

The University of Oklahoma
Michael F. Price College of Business

PRICE

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Winter 2017/18



CELEBRATING 20 YEARS

*The Transformational
Michael F. Price Naming Gift*

Two Decades
of Transformation

Building A Legacy

Alumni and Friends
Celebration Trip to New York

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DEAN'S LETTER

Today, Price College bustles with a renewed energy that has been building for the last twenty years. Our technology-enabled classrooms are packed with bright learners eager to build a stronger and more diversified economy for our state and nation. In each student lounge, study nook and connected courtyard, Price faculty collaborate with students, alumni and corporate partners to generate insights into the greatest business issues of our time while preparing culturally competent leaders to deploy and improve upon them in practice. At every turn, Price College is positioning our students, state and nation to go farther faster as together, we *Do More Sooner*. In so many ways, our progress, impact and promise can be traced back to one person's deep investment in the future of the University's business programs two decades ago.

This issue of *Price Magazine* reflects on the college's advancement since 1997, the year Michael F. Price invested in the University of Oklahoma through the largest single gift OU had received at the time. The following pages detail the memories of Price College faculty, student and alumni leaders whose lives, careers and relationship with OU have been strengthened by Michael Price. Given the limitations of the printed page, we have captured a number of these thoughts into a 20th Anniversary Thank You video to Michael, which can be accessed at price.ou.edu/MFP20, which includes personal reflections from our University's leadership, including President David L. Boren, Athletic Director Joe Castiglione and Vice President for Development Tripp Hall, just to name a few.

On a personal note, the 20th anniversary of Michael's gift marks time in an important way. As an undergraduate student at Price College, I was awarded a spot in the fall 1997 Student Investment Fund course, a hands-on course Michael established with a \$100,000 investment in a stock portfolio that students managed in the spirit of learning-by-doing. The stakes were high as anyone selected to join the fund had the privilege (trial by fire) of presenting to Michael Price himself at the end of the semester. Fortunately, my cohort's portfolio returned 4.98% return (note: I resisted the temptation to round up to five) versus a broader market return of 1.97% in the same period (note: I then took great pride in not rounding up to two). As always, Michael was gracious with his encouragement of our potential, yet he rightfully humbled us with a few critiques as well. "Missteps are part of the game, up to a point," he said. Then he smiled and added, "But you don't want to be known as the class that blew \$200,000." I learned a lot about stewardship that day - a lesson I continue to adhere to each day as dean of Price College.



Michael Price with Dean Pullin as a Price College student in 1997

Today, the force of Michael's gift allows us to pursue our Purpose, *The Purpose of Price*®— to ensure the enduring global competitiveness of Oklahoma and the nation. With the support of our connected community, Price College's growth in size and stature accelerates. Since fall 2013, Price College faculty have grown by 36%, allowing us to teach more classes to more students on the most relevant business topics of the day. These resources advanced our intellectual leadership, as Price hosted two world-class research conferences in 2017. Specifically, over 300 global entrepreneurship scholars descended upon Price College where we partnered with Babson College to host the

global entrepreneurship research conference, while over 100 faculty in the field of energy finance participated in Price College's Global Energy Finance and Commodities Research Conference in September.

Elsewhere, Price College announced new director appointments in the Center for the Business of Healthcare and opened our freshly-dedicated Gene Rainbolt Graduate School of Business at Price College, an all-new 27,000 sq. ft. facility sited in the state capital's Innovation District. This area represents the crossroads of Oklahoma City's largest concentrations of energy, entrepreneurship, healthcare and aerospace activity. Today, our growing master's and executive programs operate just steps away from industry, allowing our students to take what they learn in the classroom and directly apply it to benefit employers in Oklahoma and beyond. I look forward to sharing a detailed overview of this milestone in the forthcoming spring/summer 2018 edition of *Price Magazine*.

Twenty years ago, and in many instances since, Michael Price's generosity and vision delivered equal doses of capital and confidence to our college. Michael's investment compels us to focus on the broader impact a great public college of business can make on a place and a people. Please enjoy this winter issue of *Price Magazine*, as we *Continue the Climb*.

Best,

Daniel W. Pullin
Dean
Fred E. Brown Chair in Business
'98

THE MICHAEL F. PRICE GIFT: 20 Years and Counting

By Daniel A. Wren

David Ross Boyd Professor | Curator, Harry W. Bass Business History Collection *Emeritus*
Former Interim Dean, 2005-2006

The perspective I bring to the Michael Price gift is that of a historian, seeking to understand the role it played in shaping the college of business. Collegiate education for business administration at the University of Oklahoma is over a century in the making and internal and external forces have shaped and re-shaped its progress over time. Legislative support for higher education in Oklahoma has been declining for an extended period; expectations for professional research by faculty have increased; students need more financial support to meet rising costs of a college education; new technologies have displaced previous means of learning and competing; and the competitive arena for business firms has moved across borders in a speedy fashion.

Through prior research I came to understand the importance of individual philanthropy in building great universities. Andrew Carnegie's "stewardship of wealth" philosophy and example guided my efforts to understand and appreciate how those whose successes that created wealth in their work had a calling to use that wealth wisely in helping others achieve. Throughout the history of the college, numerous alumni have assisted and furthered the college of business administration in its efforts and are exemplars of this stewardship of wealth guide to life.

What attracted Michael Price to make his transformative gift to the college? As a student, the attraction was the University of Oklahoma's football program, but after a successful career in investments, he realized the importance of preparing future generations for living after college in facing the practical and changing challenges in business. The college has a history of connecting with the business community and developing programs



Michael Price at the 2005 dedication of Price Hall

for students to become more hands-on, supplementing textbooks by applying classroom knowledge and learning from

the experiences of others. Some examples of efforts to learn from experience are the First Fidelity Bank Integrated Business Core



As the interim dean for the 2005-2006 academic year, Dan Wren addresses the crowd before the ceremonial ribbon cutting for Price Hall



Interim Dean Dan Wren and Michael Price share a moment during the Fall 2005 dedication of Price Hall

(IBC), the JCPenney Leadership Center and field projects in management information systems. One effort, however, was especially attractive to Michael Price.

The college's Finance Club, a chapter of the Financial Management Association, participated in the AT&T Investment Challenge, an annual, nationwide competition in managing a fictional investment portfolio with fictional dollars to determine what student chapter could add the largest equity with their funny money. The OU Finance Club's students were consistently among the best in performance and provided one more example of efforts to engage students in applying their learning experience. Loren "Buddy" Ellis, the college's director of development, noted, "Price liked the idea of students calling the shots, students investing the money." Michael Price's success in investing was the ability to unlock value in the companies whose shares he had acquired. How well could the college's students do with "real" money?

