Beach, Calif., with his wife, Ann.

**Brad Lawson**, BBA 1986, has started an investment firm, Point Defiance Capital Management LLC, in Tacoma, Wash. Point Defiance will specialize in microcap equities, which are smaller publicly traded companies

whose market capitalizations range from \$50 million to \$500 million. Previously, he was a partner of another investment firm, Kettle Creek Partners, and co-head of hedge fund research at Russell Investment Group.

**Bob Mareburger**, MBA 1986, is president of Natural Gas, ONEOK Partners. He joined ONEOK in 2007 as vice president and chief information officer. Mareburger also spent several years at Andersen Consulting (now Accenture) and CITGO Petroleum.

**Kevin Thompson**, BBA 1987, is president, chief financial officer, chief operating officer and director of SolarWinds, a software company that specializes in network management. Thompson joined the company in 2006 as chief financial officer, after serving in the same position at Surgient, SAS Institute and Red Hat. He also sits on the board of NetSuite.

**Steven Rodriguez**, BBA 1989, has been named executive vice president of sales and marketing for the national online payroll company, Perquest. Rodriguez has more than 20 years of experience in sales, working at Human Capital Success, Ceridian Employer Services Inc., Epicor Software Corp. and Automatic Data Processing.



**Jerry Hedrick, Jr.**, CFE, BBA 1991, joined Vectren, Inc. in September 2008 as the new director of the corporate audit staff. He was previously employed by Dell, Inc. in Round Rock, Texas, and was their chief

fraud investigator. He now lives in Newburgh, Ind., with his wife, Jennifer.

**Brian Amend**, BBA 1992, is the managing principal at South Central United States AC Lordi Consulting in Dallas. Within one year of graduating from OU, Amend earned his CPA license. He was selected as an Academic All-American Scholar during his time as an MBA student at Oklahoma City University. Amend serves on the board of the homeless shelter Samaritan Inn, where he holds the positions of executive director and assistant

treasurer. He and his wife, Johanna, have two children and live in the Dallas area.



**Topan Bhattacharya**, PhD 1992, was the recipient of this year's Oklahoma Medal for Excellence in Teaching at a Regional University/Community College. He is a professor of

finance at Cameron University and formerly a business executive who, at the age of 40, decided to give up his career as a marketing manager to begin the "best years of his life" as a teacher. Known for his highly demanding course work, he combines theory with hands-on experiences to make learning exciting and improve student retention levels. He is consistently ranked among the top professors at the university by his students.



**Jess Scarbrough**, MBA 1993, was promoted to the grade of brigadier general in the U.S. Army. Scarbrough currently is the joint program executive officer for the Department of

Defense Chemical and Biological Defense Research, Development and Acquisition programs, valued at \$1.5 billion per year. Scarbrough's organization is responsible for equipping all soldiers, sailors, airmen, Marines and Coast Guardsmen with medical countermeasures, such as vaccines, lotions and drugs; and non-medical chemical and biological defense detection systems; nuclear, biological and chemical decontamination systems; collective and individual protective shelters; and clothing.

**M. Sidney Donice**, BBA 1994, was promoted to membership in the real estate practice group of Brach Eichler L.L.C. in Roseland, N.J. Donice is involved with The Appraisal Institute and focuses his legal practice in real estate tax appeals, finance and development, low-income housing and



construction litigation. He earned his J.D. from Rutgers University and L.L.M. from New York University.

**Brad Traynor**, BBA 1994, has been selected as vice president and treasury services relationship manager at First Fidelity. Having 10 years experience in the banking industry, Traynor is responsible for implementing and developing the bank's cash flow management services as well as providing product training and support to clients. Prior to joining First Fidelity, he served as treasury services manager at UMB Bank. Traynor currently is pursuing designation as a certified treasury professional from the Association for Financial Professionals.

**Thad Luckinbill**, BBA 1997, has played the part of J.T. Hellstrom on "The Young and the Restless" since 1999. He met his wife, Amelia Heinle, on the set of the soap opera, where they had both an on-and off-the-set relationship. The actor from Enid recently guest starred in episodes of "Ghost Whisperer" and "CSI: NY."



**Ryan Youderian**, BBA 1997, is vice president and client information officer at First National Bank & Trust of Ardmore. Prior to his time at the bank, he worked in the energy sector of IT for Williams Co. and as a systems analyst for the Noble Foundation.

Youderian serves on the board of Family Shelter of Southern Oklahoma, Sunshine Industries, and the Regional Park and Trust Authority. He and his wife, Lori, live with their two daughters in his hometown of Ardmore, Okla.

**Brian Stedman**, MBA 1998, is a commercial loan officer and vice president at BancFirst in Ardmore. With over 15 years of banking and mortgage experience, Stedman is a member of the Oklahoma Banker's Associations and serves on the board of Cavett Kids Foundations.

**Garyl Geist**, BBA 1999, is president and CEO of Valir Health, a comprehensive health care company, where he coordinates the complex human and system integration. Geist was the chief financial officer of a national electronics company and then opened and operated his own human resources firm, HR Solutions. He sits on the board of advisors for the Greater Oklahoma City Chamber and is a member of the American College of Healthcare Executives and Tinker



*Douglas Sandridge while in college at OU is pictured with Barry Switzer in 1978.*

**Douglas Sandridge**, BBA 1982, was promoted to land manager – Kansas/ Colorado Asset for Ellora Energy. He also is enrolled at the University of Colorado, where he is working on his master of science degree in global energy management. Sandridge has three children– Chelsea, 16, Brionna, 14, and Alex, 11 – all of whom plan on attending OU.

