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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 become leaders through leadership experience, academic instruction, professional skill development, philanthropy and real world business and networking encounters. Companies seeking talented undergraduate business students actively recruit from the JCPenney Leadership Center.

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 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 College and OU community, in September of 1993 the J. C. Penney Company endowed the program and created the JCPenney Leadership Center. Price College 1958 graduate W. R. Howell, then-chairman and CEO, played a key role in persuading the J. C. Penney Company to invest in the program.

Program Requirements

The application process takes place in the early fall. The requirements for applying to the program are: students must be 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 remaining, excluding the current one, before earning an undergraduate degree.

During their tenure in the Leadership Program, students are required to: (1) participate in either Integrated Business Core (IBC), study abroad or a six-week internship, (2) complete the leadership class MGT 3133, (3) hold a leadership office and (4) attend an interviewing roundtable. Additionally, incoming new Associates are required to have their resume critiqued.

Semester requirements for all Associates are attendance to one distinguished speaker event, one workshop, and one philanthropy/community service event. In addition to these requirements, a host of other development opportunities are available.

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

Associate working together at the KOCH ‘Raging Rapids’ Workshop
# JCPenney Leadership Center Associate Profile 2011-2012

## PROFILE

- **Total Membership**: 132
- **Females**: 82
- **Males**: 50
- **Average GPA**: 3.69
- **States Represented**:
  - Oklahoma: 70
  - Texas: 48
  - Other: 9
  - International: 5

## CLASSIFICATION

- **Seniors**: 50
- **Juniors**: 48
- **Sophomores**: 34

## DECLARED BUSINESS MAJORS

- **Accounting**: 40
- **Economics**: 9
- **Energy Management**: 20
- **Entrepreneurship**: 10
- **Finance**: 45
- **Human Resource Management**: 4
- **International Business**: 13
- **Management**: 7
- **Marketing**: 20
- **Management Information Systems**: 12
- **Risk Management**: 1
- **Supply Chain Management**: 6

## JCPenney Leadership Center Associate Membership 2011-2012

- **New members for fall 2011**: 57
- **Veteran members for fall 2011**: 90
- **Total fall 2011 membership**: 147
- **Members that graduated in fall 2011**: 5

- **Total spring 2011 Membership**: 132
- **Members that graduated in spring 2012**: 36
The Leadership Center, together with Price’s Professional Development Office and the Student Business Association established “Leadership & Diversity” as the theme of the 2012 Parker Leadership Conference. Dr. Jeanette Davidson, Director of African and African American Studies at the University of Oklahoma was the keynote speaker for the event.

One hundred and twenty seven students participated in the conference on February 24th. The corporate partners that facilitated the break-out sessions for this year’s conference were OG&E, Williams, jcpenney, and Ernst and Young, LLP. JCPLP Student Advisory Board (SAB) members and members of the Student Business Association (SBA) served as co-facilitators for the breakout sessions.

Funding for the annual Parker Leadership Conference comes from an endowment provided by RiskMetrics Group (now MSCI) to Price College in the name of its former Global Head of Human Resources, Ken Parker.
The Student Advisory Board (SAB) assists in developing and promoting Leadership Program initiatives. The members of the SAB serve as student liaisons for Associates and provide valuable student guidance 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 prospective student and alumni events throughout the year.

A Note From the President and Chair of the Student Advisory Board, 2011-2012

I enjoyed serving as Chair of the Student Advisory Board during my last year in the program. This role allowed me to develop relationships with each board member and participate in all aspects of program development and administration. My two years of service as a member of the Board provided much historical information and a great deal of insight into the program. Information that proved invaluable while serving as President.

On a personal level, I gained valuable leadership experience and honed the skill of developing (and contributing as a member) of successful teams. Now that I have entered the professional world, I more fully appreciate the value of my three years as an Associate in the JCPenney Leadership Program.

Alice Dombrowski ('12)

SAB Fall & Winter Retreats

In August, the Director and SAB visited Sky Ranch Cave Springs in Quapaw, Oklahoma for their fall retreat. During the retreat, board members participated in team building activities, held planning sessions, and discussed ideas for the program. They also used this time to establish their fall meeting times and begin planning the new member orientation.

Bricktown, Oklahoma City, was the setting for an overnight spring retreat in January. Board members reviewed the previous semester’s activities and discussed upcoming events for spring 2012.
Scholarship is an important aspect of the JCPLP. Leaders ‘know their stuff’ and are expected to maintain high academic standards while in the Program. Further, Associates are scholars of leadership. Through the various events they attend, the leadership class, and the workshops they complete, students learn what research and experience tell us about leadership.

Leadership in the Classroom

All JCPenney Leadership students take the required MGMT 3133 Leadership class. This course provides theoretical and practical understanding of the various aspects of leadership. Given that strong presentation and communication skills are important for leadership success, 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 delivering the final presentations in class.