Professor Lou Ederington suggested to Dean Cosier that Michael might be interested in the performance of the Finance Club and, if so, put hard cash on the line for the students. Michael's gift of \$100,000 established the Student Investment Fund in 1996, drawing him more closely to the activities in the college when he came to teach the investments class and critique its performance in portfolio selection and

management. In these intervening years, OU's investments class' performance has outperformed the *Dow-Jones Industrial Index* and *Standard & Poor's 500 Index* and provided hands-on investing experiences. The Student Investment Fund became an entrée to bigger and better things.

When Michael came to teach the investment class the following year, Dean Cosier and Associate Dean Moriarity had prepared a proposal of some ten or so programs, professorships, scholarships, and other projects for funding to enrich the college's efforts. As Price prepared to return to New York, Molly Boren asked if he would like to have dinner that evening with them in the president's home. He postponed his return and the resulting dinner became the proverbial dessert for the college and the university.

Michael called President Boren the next morning and identified what portions of the proposal he was willing to support. Over a five-year period, the Price gift would amount to \$18,000,000 with possibilities for matches from state funds of \$10,500,000. There were further possibilities for matches but the gift was the largest to any public university in 1997 and among the largest to any educational institution nationally. The gift endowed professorships, provided scholarships, enriched library resources, improved technology capabilities, and added to student career support assistance. In May of 1997 the Oklahoma Board of

Regents officially designated the college as the Michael F. Price College of Business.

A need for classrooms, learning laboratories, staff, faculty, and supporting services offices has persisted throughout the history of the college. Dean Adams' pleas for a building were finally enabled during the Depression of the 1930s with funds from the Public Works Administration (PWA), creating the first home of the college that subsequently became Adams Hall. Almost four decades later, an addition on the east side of Adams Hall created a large lecture hall and other classrooms and offices. Continued growth in programs and student enrollment moved many of our classes into nearby buildings and we began to form plans for more space. Another three decades would pass before the need for a growing college led to more construction enabled by Michael and we dedicated Price Hall in 2005.

Twenty years ago the Price gift changed the mind-set of faculty, staff, students and alumni. It was a declaration of confidence in the college and what it could become, a stimulus for others to co-invest and the proverbial mustard seed that grew. Michael and other loyal alumni have continued to be stewards of wealth. President David Ross Boyd's statue of the sower is emblematic of what the Price gift meant to a college of business in a university on the cusp of the Western prairie.

TWO DECADES OF



1998

- First of the Six "Superstar" Price Chairs is awarded to Robert Zmud as Price Chair in MIS
- McLaughlin Prize for Research in Accounting Ethics is awarded for the first time
- The Office of Technology Development is established
- 70th Anniversary of the Oklahoma Business Bulletin
- Student Support Center opens with Mel Penn serving as MBA Corporate Relations Executive

1999

- First Class of Price Scholars goes to New York
- Petroleum Land Management program is renamed as Energy Management



2002

- Supply Chain Management major added



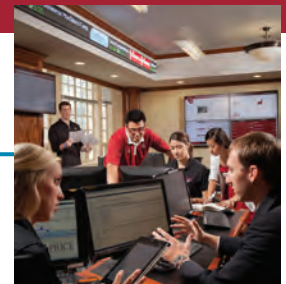
2008

- The first Honors Luncheon held in the Union ballroom
- Office of Undergraduate Professional Development launches



2009

- First Dunham Scholars study globally
- The Energy Institute launches as the Business Energy Solutions Center
- Sooner Suit Up program provides professional dress
- Adams Hall Trading Floor is installed with Bloomberg stations, Capital IQ datasets and 36-foot LED ticker display
- Sooner Launch Pad lifts off



2014

- College adopts Purpose of Price® as mission
- Executive MBA in Energy degree is introduced using digital delivery
- Daniel Pullin named dean and Fred E. Brown Chair of Price College
- Professional MBA program moves to University Research Park in OKC
- OU Economic Development programs join Price College
- Pefanis Active Learning Classroom in Adams Hall opens



2015

- Center for Student Success opens
- Zachritz Lounge in Adams Hall is refurbished
- Price College Digital Library opens in Adams Hall
- The Division of Management evolves into two divisions: Management & International Business and Entrepreneurship & Economic Development



TRANSFORMATION

The Michael F. Price naming gift propelled the college to new heights the last 20 years.



The UNIVERSITY of OKLAHOMA
RONNIE K. IRANI CENTER
FOR THE CREATION OF ECONOMIC WEALTH



2003

- Construction of Price Hall begins
- Entrepreneurship and Venture Management major and Center for Entrepreneurship is established



2005

- Price Hall opens its doors



2006

- Irani Center for the Creation of Economic Wealth established
- Robert M. Zinke provides naming gift for energy management



2007

- Distinguished Speaker Series is established with Michael Price as the inaugural speaker
- Kanaly Lecture Series is established with Larry Nichols as the inaugural speaker
- MBA launches 16-month format with 8-week modules



2010

- Founding members of the Arthur B. Adams Society inducted
- Price College Service Day is spearheaded by students
- Price College Student Ambassadors program begins
- JCPenney Leadership Program launches Parker Leadership Conference and Women in Business Leadership Conference



2011

- First Fidelity Bank IBC program hits \$1 million in charity donations
- Energy Executive Management Program launches



2013

- Daniel Pullin is named interim dean of Price College
- Inaugural Energy Symposium held
- Multicultural Business Program is established
- JCPenney Leadership Board Fellows and Peer Training programs begin
- Price College and the OU Philosophy Department establish required Business Ethics course

2016

- Office of Diversity & Inclusion opens
- Innovation Hub opens on Research Campus
- Hauschild Faculty & Staff Lounge opens in Adams Hall
- 100% of study abroad scholarship applicants receive financial assistance
- Ronnie K. Irani provides naming gift for Center for the Creation of Economic Wealth
- Price College receives AACSB Innovations that Inspire award for the Purpose of Price®



2017

- Gene Rainbolt Graduate School of Business opens in OKC's University Research Park
- Full-Time MBA program moves to OKC
- Price College hosts 37th Annual Babson Entrepreneurship Research Conference
- Online Master of Accountancy program launches
- Center for the Business of Healthcare launches

2018

Onward!

Building A LEGACY

By Lori Hatfield Jackson

It's Friday, April 25, 1997. A crowd of 300-plus gathers in Adams Hall at the University of Oklahoma for a news conference. Michael F. Price, a 1973 OU business alumnus, joins President David L. Boren and Dean Richard A. Cosier at the front of the room. A hush falls on the crowd as President Boren approaches the podium. With all eyes on him, President Boren announces that Price has endowed the College of Business with a gift - \$18 million.

