# 2009-2010 Annual Report

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2009-2010 has been a year of many new initiatives. In the spirit of taking advantage of the technological revolution and to help promote an environmental one, students were pleased to begin using an on-line event sign-up system that can be accessed through our website. This has made signing up for opportunities provided through the Center a more efficient process for both the Leadership Center and its associates, and has the additional benefit of allowing students to monitor their own participation in the program. Other new initiatives include the launch of the JCPenney Leadership Alumni Mentoring Program, the Price College of Business “Parker Leadership Conference” (carried out in partnership with the Student Business Association) and our new theme-related “Corporate Views,” the first one of which took place in the “big apple.”

In the late fall, former JCPenney Co. CEO, W.R. Howell, made a generous donation to the Center that will finance thirty W.R. Howell Scholar Scholarships for outstanding Leadership Students. This will make a tremendous difference in helping many of our students finance their educations. Part of the funds will also be used to finance some of the new special opportunities provided through the Center in 2010 and 2011. The timing of this donation could not be better as both students and university programs have suffered the effects of the depressed economy.

As you will see in this report, members of the JCPenney Alumni Advisory Board, as well as other JCPenney Leadership Alumni, have been very active in creating new professional and leadership development opportunities for leadership associates. During both the fall and spring, Board members and alumni directly facilitated presentations and workshops for leadership associates and/or leveraged resources from their companies for this purpose. These Workshops and presentations add tremendous value to student’s personal and professional development thus helping the Center fulfill its mission. Price College’s outstanding faculty and staff also continue to be very generous with their time by providing high level workshops and presentations to leadership associates.

The many thank you notes the Center receives, the demand for entrance into the program, and the high rate of success of JCPenney Leadership Students in securing employment prior to graduation are all testimony to the fact that our students are well prepared for the professional world as a result of the excellent education they receive at the University of Oklahoma and the unique opportunities offered through the Leadership Center. The various ways we empower students sets them apart.

Sincerely,

Cindy Lopez
Mission Statement

The JCPenney Leadership Center at the University of Oklahoma Price College of Business provides high performing undergraduate business students with opportunities to develop their leadership potential through a variety of learning experiences and interactions. Our goal is to promote personal and professional growth by broadening student perspectives and strengthening their business skills.

This selective program prepares students to be leaders through leadership experience, academic instruction in leadership, professional skill development, philanthropy and real world business and networking encounters. Companies seeking talented undergraduate business students actively recruit from the JCPenney Leadership Center.

Program Requirements

The application process takes place in early fall. The requirements for applying to the program are: enrolled full-time (12 hours), have earned at least 24 hours of credit with a cumulative GPA of 3.25 or higher, and have at least three full semesters, excluding the current one remaining before earning an undergraduate degree.

During their tenure in the Leadership Program, students are required to attend one Corporate View, one Career Services interviewing roundtable, complete the leadership class, hold a leadership office, and participate in either IBC, study abroad or a six-week internship. Additionally, incoming new associates are required to have their resume critiqued.

Semester requirements for all associates are attendance to one distinguished speaker, one workshop, and one philanthropy/community service event.

Leadership Associates earn points for events attended. This allows the Leadership Center to monitor their participation in the program. Students typically dedicate approximately 10-12 hours of participation in the JCPenney Leadership Program a semester or about 3-4 hours a month.

History of the Leadership Center

In November of 1988, the Leadership Program at the University of Oklahoma’s College of Business was established to help intellectually gifted and high performing undergraduate business students increase their leadership potential.

The Samuel Roberts Noble Foundation initially provided major financial support for the creation and development of the Leadership Program. Through the efforts of the Price College and OU community, the J. C. Penney Company, in September of 1993, endowed the program and created the JCPenney Leadership Center. Price College 1958 graduate W. R. Howell, then-chairman and CEO, was essential in persuading the J. C. Penney Company to invest in the program.
## JCPenney Leadership Center Associate Profile 2009-2010

### PROFILE

<table>
<thead>
<tr>
<th>Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Membership</td>
<td>138</td>
</tr>
<tr>
<td>Females</td>
<td>69</td>
</tr>
<tr>
<td>Males</td>
<td>69</td>
</tr>
<tr>
<td>Minorities</td>
<td>27</td>
</tr>
<tr>
<td>Honors College Students</td>
<td>63</td>
</tr>
<tr>
<td>Merit Scholars</td>
<td>6</td>
</tr>
<tr>
<td>Average GPA</td>
<td>3.68</td>
</tr>
<tr>
<td>States Represented</td>
<td></td>
</tr>
<tr>
<td>Oklahoma</td>
<td>80</td>
</tr>
<tr>
<td>Texas</td>
<td>49</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
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### CLASSIFICATION

<table>
<thead>
<tr>
<th>Classification</th>
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<tbody>
<tr>
<td>Seniors</td>
<td>67</td>
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<tr>
<td>Juniors</td>
<td>42</td>
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<tr>
<td>Sophomores</td>
<td>29</td>
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### DECLARED BUSINESS MAJORS

<table>
<thead>
<tr>
<th>Major</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>46</td>
</tr>
<tr>
<td>Economics</td>
<td>7</td>
</tr>
<tr>
<td>Energy Management</td>
<td>21</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>23</td>
</tr>
<tr>
<td>Finance</td>
<td>55</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td>International Business</td>
<td>12</td>
</tr>
<tr>
<td>Management</td>
<td>6</td>
</tr>
<tr>
<td>Marketing</td>
<td>21</td>
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<tr>
<td>Management Information Systems</td>
<td>7</td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td>6</td>
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</tbody>
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### JCPenney Leadership Center Associate Membership 2009-2010

<table>
<thead>
<tr>
<th>Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Members for Fall 2009</td>
<td>50</td>
</tr>
<tr>
<td>Veteran members for Fall 2009</td>
<td>88</td>
</tr>
<tr>
<td>Total Fall 2009 membership</td>
<td>138</td>
</tr>
<tr>
<td>Members that graduated in Fall 2009</td>
<td>11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Spring 2010 Membership</td>
<td>118</td>
</tr>
<tr>
<td>Members that graduated in Spring 2010</td>
<td>32</td>
</tr>
</tbody>
</table>

Note: New Members are accepted in the Fall semester only.
Leadership Conference

The Parker Leadership Conference
“Leadership in Crisis”

As part of a new college initiative, this spring the JCPenney Leadership Center in conjunction with the Price College of Business Student Business Association hosted a leadership conference open to all business students. The Parker Leadership Conference was established as part of an endowment provided by RiskMetrics Group to Price College in the name of Ken Parker, Global Head of Human Resources for RiskMetrics Group. The conference is designed to expose a broader array of OU business students to relevant leadership topics in order to better prepare them for their professional careers. Each year the leadership-related theme will change, offering students an opportunity to learn about a variety of aspects of leadership. The theme for this year’s conference was Leadership in Crisis.

On February 26, approximately 110 students from the Price College of Business (including leadership associates) participated in this half-day learning experience. BP Exploration served as the main planning and facilitating company. Five other Price College partner companies co-sponsored the event and served as break-out group facilitators for the case study. These companies included Bank of Oklahoma, ConocoPhillips, Devon Energy, RiskMetrics Group, and Williams Company. There were eleven break out groups with approximately 10-15 students per group consisting of sophomores, juniors and seniors. Members of the Price College of Business Student Business Association and JCPenney Leadership Program served as student facilitators and assisted the company facilitators. BP Alaska Sr. Vice President for Greater Prudhoe Bay (GPB) and OU alumnus, Mike Utsler served as the keynote speaker and main facilitator. Mike and BP GPB Planning and Performance Manager, Todd Krier, developed the case study, “Venezuela: When Risk Becomes Reality,” which challenged students to think through the various issues and decisions that leaders would face in guiding a company through a “crisis” situation. As per the results of the conference evaluations, 95% of students that attended gave this experience a positive rating.
The Student Advisory Board (SAB) assists in the development and promotion of programs and initiatives for the leadership program. The members of the SAB serve as student liaisons for the associates and provide valuable student insight to the center’s overall operation and planning of events. In addition, SAB members attend leadership retreats, serve on different committees within the college and participate in many prospective student and alumni events throughout the year.