Study Abroad/Costa Rica

This year, Associates had the option of taking MGT 3133 Leadership in Costa Rica during the winter intersession. This program is carried out in partnership with United World College. Beautiful scenery, great friends, stimulating discussion and plenty of adventure all describe the winter Leadership Study Abroad program in Costa Rica. The twenty-one students who participated in this trip learned about leadership theory and practice through the MGT 3133 course. In addition to attending class, students took merengue and salsa dance lessons and explored the country. The Poas volcano, Doka Coffee Estate, Canopy San Luis (rainforest), local company Nature Air and international company, Hewlett-Packard, were favorite destinations. While in country, students maintained a journal of observations and perceptions about their new environment. At the end of the class each student worked on a personal leadership development plan meant to help them synthesize what they had learned.
During the April organizational meeting, the JCPenney Leadership Program held its Annual Awards Ceremony honoring various members for their academic and leadership achievements.

Outstanding New Associate Awards are based on participation in the program and nominations from the SAB and Director. Students receiving this award demonstrated outstanding commitment to the program as well as significant leadership potential.

Two of the Outstanding Senior Awards are based on participation in the program. The third award reflects who Associates view as an exceptional leader. All Associates were eligible to vote and many outstanding seniors were nominated based upon the following criteria: candidates ‘know their stuff’; inspire trust; exude positive energy and optimism; are highly motivated to grow, learn and adapt; and listen. This year, Senior Associate and SAB chair **Alice Dombrowski** received this recognition.

### Reader Leader Selections

- “How to Win Friends and Influence People” by Dale Carnegie
- “Winning” by Jack Welch
- “Developing the Leader Within You” by John Maxwell
- “Mistakes Were Made (but not by me)” by Carol Tavris & Elliot Aronson
- “Steve Jobs: A Biography” by Walter Isaacson
- “Who Moved My Cheese?” by Spencer Johnson
- “Lead With Luv” by Colleen Barrett and Ken Blanchard
- “What Paterno Teaches Us About Ethics” by Todd Wilmes for Forbes
- “Money and the Meaning of Life” by Bill Taylor, Harvard Business Review
- “Three Ways to Be a Positive Leader” by blogger Jon Gordon
- “The Leadership Challenge” excerpt, by Kouzes and Pozner

### Leadership Associate Awards

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Mary Ahonsi, a Senior from Lagos, Nigeria, 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.

The JCPenney Leadership Center W.R. Howell Scholars Scholarship

This fall, Williams made a donation to the JCPenney Leadership Center in honor of one of the center’s most generous benefactors, W.R. Howell, for his many years of service on Williams board of directors. In celebration of this donation and in recognition of Mr. Howell’s leadership in securing the endowment for the center from the J.C. Penney Co. in 1993 and for his continued support, Price College named the JCPenney Leadership Center Conference Room after Mr. Howell. In November, Mr. and Mrs. Howell, Dean Evans, alumni, university staff, and current W.R. Howell scholarship recipients all gathered for the dedication, unveiling of the plaques, and scholarship certificate award ceremony.

W.R. Howell Leadership Scholarship Recipients 2011-2012

Paulina Alvarez
Andrea Atkin
Shannon Bass
Sarah Callihan
Taylor Champlin
Cale Curtin
Haleigh Davidson
Shawn Deines
Damyan Dimitrov
Alice Dombrowski
Marcela Engles
Maria Jose Granados Olivos
Mary Hestilow
Rachel Hill
Melissa Little
Patrick Luong
Zach Mason
Ashton McGovern
Cassie Mongold
Hosanna Morris
Patrick Luong
Zach Mason
Ashton McGovern
Cassie Mongold
Hosanna Morris
Cierra Odom
Alesha Ogden
Jennifer Quitoriano
Gianna Reese
Tasha Ricks
Brooke Sheppard
Lesley Smith
Katy Tipton
Nicole Upshaw

Series: W.R. Howell and Dean Evans reveal the plaque bearing the inscription “W.R. Howell Conference Room”
Far right: W.R. Howell, Howell Scholar-Shawn Deines, 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 Chairman to CEO levels of leadership. JCPLP students attend these presentations along with other Price students to learn more about the speakers’ respective industries and strategies for success.

Tom Donahue, President and CEO U.S. Chamber of Commerce - September 2011
Located in Washington, D.C., the Chamber of Commerce supports pro-business causes, and it is the largest and oldest trade association in the United States. Donahue has been the Chamber’s president since 1997. Previously, he served for 13 years as president and CEO of the American Trucking Associations and currently serves on two corporate boards of directors — Union Pacific Corporation and Sunrise Senior Living Corporation. Donahue is president of the Center for International Private Enterprise, a program of the National Endowment for Democracy dedicated to the development of market-oriented institutions around the world.

Colleen Barrett, President Emeritus Southwest Airlines - October 2011
Barrett joined Southwest Airlines in 1978 as a corporate secretary and rose through the ranks to become the company’s president and chief operating officer. She served as a member of the board of directors from 2001 to May 2008 and as corporate secretary from 1978 to 1986; she served as vice president administration from 1986 to 1990; executive vice president customers from 1990 to 2001; and president from 2001 to July 2008. Barrett is active in numerous civic and charitable organizations: serves on the JCPenney Inc. board of directors, the Ken Blanchard College of Business and the Becker College board of trustees; and has served on numerous advisory boards and commissions.