The thrill of running into Oklahoma Memorial Stadium to the cheers of the crowd and strains of Boomer Sooner has enticed many young men to pursue the dream of being one of the few to don the crimson and cream. Even those who haven't enrolled in a single class at the university are lured by the same "Sooner Magic" that compels loyal fans to plan vacations, weddings, family gatherings and even business around game day.

Michael Price was no exception. The conclusion of the summer of '69 ushered the Roslyn, Long Island native to the University of Oklahoma in pursuit of his youthful dream of playing football. He had watched from his home as the Sooners of the '60s wreaked havoc on their opponents and produced numerous All-Americans and top ten finishes.

"I loved football," said Price. "I was just a high school kid, and your priorities are different. I wanted to go to a top-rated football school."

He knew he wasn't big enough, strong enough or fast enough to play for the Sooners. Still, Price could experience the excitement of sellout crowds, the emotion-evoking sound of the *Pride of Oklahoma* marching band and be a part of historical times in OU football.

To paraphrase, you could say Price got to have his "cake and eat it too." Because while he witnessed Steve Owens win the Heisman Trophy, the introduction of the wishbone offense by a young coach named Barry Switzer and finishes in the top three spots in '71, '72 and '73, he accomplished his educational goals by obtaining a degree in business.

"MICHAEL PRICE IS AN INSPIRING ROLE MODEL FOR SUCCESSFUL LEADERS WHO TRULY WANT TO BUILD A BETTER NATION THROUGH EDUCATIONAL EXCELLENCE," added President Boren.



The unveiling of the newly-named Michael F. Price College of Business

"I truly enjoyed my time in Oklahoma," said Price. "I went to college, got a degree and saw some great football."

As the Sooners went on to win back-to-back National Championships in '74 and '75, Price returned to New York and began his apprenticeship under the watchful eye of his mentor, Max Heine. Heine, a German refugee who was considered a classic value investor and a master bankruptcy analyst, set up Heine Securities in 1975 to invest his friends' money.

"Max taught me that if you really wanted to find a value, you had to do original work, digging through stuff no one else wanted to look at," recalls Price. "He would explain a little bit, but I mostly learned by example."

Not only did Price view Heine as his mentor, but Heine, in turn, considered Price his protégé. Price was named vice president in 1976 and by 1982, the mutual respect and friendship had blossomed into a formal partnership. At this point in time, Heine began contemplating retirement and selling Price his interest in the firm. Unfortunately, Price's mentor, who was 77, died in 1988 as the result of a car accident. Price purchased Heine Securities from Heine's estate and became sole owner of the mutual fund firm.

In subsequent years, Price applied Heine's theory to his own style of value investing, and rose to the top ranks of Wall Street as a force to be reckoned with. He became famous for his investments in asset plays like Penn Central, Sunbeam-Oster and Zenith Laboratories. Price then secured the top spot with his prompting of the 1995 merger of Chase Manhattan and Chemical Bank.

His high profile in the investment business was boosted even further by what was touted as his greatest investment at the time – the sale of Heine Securities to Franklin Resources Inc. in 1996. By the time he merged his mutual fund with Franklin, Price had increased its value to an eye-popping \$18 billion. He stayed on to manage the funds for five years as a stipulation in the exchange. In the first year alone, the funds had reached the \$28 billion mark.

The success Price has enjoyed has garnered national attention and has been frequently featured in global publications and on the cover of *Fortune* and *Mutual Funds Magazine*, and was named one of TIME magazine's "25 Most Influential People in 1997." The articles consistently describe Price as a mutual fund manager noted for long-term strategies to increase stockholder value while improving underperforming companies.

With Wall Street mastered, Price decided to invest in a new commodity – the education of tomorrow's business leaders. Drawing from Heine's example, Price knew the importance of contributing to those who would follow him and the impact it could have on the future of Wall Street.

Price initiated the Student Investment Fund class at his alma mater by donating \$100,000 for students to invest in the stock market. He took a hands-on approach by interacting with students in the class several times each semester to offer his advice and to critique their stock choices. The stimulating experience left him wanting to do more.

The next step came when Price joined Dean and Fred E. Brown Chair Richard A. Cosier and OU President David L. Boren in Adams Hall for a news conference. This conference would be significant for the future of the business college and the University of Oklahoma. Administration and faculty had worked diligently to bring the college into the national spotlight and to be competitive with other high-ranking business schools. The announcement of the history-making \$18 million gift was greeted with thunderous applause and a standing ovation.

At that time, the gift was the largest in the record books for an Oklahoma educational institution and was in the top four among gifts to all public and private universities in the nation that year. *Newsweek* magazine reported that the Price gift also ranked in the top 15 in charitable gifts for 1997. To show their appreciation, the Board of Regents unanimously voted to rename the college the Michael F. Price College of Business.

"This is the most important event in the 74-year history of the business college. Michael Price is one of the most influential and respected people in the financial community, and his name adds instant stature to our college," said Cosier. "This generous endowment is designed to ensure our attainment of top 40 status in the nation as a business school."

To aid the college in its efforts to move up to top 40 status, funds from Price's contribution were used in part to endow six chairs, increase the Student Investment Fund class' portfolio, provide additional student scholarships, and secure higher pay for "super star" faculty members. The Master of Business Administration (MBA) program, which was currently ranked third in the



Michael Price during his college years at OU



Michael Price, President David L. Boren and Dean Richard Cosier finalize the paperwork to endow the Price College of Business

Big 12 and in the top quartile in the country by *U.S. News and World Report*, also benefited greatly from the endowment.

"Michael Price is an inspiring role model for successful leaders who truly want to build a better nation through educational excellence," added President Boren. "He has not only given a financial gift, but a thoughtful gift of tremendous expertise, and I would like to personally thank him for sincerely caring about the next generation."

Price attributes a portion of his success on Wall Street to the solid foundation he received in Finance while attending OU, but he recalls how distant he felt from the fast-paced investment world as a student.

"There are a lot of physical miles between Oklahoma and New York," said Price, who now runs his business from offices in Short Hills, New Jersey. "My goal with this gift is not only to give the college a foot forward in becoming one of the top business schools in the country, but to bring Wall Street and OU closer together."

And Price's love for OU football? *Fortune* magazine's article described the mementos surrounding him on his computer at his T-shaped trading desk (beside his 12 traders) – a photo of his favorite CEO, Al Dunlap, pointing a pair of six shooters; a schedule from the exclusive Essex Hunt Club; a picture of the great Green Bay Packer linebacker Ray Nitschke – and an OU football schedule.