A note from the Chair....

“I want to thank Cindy and the wonderful Student Advisory Board for their collaborative efforts over the past year. Their hard work, positive attitudes, and willingness to put themselves second are great examples of the principles I believe JCPenney Associates should strive to possess; strong work ethic, humility, optimism, and service. Over the past year, we have launched two new initiatives which have helped to create a more efficient model for the program, and to facilitate the creation of new relationships among current Associates and numerous alumni. I believe these changes will help Associates better prepare for their futures, and develop a more acute self-awareness. I know that my experience with the Leadership Program has changed my perspective, and I am excited to take my experiences on to the next phase of my journey. I leave the program in great hands, and look forward to returning in the future! God Bless!”

Chris Thompson
2009-2010 SAB Chair

SAB Fall & Winter Retreats

On August 21-23, 2009, the Director and SAB visited Tuner Falls, in Davis, Oklahoma for their Fall Retreat. The theme was “It Starts With You.” During the retreat, board members bonded through team activities, discussed new ideas for the program, participated in ice breakers, held planning sessions regarding goals for the year and upcoming events, discussed a new point system to be implemented, set SAB meeting dates, defined and assigned SAB roles, and discussed the New Member Orientation.

Bricktown, Oklahoma City was the setting for an intense one-day winter retreat held on January 16, 2010. Board members reflected on past events and made adjustments to the spring calendar and events. During this retreat students provided valuable input for the new leadership program study abroad initiative to take place in Costa Rica. The group also made time for team building and friendly competition at the Red Pin Bowling Alley.
Scholarship plays a central role in the development of leadership associates. All associates are expected to maintain high GPAs so that they may be credible contributors to their organizations upon graduation. While in the program, they also become scholars of leadership which involves learning about themselves and about the business world from various perspectives.

Leadership in the Classroom

Since the fall of 2008 the MGT 3133 leadership class has been a requirement for JCPenney Leadership students. This class provides associates with a theoretical and practical understanding of leadership, an important base that all future leaders should have to help guide them in their pursuit of leadership roles. Strong presentation and communication skills are important for leadership success. Therefore, this year, the program director and leadership class instructor agreed to introduce a new requirement as part of the class that will help students improve these skills. As of this spring, all students in the JCPenney Leadership section of the MGT 3133 leadership class must rehearse their group presentations with David Williams, Director of the Business Communication Center, before making their final presentations. The program director attends associates final presentations, thus giving her an additional opportunity to observe their leadership development.

In January, the director travelled to Costa Rica to begin setting up the JCPenney Leadership Study Abroad Program. Associates will soon have the option of taking MGT 3133, Leadership in Costa Rica as an alternative to taking it on campus. This program will be carried out in partnership with the University of Costa Rica and will focus on environmental protection and inter-cultural leadership.

Reader Leader

This year, the program had two Reader Leader sessions in which students held a book discussion over a non-fiction book. The first book was Outliers by Malcolm Gladwell. This session took place in September with nine participants and was facilitated by Dr. Traci Carte, Associate Professor, Management Information Systems. The discussion centered around the importance of context to success and leadership.

The next book was The Seven Habits of Highly Effective People by Stephen Covey. This session took place in February with 14 participants and was facilitated by Senior JCPenney Leadership Associate, Chris Bryant. This discussion focused on things we can do in our everyday lives that will help us develop as individuals and as leaders. All participants agreed that reading the book led to much self reflection.
Leadership Associate Awards

During the April 19th Organizational Meeting, the JCPenney Leadership Program held its Annual Awards Ceremony honoring various members for their academic and leadership achievements. Fall 2009 cumulative GPA was the criteria considered for selection of the “Overall Highest GPA” awards. This year nine associates received this award: four Juniors – Matt Deimund, Mary Hestilow, Rachel Ratcliffe, Ben West; five Seniors – Lindsey Ameen, Sean Bramble, Tyson Miller, Alissa Myers and AJ Smith. Nominations for the Outstanding New Associate Award were received from the JCPL Student Advisory Board and Director. The person receiving this award demonstrated outstanding commitment to the program as well as significant leadership potential soon upon coming on board to the program. This year’s recipient for the Outstanding New Associate Award is Cody Quimby.

Seniors Erin Hay and John Wood are this year’s recipients for the Outstanding Senior Award. This award allows students to express which of their peers they see as future leaders. Nominations are received from all associates based upon the following criteria: they know their stuff; inspire trust; exude positive energy and optimism; are highly motivated to grow, learn and adapt; and they listen. Also recognized were this year’s JCPenney Leadership Office Fellows Marissa Cassidy, Amy Henderson, and Stephani Williams. These students provide valuable support to the successful execution of the Leadership Center’s activities and help provide a welcoming environment in the Leadership Center for associates.

Overall High GPA (Seniors) Top L to R: Lindsey Ameen, Sean Bramble, Tyson Miller, Alissa Myers, and AJ Smith.

Overall High GPA (Juniors) L to R: Matt Deimund, Mary Hestilow, Rachel Ratcliffe, and Ben West.

JCPL Office Fellows L to R: Amy Henderson, Stephanie Williams and Marissa Cassidy.

Outstanding seniors L to R: Erin Hay and John Wood

Outstanding New Associate Cody Quimby
The Bruzzy Westheimer JCPenney Leadership Scholarship

Matt Deimund, a Junior from Oklahoma City, received this year’s Bruzzy Westheimer JCPenney Leadership Scholarship in the amount of $1,500. The purpose of the award is to recognize and reward an outstanding associate for their dedication to leadership, their service to the community, and to contribute to the financing of the studies of this student in recognition of their future leadership potential. The student chosen must have shown outstanding participation in the Leadership Program, occupy one or more leadership positions, and be returning the following year. The JCPenney Leadership Center Faculty Steering Committee serves as the scholarship committee for this award.

This leadership award honors one of Price College’s generous donors, Mr. Bruzzy Westheimer. Mr. Westheimer has served as a member of the Price College Board of Advisors for many years. He is passionate about the education and opportunities being afforded students in Price College and has been a key influence and contributor to our Business Communication Center.

L to R: Matt Deimund and Director Cindy Lopez
Price College of Business Dean’s Speaker Series

The Price College of Business Distinguished Speaker Series presents top-level business executives from a broad range of backgrounds, industries, and geographies. Designed to promote face-to-face interaction between global leaders, the Oklahoma business community and Price College students, the Distinguished Speaker Series focuses on guests from the Chairman to CEO level of leadership.

“Elaine Agather, chairman of Chase’s Dallas Region, south region head and managing director of the private bank at J.P. Morgan, spoke to a full house of students, alumni, faculty and staff on October 1st at the Oklahoma Memorial Union. Agather discussed “Elaine’s Eight,” which are rules/recommendations for professional success. These rules are: Saddle your own horse; Like what you do; Turn on a dime; Stay connected; Practice free speech; Get over it; Develop your funny bone; and Strengthen your backbone. (“Distinguished Speaker Elaine Agather Visits Campus.” PRICE magazine Spring 2010: 6) She also gave insight on how she handled numerous company mergers, how she manages a work/life balance and the importance of embracing change. Thirty-eight Leadership Associates attended the presentation.