Dawn Rittenhause, Director of Sustainable Development, The DuPont Co. - March 2012
Dawn joined DuPont in 1980 and has held positions in technical service, sales, marketing, and product management within the packaging and industrial polymers business and crop protection businesses. In late 1997, she began working in the corporate organization to assist DuPont businesses in integrating sustainability strategies into their strategy and business management processes. She leads DuPont’s efforts at the World Business Council for Sustainable Development (WBCSD) and the United Nations Global Compact. She currently sits on the Education Committee of the Delaware Nature Society and is on the Sustainability Council at Penn State’s Smeal College of Business.

Richard Fischer, President and CEO of Dallas Federal Reserve Bank - April 2012
Mr. Fischer became President and CEO of the Dallas Federal Reserve Bank in 2005. In this role, Fisher serves as a member of the Federal Open Market Committee, the Federal Reserve’s principal monetary policymaking group. Fisher began his career in 1975 at the private bank of Brown Brothers Harriman & Co. During the Carter administration he became assistant to the secretary of the Treasury working on issues related to the dollar crisis of 1978-79. He later returned to Brown Brothers to found their Texas operations in Dallas. In 1987, Fisher created Fisher Capital Management and Fisher Ewing Partners. He rejoined the government in 1997 when he served as the deputy U.S. trade representative with the rank of ambassador. He oversaw the implementation of NAFTA and various agreements with Vietnam, Korea, Japan, Chile and Singapore. He was a senior member of the team that negotiated the bilateral accords for China’s and Taiwan’s accession to the World Trade Organization.
Executive Mentoring Sessions

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 meet for 45 minutes to an hour with some of businesses’ finest, allowing them to gain valuable knowledge and insight into various industries. These opportunities are an incredible forum for mentoring, networking, and learning.

Dan Cathy, President and COO, Chick-fil-A - September 2011
Since 2001, Cathy has served as president and COO of the restaurant chain founded in 1946 by his father, S. Truett Cathy. Chick-fil-A currently has upwards of 1,540 units and continues to grow. Cathy explains his role when asked, “I work in customer service.”

Sam Hinkie, Executive Vice-President of Operations, Houston Rockets - December 2011
Sam Hinkie advises on the draft, free agency, trades and game strategy, and leads the Rockets analytic efforts and manages the team’s salary cap. Prior to joining the Rockets, Hinkie advised two NFL teams on draft strategies and ways to use statistical analysis to improve decision making. Hinkie also has experience as a consultant for Bain & Company, a leading global-strategy consulting firm. Sam is a JCPenney Leadership Alumni.

Max Weitzenhoffer, OU Board of Regents - February 2012
Max Weitzenhoffer is a highly-acclaimed, independent producer of New York and London theatre productions and currently owns five theatres in the West End in London. He has been nominated numerous times for Tony Awards and has won for The Will Rogers Follies and Dracula on Broadway. Additionally, he has won Drama Critics Awards as well as an Oliver (Britain’s equivalent of a Tony Award). He is routinely named among the Top 10 most important individuals in British theatre by The Stage newspaper.

Jan Babiak, Managing Partner, Ernst & Young LLP (retired) - March 2012
Jan Babiak gained 28 years of general management and board level experience with Ernst & Young before she resigned in December 2009. She is currently an independent director and audit committee chair for Logica, a UK listed FTSE 125 company operating in more than 40 countries and on the Council of the Institute of Chartered Accountants in England and Wales.

Chuck Smith, CEO, Hunter Fan - April 2012
Chuck Smith joined Hunter Fan Co. in 2005 as president and assumed the position of chairman and CEO in 2007. Smith has extensive experience and a highly successful track record in the consumer durables industry, having held positions as group president and president, and a variety of senior marketing and sales roles. Prior to joining Hunter, Smith served as group president of American Recreation Products from 1995 until 2005.

MBA Women and Business Leadership Conference

In March, at the invitation of the Price College of Business MBA program, Associates participated in this half-day conference featuring:

Kathryn Jenson White, Associate Professor of Journalism
Gaylord College of Journalism and Mass Communication
The University of Oklahoma

Patsy Gaberino Carey, Managing Director - Investments
Gaberino Carey & Mitchell Group of Wells Fargo Advisors, LLC

Terry Carr, Senior Advisor, Marketing and Communications
Ginnie Mae

Keynote Speaker
Martha A. Burger, Senior Vice President, Human and Corporate Resources
Chesapeake Energy Corporation
Middle School Initiative —“Listen, Learn, Lead”

In March, Associates integrated and applied what they have learned about leadership in a hands-on leadership workshop they facilitated for sixty seventh and eighth grade students from Norman Public Schools. Between their training and delivery of the workshop, the participating JCPLP students each dedicated over 8 hours of time to this effort. This annual event is an outstanding service learning opportunity for JCPLP students and a great way to develop leadership potential and inspire younger generations. British Petroleum supported the development of the curriculum and all logistical aspects of the event (including lunch).

