More than 100 students participated in the first-ever Parker Leadership Conference Feb. 26. The conference, which focused on “Leadership in Crisis,” was sponsored by the Price College Student Business Association and the JCPenney Leadership Program. BP Senior Vice President Mike Utsler served as facilitator and keynote speaker. Six companies participated as sponsors and facilitators: Williams, ConocoPhillips, RiskMetrics, Devon Energy, Bank of Oklahoma and BP, with RiskMetrics providing the original funding for the conference.
Chairman and CEO of Gaylord Entertainment Serves as Distinguished Speaker

Colin Reed, chairman and chief executive officer of Gaylord Entertainment, discussed leadership principles and factors for success in a difficult economy with students, alumni and friends, and faculty and staff Feb. 25. During his lecture, Reed gave examples of how he re-branded his corporation and adopted a people-centric service culture to strengthen Gaylord Entertainment.

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

William Brewer and Cliff Hudson Visit With Price College Students as Executives-In-Residence

William Brewer, managing director of Yellowstone Energy Ventures, and Cliff Hudson, chairman and CEO of Sonic Corp., visited Price College as executives-in-residence during the spring semester.

Brewer came to campus Feb. 23 and 24 to speak with both MBA and undergraduate entrepreneurship teams about the future directions of green energy, how venture capitalists approach and evaluate business plans, and even helped a number of student teams with their own business plans.

Hudson visited Price College March 11 to speak with the supply chain management capstone class about his career and transitions at Sonic Corp., and provided JCPenney Leadership students with additional advice and guidance during a board room question-and-answer session.

MISSA’s Weekend at Walmart

On April 9, a group of Management Information Systems Student Association members had the opportunity to visit Walmart’s headquarters in Bentonville, Ark., to learn how one of the largest Fortune 500 companies leverages technology to gain a competitive advantage. The group toured Walmart’s Innovative Technologies Laboratory and the Radio Frequency Identification Research Labs. The students also were fortunate enough to attend the famous Saturday managers meeting, where they observed Walmart’s state-of-the-art video conferencing technologies, and even met eight-time Winter Olympic medalist Apolo Ohno and American Idol judge Randy Jackson. The students and faculty attended a dinner hosted by representatives of Walmart and were able to interact with other OU MIS alumni, including Andrew Daniels and Nick Hayden, who work for the company’s information systems division.

The MIS students who visited Walmart’s corporate office include Aaron Blackerby, Kylee Blanco, Gerry Branch II, James Cyr, Zack Petersen, Lea Robertson, Stephen Spence, Kaitlyn Stallings, Weston Watson and Andrew Watters. The MIS Division sponsored the event with Nate Stout, clinical assistant professor of MIS, and Mano Ratwatte, instructor of MIS, accompanying the students.
JCPenney Leadership New York Corporate Review

JCPenney Leadership Program alumni Jon Boski, Bryan Burke and Mike Kopelman organized and hosted an unforgettable learning experience in New York for nine JCPenney Leadership Associates April 14 through 17. The trip was designed to give students insight into the financial industry. Highlights of the trip included visits to Time Warner, Federated Investors, the Museum of American Finance, Citigroup, Bank of America and Merrill Lynch, and also featured a lunch in Bryant Park and a guided tour of the New York Stock Exchange. Students also had the opportunity to meet with OU alumni during a networking event and spent time sightseeing at Rockefeller Center, Times Square and Central Park.

The nine JCPenney Leadership Associates who participated were Matt Deimund, Erin Hay, Jillian Kirkconnell, Sean Miller, Jessica Moore, Andrew Murphy, Jack Randolph, Brittany Vertin and John Wood.