Jim Cramer, host of CNN’s “Mad Money” visited OU when the Price College of Business hosted the “Back to School Tour.” Twenty-two Associates were privileged to attend a dinner with Mr. Cramer on the October 29th, twenty-one associates attended a breakfast session with him on October 30th, and sixty-nine leadership associates were present at the live taping of his show. In all of his appearances Mr. Cramer engaged with leadership students. He asked them what they were studying, and shared with them practical advice about their majors, the job market and information about the performance of different industries.
On February 25, 2010, Colin Reed, Chairman and CEO of Gaylord Entertainment, spoke to Michael F. Price College of Business students about “Leadership Principles and Success Factors in a Difficult Economy.” Fifty-three leadership associates were in attendance for the presentation. “Mr. Reed discussed leadership in general, what he believes contributes to success in business, personal relationships, how people on all levels of an organization matter, and how every employee has a direct effect on a company.” (Burch, Kate. “Colin Reed, Chairman and CEO of Gaylord Entertainment, Visits Price College of Business URL.” Spring 2010 http://price.ou.edu/newsletterSpring2010/index.aspx).

The Michael F Price College of Business hosted James Turley, Chairman and CEO of Ernst & Young on April 15, 2010. Mr. Turley discussed the negative press received by Lehman Brothers, broader issues in the financial sector, and the role of the examiner. He also spoke about the economy around the world, and commented that during turbulent times there will be winners and losers and that it is critical to have the right mind set and be prudent yet aggressive when investing. Thirty-five leadership students attended this presentation.
Executive Mentoring Sessions

The JCPenney Leadership Center offers many opportunities to develop the nascent professionalism of our leadership associates. Program highlights from the 2009-2010 academic year are included in this section of the annual report.

JCPenney leadership associates are privileged to have small discussion sessions with high-level speakers hosted by the Dean of the Price College of Business. During executive mentoring sessions, a small group of students meets for 45 minutes to an hour with some of businesses' finest, allowing them to gain valuable knowledge and insight that will be useful for their future careers. Students engage with these professionals by asking questions ranging from those specifically addressing industry issues to more personal ones, such as those regarding their career paths. These opportunities are an incredible forum for mentoring, networking, and learning.

On October 1st, twelve leadership associates met with Elaine Agather, chairman of Chase’s Dallas south region head and managing director of the private bank at J.P. Morgan. Ms. Agather showed a genuine interest in leadership students by asking them about their personal and professional goals. She also shared some of her own background and professional evolution.

On October 29th, sixteen leadership associates attended a session with Steve Dolman, Vice President, Funds Manager for Hines Inc. During this interactive session he shared his extensive international experiences as an investment strategist and portfolio manager. In addition, he spoke about the commercial real estate industry in today’s economy and real estate in emerging markets.

On November 12th, Ann Bordelon, Senior Vice President and Chief Audit Executive of Wal-Mart Stores, Inc. met with a group of twenty JCPenney Leadership students to talk about the ethical boundaries of leadership, the importance of checks and balances, and the challenges of doing business overseas. Bordelon shared examples of ethical issues that arise when working in an international context and how her company has managed these issues.
On October 23rd, nineteen leadership associates attended a breakfast presentation by Dr. Buckley, Professor of Management and JCPenney Co. Leadership Chair. Dr. Buckley used examples of leadership from the Civil War and business to show how instances of leadership can have a profound historical impact.

Ten leadership associates participated in a small group session with J. Clifford Hudson, Chairman of the Board of Directors and CEO of Sonic Corporation on March 11th. The discussion centered around evolution of the company, its current expansion, and some of its past and present pricing and marketing strategies.

On February 25th, nine associates met with Colin Reed, Chairman of the Board of Directors and CEO of Gaylord Entertainment. In this session, Mr. Reed emphasized the importance of interacting with personnel at all levels of the company to truly understand the strengths and weaknesses of one’s business and for employees to feel they work in an inclusive environment. This increases their level of commitment to the company and therefore performance. He also provided sound advice to students about the importance of leaving negative personal baggage behind you to be able to focus on inspiring others.

Dr. Buckley: “Leadership with Historical Examples”

On October 23rd, nineteen leadership associates attended a breakfast presentation by Dr. Buckley, Professor of Management and JCPenney Co. Leadership Chair. Dr. Buckley used examples of leadership from the Civil War and business to show how instances of leadership can have a profound historical impact.
JCPenney Leadership associates participating in a “Corporate View” receive a day long, behind-the-scenes look at a local or regional company. Corporate Views offer a dynamic learning opportunity and an avenue to experience leadership in action through observation and networking.

Seventeen associates visited RiskMetrics Group on October 23, 2009 and learned about the company’s activities in corporate governance and financial analysis. Students toured the Norman office and learned how the company implements its motto; “work hard, have fun, and make money.” RiskMetrics is a leader in risk management, based on Wall Street with a total of 21 offices worldwide. Leadership Program alumni Luke Green (’01) and Jonathan Kuhlman (’05) served as hosts. On June 1, 2010 MSCI, Inc. acquired RiskMetrics Group.

On November 6, 2009, nine associates traveled to Texas to visit Ernst & Young, a global leader in advisory, assurance, strategic growth markets, tax, and transactions. During their visit students toured the new Dallas offices, learned what a day in the life of an Ernst & Young associate is like, and participated in a personality color-typing exercise with the Human Resources Division. The day culminated in a networking lunch with Ernst & Young professionals. Leadership Program alumni Mary Cochran (’90), and Ryan Burke (’94) helped host this corporate view. Alumni Staci Van Wieren (’98) and Lauren Sholden (’08) also participated.

Fourteen associates visited Koch Industries, Inc, one of the largest privately held companies in the U.S. on February 12, 2010. Upon their arrival, students were greeted by Dave Robertson, President and COO. During the visit they learned about various business and career opportunities at Koch. Associates learned about the Market-Based Management methodology developed by Charles Koch and took part in a problem-solving hands-on leadership learning exercise. Before departing for Norman, associates took a guided tour of the KOCH Glitsch Facility, a production plant serving the refining, chemical, and petrochemical industries.
JCPenney Leadership Program Alumni Bryan Burke ('94), Senior Vice President, Director of Retirement and Insurance, AlF at Federated Investors Inc., Mike Kopelman ('00), Vice President of Investor Relations at Time Warner, and Jon Boski ('04), NYC OU Alumni Club President organized and hosted an unforgettable learning experience for nine current leadership associates in New York City from April 14-17, 2010. The trip was designed to give students insight into the workings of the financial industry. Highlights of the trip included visits to Time Warner, Federated Investors, the Museum of American Finance, Citigroup, Bank of America-Merrill Lynch, Bloomberg, and a guided tour of the New York Stock Exchange. During this visit, thanks to JCPenney Program alumni, students had access to high level officials such as Steve Auth, CIO and Chief Economist and Phil Orlando, Sr. Vice President and Senior Portfolio Manager of Federated Investors Inc., David Magstadt, Vice President of Mergers and Acquisitions, Citigroup Investment Bank, Joseph Tama, Managing Director, NYSE Euronext, and Managing Directors in Equity Sales, Trading and Global Research at BofA-Merrill Lynch. In addition to explaining the activities that take place in their areas, all professionals shared valuable career advice.

In addition to their business learning, visiting leadership associates also had time for fun during the visit. The NYC OU Alumni Club hosted leadership associates for an evening networking event in which various alumni working in the NYC area participated. Bryan Burke hosted visiting associates for lunch in Bryant Park, a NYC scenic landmark and home to the NYC Public Library. Students also spent time sightseeing at Rockefeller Center, Times Square, and Central Park.
Leadership Workshops serve as enrichment opportunities to help better prepare students for the professional world by helping cultivate their leadership and/or professional skills. Generally comprised of a relatively small group so that they may be dynamic in nature, these sessions allow students to engage in hands-on group activities where they learn together and individually.

“Generational Differences in the Workplace”
On October 25, 2009, Mike Utsler, Senior Vice President for Greater Prudhoe Bay, BP Alaska conducted this workshop for 25 leadership associates. Students learned about generational differences found in the workplace today and the importance of understanding different age groups to be able to work with them effectively. Mr. Utsler guided students in looking at major events or trends that impacted different generations, including their own, and the resulting value systems that emerged.