Reflecting on Michael Price's Influence on **THE DIVISION OF FINANCE**

By Louis Ederington
Michael F. Price Chair in Finance, Emeritus



A class photo of the inaugural Student Investment Fund course with Michael Price (center)

I have been a witness to Michael Price's generosity and support for business education from well before his naming gift. A number of years ago, I became aware of student investment funds at several universities - funds in which students managed real equity portfolios. I discussed this idea with Professor Duane Stock, who was director of the Finance Division at the time. Duane and I then presented the idea to Dean Richard Cosier, explaining how we thought such an investment fund would give students real world experience and sharpen their interest in their studies. We also expressed the hope that the right donor might be interested.

Dean Cosier replied "You know, we've got an alum (Michael Price) whom we've presented a couple of ideas to and he has not been interested. But I think he might be interested in this."

Fortunately, Michael was not only interested in this idea, but also lent his advice on how to structure the class and fund, and visited with and advised the students. Many students and classes have now benefitted from this experience.

Several years later, when I was an associate dean (and again before Michael's naming gift), I worked with Michael in setting up the Price Scholars Program. As I recall, Michael wanted to make a gift that would benefit both the Stern School at NYU (in honor of his father who was an NYU graduate) and the OU College of Business. He came up with idea of sending students to NYU for a couple of classes in the summer and setting up internships for them around New York.

NYU provided housing, which solved a big logistical problem for the intern program. I was involved with working out details with NYU, choosing the first students and shepherding the first couple of classes to NYU. What a great experience and career enhancement this has been for so many of our students!

Then a couple of years later came the naming gift which really transformed the college.

More recently, I have had the honor of being the first Michael F. Price Chair in Finance. So I, like innumerable students, have benefitted from his generosity and support. Thank you, Michael.



Michael Price visits a Student Investment Fund course in Adams Hall during the early years of the program.



Professor Lou Ederington (center) and Finance Division Director Chitru Fernando with Michael Price in 2005.

Student Investment Fund Soars

One of Michael Price's first major investments to the college was a gift of \$100,000 to establish the Student Investment Fund course. The program gives between 18 and 26 undergraduate and graduate students each semester an opportunity to manage and administer an investment portfolio of carefully selected, high-quality securities and cash.

Today, students have grown the portfolio to a value of more than \$830,000.

"That's very impressive. I mean, tell me anyone who wouldn't want that type of return in their 401K - eight times your money in 20 years. That's got to be probably over 11% rate of return, that beats the S&P 500...and the students at OU have been able to accomplish that."

- Jim Barnes

Friend and Classmate of Michael Price

Price College Alumni Advisor, Student Investment Fund

Senior Vice President, Wells Nelson and Associates, LLC

MOMENTUM SCHOLARSHIPS:

A LIFE-CHANGING IMPACT TO STUDENTS



Continuing the Climb

OU's Michael F. Price College of Business stands among the nation's top business schools. With Phase II of our 10-year capital campaign, we push forward, arm-in-arm with our many supporters, as we Continue the Climb.



As we ascend, many students will be propelled by your support. Throughout our history, scholarships have helped many of our notable alumni realize their own dreams. Yet, today, Price College has the capacity to provide scholarships to only half of the bright and talented students who apply with financial need.

When you invest in a Momentum Scholarship, you initiate a ripple effect for the future, as OU Price College graduates take their place in the world. Please join us in providing the Price Momentum our students need and deserve as they Continue the Climb. Every gift - large or small - matters.



MOMENTUM SCHOLARSHIPS

GIFT AMOUNT

IN SUPPORT OF

MY PAYMENT METHOD

I would like to make a single gift of:

- ☐ \$5,000
- ☐ \$2,500
- ☐ \$1,000
- ☐ \$500
- ☐ Other \$ _____

-OR- ☐ \$ _____ in increments over a max of 3 years beginning _____

I would like to designate my gift to: (Fund 42981)

- ☐ Any Need-Based Price College Student
- ☐ A Need-Based Price College Student Studying _____

THIS IS A JOINT GIFT

☐ I am giving jointly with my spouse/partner: _____

- ☐ **Check** (payable to the University of Oklahoma Foundation)
 - ☐ **Credit card** ☐ VISA ☐ Mastercard ☐ Discover ☐ AmEx
- NAME _____
CARD NUMBER _____
AMOUNT \$ _____ EXPIRATION DATE _____

DOUBLE OR TRIPLE YOUR GIFT

☐ This gift will be matched by my employer:

☐ Form enclosed ☐ Employer has been notified

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Thank You to Our 2017 Momentum Scholar Donors!

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Michael Purcell
Darryl W. Racki
Valerie Robin Randolph
Taylor Lea Riggs

Katherine L. Saint
Megan Elizabeth Shaeff
Chris Shilling
James Laurin Sinclair
David L. Smith
Pamela A. Sprague
Jane Scott Standcliffe
David J. Steely
Harold W. Stephens
Trisha Campbell Sterk
Samantha K. Suchala
Roosmarijn Tarhule-Lips
Michael L. Taylor
Wayne B. Thomas, PhD
Charles H. Tope
Bruce A. Torbett
Tuan Tran
Rodney Turrubiates
Noah Charles Velasquez
Ben T. Walkingstick
Kameron Christopher Wash
Barry Waters
Philip L. Wetherbee
Kathy Willard
David Warren Williams
Jerry M. Williams
Jane M. Wilson
Mark P. Worley
Carolyn Zachritz
Don T. Zachritz

PLEASE PROVIDE YOUR INFORMATION

NAME _____
ADDRESS _____
HOME PHONE NUMBER _____
MOBILE PHONE NUMBER _____
BUSINESS PHONE NUMBER _____
PREFERRED EMAIL ADDRESS _____
☐ Home ☐ Business
CLASS YEAR AND DEGREE _____
EMPLOYER _____
TITLE _____
SPOUSE'S NAME _____
SPOUSE'S EMAIL ADDRESS _____
IS YOUR SPOUSE AN OU ALUM? ☐ Yes ☐ No
SPOUSE'S CLASS YEAR AND DEGREE _____

CONTACT US

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OTHER WAYS TO PARTICIPATE

☐ I would like more information on additional ways to give; please contact me

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price.ou.edu/Momentum

Alumni and Friends Pack Their Appreciation for A CELEBRATION TRIP TO NEW YORK

To celebrate the 20th anniversary of the Michael F. Price naming gift, Dean Daniel Pullin and his wife Tamara hosted a loyal group of Price College alumni and friends for an extended weekend in New York in October 2017. The trip began with a welcome appreciation dinner at Manhattan's Michelangelo Hotel in honor of Michael Price. Guests were joined by the 2017-18 MBA Price Scholars and treated to remarks by Dean Pullin, OU Athletic Director Joe Castiglione, Regent Renzi Stone, Vice President for University Development Tripp Hall, College Board Chair Deborah Kitchens and current MBA student Dan Sloat. Of course, the favorite part of everyone's evening was the opportunity to meet and hear from Price himself.