The Executive Training Team Quest (ET-TQ) office from the College of Continuing Education developed the curriculum, trained the JCPLP Associates, and provided feedback to Associates on performance.

JCPLP Associate Facilitators

Hayley Adkins  Deisy Escalera
Jonathan Ameen  Luba Popov
Lindsey Pharr  Lesley Smith
Mary Hestilow  Zach Mason
Brady Kirk  Brad Lawton
Ally Reeser  Tasha Ricks
JCPenney Leadership Associates participating in a “Corporate View” receive a day long, behind-the-scenes look at a local or regional companies. Corporate Views offer a dynamic learning opportunity and an avenue to experience leadership in action through observation and networking.

Oklahoma City, OK
In October, Associates enjoyed a private tour of the Oklahoma State Capital complex then traveled to the corporate offices of OG&E. While at OG&E, students learned about the culture of the company and details about the IT, accounting and marketing departments in particular. After a lunch break at Hideaway Pizza and some quiet time at the OKC National Memorial reflecting pool, students were off to visit Chesapeake Energy Corporation. A tour and a discussion about corporate ethics preceded a trip to RePUBlic Gastropub before heading back to Norman.

Tulsa, OK
Associates visited four companies in March in the downtown Tulsa area. One Williams Center is where Bank of Oklahoma officials greeted Associates, answered questions and provided a tour of their offices. Next was a tour and luncheon provided by Williams and the last stop in the building, WPX Energy. Nearby, and the final visit of the day, was Samson. Associates enjoyed each stop and considered the trip a huge success.

Leadership Workshops

Leadership Workshops serve as enrichment opportunities to help better prepare students for the professional world by helping cultivate their leadership and professional skills. Generally comprised of 30-40 students, these workshops are dynamic in nature and allow students to engage in hands-on group activities where they learn together.

“Negotiating” - October 2011
Dr. Mike Buckley, JCPenney Company Business Leadership Chair, Professor of Management and Professor of Psychology at Price College presented to and interacted with JCPLP Associates in October, teaching the art and science of successful negotiation.

“Raging Rapids” - October 2011
Presented by Andy Parker from KOCH Industries, this workshop shared effective strategies for navigating through periods of change or turbulence. Encouraging students to know when and how to challenge processes, question rules or authority, share knowledge and engage team members.

“The Power of Personality: Understanding Your Myers-Briggs Type” - January 2012
Jason McKeever, Director of Training and Development of Eide Bailly was on campus in January to present a workshop to Associates designed to help them understand their own MBTI personality type and how that type interacts with others.

“BP Trading Game Simulation” - March 2012
Associates participated in an interactive team-based trading game organized through the Energy Management Department and sponsored by BP. During the two hour simulation, students learned what factors influence the price of oil and gas, what decisions affect this outcome and what traders do.

“Presentation Skills” - April 2012
David Williams, Director of the Business Communication Center at Price College provided a unique ‘coaching’ session allowing Associates to sharpen their public speaking skills, learn how to run effective meetings and understand how to use multimedia effectively.
Professional Development

“Real Life Finances: Getting Off to a Good Start”
In November OU alumnus Robert Keenan, president and CEO of Heartland Medical Billing, delivered what might be one of the most important presentations students attend during their OU tenure. Mr. Keenan showed Associates how to protect their financial security in the future. He explained how credit and credit scores work, the dos and don’ts for maintaining a high credit score, what some of the myths are about credit, the consequences of having bad credit, the importance of a strong banking relationship, and life events that affect your finances.

Interviewing Roundtables and Resume Reviews
Associates attended interviewing roundtable sessions and resume reviews in the Leadership Center with OU Career Services or Price’s Professional Development Office both semesters. Students learned about different types of interviews, interview etiquette, and practiced answering real interview questions, as well as how to craft and format strong resumes.

Alumni Mentoring
Successful OU Alumni from all career paths are paired with Associates to coach, encourage and guide them during the semester. These mentorships provide valuable insight from the ‘real world’ and often result in lasting relationships.

StrengthsFinder 2.0
Associates that read the bestseller StrengthsFinder 2.0, by Tom Rath and completed the assessment attended this presentation to learn about their strengths and strategies to apply them in their academic and professional lives.

Listed below are additional opportunities that Leadership Associates participated in hosted by Price College, the Leadership Center, Student Affairs, Career Services, other institutions or community groups.

September  “Developing The Leader Within You” with John Maxwell at Journey Church
November  “The Business of Art” hosted by the Fred Jones Jr. Museum of Art
November  “Networking and Social Responsibility” with Dr. Shelly Grunstead, IBC Coordinator
February  “NEXT STEP” alumni panel
February  Exec. Roundtable, Mr. M. Horstmann, President/CEO, Agency of Credit Control Inc.
April     Second Annual Business Ethics & Excellence Panel Discussion on Corp. Social Responsibility
Recurring Guidelines to Corporate Information Sessions and Thank you note writing
Recurring “Lunch With The Deans” for Senior Associates
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 during the 2011-2012 academic year:

**Price College Day of Service**
Associates dedicated their time in November to Norman Public Schools during the Annual Price College Day of Service organized by the business fraternity Delta Sigma Pi.