“Financial Modeling”
Twenty-nine students participated in this workshop facilitated by Dr. Schwartzkopf, Associate Professor of MIS, and Greg Lovasz ('92), principal with SCP Capital on November 13, 2009. The workshop taught students the basics of financial modeling and how it can be an essential tool in just about any sector to forecast future cash flows and profits.

“Ethics and Leadership in a Global Context”
Scott Brown, partner for Jackson Walker L.L.P, conducted this workshop on November 20, 2009 for 35 leadership students who learned about the role of culture and ethics in international law. Associates worked in teams to analyze challenging international legal scenarios, then presented how their group would resolve each ethical dilemma within the confines of what is allowed by international law. Mr. Jackson then presented how these cases were really resolved and then elaborated on the complex nature of international law and working with different value systems.

“Strengths Based Leadership”
On November 20, 2009, Bill and Nikki Moore of Moore-Performance Consulting facilitated this workshop to help 50 new associates learn about strengths based leadership and begin developing a leadership development plan. Associates heard about finding their strengths and the strengths revolution. They also participated in enrichment activities such as student organization development, the human knot, a mini-involvement fair, and an emotional deposits worksheet to understand the emotional bank account.
“Developing Your Leadership Potential”
On March 5, 2010, the Director of the Leadership Center, Cindy Lopez, facilitated a workshop for 32 leadership associates. During the session, students discussed what people want from their leaders, what trust is and how to inspire it, giving and receiving feedback and the importance of candor. Students practiced giving feedback, putting together a vision statement and began developing their own individual development plan that looks at strengths, weaknesses (opportunities) and actions.

“The R Factor”
On March 26, 2010, forty-six leadership students participated in this workshop sponsored by Ernst & Young and facilitated by Focus3 consultant Brian Kight. The workshop focused on the importance of an individual’s response to an event in determining the outcome. It included interactive exercises utilizing DISC personality-types and provided tools to help accelerate student performance. The workshop taught students how to identify and capitalize on their behavior style and strategies for responding effectively to life challenges, not only in the business world, but also in everyday life.

“BP Trading Game Simulation”
In this natural gas trading simulation held on April 15, 2010, ten leadership students gained a better understanding of the market volatility through hands-on training in energy trading. Student groups learned important industry information and objectives, then competed against one another to make money. To do this, they learned and reacted to streaming live news in the same way as a real energy trader.

“BP Energy Play”
On April 16 and 17, 2010, several business (including 4 Leadership Associates), engineering, and geoscience students worked together to develop an energy business model, a 10 year strategy for success, and then defended this model to industry professionals who served as their board of directors. Students explored the oil and gas industry, learned about the upstream business model, discovered political and macro-economic influences on an international oil company, and competed amongst each other in order to maximize production.
UT Conference

From February 25-28, 2010, leadership associates Jentry Baker, Laura Flinton, Mary Hestilow, and Cody Quimby traveled to Austin, Texas to attend the 2010 Hatton W. Sumners Student Leadership Conference hosted by the University of Texas Center for Ethical Leadership. The conference included high level speakers, trained facilitators and students from all over the U.S. and Mexico. The various speakers included the first woman president of Ireland, Mary Robinson; Dr. Howard Prince II, Director of the Center for Ethical Leadership, University of Texas in Austin; Dr. Rajendra Sisodia, Professor of Marketing, Bentley University; and motivational speaker Melissa Stockwell, Iraq Veteran and first female amputee from Operation Iraqi Freedom. Feature presentations included “Ethical Leadership in the 21st Century,” “Leadership in the Age of Conscious Capitalism,” “Ethical Leadership” and “Bagdad, Beijing and Beyond.” Discussion topics included, “Strengths-Based Leadership,” “Making Sense of Today’s Experiences” and “Personal Leadership Development Planning and Goal Setting.”

“As we all took our seats, I went to thank the director of the conference, Dr. Howard W. Prince. I quickly fished around for the perfect words of appreciation that would express all I had come to understand about leadership and myself at this conference. What words would sufficiently describe what I had come to understand about humility in leadership? I had come to see that the best leaders do not lead by force, intimidation, or boastfulness. As I approached Dr. Prince, I reached out to shake his hand and said, “Thank you. You have taught me so much.” With a smile, his response was that the best thanks is simply to take what I learned home and teach it to others through my leadership. And so I will.”

-Mary Hestilow

Health Care Panel

On March 25, 2010, the Michael F. Price College of Business held a panel discussion over the state of the U.S. health care system and the various implications of the recent health reform measures passed by Congress. Professor of Business Administration, Craig Russell, set the stage for the discussion with his presentation of statistics on health costs and coverage in the U.S. as compared with other nations. Panelists included FACHE President of the Oklahoma Hospital Association, Craig Jones; President and CEO of Blue Cross & Blue Shield of Oklahoma, Bert Marshall; Professor of Pediatrics at the OU College of Medicine, Mary Anne McCaffree; and Vice President of Human Resources at OG&E Energy Corporation, Stephen Merrill. The central point of discussion focused on how people will need to be more responsible for their own health care and possible ways of reducing costs. There was a general consensus that American attitudes will need to change in the future regarding health care.
Interviewing Roundtables

Twenty five associates attended interviewing roundtables sessions in the Leadership Center with OU Career Services or Price’s Professional Development Office during the fall and spring semesters. During these sessions students learned about different types of interviews, interview etiquette, and they practiced answering real interview questions. In addition to participating in these roundtable sessions, students are strongly encouraged to carry out individual mock interviews with Career Services or Price’s Professional Development Office to help build their confidence.

One-On-One Resume Writing

Helping associates better present themselves to employers in order to increase their job opportunities and likelihood for success is one of the Leadership Center’s primary goals. Toward this goal, the Center partners with Career Services and Price’s Professional Development Office to help improve students’ resumes. All associates sign up to participate in a one-on-one resume review session with one of these offices.

Job Search Ethics Roundtables

High achieving students often receive multiple job offers and are not sure of the proper protocol for turning down a job, sharing information with companies regarding other job offers, or some of the informal understandings that come into play regarding a student’s job search once students have already accepted a job. To help understand many of these issues, students may sign up to participate in a discussion roundtable with Mr. Bill Audas, aka “Mr. A,” former Director of Career Services and the JCPenney Leadership Center. During the small group roundtables he provides guidance regarding what to expect from the employer and what is expected of job-seeking students. Eleven students participated in these sessions in 2009-2010.

On March 2, 2010 Bette Scott, Director of Career Services facilitated the spring Job Search Ethics Roundtable with four leadership associates participating.
“How to Maximize your First Job or Internship Experience”

The Leadership Center helps prepare students for success in the professional world by empowering them with information that they can use to make a positive impression during a job or internship. On April 23, 2010, twenty-six leadership associates attended a session with the Director of the Leadership Center to hear what employers are looking for in a new or potential employee (intern) and what things are likely to make a poor impression. Students heard about each other’s experiences and received a list of tips (based on employer feedback) they can refer to while on the job.

Other professional enrichment opportunities that leadership associates participated in that were hosted by Price College, the JCPenney Leadership Center, Student Affairs, Career Services or other institutions include:

2009

September 14  “Career Fair Strategies” with Robert Harper
September 22  “Fiscal Wake Up Tour”
September 23  “How to Find an Internship”
September 25 & February 22 “Dining Etiquette”
October 28  “How to Shine at Your First Job/Internship”
November 11 “Job Search Strategies”

2010

January 22  OU Leadership Summit
February 4  Mid-America Leadership Institute Leadership Forum
February 15 “Selecting Majors & Careers”
February 15 “How to Get Any Job With Any Major”
March 9  Second Level Interviewing
Volunteering at the University of Oklahoma and in the Norman community offers our associates opportunities to make a difference, understand the importance of their efforts, and interact with each other. Leadership associates volunteered and participated in the following events for the 2009-2010 academic year:

American Red Cross

On October 11, 2009, five associates participated as station volunteers in the American Red Cross Cruisin’ For A Cause (Motorcycle) Poker Run fundraiser event. All proceeds raised were used to benefit the Heart of Oklahoma Garvin County Chapter for disaster response. Volunteers handed out poker cards earned by participants at each stop and prizes at the final stop.