"Getting to speak with and sit at Michael Price's table was indeed the highlight of the trip," said Kitchens. "Michael is a great Sooner and a fine and funny gentleman. Most importantly, it was obvious that he was truly touched and honored by the outpouring of appreciation from everyone that spoke about him and with him."

The next day's itinerary was packed with New York activities for the tightly-knit Price group. Some toured the New York Stock Exchange, while others enjoyed a historical walk focused on the history of the city's high society during the Gilded Age. Later, the group convened for a personalized docent tour of the Guggenheim Gallery's most popular exhibits.

Friday evening, the group mingled at the Michelangelo for a reception hosted by Price College alumni Mike Kopelman and Dave Magstadt, before heading to the theater district. Everyone thoroughly enjoyed taking in the Tony Award-winning *Come From Away*, an uplifting new Broadway musical at the Schoenfeld Theatre. The night ended with late-night nosh at Hakkasan, hosted by Price alumnus Todd Chandler and his wife Kalyn.

In the city that never sleeps, the Price clan followed a late night with an early morning brunch and discussion on how to join, serve and lead corporate boards. The trip ended with an OU football watch party with the OU Alumni Club of NYC at the Mad Hatter Pub, where a sea of crimson and



The group gets ready to "plant the flag" at the OU Club of New York's watch party.



Jeff Agosta takes a closer look at a painting during the Guggenheim personalized tour.



Beautiful autumn weather made for an informative walking tour of the city's Gilded Age.



Michael Price entertained the crowd with his humor at the welcome appreciation dinner.

cream-clad fans exemplified the Sooner Nation.

"The fellowship at these outings is totally awesome," said Kitchens. "We truly loved watching the OU/K-State game with our fellow alums and the NYC OU Club. We were on the edge of our seats the whole time with a well-fought victory!"

Fellow Price College alumni leaders agreed that the trip was an unforgettable experience that aptly recognized Price's magnanimous impact. "The tribute to Michael Price was very inspiring and well deserved," said Bonnie Kennedy, a Price College alumna who serves as chief operating officer for the OU Foundation. "His gift to create the Price College of Business was visionary and provided the inspiration for other donors to provide large and meaningful gifts to the University of Oklahoma."

"His gift has had an enormous impact on the college and even the university as a whole," seconds Jeff Agosta, a Price College alumnus who serves on the college's



Independent board directors lent their expertise to the group during the Saturday brunch discussion about corporate board leadership.

advisory boards for the MBA program and Energy Institute.

"It has elevated the college to an incredible level. I have had guests with me from Ivy League schools who were amazed by the college and its facilities, saying it blew away what their schools had. The Price Scholars has been particularly impactful for the students and has, again, served to elevate the college and the MBA experience to one that is tough to beat."

FACULTY IN MEDIA

Mark Bolino, Michael F. Price Chair in International Business



"State Capitol Misconduct"
– *News 9 - CBS*

"Will Refusing an International
Assignment Derail Your Career?"
– *Harvard Business Review*

Laku Chidambaram, Associate Dean for Academic Programs and Engagement



"Top 5% of Researchers"
– *Academia.edu*

Robert Dauffenbach, Senior Associate Dean for Economic Development and Impact



"Oklahoma Ranks Low in College-
Educated Workforce"
– *U.S. News & World Report*

"Oklahoma falling behind in college-
educated workforce, economist says"
– *The Oklahoman*

"Economist: Educated workforce MIA"
– *Bartlesville Examiner-Enterprise*

"A Theory To Better Understand
Diversity, And Who Really Benefits"
– *KVNF Radio*

Matt Jensen, Associate Professor of MIS



"Prolific authors who publish
in high impact Information Systems
journals"
– *Association of Information Systems*

Lubomir Litov, Michael F. Price Professor in Finance



"Staggered Boards and Long-Term
Firm Value, Revisited"
– *Columbia Law School Blue Sky*

"The Use of Escrow Contracts in
Acquisition Agreements"
– *American Law and Economics
Association*

Tom Lumpkin, C.S. Trosper Chair in Entrepreneurship



"Benefits of Holt's bill go beyond
profits"
– *The Journal Record*

"Franchisees need multiple skills for
success"
– *The Journal Record*

"Innovative Learning"
– *Oklahoma Magazine*

Dean Daniel Pullin, Fred E. Brown Chair in Business



"Panelists: State economy needs more
industrial diversity"
– *The Journal Record*

"OUEnergy17: Dean of Price College
– 'energy leaders must thrive, not
survive'"
– *Energy Voice*

"Online education grows to meet
students' needs, goals"
– *The Oklahoman*

Radhika Santhanam, Michael F. Price Professor in MIS



"Prolific authors who publish in high
impact Information Systems journals"
– *Association of Information Systems*

Jeremy Short, Rath Chair in Strategic Management



"Digital Learning Leaders Chart New
Career Paths"
– *Inside Higher Ed*

Price College

"OU students launch new monthly subscription service"

- *The Norman Transcript*

"March Hike Real for Traders as Fed Speakers Talk Up Chances"

- *Bloomberg*

"Fed may need to raise interest rates in 'near future': Kaplan"

- *Reuters*

"Price College of Business Energy Institute to Host Fifth Annual Energy Symposium"

- *PR Newswire*

"Price College of Business Energy Institute to Host Fifth Annual Energy Symposium"

- *KOTV-TV Online*

"Price College of Business Energy Institute to Host Fifth Annual Energy Symposium"

- *Spoke*

"Price College of Business Energy Institute to Host Fifth Annual Energy Symposium"

- *WWBT-TV Online*

"Oklahoma Energy Symposium 2017 to get underway"

- *Energy Voice*

"Oil companies adjust to new reality"

- *The Oklahoman*

"Researchers examining foreshocks from Oklahoma quakes"

- *The Oklahoman*



"Creating a cooperative atmosphere: Energy industry told to face climate change, collaborate"

- *The Journal Record*

"Keynote - Putin is a 'funny animal', shale oil is as marketable as breakfast cereal"

- *Energy Voice*

"We are in uncharted territory with the Middle East', energy expert claims"

- *Energy Voice*

"UK shale will play catch-up, US experts say"

- *Energy Voice*

"University of Oklahoma Michael F. Price College of Business to Host 37th Annual Babson Entrepreneurship Research Conference"

- *Military Technologies*

"Noble eighth-graders shine bright with new solar charging station"

- *The Norman Transcript*

"OU Venture Fellows test market research mission"

- *The Oklahoman*

"Energy's New Reality"

- *Oil & Gas Investor*

"EDUCATION IS CRITICAL IN DYNAMIC INDUSTRIES"

- *Oilman Magazine*

Faculty Research Solves Relevant Business Issues

Some casual observers struggle to link the value of academic research to impact in the "real world." Yet, the business insights generated by Price College faculty impacts what and how we educate our students and prepare them to add value day-one upon graduation. In most universities, these research engagement opportunities are limited to PhD candidates, but, at Price College, undergraduates are benefitting from growing instances of research opportunities conducted arm-in-arm with Price College's world-class faculty. In this way, OU faculty generate business insights with students and subsequently bring those insights into the classroom to benefit even more of our aspiring learners.