Panel Discussion Focuses on Retirement

Approximately 200 faculty and staff from the University of Oklahoma, as well as finance professionals from the region, attended Retirement: Prepare, Decide, Rejoice or Regret, a panel discussion held at Price College April 9. Gary Emery, Oklahoma Banker’s Chair, organized the program that was jointly sponsored by the Division of Finance and the Center for Financial Studies. Karen Eilers Lahey, Charles Herberich Professor at the University of Akron, was the program’s featured speaker. Following her presentation, Lahey was joined in a panel discussion by Gary Trennepohl, President’s Council Endowed Chair at Oklahoma State University and a member of the board of directors of the Oklahoma Teachers’ Retirement System; Guy Patton, president and CEO of the University of Oklahoma Foundation and formerly president of one of Fidelity Investments’ most important retirement businesses; and Brett Hammond is a managing director and chief investment strategist for TIAA-CREF. Robert Dauffenbach, associate dean and MIS professor at Price College, served as the moderator. The panel discussed the condition of the Oklahoma Teachers’ Retirement System and the importance of individual responsibility in retirement planning and preparation in today’s environment.

MIS Student Associate Coordinates Successful Blood Drive With OBI

The Management Information Systems Student Association organized a blood drive April 19 in conjunction with the Oklahoma Blood Institute. It was a successful turnout for the first-time event at Price College. The drive took place in Price Hall’s Clary Lounge, where 29 people donated blood. All donations were provided to people in the state of Oklahoma.
Bijan Azimi Named Mr. Asian OU

Energy Management junior Bijan Azimi was named Mr. Asian OU in front of 300 guests at the Asian American Student Association’s annual pageant March 30. The contestants for the Mr. and Miss Asian OU pageant were judged based on traditional wear, talent and a question-and-answer section, as well as the number of raffle tickets sold by each contestant. Azimi was chosen as the best representative for the Asian community and was awarded a $400 scholarship.

MBA Student Team Competes in Rice Business Plan Competition

A group of OU MBA students competed against 42 of the nation’s top MBA programs in the highly competitive Rice University Business Plan Competition in Houston April 15 through 17. The OU student team, Phoenix Enhanced Oil Recovery, proposed a business plan that provides an effective surfactant-based technology designed to harvest trapped oil from mature oil reservoirs, thus vastly reducing the number of abandoned oil sites. The team’s business plan placed third in the competition’s second Shark Tank flight. The team included Nicholas Harrison, Peter Lee and Joseph Sparkman.

Health Care and the American Workforce Dilemma Discussed by Panel of Experts

A panel session sponsored by Price College was held March 25 at the Fred Jones Jr. Museum of Art to discuss the business and practice implications of today’s health care environment. The panel was made up of four industry experts: Craig Jones, president of the Oklahoma Hospital Association; Bert Marshall, president and CEO of Blue Cross and Blue Shield of Oklahoma; Mary Anne McCaffree, professor of pediatrics at the OU College of Medicine; and Stephen Merrill, vice president of human resources at OGE Energy Corp. Marianne Fazen, executive director of the Southwest Benefits Association, served as the moderator. The discussion centered on how to reduce costs and how more people will need to be responsible for their own health. Although each panelist represented a different view of our current health care system and its reform, they all agreed that Americans’ attitudes toward health will need to change.

Conference Discusses Decision Making in Accounting

Sixty accounting practitioners, faculty and doctoral students from more than 30 universities and companies came together May 21 through 22 at the Conference on Decision Making in Accounting held at Price College. The conference began with a welcome reception hosted at the Embassy Suites in Norman and included many opportunities for networking along with sessions in various areas of accounting. Presenters from colleges across the nation discussed their research on topics ranging from how language affects investor judgments to how financial statement users assess relevance and reliability.
Kanaly Lecture Series Features Ernst & Young CEO

James Turley, chairman and CEO of Ernst & Young, was the Kanaly Lecture honored speaker April 15 in the Mary Eddy and Fred Jones Auditorium at the Fred Jones Jr. Museum of Art. He spoke to an overflowing audience about globalization and his predictions for certain countries’ economic recovery strategies.

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

Trading Room Provides Students With Leading Technology

Fall 2009 marked the installment of the new 1,500-square-foot Trading Room in Adams Hall. The Trading Room features state-of-the-art datasets (including Bloomberg and Capital IQ), 32 computer stations and an impressive 36-foot-long, eight-color LED ticker display. The content featured on the ticker is remotely handled by Rise Display so students can check out stock information of Oklahoma public traded companies and worldwide financial market indexes.