Oklahoma Goodwill

Twenty-nine leadership associates volunteered on November 17, 2009 and February 20, 2010 to help at various Oklahoma Goodwill facilities. Students worked two hour shifts sorting donations, hanging clothes, organizing and cleaning shelves, and improving the overall aesthetics of the stores.

Jefferson Elementary School

On November 8, 2009, as part of Price College of Business’ Day of Service event organized by Delta Sigma Pi, thirty-eight associates worked two-hour shifts at Jefferson Elementary School. Associates spent their time painting shapes, letters and numbers on the school blacktop and digging and leveling stone steps in garden beds around the school grounds.
Fill the Trolley

The Leadership Program partnered with OU CART in the annual Help Fill The Trolley OU Community out-reach event held in December 2009. Approximately 34 Associates donated unwrapped gift items to help benefit less fortunate Norman families through the Christmas Store of Cleveland County.

Girl’s Take Action Summit

In partnership with the OU Carl Albert Congressional Research and Studies Center, Oklahoma City Public Schools, Girls Scouts Western Oklahoma, Inc., and the Oklahoma State Parent Teacher Association, 17 female leadership associates took part in the “If You Think It, You Can Do It!” Summit event on November 23, 2009. Volunteers were responsible for creating, leading, and facilitating an interactive workshop for the purpose of impacting, empowering, and exposing middle school aged girls to take action in their education and reflect on their own level of leadership. These girls were also able to meet female community leaders and mentors. Katie Fitzgerald, Director of OU Women’s Leadership Initiative, was in charge of coordinating the event.
Eggstravaganza

On March 31, 2010 the Sam Noble Oklahoma Museum of Natural History and approximately 102 leadership associates hosted the 12th annual, area-wide Eggstravaganza celebration. Over 1,300 people attended this year’s event—more than ever before! This event helps attract more families to the museum in the future, thus impacting children’s education. Associates facilitated various educational and interactive stations and ran the egg hunt which included 3,000 eggs.
The JCPenney Leadership Center is constantly seeking opportunities to expand interaction between leadership associates, the business community, the university community, state leaders and the Price College of Business faculty and staff. The following programs offer invaluable opportunities for career-building and networking throughout the year.

**Lunch with the Deans**

Kenneth Evans, Dean of the Business College, and Nim Razook, Associate Dean of Undergraduate Studies, met for lunch with a select number of students throughout the year. This opportunity allowed associates to learn more about the goals and upcoming events of the college, as well as express their opinions and ideas for the future of college programs and majors. Lunch with the Deans took place on October 12, November 17, and April 7. A total of 20 associates took advantage of this opportunity.

**Student/Faculty Networking Sessions**

Associates were invited to attend informative sessions with department directors for all majors offered within the College of Business. Students were able to learn more about what is happening in their divisions, interact with the Director of the division, and share their internship experiences with each other.

**Faculty-Staff Appreciation Breakfast**

This year the JCPenney Leadership Center held a student organized faculty and staff appreciation breakfast. The goal of the breakfast was to provide an opportunity for leadership associates to thank Price faculty for their contributions they have made to their college educations. Several seniors shared personal accounts of how faculty members have contributed to their professional and academic development.
Alumni Mentoring Program

Launched this fall, the Alumni Mentoring Program is intended to allow current leadership associates to benefit from the professional experiences of alumni to help prepare them for the workforce. Alumni mentors are matched with current associates who share similar career interests (major and/or desired occupation) and maintain a professional relationship with that person over the course of the academic year. Approximately 59 associates and 63 alumni participated in the program during 2009-2010 academic year. On February 5, 2010 students participating in the program met at Coach’s Restaurant to provide the Student Advisory Board with feedback on the program.

Sooner Showcase Career Fair

On September 17, 2009 Career Services held its Sooner Showcase Career Fair at the Lloyd Noble Center. Ten leadership associates served as hosts in the Hospitality Room for all the participating businesses.
Each year at the JCPenney Leadership Center, students are given the opportunity to attend a wide variety of corporate information sessions and learn about exciting internship and job opportunities in many fields. The Center’s connections include and extend beyond the companies listed—many of whom look first at the Program when recruiting bright, talented, and motivated interns and graduates. The following pages contain an outline of the information sessions presented during the 2009-2010 year.
About the companies....

**Samson Investment Company**

Samson Investment Company is the largest privately-held producer of natural gas and oil in the United States. A premier exploration and production company, they are built on the guiding principles of integrity, innovation and ingenuity. Through their volunteer activities and charitable giving programs, Samson seeks to improve the communities in which their employees live and work.

**Williams Companies**

Williams is an integrated natural gas company that produces, gathers, processes, and transports clean-burning natural gas to heat homes and power electric generation across the country. Williams focuses on exploration and production, midstream gas, and gas pipeline. Williams Companies is headquartered in Tulsa, and has offices or branches in Houston, Salt Lake City and Denver and operations throughout the U.S., including Canada and Venezuela.

**BP**

BP is one of the world’s largest energy companies, providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemicals products for everyday items. With over 80,000 employees and operating in over 100 countries, BP is able to focus on exploration and production, refining and marketing, and alternative energy. BP has several brands, including Castrol, Arco, and Aral.

**Shell Oil Company**

Shell Oil Company is a global group of energy and petrochemical companies with around 101,000 employees in more than 90 countries and territories. Their innovative approach ensures we are ready to help tackle the challenge of the new energy future. Their strategy of “More Upstream, Profitable Downstream” brings in an excess of 200 billion dollars of annual revenue.

**Teach for America**

Teach For America aims to end educational inequity by enlisting the most outstanding recent college graduates from all backgrounds and career interests to commit to teach for two years in urban and rural public schools. Their vision is that one day, all children in this nation will have the opportunity to attain an excellent education. Since its inception, 24,000 individuals have participated in the program, helping approximately 3 million students.

**ConocoPhillips**

ConocoPhillips uses its pioneering spirit to responsibly deliver energy to the world. As the third largest integrated energy company in the United States-based on market capitalization, oil, and natural gas reserves, the company understands its responsibility to deliver energy in a safe, environmentally and socially responsible manner. With more than 30,000 employees worldwide and operations in over 30 countries, ConocoPhillips is committed to contributing to social, economic, and environmental improvements in all the communities in which it operates.

**Travis Wolff**

Travis Wolff Independent Advisors and Accountants has three practice groups—Entrepreneurs, Enterprise, and Individuals—that deliver professional accounting and advisory services to a variety of industries. With clients primarily in Dallas-Fort Worth and San Antonio, Texas and approximately 140 employees, Travis Wolff offers relationships based off of mutual respect and trust.

**MBA Program and Scholarships**

Through the OU MBA program, students can specialize in Energy, Finance, Entrepreneurship, MIS, Risk Management, or Marketing and Supply Chain Management. The MBA program conducts training in leadership and professional development, and provides unique opportunities for networking. Research and teaching assistants, as well as scholarship funds assist students in paying for the program and allow the best and brightest students to earn an MBA from OU.
New Member Orientation

Associates that joined the program in the fall of 2009 attended a New Member Orientation on October 2nd organized and facilitated by the JCPenney Leadership Student Advisory Board (SAB). The event helps new associates become more acquainted with the program, learn some introductory leadership principles, begin receiving orientation in professional development and meet other associates. During this event, Director Cindy Lopez and Nim Razook, Dean of Undergraduate Studies for Price College, welcomed students and shared information about the history of the program. Associates enjoyed a “Dress For Success” fashion show hosted by the SAB and were treated to a presentation by OU Alumnus and BP Alaska Senior Vice President for Greater Prudhoe Bay, Mike Utsler. His presentation on “What Great Leaders Do” encouraged new associates to value expertise, energize people, act decisively, and deliver performance. Robert Harper, Director of Professional Development, Price College of Business helped students write their “30 second elevator speech” that can be used for quick introductions and interviews.