**Oklahoma Regional Food Bank**
Associates traveled to Oklahoma City many times this academic year to help the Regional Food Bank. They assisted in breaking down large, bulk volumes of food into portions suitable for distribution and performed other duties as requested by Food Bank leadership.

**Cleveland County YMCA**
The YMCA had several events throughout the year, the “Tie-Dye Tri” and the Fall Carnival are two events that Associates participated in. Some competed in the triathlon in September while others played supporting roles in various places during the event. At the carnival in October, Associates dressed up in costume and handed out candy to all the youngsters in attendance.

**Eggstravaganza**
Every spring the Sam Noble Oklahoma Museum of Natural History and approximately over 100 Associates join forces to host the annual, area-wide Eggstravaganza celebration. This April, Associates facilitated various educational and interactive stations and ran the egg hunt (which included over 3,000 eggs). 2012 was the largest turnout to date. This spring fair helps attract more families to the museum, thus impacting children’s education.
Throughout the year, JCPenney Leadership Associates are given the opportunity to attend a variety of corporate information sessions to learn about exciting internship and job opportunities. Many companies seeking talented undergraduate business students actively recruit from the JCPenney Leadership Program. Several of those companies are shown below.
New Member Orientation

In October, Associates that joined the program in the fall of 2011 attended a New Member Orientation 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 professional development and meet other Associates. ConocoPhillips was the sponsor for this year’s orientation and representatives from the company participated in the event.

Student Advisory Board Members went over the requirements of the program, how to sign up for events on-line, the point system, how to qualify for special opportunities, and presented a ‘dress for success’ fashion show to new Associates. The four-hour long orientation was packed with good food (provided by Johnny Carino’s), stimulating conversation and fun activities. Shortly after the orientation event, students were provided polos with the Price College, JCPLP and the ConocoPhillips logos on them.

Leadership Organizational Meetings

Leadership Associates attend monthly meetings to learn about leadership, the program’s upcoming events and opportunities available in the college or university. They also reconnect and strengthen relationships with one another. Students are required to attend these meeting unless they have conflicting classes.

Social Events

Associates frequently gather to play volleyball, cookout, go to movies, sporting events and the like. Both as part of an organized effort by the group and informally as they enjoy spending time with their peers in the program.
JCPenney Leadership Program Budget Distribution
FY2011 & FY2012

JCPenney Leadership Program FY11 Budget Distribution

- Fellowships: 45%
- M&O/Communications: 25%
- Prof. & Leadership Development: 17%
- SAB: 8%
- Special Events: 5%

- Fellowships: $4,319.74
- M&O/Communications: $12,723.73
- Prof. & Leadership Development: $8,919.95
- SAB: $2,497.61
- Special Events: $22,994.65

[Includes D.C. Corporate View, Orientation & Organizational Meetings]

JCPenney Leadership Program FY12 Budget Distribution

- Fellowships: 33%
- M&O/Communications: 23%
- Prof. & Leadership Development: 23%
- SAB: 9%
- Special Events: 12%

- Fellowships: $3,816.06
- M&O/Communications: $7,311.75
- Prof. & Leadership Development: $7,160.77
- SAB: $2,982.36
- Special Events: $10,261.92

*Distribution data does not include Howell Scholarship Funds*
The 2011-2012 JCPenney Leadership Alumni Advisory Board

Stephanie Dhimmar-Anderson, the Chairman of the Board through the fall 2010 was 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.

William R. Audas 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. After finishing his MBA at Price College in the fall 2010, he joined Chesapeake Energy Co.

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 Vice President, Natural Gas Middle Office with Merrill Lynch Commodities, Inc. Prior to this she was the Trade Control Manager for BP North American Gas & Power in Houston. She is a 1998 graduate of the University of Oklahoma Price College of Business, with a Bachelor of Accountancy.

Alicia Eubank Dewar began her career with JCPenney Corporate in 2003 and is currently the Junior Sportswear Planning and Allocation Director. Alicia graduated from Price College in 1999 with a degree in Marketing and joined the JCPLP Alumni Advisory Board spring 2010.

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 and is actively involved in recruiting for ConocoPhillips at OU.

Kelley J. Grace, CPA, is a Tax Partner with Eide Bailly LLP in Norman, Oklahoma. She currently serves as board Vice President for the Cleveland County YMCA, a board member of the United Way of Norman and the Exchange Club of Norman and is a committee member for the Oklahoma Society of Certified Public Accountants Accounting Careers Committee. Kelley graduated from the University of Oklahoma in May 2000 with majors in Accounting and Finance.

Katie Eidson Griffin is an attorney with Sill & Medley in Edmond, OK. Katie received degrees in Finance and Marketing from Price College and graduated with distinction from OU College of Law. She currently serves as Chair for the JCPLP Alumni Advisory Board and Co-Editor for the Oklahoma Association for Justice’s publication the Advocate. She also serves on the Oklahoma Association for Justice Advisory Board, the YWCA Oklahoma City Capital Campaign Committee, and the OU College of Law Students for Access to Justice Advisory Board.