Sooner Launch Pad Awarded Oklahoma’s Innovator of the Year

Sooner Launch Pad was selected in February as one of Oklahoma’s Innovators of the Year as chosen by the Journal Record. Formed in 2009, SLP is a collaborative effort between the Center for Entrepreneurship and the Center for the Creation of Economic Wealth at OU. The program provides a multidisciplinary environment for OU students, alumni and the Oklahoma community to propel business ideas into new ventures.
Price College Honors Luncheon Recognizes Distinguished Alumni and Faculty

The 2010 Price College Honors Luncheon was held April 30 to recognize the outstanding achievements of alumni, faculty and students. Alumni honored with the Distinguished Alumni Award were Pete Adamson, founder and former CEO of Adams Hall Asset Management; William Ford, president of Shawnee Milling Co.; Larry Houchin, founder of Adams Hall Asset Management; Robert Mareburger, president of ONEOK’s natural gas division; and Guy Patton, president and CEO of the University of Oklahoma Foundation. Devan Eagon, project manager at GENASCIS, was awarded the Recent Alumni Award of Distinction.

Faculty members awarded at the Honors Luncheon included Dan Ostas, Dean’s Excellence Paper Award; Lowell Busenitz, Bruce Magoon Master Teacher; Bret Bradley, Hurley Robertson for Teaching Excellence; Mark Bolino and Laku Chidambaram, Harold E. Hackler Outstanding MBA Professors; Chris Knapp, Partners in Learning; Yun Fan, Ph.D. Research Award; and Dong Kim, Ph.D. Teaching Award.

Marketing and Supply Chain Management Club, ConnXions, hosts Sherri Coale

OU Women’s Basketball Coach Sherri Coale was the keynote speaker at the ConnXions April 28 meeting. Speaking to a packed house in Price Hall’s Dodson Lounge, Coale offered advice and recounted what it takes to succeed — in athletics or the business world. The question-and-answer format allowed Coale to tailor her talk to those areas in which the students were most interested, such as leadership and various areas of business.

MIS Student vs. Faculty Softball Game

The Management Information Systems Student Association organized a softball challenge between its student members and the MIS Division faculty May 1 at Rotary Park in Norman. The afternoon included hamburgers, hot dogs and plenty of friendly trash-talking between the two teams. The faculty team won the seven-inning game 14 to 10. Both the MIS students and faculty look forward to the game becoming an annual event.

February Marks the Sixth Annual Majors/Minors Fair

The Sixth Annual Majors/Minors Fair was held Feb. 17 in the Molly Shi Boren Ballroom of Oklahoma Memorial Union. The fair gives representatives from OU’s academic departments an opportunity to speak with students about the multitude of majors available and their degree requirements. To kick off the event, internationally renowned speaker Donald Asher gave two lectures to students in Meacham Auditorium Feb. 15 about how to find a major they will love and how to land a job with any major.
Price College Receives Significant Contribution From ConocoPhillips

The University of Oklahoma received a generous $2.5 million contribution from ConocoPhillips in April to benefit a wide range of OU programs, including those in Price College. Despite the economic downturn, ConocoPhillips is maintaining its level of support because of the importance of investing in education and research, said Sig Cornelius, ConocoPhillips' chief financial officer and senior vice president of finance.

OU Hosts Oklahoma Finance Conference

The inaugural Oklahoma Finance Conference was held at OU May 7 to 8, sponsored by Price College and organized by the Division of Finance and the Center for Financial Studies. Ravi Jagannathan, Chicago Mercantile Exchange/John F. Sandner Professor of Finance and co-director of the Financial Intuitions and Market Research Center at the Kellogg School of Management at Northwestern University served as the keynote speaker. Discussions were led by other leading scholars in the region from the University of Texas at Austin, Texas A&M, Southern Methodist University, the University of Houston, the University of Kansas, the University of Arkansas, Oklahoma State University and OU. The conference focused on various financial issues, such as investment banking relationships, bribery and naked short-selling.