Leadership Organizational Meetings

Leadership associates attend monthly meetings to learn about the program’s upcoming events, opportunities available in the college or university and so that they can reconnect and strengthen relationships with one another. Sometimes they will receive brief leadership or professional development-related presentations on themes such as non-verbal communication, ways to show humility, how museums work with communities etc. During the October meeting, ConocoPhillips hosted a Jeopardy Game and at the last meeting in April, OU’s Lead Team facilitated a “Mapping Your Life” activity to help students reflect on important events in their life to allow students get to know their peers better.
JCPenney Leadership Program Budget Distribution FY2009 & FY2010

JCPenney Leadership Program FY2008-2009 Budget Distribution

- M&O ($11,824.59) = 27%
- Corporate Views ($109.03) = 0.5%
- Distinguished Visitors ($1,532.40) = 3%
- Fellowships ($500.00) = 0.5%
- Special Events ($7,074.10) = 16%
- 20th Anniversary ($9,917.34) = 23%
- Student Advisory Board ($2,472.98) = 6%
- Student Assistant ($6,356.39) = 15%
- Workshops ($3,956.65) = 9%

JCPenney Leadership Program FY2009-2010 Budget Distribution

- Communications ($5,286.73) = 12%
- Corporate Views ($14,326.02) = 33%
- M&O ($3,319.75) = 8%
- Special Events ($10,045.41) = 24%
- Student Advisory Board ($1,848.88) = 4%
- Student Assistant ($5,060.81) = 12%
- Workshops & Training ($2,952.24) = 7%
The JCPenney Leadership Alumni Advisory Board meet twice a year, once in the fall and once in the spring. This year the board met on November 13, 2009 and May 7, 2010.

Stephanie Dhimmar-Anderson, the current Chairman of the Board, is a Sr. Assistant Buyer in the Home Division of JCPenney Co. She graduated from The University of Oklahoma with a Bachelor of Business Administration degree in May of 2004.

Jeffrey J. Allison was Executive Vice President and General Merchandise Manager of home and custom decorating. Jeff joined JCPenney in 2000 and previously served as executive vice president and director of planning and allocation. Before joining the company, he was vice president of finance at Express, Inc., a division of The Limited, Inc. Jeff received his BBA in finance from OU in 1985.

William R. Audas ([alias “Mr. A”]), retired, is the former director of the University of Oklahoma’s Career Services Office and adjunct Assistant Professor of Marketing. He is also the founding Director of the JCPenney Leadership Center and mentor Emeritus. He has been serving the OU community since 1978.

Danny Broadfoot is a 2004 graduate of OU, earning degrees in MIS and Letters. Danny previously worked for Nexus Media and helped build the company from a small start up in Oklahoma City to a global, multi-million dollar corporation, serving various roles in operations, project management, and product development. Currently he is pursuing his MBA full time.

Bryan Burke is Senior Vice President and Director of the Retirement/Insurance channel for Federated Investors. Bryan joined Federated in 2002 and helped start the National Account Group. Before joining the company he was Regional Vice President at Merrill Lynch. Bryan serves on the Presidents Council for the University of Oklahoma. He graduated from OU with a degree in Accounting in 1994.

Britta Christianson is the Trade Control Manager for BP North American Gas & Power. She currently leads the Working Capital and Cash group in Houston. She is a 1998 graduate of the University of Oklahoma Price College of Business, with a Bachelor of Accountancy.

Mary Cochran is a Partner in Ernst & Young’s Assurance and Advisory Business Services practice. Mary has more than 18 years experience serving publicly-held and private companies primarily in the manufacturing, energy and retail industries. Mary is the Accounting Division Chair for the United Way for the Oklahoma City Area and serves on the Board of Visitors for the University of Oklahoma School of Accounting. She is also a member of the AICPA and the Oklahoma Society of CPAs.

Bruce Flowers is the Director of Finance and Performance Analysis for Commercial Marine at ConocoPhillips. He holds a BBA in finance from the University of Oklahoma, graduating in 1990. Additionally, he is actively involved in recruiting for ConocoPhillips at OU.

Kelley J. Grace, CPA, is a Tax Senior Manager with Eide Bailly LLP in Norman, Oklahoma. She currently serves as Treasurer and Finance Chair for the Cleveland County YMCA, the Treasurer of Norman NEXT, a member of the President’s Club Committee for the Norman Chamber of Commerce and a board member for the Exchange Club of Norman. Kelley graduated from the University of Oklahoma in May 2000 with majors in Accounting and Finance.

Vaughn Graham had previously been with the Bank of Oklahoma (BOK) as the Relationship Manager/Commercial Lender in the Healthcare/Corporate Banking group. In October 2009 he went to work for Rich & Cartmill, Inc, an insurance firm. He graduated from the University of Oklahoma in the spring of 2003 with a degree in Finance.

Katie Eidson Griffin is the Director of the Office of Professional & Career Development for the University of Oklahoma College of Law. She is Co-Chair for the YWCA Purple Sash Gala and serves on the Executive Board for Norman NEXT, the Executive Board for the YWCA, and as a liaison for the Oklahoma Bar Association Professionalism Committee. Katie graduated from Price College of Business in 2002 with degrees in Finance and Marketing and from the OU College of Law in 2006.

Greg Lovasz is a Principal with SCP Capital, an investment group that specializes in single tenant real estate projects nationwide. Greg has completed over $5 billion of acquisitions and works directly with corporate users of real estate to optimize the economics and overall structure of their holdings. He graduated from OU with a degree in Accounting in 1992.

Keith E. Peters is an attorney with the Oklahoma City law firm of McAfee & Taft, where he practices in the firm’s Tax and Family Wealth group. An accounting graduate, Keith is a 2002 alumnus of the University of Oklahoma and a Certified Public Accountant. Keith holds a JD from Harvard Law School and an LL.M in Taxation from New York University.

Elizabeth Willie Pigg is the Campus Recruiting Manager for KPMG, LLP in Dallas, TX. She graduated from the University of Oklahoma in 2002 with a degree in accounting. She is excited about the opportunity to serve on the board and get more involved in the program.

Daniel Pullin, University of Oklahoma Vice President for Technology Development and Business Development, directs the commercialization operations of the Office of Technology Development and manages Business Development efforts for the University including the administration of OU’s Center for the Creation of Economic Wealth. Pullin holds degrees from OU in finance and accountancy and an MBA degree from Harvard Business School. Prior to joining OU in 2006, Pullin served as Vice President of strategy and business development for home interiors & Gifts.

Doug Sterk is the Vice President of finance for Simmons Petroleum, Inc., one of the largest fuel and lubricant distributors in the U.S. He previously worked with Arthur Andersen, Pricewaterhouse Coopers and as controller for Medley Material Handling Company. He is a CPA and serves on the Board of Advisors to the Women’s Studies program at the University of Oklahoma.

Dr. Nim Razook is the Associate Dean for Undergraduate Programs at Price College of Business, the David Ross Boyd Professor of Legal Studies and the Robert Zinke Chair in Energy Management. His teaching interests include the legal environment, ethics and commercial law. He is currently the staff editor of the American Business Law Journal.

Dr. Michael R. Buckley is the JCPenney Company Leadership Chair and Professor of Management and Psychology at Price College of Business. His teaching interests are in the area of human resources management and management principles. He has published more than 70 refereed journal articles.

Cindy Lopez is the Director of the JCPenney Leadership Center. Her career has principally been in international development as a consultant to the World Bank. She has also instructed both undergraduate and graduate students in the area of international relations.