For example, Mark Bolino, Professor of Management and Michael F. Price Chair in International Business, conducts research in organizational behavior and teaches Price College's undergraduate, graduate, executive and doctoral programs. A recent post in Harvard Business Review online (HBR.org), titled "How to Motivate Employees to Go Beyond their Jobs," discusses findings from some of his research. Bolino discusses the idea of "citizenship crafting," or helping people find ways to contribute to organizations in a way that matches their skills and interest with the needs of the organization.

"Research is one of the most critical activities I undertake," says Professor Bolino. "Indeed, increasing my own understanding of how to motivate employees to go the extra mile enables me to share those insights with the current and future managers who take my classes. According to Gallup, less than one-third of employees are truly engaged at work, so increasing employee citizenship and performance is a critical challenge for managers and organizations."

TACKLE BIG ISSUES

Energy

2018 Energy Symposium Looks at the Future

The Price College Energy Institute will host its sixth annual Energy Symposium March 15, 2018, at the SandRidge Energy auditorium in Oklahoma City. The upcoming event will focus on the topical discussions surrounding the “Future of Energy.” Online registration and details are available at price.ou.edu/energysymposium.

The 2017 Energy Symposium was held at Devon Energy Center auditorium and featured two panel sessions: “Forces Shaping the Future of Energy – Global and U.S. Big Picture” and “Challenges and Opportunities in the U.S.” Nearly 300 oil and gas professionals attended the sessions, which focused on the impact of technology and innovation in areas such as global supply and demand, issues related to induced seismicity, the treatment and disposal of water and the impact of carbon emissions on global warming.



The keynote was delivered by Kenneth Hersh, CEO of the George W. Bush Presidential Center and co-founder and advisory partner of NGP Energy Capital Management.



New Leadership Program for a Complex and Uncertain Environment

A new four-day energy leadership program is being offered by the Price College Energy Institute. The program is scheduled for April 29 - May 3, 2018, in Oklahoma City at the new Gene Rainbolt Graduate School of Business. The program prepares senior executives to foster strong leadership skills that will enable them to think more strategically across an enterprise, navigate adversity, harness the resources and technology shaping the industry, and drive sustained growth in the complex and uncertain environment of today's industry. Visit price.ou.edu/energyinstitute to learn more and apply.

Historic Land Program to Celebrate 60 Years

In 1958, the College of Business at the University of Oklahoma was the first to launch a curriculum for students interested in petroleum land management. Now known as the Robert M. Zinke Energy Management Program, 2018 marks the 60th anniversary of the storied program. To mark this milestone, the college will host a diamond jubilee celebration April 27, 2018, and also seeks to permanently and fully endow the program through the support of alumni, friends and corporate partners. Visit price.ou.edu/60years to learn more about the celebration and how you can contribute to future generations of energy management students.



Economic Development



Carey Flack and Ryan Capps win the third-place undergraduate award



Mark Oblander and Parker Randell celebrate their second-place graduate award

Legacy of Success Continues at Love's Cup

An OU graduate team and undergraduate team each won top honors at the state-wide 2017 Love's Entrepreneur's Cup in Oklahoma City. The second-place graduate team members – Mark Oblander and Parker Randell – won \$10,000 for their concept, ObturaTech, which is developing a device that will help ensure a quality exam and if needed, quality treatment, for every patient undergoing a colonoscopy or sigmoidoscopy procedure. The third-place undergraduate team members – Ryan Capps and Carey Flack – won \$5,000 for their concept, BLOOM, which is a language-learning application that empowers communities and descendants to learn or relearn their indigenous language. In addition to the main presentation awards, three Price College undergraduate student teams won three out of the five interview awards for a total of \$3,000.



I-CCEW Expands Impact

The Ronnie K. Irani Center for the Creation of Economic Wealth (I-CCEW) had another bustling year for its student interns. With locations now in Norman, Tulsa and Oklahoma City, more projects are being undertaken than ever before. Current ongoing projects include partnering with startups in Silicon Valley to improve the production process within oil and gas, partnering with foundations to develop a financial technology platform to increase fundraising, and working with the Stephenson Cancer Center in OKC to decrease costs and increase treatment effectiveness.

Beginning spring 2018, I-CCEW has its first team based out of the Gene Rainbolt Graduate School of Business. Partnering with the Stephenson Cancer Center, this multidisciplinary health sciences team will increase rural patient outreach. Additionally, the Tulsa campus is undertaking a project on detecting diabetic retinopathy in its early stages. Rounding out the expansion is the introduction of an Oil and Gas Exploration track for spring 2018 interns.



I-CCEW gives their fall 2017 final presentations at the Rainbolt Graduate School of Business in OKC

Economic Development

Price Hosts Global Scholars at Prestigious Entrepreneurship Conference

During the 2017 summer, Price College hosted what is widely considered the premier conference for entrepreneurial research. The 37th annual Babson College Entrepreneurship Research Conference brought more than 300 researchers to the Norman campus from 25 countries to present papers. Visitors from across the globe were treated to tours of campus and the football stadium, as well as evening receptions at Sam Noble Museum and the Oklahoma City Boathouse District that included entertainment unique to Oklahoma culture and history.



Conference attendees have lunch and a tour at the Gaylord Family - Oklahoma Memorial Stadium



An opening dinner at the Sam Noble Museum included an introduction to a few Native American traditions



Dean Pullin demonstrates the latest virtual reality technology during a tour of the Innovation Hub



Price Hall's Dodson Lounge was a favorite spot during breaks



Assistant Professor Marcus Wolfe



NextThought Co-Founder and CEO Ken Parker



I-CCEW OKC Director Susan Moring



Professor Mark Sharfman



David Ross Boyd Professor Jim Tomasek



The founders of DollHer Monthly Club

Awards Reception Recognizes the Year's Entrepreneurial Leaders

The University of Oklahoma Michael F. Price College of Business hosted the inaugural Entrepreneurship and Economic Development Academic Year Celebration and Awards Reception May 6 in Price Hall's Dodson and Clary Lounges. The ceremony recognized several outstanding faculty, staff, alumni and partners - including Tetherex Pharmaceuticals CEO and Board Chairman Scott Rollins and NextThought Co-Founder and CEO Ken Parker.