Alice Dombrowski is President of the Student Advisory Board, graduating in spring 2012.

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.
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 Simons 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 the 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 the 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.

Crystal Clayton is the Director of the JCPenney Leadership Program. Crystal holds a Bachelor of Arts in English from Truman State University, a Master of Arts degree in Educational Leadership and Policy Analysis from the University of Missouri and currently is working on her Doctor of Education in Educational Leadership and Higher Education. She has more than 15 years of experience working with undergraduate and graduate students at universities such as the University of Kentucky, the University of Houston and Rice University.
Seniors graduating in December 2011 were honored at a recognition luncheon in December at Legends Restaurant. 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.

In May 2012 a reception and recognition ceremony was held at the Fred Jones Jr. Museum of Art where thirty-six graduating seniors were recognized before more than eighty guests.

This event served as an opportunity for outgoing Director, Cindy Lopez to share information about the program’s many events and activities and share memories of her time as Director for this particular group. Incoming Director, Crystal Clayton announced each senior as Cindy presented certificates of completion. Crystal closed by thanking Cindy and our honored guests for their presence and congratulating the departing class for their many accomplishments while at OU and wishing them future success as they move into a new phase of life.

2012 Graduates

Fourth row l to r: Katy Tipton, William Prueitt, Zach Mason, Clayton Dodds, Olivia Barton, Jonathan Ameen, Josh Hack
Third row l to r: Cody Quimby, Creigh Hawkins, Cierra Odom, Shannon Bass, Alyx Reeser, Melia Alderman (staff), Lyubomira Popov, Huang Bui, Jennifer Quitoriano
Second row l to r: Mary Hestilow, Melissa Lawson, Anh To, Director Cindy Lopez, Anna Lukeman, Taylor FitzGerrell, Patrick Luong, Mary Cox
First row l to r: Emily Smith, Taylor Champlin, Madelyn Randolph, Ashley Shapiro, Hayley Adkins, Alice Dombrowski
Testimonials from Graduating Seniors

What do you feel that you gained from the program or how did it enrich your college experience?

The JCPenney Leadership Program taught me the soft skills that are critical in the business world. I was able to network with successful professionals and other Associates who will be my professional peers in the future. - MH

The JCPenney Program is the reason I secured an interview that led to an internship that led to a job! - AR

The JCPL Program equipped me with skills I did not learn in the classroom. In the classroom I gained intellectual knowledge, but in the program I became business savvy. - MR

What I enjoyed most was the training the Associates received regarding resume writing and interviews. I felt more confident when job hunting. - OB

I learned a great deal about leadership and professional development - HA

The leadership skills and discipline that I've accumulated over the past few years through the JCPenney program have fully equipped me for a successful business career. I cannot thank Cindy, Melia and the entire JCPenney Program enough. - JA

According to the Myers-Briggs personality test, I am an INFJ - an introvert. During my job interviews none of my interviewers believed that. They think I am very communicative and my substantive leadership experience doesn't match a shy introvert. - PL

I have gained professional confidence and am able to enter a work environment confident in my abilities and skills. - AD

I gained a lot of "business sense" through the program and now feel confident approaching people and handling various professional situations...and am excellent in walking in high heels! - KA

I was able to establish a network within the Price College of Business through alumni and current students that helped launch my post-graduate career. Additionally, I learned professional and leadership skills that will be valuable to me as I start my career in public accounting. - EH

This program has given me invaluable experiences and skills that have prepared me to begin my career in the business world. The program has pushed me to become better as a student, a leader, and as a member of the community. Through the JCPenney Leadership program I have gained confidence that I will be a successful leader in the business world. - KT

Every event I attended gave me a better understanding of how leaders lead. - CQ

The program helped me gain confidence in myself and my abilities. This is because the program would push me out of my comfort zone at times and rely on myself to get things done that I would be hesitant to do otherwise. Believing in yourself first is the key, because if you can’t believe in your abilities why would someone else. The program also taught me to try to take advantage of each situation and network with everyone around you. - ML

JCPenney Leadership has given me a confidence and self-awareness I never knew before the program. Not only have I gained confidence, I have learned invaluable lessons for my future in the business world and in life. - AS

I gained real insight into leadership, both from those in the business world and through personal experience. It was a great complement to the learning that took place in the classroom. - WP

I think JCPenney opened my eyes to the business world and how important networking is in all phases of a career. I was able to hone my leadership skills and observe my peers who are also leaders in our university and community. I have no doubt that I am better prepared to work with all types of people and situations after OU. - BS
This program has truly developed me professionally and individually. Not only did I learn how to dress appropriately for certain occasions, write professional thank you cards, and communicate in a business setting; but I also developed as a leader. I would not have become as involved and outgoing as I am now without the help of the program. I appreciate the opportunities and support provided by the University, particularly the Price college and JCPLP. Drawing on the knowledge I have gained from the program, I am enthused to reach out to others to help them develop professionally and personally. - JQ