Chris Thompson is an accounting major and the 2009-2010 Chair of the JCPenney Leadership Center Student Advisory Board.
Seniors graduating in December 2009 were honored at a recognition luncheon on December 4, 2009 at Legends Restaurant. Eleven graduating seniors attended the event. Cindy gave congratulatory remarks and talked to students about the importance of always asking themselves during their career, if what they are doing is consistent with their values.

On May 14, 2010, a reception and recognition ceremony was held at the Fred Jones Jr. Museum of Art. Thirty-two graduating seniors were recognized before approximately 74 guests, including parents, grandparents, siblings, friends, and special guests.

Cindy thanked students for their commitment and contributions to the program and the OU community and revisited some of the important experiences graduating associates had during their tenure in the program. The Dean of the Business College, Kenneth Evans served as the keynote speaker. His talk and message to graduating students centered on the importance of knowing themselves and developing their own leadership style.
Testimonials from Graduating Seniors

“The JCPenney Leadership Program was one of the reasons why I attended the University of Oklahoma. As a senior in high school, I recognized that this program was unique in its organization and leadership. Once a member, the program provided me with the tools necessary to be a successful businesswoman in the future. The program helped me improve my leadership, networking, and interviewing skills. JCPL has been a critical part of my four years at the University of Oklahoma.” - Brittany Ryan

“I learned a lot about different industries through several speakers and workshops that I participated in. But, more importantly, I feel I learned valuable leadership skills that I not only used in the leadership roles throughout my college career, but will also be able to use in my future career.” - Jackie Shultz

“The JCPenney Leadership Program made me realize the leadership potential that I had within me. It gave me the opportunity to nurture and grow that leadership potential.” - Stephen Spence

“The JCPenney Leadership Program absolutely complemented the skills I learned in college. Through the program, I was able to apply the education I received in my college courses to real life situations. I was also able to apply the leadership and teamwork experiences from the program to the group work in my courses.” - AJ Smith

“I gained an amazing amount from the program. I learned about business dress, networking, and even more about leadership skills and myself.” - Talia Berning

“This program allowed me to "bridge the gap" from the classroom to boardroom. I gained confidence about myself through the many information sessions and corporate views that put me face to face with some of today’s top employers.” - Garrett Krall

“I think the program’s various events sharpened certain skill sets that potentially set me apart from other business students.” - Reece Underwood

“The JCPenney Program was an inspiring and unique way to network with business leaders and employers, meet fellow motivated students, and serve the Norman community through philanthropy events.” - Lindsey Ameen

“The JCPenney Leadership Program allowed me to grow immensely in my leadership by helping me to identify my strengths and weaknesses and then work on my weaknesses while continuing to grow my strengths. Beyond that, it was an opportunity to network with fellow, high achieving business students as well as leaders in business today. I met so many great people that I may have never had the chance to work with on an intimate basis. Overall, I believe that this experience helped me to grow immensely and has laid the groundwork for a successful future for me.” - Scott Boutwell

“I definitely feel like I was a step ahead of business college students that did not participate in JCPL. For example, anytime my roommates had interviews or meetings, they always knew to come to me to help them with their dress attire or any questions they had in general. I have also been able to use my experiences and learnings from JCPL in many of my past interviews.” - Ashley Daniel

“Through the JCPenney Leadership Program I gained the necessary knowledge and skills that employers are looking for that helped me to become a marketable student upon graduation and ultimately helped me to achieve an outstanding internship during my college tenure and a career with a great corporation upon graduation.” - Bryan Hughes

“Being a JCPL Associate prepared me for the real world in a way that cannot be obtained from a textbook.” - Chris Jackson

“I feel the program adequately prepared me for my professional career. Not only did the program open doors for opportunities that I may not have had otherwise, but it also allowed for me to take advantage of these opportunities confidently.” - Alicia Jones

“The program allowed me to network with other business students and learn about multi-dimensional business leadership encompassing integrity, crisis management, global transactions, and corporate responsibility.” - Alissa Myers

“The JCPenney Leadership Program had significant positive impact on my college experience. It allowed me to meet and hear from some of the most successful business people through the distinguished speaker events, and interact with outstanding business students at OU.” - Hamid Pezeshkian

“The best part about the program were the opportunities it provided to get to know what working in the business world will be like through Corporate Events and Speakers, and the tools we were provided with to actually get the job.” - Marissa Cassidy
2009-2010 JCPL Graduate Achievements and Honors

