

MAD MONEY

BACK TO SCHOOL TOUR

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# BOOYAH

## Bringing “BOOYAH” to the Price College of Business

*CNBC’s Mad Money w/ Jim Cramer Connects Wall Street to Norman*

*By Brooke Barnett*

JIM CRAMER has been called financial journalism’s reigning rock star. He is a self-proclaimed “infotainer” with a mission to help his viewers become better investors. He is the animated – and sometimes controversial – host of CNBC’s *Mad Money w/ Jim Cramer*, current markets commentator, popular columnist and best-selling author. But for two days in October, Cramer was something a little extra – he was a Sooner.

Cramer took the Price College of Business by storm when he came to Norman for a two-day whirlwind of activity, made possible by the efforts of benefactor Michael F. Price. As Dean Kenneth Evans explains, “Mr. Price talked to President Boren and me in early July of last year about his discussion with Mr. Cramer and the possibility of bringing *Mad Money* to OU. We were able to make this event happen because of Mr. Price, President Boren, the commitment and professionalism of Mr. Cramer’s team and our excellent staff in the college. We could not have asked for a better experience with the *Mad Money* team.”

While in Norman, Cramer met with student leaders, served as a keynote speaker at a dinner for Price College students, alumni and friends, and taped an episode of *Mad Money* as part of the show’s national “Back to School Tour.”

*Mad Money*, which has been a staple on CNBC since 2005, is a departure from traditional news-based financial shows. It features Cramer’s quick-witted opinions and financial advice in a fast-paced entertainment-style broadcast complete with sound effects, lively guest interviews, viewer calls and props. Opening each show with the statement “Other people want to make friends, I just want to make you money!” Cramer serves as the viewer’s personal guide through the confusing jungle of Wall Street investing, navigating through both opportunities and pitfalls with his own unique panache.

“At *Mad Money*, we are still basking in the glow of how warmly we were welcomed to the University of

Oklahoma,” said Regina Gilgan, *Mad Money*’s executive producer. “The enthusiasm of the students brightened our program and reminded us how important it is to focus on business all across our great nation, not just on what happens at the intersection of Wall Street and Broad Street.”

And welcome Cramer the students did. More than 800 students attended the taping, filling the Donald W. Reynolds Performing Arts Center to capacity in a sea of crimson and cream and a chorus of the show’s trademark catch phrase “booyah!”

“When I first heard *Mad Money* was coming to campus, I knew it was going to be a fun experience,” said Renee Montgomery, Price College J.D. / MBA candidate and one of the students selected to question Cramer during the show’s lightning round. “It was incredible to watch Jim Cramer run seamlessly through the taping, stopping only during television breaks to talk with the audience.”

The admiration was mutual. “Sooners, it thrills me to no end to do this show from this great school in Norman, Oklahoma,” Cramer said during the show’s opening segment. “And Oklahoma isn’t just ‘OK’, it is simply fantastic!”

Calling Oklahoma “an island of relative prosperity in a nation that is still not creating jobs and is threatened with double-digit unemployment,” Cramer focused the show in Norman on accentuating the positive and exploring the role of natural gas as America’s transition fuel. Joining Cramer on the program were Devon Energy chairman and CEO Larry Nichols and Chesapeake Energy chairman and CEO Aubrey McClendon, who each weighed in on topics ranging from energy independence to job creation to the environmental impact of fuel.

In addition to discussing the future of the industry, McClendon also brought his own spin on natural gas with



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From left, Ken Evans, Chuck Doyle, Jim Cramer, Michael Price and David Moffett take part in the Price College Board of Advisors' breakfast on the new Trading Floor in Adams Hall.



Jim Cramer gets the crowd involved during the taping of the "Mad Money w/ Jim Cramer" show on CNBC in the Donald W. Reynolds Performing Arts Center.



Jim Cramer addresses more than 300 guests at a dinner Oct. 29 at the Sam Noble Oklahoma Museum of Natural History.

him to the taping – the world's first compressed natural gas chopper. Created by Orange County Choppers, the motorcycle was commissioned to celebrate Chesapeake's 20th anniversary. "I think it drives home the point that natural gas is not only practical, but it can be pretty cool as well," McClendon said during the show.

"This episode of *Mad Money* reaffirmed my belief in natural gas, and Mr. Cramer shared some great points about the industry and its future for our nation," commented Montgomery, who graduates in 2013 and plans to work in operations and development within the energy sector. "He was very accessible to students, answering questions and giving career advice. He was more than just a celebrity, he really seemed to enjoy the time he spent with students and appreciated our questions and comments."

In addition to the taping, Cramer spent the evening before the show's taping at a reception and dinner at the Sam Noble Oklahoma Museum of Natural History, mingling with more than 300 current students, alumni and area business leaders. Following the dinner, Cramer shared his thoughts with attendees about the importance of investing and fielded a vigorous question-and-answer session. Proceeds from the evening benefitted Price College's academic divisions and programs.

"Jim loved OU and Norman. He is going to be a Sooner forever," explained Michael F. Price, major donor to the college and personal friend of Cramer. "What great exposure the school and university received! He thought the students were focused, bright and will be a plus for any company."

Having Cramer on campus was certainly a plus for the Price College of Business, providing students and alumni with a first-hand glimpse into the Harvard Law grad's market commentary and general investment advice. "It's his energy and all that he brings to finance," says Montgomery about Cramer's appeal. "He makes it exciting and breaks it down so that a wider audience can understand what is going on in the market."

"One of the things I love most about *Mad Money* is the chance to connect with the best and brightest students in the country as part of the Back to School Tour," Cramer said. "The experience we had at the great University of Oklahoma was unmatched – I was struck by the intelligence of the students and their loyalty to the university. At *Mad Money*, we remain Sooners at heart!"

