Dear Alumni and Friends,

As always, it is an exciting time at the Price College of Business. Between hosting a CNBC show, presenting top executive speakers and rolling out the new donor society, the college faculty and staff are introducing a number of innovative and fresh ideas to encourage student and alumni engagement within Price College. With three programs ranked in the top 20 in the nation this year by U.S. News & World Report – Entrepreneurship 18th, International Business 12th and Management Information Systems 17th, Price College continues to exhibit its strength in preparing students for success in business.

Demonstrating this success is a remarkable family featured in this issue of Price Magazine. The Lepak legacy at OU is a great story that has many more chapters yet to be written, with generations of Lepaks attending OU. The Lepaks truly are an OU family and outstanding Price graduates, with Linda Lepak, graduate and instructor, and her five children all attending Price College and graduating with distinction. The youngest, Brian, will graduate in December after playing football for the Sooners this fall. This is by no stretch of the imagination an isolated instance where multiple family members have an extensive history at OU; however, it is one of the many things that make OU and Price College alumni an amazing community.

The college has substantially raised its efforts to secure high-quality internship opportunities for students. It is this combination of both the hands-on practical experience provided through the internship and the curriculum in the classroom at Price College that rounds out the preparation of our students.

This issue highlights how our students’ internships help to inform their educational experiences and contribute to their eventual careers.

Hosting Jim Cramer and the show Mad Money w/ Jim Cramer was a great opportunity to showcase the talented students we have here at Price College and to provide students, alumni and friends of the college the unique experience of Jim’s energy. While the taping of the show and the fundraising dinner the evening before were certainly well received, the time spent with students over breakfast in a more intimate question-and-answer session was a highly valued opportunity for dialogue on a variety of financial matters. We thoroughly enjoyed bringing him and the Mad Money w/ Jim Cramer crew to campus for the “Back to School Tour.”

As you read through what is going on within the college and on campus as a whole, consider joining us this fall for the annual Price College tailgate party, Homecoming festivities or just come to visit and take a tour to witness all that has changed since you may have been in Norman last. We welcome you anytime and in the meantime, catch up on the latest happenings at the college in this issue of Price Magazine.

Sincerely,

Kenneth R. Evans
Dean and Fred E. Brown Chair