The program helped me grow into a person that I never imagined I could become. Coming into the program as a sophomore, I was very shy and really did not believe in myself. Now, I have achieved more as a student, a leader, and a person than I ever thought possible and am confident in my abilities to go forward and make a true difference in the world. - TC

Getting involved in JCPLP has provided me with tremendous opportunities, experiences, and lifetime friendships. No international student could ask for more. I’ve become more mature academically and personally thanks to the program. Please keep up the awesome work! - AT

I am more confident. The ability to network with fellow associates was a huge plus for me. - LP

I gained a better understanding of leadership through academic and real world applications. I realized the importance of getting involved and it helped me to learn how beneficial networking can be. - WB

The JCPenney Leadership Program was the catalyst outside the classroom that propelled my professional development well beyond my expectations, and was the defining extracurricular activity that truly blessed my life with lifelong friends. - JH

The program was a great way to correspond and get to know other elite business students all while learning how to present ourselves and our skills to companies. - AL

The JCPenney Leadership Program has given me the resources the traditional classroom setting could not provide to grow and develop my professional skills. I can guarantee I would not have the amazing job offer I currently have without the guidance of the JCPenney Leadership Program. - SB

The JCPenney Leadership Program fosters a nurturing environment for future business leaders. The opportunities to attend executive mentoring sessions in small groups, leadership seminars, networking events, study abroad, and interview practice with staff members along with participation in philanthropy service all worked together to prepare me for life after OU. JCPenney has afforded me some of the greatest experiences during my four years at the university and it is my hope to stay connected with the program in order to give back what I have received. - CO