Sandridge's father, mother and uncle are all OU graduates and he always has been a big Sooner fan. He played soccer for OU from 1977 to 1980 and played some of the games at the old men's soccer field located behind the OU Murray Case Sells Swim Complex and some games at the Gaylord Family – Oklahoma Memorial Stadium. One of his favorite memories is of his grandfather, who had driven down from Oklahoma City to watch practice. As they were leaving the stadium, Coach Switzer walked by. His grandfather grabbed the coach and asked him to pose for an instant Polaroid picture (see above), then made him stand by while the picture developed so that he could sign it.



*Douglas Sandridge*





# CLASSnotes

Leadership Counsel. In addition, Geist is chairman of Valir Health Foundation, president of the Oklahoma Business Ethics Consortium and treasurer of Good Shepherd Ministries. He was recently selected as an "Achiever under 40" by The Journal Record. He and his wife, Lynn, have four children.



**Jay Smith**, BBA 1999; MBA 2003, has been promoted to vice president of finance for Oseco, a Halma company located in Broken Arrow, Okla., that manufactures pressure relief products such as precision-manufactured rupture disks

and rupture panels. Smith will be responsible for strategic planning, leading financial and accounting activities and managing the company's information technology personnel. He joined the company in 2007 as controller; previously, he was with Delphi, a worldwide supplier of mobile electronics and transportation systems.



**Kelley Grace**, BBA 2000, is the senior tax manager at Eide Bailly LLP. She began her career at Deloitte & Touche and is an active member of the Oklahoma Society of Certified Accountants. She volunteers for

Meals on Wheels, is a graduate of Leadership Norman and sits on the advisory board of the JCPenney Leadership Program. Grace serves on the board of the Cleveland County Family YMCA, Norman Chamber of Commerce, Exchange Club of Norman and Norman NEXT. She was selected as an "Achiever under 40" by The Journal Record, recognized as a "Forty Under 40" from OKC Business and was a 2008 nominee for the United Way and Junior League's volunteer of the year awards.

**Courtney Wolin**, BBA 2000, joined GlassWilkin PC in Tulsa as an associate attorney. Wolin earned her law degree from OU in 2003 and specializes in business litigation, employment and labor law, real estate and banking law.

**Dennis Atkins**, MAcc 2001, is chief financial officer and a director of Western Sierra Mining. Atkins has over 15 years in public accounting and specializes in audits for publicly traded companies. He is a member of the American Institute of Certified Public Accountants and is licensed in Oklahoma and California.

**Traci (Carr) Dvorak**, J.D., BBA 2001, resigned in January from her position as an associate in the health law litigation section of Fulbright & Jaworski, LLP to become a financial advisor with Ameriprise Financial Services, Inc. She joined her husband, Richard Dvorack, CFP, CRPC, in his referral-only financial planning practice.

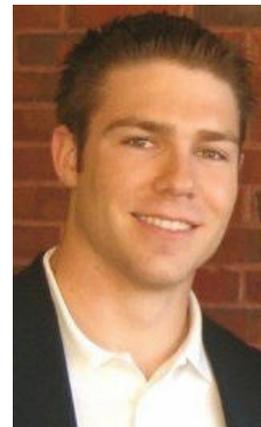
**Robert Conner**, MBA 2002, has been promoted to assistant vice president at Merrill Lynch in Tulsa, Okla. Born in Tahlequah, Okla., Connor earned his JD from OU and is a chartered retirement planning counselor.

**Scott Selman**, BBA 2002, serves as a vice president and shareholder at Rich & Cartmill. As a property-casualty insurance agent, he is responsible for analyzing and reviewing risks for companies and selecting the best policy for his clients. Selman is a certified insurance counselor and fourth-generation insurance professional, and he is actively working to become a chartered property casualty underwriter. He and his wife, Meredith, reside in his hometown of Tulsa, Okla., where he is a member of the Rotary Club, Independent Insurance Agents of Greater Tulsa and Ducks Unlimited.



**Jason Maloy**, BBA 2006, was awarded the 2008-2009 Dallas Association of Petroleum Landman of the Year Award. Maloy has served on the association's board of

directors for the past three years and recently accepted another three-year term with the organization. Maloy also completed the Ford Florida Ironman Triathlon (2.4-mile swim, 112-mile bike and a marathon) in an effort to help fund the Sara Williams Memorial Scholarship for female Energy Management students at Price College. He accepted donations for each of the 140.6 miles he would swim, bike and run. The amount needed to endow the scholarship was \$40,000, but more than \$56,000 was raised. Maloy works at EnCana Oil & Gas (USA) Inc. and is married to Lezlie Maloy, MD.



**David Tate**, BBA 2006, has left the strategy and operations practice of Deloitte Consulting after two years with the firm. He is attending the Kenan-Flagler Business School at the University of North Carolina to receive his MBA in 2011.

**Rebecca Britsch**, BBA 2007, is manager of public relations and media for Avansics, a digital forensics firm. Before joining Avansics, Britsch served as marketing coordinator for the Tulsa and Oklahoma City division of Nabholz Construction. She and her husband, Travis, live in Tulsa, and she is an active member of the Junior League of Tulsa, Association for Women in Communications, Public Relations Society of America, the American Lung Association's new O2 Society and Fleet Feet Tulsa's Fall Marathon Training Program.

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