Price College and Steed School of Accounting Maintains AASCB Accreditation

The Association to Advance Collegiate Schools of Business approved the maintenance of accreditation for both Price College and the Steed School of Accounting. Fewer than 600 business schools, or less than 5 percent worldwide, have earned business accreditation. Price College is among the 170 approved schools that also earned specialized accreditation for their accounting programs.

Alice Dombrowski Earns Scholarship for Commitment to Integrity

Accounting and Finance Major Alice Dombrowski was one of only five students nationwide to win the $1,000 Integrity Scholarship from the National Society of Collegiate Scholars. Dombrowski’s essay examining the current climate of corporate greed and how she lives a life of integrity stood out among a large collection of essays to earn her a spot in the top five. The scholarships were awarded to commemorate “I Stand for Integrity” Week, a week in February dedicated to celebrating integrity and honoring those who practice these important values.
**MIS Graduate Students Place Second in National Case Competition**

MIS graduate students Will Parker, Cleona Phillips and Ryan Walston earned Price College second place at the SUIT, Strategic Use of IT, Showdown, a national management and information systems case competition hosted April 8 and 9 by Texas A&M University. Competing against nine other teams from across the country, OU team members were assigned a case and had one week to prepare a presentation over their analysis, recommendations and implementation plan. The Price College faculty and staff who helped the students prepare for the competition include Ron Anderson, Laku Chidambaram, Shaila Miranda, Ning Nan, Teresa Shaft and David Williams. Funding for the students to travel and attend the case competition was provided by the Center for MIS Studies.

**Spring Convocation**

More than 400 undergraduate and graduate students received their degrees from Price College during spring Convocation May 15 at Lloyd Noble Center. After Dean Ken Evans welcomed everyone and introduced the guests, Lindsey Ameen, a graduating senior of Price College, sang the National Anthem; David Moffett, former CEO of Freddie Mac and vice chairman of US Bank, delivered the Convocation alumni address; Mary Rexroat, senior marketing and supply chain management major, gave the Convocation undergraduate address; and Cydnee Willis, a graduating senior of Price College, led the OU Chant.

**Don Hogan is one of hundreds of excited Price College of Business graduates at this year’s Convocation ceremony.**

**Outstanding Professional and Support Staff Recognized at Luncheon**

The Price College Staff Recognition Luncheon was held May 25 to honor some of the college’s outstanding staff members. OU Director of Athletics Joe Castiglione spoke at the luncheon about the importance of teamwork. Award-winners included Sherry Isom, Staff Member of the Semester; Kate Burch, Dean’s Excellence Award for Professional Staff; Monica McCulloch, Dean’s Excellence Award for Support Staff; David Williams, Bruce Magoon Award for Service Excellence; and Kendra Tahsequah, College Choice Award. Staff also were recognized for their years of service to OU, including Linda Smith, 20 years; John McCraw, 20 years; Monica McCulloch, 15 years; Dalynda Evans, 10 years; Shawn Lam, 10 years; Sheila Vercher, 10 years; and Sherry Moore, 10 years. Blane Anderson also was awarded the prestigious Jennifer L. Wise Good Stewardship Award at the OU Campus Awards ceremony April 27.

**MIS Graduate Students Place Second in National Case Competition**

Mel Penn, MBA corporate relations executive and director of Price College’s Student Support Center, is the 2010 recipient of the esteemed campus-wide Otis Sullivant Award for Perceptivity. Penn was selected by the Ethics and Excellence in Journalism Foundation and the selection committee, which is composed of faculty and staff members, students and alumni. The award honors the late Oklahoma journalist Otis Sullivant, who covered Oklahoma and national political news for several decades and was known for his ability to analyze and accurately predict political trends.

**Mel Penn, right, after being awarded the Otis Sullivant Award for Perceptivity, with his wife of more than 21 years, Betsy, and Dean Ken Evans.**

**Mel Penn Receives Otis Sullivant Award from OU**

**Staff and faculty enjoy Joe Castiglione’s talk on teamwork at the annual luncheon.**