The program provided a foundation for networking and becoming involved in both the Price College and the wider business world. Without JCPenney I would have been lost. - LB
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<tr>
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<tbody>
<tr>
<td>AFS Study Abroad Scholarship</td>
<td>National Society of Collegiate Scholars</td>
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<td>Alpha Lambda Delta National Honor Society</td>
<td>Neustadt Student Art Award</td>
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<td>Alumni Scholars Scholarship</td>
<td>NJCAA Distinguished Academic All-American</td>
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<td>American Association of Professional Landmen Scholarship Recipient</td>
<td>OERB Scholarship Recipient</td>
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<td>American Indian Scholarship</td>
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<td>Anadarko Petroleum Corporation Scholarship</td>
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<td>APICS of Oklahoma Scholarship</td>
<td>OU Big Woman on Campus</td>
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<td>Beta Alpha Psi</td>
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<td>OU Honors College Leadership Perspective Award</td>
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<td>Big 12 Academic At-Large First Team</td>
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<td>Big 12 Commissioner's Honor Roll</td>
<td>OU Medical Humanities Scholarship</td>
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<td>OU Phi Theta Kappa Transfer Scholarship</td>
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<td>OU Presidential International Travel Fellowship</td>
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<td>Bruzy Westheimer Leadership Scholarship</td>
<td>OU Presidential Leadership Award</td>
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<tr>
<td>C. Stephen and Milah Lynn Marketing Scholarship</td>
<td>OU Presidential Scholar</td>
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<tr>
<td>Cathryn L. and Jon R. Withrow Business Scholarship</td>
<td>OU President's Honor Roll</td>
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<tr>
<td>Charles E. and Gloria A. Billingsley Scholarship</td>
<td>OU President's Leadership Class Scholarship</td>
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<td>Chesapeake Energy Corp. Business Scholarship</td>
<td>OU Sooner Opportunity Scholarship</td>
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<td>Chesapeake Energy Corp. Energy Management Scholarship</td>
<td>P.A.C.E Award</td>
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<td>Chesapeake Energy MIS Scholarship</td>
<td>Patrick A. O'Bannon Business Scholarship</td>
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<td>Choctaw Nation Higher Education Grant</td>
<td>PCB Dean's Honor Roll</td>
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<tr>
<td>Choctaw Nation Higher Education Scholarship</td>
<td>PCB General Scholarship</td>
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<tr>
<td>Collegiate Rowing Coaches Assoc. Division 1 Scholar-Athlete</td>
<td>PCB Outstanding Business Student</td>
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<td>Conference-USA Rowing All-Conference Academic team</td>
<td>PCB Outstanding Energy Management Student</td>
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<tr>
<td>ConocoPhillips Finance Scholarship</td>
<td>PCB Outstanding Entrepreneurship Student</td>
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<td>ConocoPhillips Information Technology Student Leader</td>
<td>PCB Outstanding Finance Student</td>
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<td>ConocoPhillips SPIRIT Scholarship</td>
<td>PCB Outstanding MIS Student</td>
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<tr>
<td>Cox Education Scholarship</td>
<td>PCB Outstanding Senior - Economics</td>
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<tr>
<td>Crane Worldwide Logistics Scholarship</td>
<td>PCB Outstanding Senior - Energy Management</td>
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<tr>
<td>Dallas Assoc. of Professional Landmen Scholarship</td>
<td>PCB Outstanding Senior - Entrepreneurship</td>
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<tr>
<td>David C. Steed Accounting Scholarship</td>
<td>PCB Outstanding Senior - Finance</td>
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<tr>
<td>Devon Energy Alumni Scholarship</td>
<td>PCB Outstanding Senior - Human Resource Management</td>
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<tr>
<td>Devon Energy Scholarship</td>
<td>PCB Outstanding Senior - Marketing/Supply Chain Management</td>
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<td>Distinguished Member of UOSA</td>
<td>PCB Study Abroad Scholarship</td>
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<td>Donald E. Hall Scholarship Recipient</td>
<td>Phi Beta Delta Honor Society</td>
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<td>Dwain Hughes Memorial Business Scholarship</td>
<td>Phi Beta Delta International Honor Society</td>
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<td>Elmer Burns Scholarship</td>
<td>Phi Kappa Phi Academic Achievement Award</td>
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<td>Energy Management Student Association Scholarship</td>
<td>Phi Kappa Phi Honor Society</td>
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<td>Ernst &amp; Young LLP Scholarship</td>
<td>Professional Landman's Association New Orleans Scholarship Recipient</td>
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<td>ESA Foundation, Foundation of Promise, and Honors Scholarship</td>
<td>Pura Vida Award</td>
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<td>Gamma Beta Phi National Honor Society</td>
<td>Rath Foundation Academic Scholarship</td>
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<td>Sendero/Leon Price Scholarship</td>
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<td>Glenn Robberson Scholarship Recipient</td>
<td>Sooner Heritage Scholarship</td>
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<td>Harry H. Diamond Memorial Scholarship</td>
<td>Sooner Oath Female Student-Athlete Award Winner 2011</td>
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<td>International Leadership Scholarship</td>
<td>Sooner Scholar</td>
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<td>J.R. Morris Campus Life Award</td>
<td>Tau Beta Sigma</td>
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<td>Jay Myers Outstanding Student Athlete Award</td>
<td>The OAEC Neita Culwell Memorial Scholarship</td>
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<td>JCPenney Leadership Program Highest GPA Award</td>
<td>Tom E. Rose and C. Warren Featheree Scholarship</td>
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<td>JCPenney Leadership Program Membership</td>
<td>Transfer Academic Award</td>
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<td>JCPenney Leadership Program Outstanding New Associate</td>
<td>Transfer Leadership Award</td>
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<tr>
<td>JCPenney Leadership Program Outstanding Senior</td>
<td>United States Presidential Scholar</td>
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<tr>
<td>John T. Steed Accounting Scholarship</td>
<td>University Scholar</td>
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<tr>
<td>Josh Lee Persuasive Speech Competition Champion</td>
<td>US Rowing National Team Freshman Camp</td>
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<tr>
<td>KPMG Scholarship</td>
<td>W.K. Newton Memorial Scholarship</td>
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<td>Linda R. Dunham Business Scholarship</td>
<td>W.R. Howell Leadership Scholarship</td>
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<tr>
<td>Martin Energy Management Scholarship</td>
<td>Who’s Who Among American Junior College Students</td>
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<td>Martin Foundation Scholarship</td>
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<td>McLaughlin Award</td>
<td>William J. Alley International Business Scholarship</td>
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<td>MIS Student Association Scholarship</td>
<td>Williams MIS Scholarship</td>
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2011-2012 JCPL Post Graduate Careers

Anadarko Petroleum Corp. (The Woodlands, TX) - Landman
British Petroleum, America (Houston, TX) - Financial Analyst
Cerner (Kansas City, MO) - Delivery Consultant
Chesapeake Energy (OKC, OK) - Accountant
Chesapeake Energy (OKC, OK) - Associate Landman
Chesapeake Energy (OKC, OK) - Associate Landman
E&Y (Dallas, TX) - Staff Accountant
E&Y (Houston, TX) - Staff 1 (Assurance)
EOG Resources (Denver, CO) - Landman
ExxonMobil (Fairfax, VA) - Automotive Territory Manager
Grant Thornton (OKC, OK) - Business Advisory Associate
Magellan Midstream Partners (Tulsa, OK) - Professional Development Program Associate
ONEOK - IT Trainee
ONEOK - MIS Trainee
Plains All American (Houston, TX) - Investor Relations
Protiviti (Dallas, TX) - Tech Consultant
Saddle Creek Corporation (Lakeland, FL) - Management
Sendero (Dallas, TX) - Assistant Consultant
Sendero (Dallas, TX) - Associate
TBWA/Singapore - Marketing Intern
Texas Instruments (Plano, TX) - Business Analyst, Supply Chain IT
Williams Co. (Tulsa, OK) - Professional Development Program

Pursuing Advanced Degree

JD/South Texas College of Law
JD/University of Oklahoma, College of Law
JD/University of Tulsa, College of Law
Masters in Entertainment Industry Management - Carnegie Mellon University
MBA - OSU (Tulsa)
MBA/Rice University
MS/Finance at University of Tulsa