In addition, DollHer Monthly Club received the OU Student Innovators Award; Professor Mark Sharfman received the Entrepreneurship and Economic Development Director's Award; Assistant Professor Marcus Wolfe received the Entrepreneurship Research Excellence Award; Jim Tomasek received the Entrepreneurship and Economic Development Cross-Campus Partner Award; and Susan Moring received the Student Development in Entrepreneurship Award.

Globalization



EMBA candidates with Energy Institute Executive Director Dipankar Ghosh in front of the BP offices - photos by Gazi K. Asadullah of Oryan Photography



Graduate Students and Alumni Come Together in London

In July, the Executive MBA in Energy program's seventh cohort took their education global with a residency week in London. During the trip, students participated in classes at BP's facility, where they learned from energy leaders like Kim Colburn, chief commercial officer for BP's Global Natural Gas Liquids, and Jan Willem Velthuisen, chief economist and partner at PricewaterhouseCoopers. An immersive trip across the pond wouldn't be complete without corporate visits and taking in the sights and history of London. Co-hosted by the OU Club of London and UK, a reception was also held at the House of Commons, where both EMBA students and full-time MBA Dunham Scholars were able to come together and network with alumni who now live and work in the UK.



Education



Continuing the Climb

Price College Continues the Climb

Since the launch of the university's 125th Anniversary campaign in 2013, Price College has received a record-breaking \$75 million in donations. Aptly named "Continuing the Climb," the college begins Phase II of its goal to raise funds aimed at student success, graduate programs, energy, finance, healthcare, faculty and capital projects. Visit price.ou.edu/give to learn how you can help OU business students Continue the Climb.



Price College Boasts 26 Nationally Ranked Programs

Numerous academic divisions and programs moved up in rankings during the past year. *U.S. News & World Report* ranks the Center for Entrepreneurship in the top 25 (No. 22) and the International Business program in the top 20 (No. 19), which has appeared in the top 30 of *U.S. News* rankings for 13 consecutive years. The Center for Entrepreneurship is also ranked in the top 15 for undergraduate (No. 12) and graduate (No. 14) programs by *The Princeton Review* and *Entrepreneur Magazine*.

The Steed School of Accounting is consistently ranked in the top 10 at both the undergraduate and graduate level among other business schools of its size by *Public Accounting Report*. The Price College MBA program is ranked in the Top 25 among public schools by *Bloomberg Businessweek*, and ranked as a Tier I program by *CEO Magazine* the past two years. The Executive MBA is also ranked as a Tier I program by *CEO Magazine* and among the top three in the world by Find-MBA.com the past two years. The college's newest graduate program, the Master in Information Technology, is a STEM-certified Data Analytics degree that is currently ranked in the top 25 (No. 21) by *TFE Times*.



Healthcare



Center for the Business of
Healthcare Executive Director
Ron Davidson



Research Director Krish Muralidhar

Healthcare Business Leaders Prepared at Every Level

With one in five dollars being spent on healthcare in the U.S., Price College is expanding its preparation of business leaders in this all-important sector. The new Center for the Business of Healthcare appointed its inaugural executive director, Ron Davidson, and research director, Krish Muralidhar. Partnering with OU's College of Public Health, Price College also expanded the MBA program by adding a fifth specialization in healthcare. This specialization focuses on healthcare process improvement and cost efficiency. A Foundations in Business certificate will also be offered in spring 2018 to Health Sciences graduate students. Additionally, the undergraduate healthcare minor, a 12-credit hour curriculum, that began fall 2016 continues to grow in enrollment. And the Student Healthcare Association, a student-run organization established spring 2017 to provide learning and networking opportunities within the healthcare industry, has also gained traction.

GENERATE BUSINESS INSIGHTS



Management Professor Bret Bradley (right)



MIS Professor Alex Durcikova (left)



Legal Studies Professor Shelly Grunsted (right)



MIS Professor Shaila Miranda (right)

Price Faculty Receive University-Wide Awards

Four Price College faculty members were recognized at the spring 2017 OU Faculty Tribute ceremony, making it the third year in a row that at least four Price faculty have won university-wide awards and totaling 13 honors since 2015. Management Professor Bret Bradley received the Merrick Foundation Teaching Award. MIS Professor Alex Durcikova received the Vice President for Research Award for Scholarly Engagement with the Private Sector. Legal Studies Professor Shelly Grunsted received the Good Teaching Award. And MIS Professor Shaila Miranda received the John E. Mertes Professor of Excellence Presidential Professorship.



Baker



Blaylock



Burt



Moqbel



Tankersley



Steyn



Hale



Hooper



Topuz

Price Welcomes New Faces to Growing Faculty

Price College welcomed 9 new full-time faculty members this fall, contributing to the 36 percent growth in faculty ranks since 2013:

- Colleen Baker, Assistant Professor of Legal Studies
- Bradley Blaylock, Rath Chair in Accounting
- Aaron Burt, Assistant Professor of Finance
- Murad Moqbel, Assistant Professor of MIS
- Kaimee Tankersley, Lecturer of Accounting
- Derik Steyn, Lecturer of Marketing
- Jean Hale, Instructor of Accounting
- Tom Hooper, Instructor of Finance
- Kazim Topuz, Lecturer of MIS

PREPARE LEADERS

Rainbolt, Irani Included in Notable Alumni and Partners Recognized at Annual Honors Luncheon

The University of Oklahoma Michael F. Price College of Business hosted its 10th annual Honors Luncheon May 5. Along with the 2016-17 outstanding faculty and students, six OU alumni and a corporate partner were honored at the Oklahoma Memorial Union ballroom. BancFirst Executive Chairman David Rainbolt received the Distinguished Alumni Award, and RKI Energy Resources President and CEO Ronnie K. Irani was honored with the Distinguished Alumni Award. In addition, Stephanie Stewart received the second Distinguished Alumni Award; Winnifred Freshour received the second Distinguished Partner Award; Dr. Chad Autry received the Price College Distinguished Alumni Scholar Award; Keith Melker received the Price College Recent Alumni Award of Distinction; and First Fidelity Bank received the Price College Excellence in Partnership Award.



Distinguished Partner Awardees Winnifred Freshour and Ronnie K. Irani



First Fidelity Bank President and CEO Lee Symcox accepts the company's Excellence in Partnership Award



Keith Melker addresses the crowd during his acceptance of the Recent Alumni Award of Distinction



David Rainbolt with the Distinguished Alumni Award



Stephanie Stewart with the Distinguished Alumni Award



Dr. Chad Autry with the Distinguished Alumni Scholar Award



MBA Students Take Home Another OU Big 12 Title

OU MBA students won first place in the 2017 Big XII Case Competition at Baylor University. Amir Fard Behreini, Amanda Curtis, Clark Fisher and Andrea Garcia won \$5,000 for their first-place finish. Kansas State University placed second and West Virginia University placed third. The OU Price College team also took home two individual awards. Amanda Curtis won the Best Presenter award and Amir Fard Behreini won the Best Q&A award.