Alpha Lambda Delta Historian
Alpha Lambda Delta Honor Society
Alpha Lambda Delta National Academic Honor Society
Alpha Omicron Pi Outstanding Senior
Alpha Phi Omega Friendship Award
Alpha Phi Omega Service Award
Alumni Scholars Scholarship
American Associate Professional Landmen Scholarship
American Cancer Society Scholarship
AmeriCorps Certificate of National Service Award
Anadarko Petroleum Corporation Scholarship
Ann & Henry Zarrow Foundation Scholarship
AP Scholar with Honors
Association of Energy Service Companies Scholarship
Austin D. Mckag Memorial Award
Bartlett Memorial Scholarship
Becker Memorial Scholarship
Beta Alpha Psi
Beta Gamma Sigma Honor Society
Beta Gamma Sigma International Honor Society
Beta Gamma Sigma National Honor Society
Beta Theta Pi 167th General Convention Representative
Beta Theta Pi Standards Committee
Beta Theta Pi, Gamma Phi Chapter Executive Officer
Big Event Executive Member of the Week
Big Event Group Leader
Boyd R. Gunning Scholarship
Cargill Sons & Daughters Scholarship
Cassingham Memorial Scholarship
Charles B. Ryan Business Scholarship
Charles B. Ryan Memorial Scholarship
Chesapeake Energy Corporation Scholarship
Chevron Scholarship
Chi Omega Publicity Chair
Chi Omega Scholarship Committee
Chocitaw HS Student Council Scholarship
Chocitaw Nicoma Park Foundation Scholarship
Citizen Potawatomi Nation Scholarship
Coca-Cola Scholarship Semi-finalist
College First Foundation Scholarship
Communication Analysis Competition – 1st Place
Connexions SBA Liaison
ConocoPhillips SPIRIT Scholarship
Dallas Association of Petroleum Landmen Scholarship
Delta Delta Delta Vice President Finance
Delta Delta Delta Vice President Finance
Delta Phi Alpha Honor Society
Delta Sigma Pi Pledge Class Senior Vice President
Dennis McLaughlin Award
Desk & Derrick Scholar
Devon Energy Scholarship
Dr. James L. Nicholson Alumni Scholarship
Dominion E&P Scholarship
Don Key Leadership Award
Donald W. Reynolds Governor’s Cup – 1st Place
Dorothy Michelson Scholarship
Eagle Scout
Economic Club of Oklahoma Scholarship
Eide Bailly Scholarship
Energy Cup Scholarship
Ernst & Young LLP Scholarship
ExxonMobil Scholarship
Frisco Charter ABWA Scholarship
Gamma Beta Phi Golden Member
Gamma Omega Phi Honor Society
Gamma Omega Phi Platinum Member
Gamma Phi Beta Dorothy Braly Scholarship
Gamma Phi Beta External Social Chair
Gamma Phi Beta Philanthropy Chair
Gamma Phi Beta Philanthropy Executive Committee
Gamma Phi Beta Tammy William’s Award
Gene Hollingshead Memorial Scholarship
Golden Key International Honor Society
Henderson Scholar
Henderson-Tolson Scholarship
Home National Bank Scholarship
Honors College
Honor Study Abroad Oxford Program Scholarship
Houston Endowment Scholarship
IBC Officer
Interfraternity Council Assistant Programer
Interfraternity District Council
Interfraternity District Council Student Congress Liaison
JCPenney Leadership Program
JCPenney Leadership Student Advisory Board
JCPenney Leadership Office Fellowship
JCPenney Leadership Overall High GPA – Senior
JCPenney Leadership Eggstravaganza Co-Chair
Jack Hudack Memorial Fund Scholarship
John T. Steed Accounting Scholarship
Josh Lee Public Speaking Competition Semi-Finalist
Junior Miss Academic Scholarship
Kappa Alpha Theta Deputy Financial Officer
Kappa Alpha Theta President
Kappa Alpha Theta Secretary
Kappa Kappa Gamma Charlotte Alumnae Scholarship
Kappa Kappa Gamma Honor Roll
Kappa Kappa Gamma New Member Chair
Kappa Kappa Gamma Standards Committee
Kappa Kappa Gamma University Sing Director
Kay Taylor Donahue Study Abroad Scholarship
Kenneth R. Woodward Scholarship
Kiwanis Club Scholarship
Lambda Chi White Rose Pageant Runner-up Leadership Seminar Certificate of Achievement Award
Letzeiser Bronze Medalist
Letzeiser Honor Award
Linda R. Dunham Scholarship
Martin Foundation Scholarship
McCasland Foundation Scholarship
MIS Scholarship
Miss American Community Scholarship
Miss Edmond LibertyFest Scholarship
Miss Okmulgee County Scholarship
Miss Tulsa
Most Outstanding Camp Crimson Male Counselor
Mu Alpha Theta Mathematics NHS Award
National Advanced Placement Test Scholar
National Dean’s List
National Hispanic Merit Scholar
National Honors Society of Collegiate Scholars
National Merit Scholar
Northrop Grumman Corporation Scholarship
NSCS
O.L. Taylor Memorial Scholarship
OERB Petroleum Scholarship
OERB Presidential Scholarship
O’Hornette Memorial Scholarship
Okla. All-State Homecoming Queen
Okla. Chinese Speaking Competition –1st Place
Okla. McCasland Communities Foundation Scholarship
Okla. National Scholarship
Okla. Regent’s Academic Scholar Inst. Nominee Award
Okla. Regent’s Outstanding Math Performance Award
Okla. State Regent’s Scholarship
Okla. Woodward Communities Foundation Scholarship
Order of the Eastern Star Book Scholarship
OU Academic Achievement Scholarship
OU Academic Dean’s List
OU Academic Distinction
OU Academic Scholar
OU Alumni Retention Scholarship
OU Award of Excellence Scholarship
OU Big Woman on Campus
OU CAC Member
OU CAC Executive Committee
OU CAC Dance Marathon Morale Committee
OU CAC Homecoming Committee
OU Class Vice President
OU Club of Dallas Scholarship
OU Club of Kay County Scholarship
OU Crimson Club Campus Ambassador
OU Crimson Club Executive Officer
OU Crimson Pride
OU Dean’s List
OU Freshman Achievement Scholarship
OU Greek Recruitment Committee
OU Heritage Scholarship
OU Honor Roll
OU Honors College
OU Honors College Ambassador
OU Honors Scholar
OU Honor Society
OU Honors Scholar
OU Honor Society
OU Interfraternity Congress Representative
OU Interfraternity Council Associate Justice
OU Interfraternity Council Chief Justice
OU LEAD Team
OU Memorial Scholarship
OU Outstanding Freshman Finalist
OU Outstanding Sophomore Finalist
OU Pan-Hellenic Scholarship
OU President Boren’s Scholars Scholarship
OU Regent’s Award for Outstanding Junior
OU Regent’s Scholarship
OU Scholars Award
OU Scholars Program Valedictorian Scholarship
OU Scholars Scholarship
OU Sooner Academic Distinction Scholarship
OU Sooner Opportunity Scholarship
OU Student Body Treasurer
OU Student Council Member
OU Students for the American Heart Association –Treasurer
OU Univ. College Student Advisory Board Representative
OU University Investing Co-founder & Vice President
OU University Scholar Award
OU Valedictorian Scholarship
PACE Award
Patrick A. O’Bannon Business Scholarship
Phi Kappa Phi Honor Society
PCB Ambassador
PCB Back to Business Week Executive Committee
PCB Bruzzy Westheimer Competition –2nd Place
PCB Business Communications Writing Award
PCB Dean’s Honor Roll
PCB Dunham Scholarship
PCB JCPenney Leadership Outstanding New Associate
PCB JCPenney Leadership Outstanding Senior
PCB JCPenney Leadership Program Chair
PCB Outstanding Accounting Student Award
PCB Outstanding MIS Senior
PCB Outstanding Economics Senior
PCB Student Business Association President
PCB Student Business Association Vice President of Finance
PCB Top Business Student
PE-ET Top Ten Senior Honor Society
PE-ET Top Ten Senior Honor Society People to People Sports Ambassador
People to People Student Ambassador
Pi Bel Phi Foundation Scholarship
Pi Beta Phi Oklahoma Alpha Housing Scholarship
Pi Beta Phi President’s Trophy Chair
Pi Kappa Alpha Judicial Board
Pi Kappa Alpha Public Relations Chair
Pi Kappa Alpha Treasurer
Pike University Leadership Certificate
Pillsar
Presidential Freedom Scholarship Outstanding Vol. Service
Presidential Medal of Freedom Scholar
Presidential Travel Fellowship
President’s Award for Outstanding Sophomore
President’s Community Scholar
President’s Honor Roll
President’s Leadership Class Scholarship
PriceWaterhouse Coopers Accounting Educ. Scholarship
Print & Graphics Foundation Scholarship
Professional Landmen’s Assoc. of New Orleans Scholarship
Rath Foundation Academic Scholarship
Rita H. Lottinville Prize
Robin Bray IT Scholarship
Roger & Sherry Telgen Entrepreneurship/Mgmt. Award
Rotary International Ambassadorial Scholarship
Rotary International Scholarship
Rothbaum Award Nominee
Scottish Rite Hospital Legacy Scholarship
SEMGroup Scholarship
Sigma Iota Epsilon Honor Fraternity & Founding President
Sooner Federal Savings & Loan Scholarship
Sooner Heritage Scholarship
Sooner Nation Scholarship
Sooner Opportunity Scholarship
Stanley White Scholarship
TCC President’s Honor Roll
Texas Women’s Electric Association Scholarship
The Bruzzy Westheimer Leadership Scholarship 2009
Top Fundraiser Scholarship Award
UMC Gift of Hope Scholarship
University Achievement Scholarship
University College Dean’s Honor Roll
UOSA Student Congress Distinguished Service Award
UOSA Student Congress Representative
UOSA Student Congress Problems & Projects Standing Comm.
Veitch Historical Society Scholarship
Who’s Who Among Students in American Univ. & Colleges
William C. McGrew Accounting Scholarship
2009-2010 JCPL Post Graduate Careers

Ackley Financial Group – Financial Advisor
Arico1 – Owner
BancFirst – Intern
Bank of Oklahoma – Branch Manager
BKD – Staff Tax Accountant
BP Alaska (3) – East Power Trade Analyst; GDP Analyst
Brigham Exploration Co. – Landman
CB Richard Ellis, Global Corporate Services – Financial Analyst
Cerner Corporation – Velocity Delivery Consultant
Chesapeake Energy Corporation – Associate Landman
ConocoPhillips (4) – Financial Analyst; Corporate Affairs Representative; Brand Sponsorships & Events; Landman
Devon Energy – Associate Market Analyst
Ernst & Young (2) – Advisory; Audit Staff
Grant Thornton (2) – Audit Staff
Goldman Sachs – Operations Analyst
INVISTA – Accountant
Jurist Doctorate/OU Law School (2)
KPMG – Staff 1 Tax Associate
Masters of Science Accounting/ Southern Methodist University, Dallas, TX
Masters of Science Accounting/University of Edinburgh, Edinburgh, Scotland
Neiman Marcus Direct – Merchandise Coordinator
ONEOK – Business Trainee
Plico Financial Inc. – Marketing Analyst
Plains Marketing, L.P. – Marketing Analyst
PriceWaterhouse Coopers – Staff Auditor
Protiviti – Consultant
Target – Executive Team Leader
Texas Instruments – IT Business Analyst
Update Legal – Legal Placement Consultant