Graduation Numbers Continue to Rise at Spring Convocation

Nearly 600 graduating students participated in the 2017 Price College Spring Convocation at Lloyd Noble Center. The alumni address was delivered by Gary Pierson, president and CEO of the Oklahoma Publishing Company. Shaley Witt, a finance major and marketing minor from Colleyville, Texas, provided the graduate remarks.



JCPenney Leadership Events Bring Together Students, Faculty, Alumni and Top Professionals

The JCPenney Leadership Program recently inducted 64 new associates for the 2017-18 year. These outstanding students hail from nine states and three countries, including El Salvador and China. In addition to preparing its new candidate associates, the JCPenney Leadership Program hosted multiple workshops and lunches, often bringing alumni and prominent business leaders to lead discussions alongside Price College faculty. The Women in Business Leadership Conference regularly brings together hundreds of students from across campus to address networking, adversity, opportunity recognition and the necessity of mentorships. The most recent conference brought female business leaders like Tanya Monnig, Britta Christenson and Eva Hevron from such prominent companies as Boeing, EY, JP Morgan and Devon Energy.



CLASS NOTES

1950s

F. Jeff Farrell (BBA, Marketing, 1958) published his first book, *My Olympic Story - Rome 1960*, in 2014 and is working on a memoir of his post-Olympic life. He served with CARE-Medico and The Asia Foundation in Vietnam, Cambodia, Laos and Thailand before starting a Bangkok firm manufacturing, retailing and exporting ready-to-wear fashions. He is now a Coldwell Banker Global Luxury realtor in Santa Barbara. A gold medalist in the 1960 Olympics, Farrell is the only swimmer to be inducted into both the International Swimming Hall of Fame and the International Masters Swimming Hall of Fame.



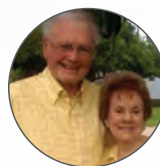
Ron K. Jones

(BBA, Marketing, 1959) was featured in the *Dallas News* for his one-time encounter with the FBI over a personal letter he received as an OU student from a Russian author during the height of the Cold War. After writing to 1958 Nobel Prize-winning author and poet Boris Pasternak regarding his praise of the novel *Dr. Zhivago*, Jones actually received a response letter from Pasternak. The letter was intercepted by the FBI and led to Jones being questioned as a communist, when he was simply just a fan of the novel after initially reading the book to gain favor with a fellow female student who was also a *Dr. Zhivago* fan. Now a retired banker in Dallas, Jones still has the original copy of the letter he received from Pasternak, which is one of the last handwritten documents from the author before his death in 1960.



1960s

Frank D. Minton (BBA, Management, 1961) was honored in Wichita, Kansas at North High School's "Hall of Fame" October 7, 2017. Minton, a former OU and Brooklyn Dodgers Baseball pitcher, spent 59 years as a Baptist Minister and credits Price College for his administrative ability. He has authored two books featuring baseball and the Bible.



Dr. D.D. (Don) Warrick

(BBA, Marketing, 1963; MBA, 1964) is a professor of management and organization change at the University of Colorado, Colorado Springs. He recently published his ninth book titled *Leadership: A High Impact Approach*. He has also had recent articles on organization culture published in the *Organization Dynamics Journal* and *Business Horizons Journal*. Warrick also received the Outstanding Teacher Award for the College of Business.



Ron Burton (BBA, Accounting, 1969; JD, 1973) was elected to chair The Rotary Foundation (TRF) of Rotary International for the 2018-19 year. He previously served as president of Rotary International in 2013-14 and currently serves as the chair of the TRF Investment Committee and Fund Development Committee.



1970s

Gary W. Farabough

(BBA, Finance, 1971) was appointed by the Oklahoma Senate and Governor Mary Fallin to serve a nine-year term as a member of the Board of Trustees for the



University Center of Southern Oklahoma, with the term ending June 30, 2026. He is currently a senior partner at the law firm of Pasley, Farabough and Mouledoux in Ardmore.

1990s

Andrew Osborn (BBA, MIS, 1995) serves as a mobile security solutions architect at AT&T in San Antonio. His team was recently involved in AT&T's initiative to pilot a more efficient and effective "smart base" by partnering with Maxwell Air Force Base in Montgomery, Alabama. As a student, Osborn served in the Air Force ROTC program, and was also a member of the President's Leadership Class and Lambda Chi Alpha Fraternity.



Jeff Ritenour (BBA, Accounting, 1996; MBA, 2000) was promoted to executive vice president and chief financial officer of Devon Energy. Ritenour joined Devon Energy in 2001 and most recently served as the company's senior vice president of corporate finance, investor relations and treasurer. Before joining Devon, Ritenour was affiliated with the international accounting firm Ernst & Young in Dallas. He is a certified public accountant.



Sherry Bradford

(BBA, MIS, 1999) retired June 2017 after 18 years with Southwest Airlines, where she used a wide range of MIS-related skills from coding to web design and development. Bradford continues to work part time with Southwest's labor relations department as a contractor, and also focuses much of her time on her venture, Merry Sherry's Small Batch Soaps.



2000s

Jennifer Hamer (BBA, Marketing, 2000) was accepted into Leadership Oklahoma City Class 36. The Signature Program is a 10 month-long series of classes, each focusing on a different community issue. A diverse mix of class members complete the program as a group, becoming resources for each other as they learn about community issues. Class members are selected to represent a broad range of occupations and backgrounds. Hamer is currently senior vice president at Bank SNB in Treasury Management.



Nicholas S. Hathaway (MBA, 2000) received the prestigious Otis Sullivant Award for Perceptivity at the University of Oklahoma during spring 2017. He currently serves as executive vice president of OU, as well as vice president of Administration and Finance and vice president of Strategic Planning for the university. The award is presented to a faculty or staff member at OU who exhibits "keen perceptivity." The agreement establishing the prize also states that a person "who manifests intuitiveness, instant comprehension, empathy, is observant and interprets from experience" should be selected. The benefit to society and the broader community, which comes from the insight of the recipient, also is considered.



Piper LeMoine (BBA, Management, 2000) co-founded a nonprofit organization called Rancho Alegre Radio in Austin, Texas. The organization is dedicated to preserving and promoting Tejano and Conjunto music by recording oral histories with the artists, digitizing their old recordings and presenting events that will ultimately be cataloged by a university for further preservation. LeMoine credits her success to her Price College courses, including marketing, business communications, law, accounting and presentations.



In Memoriam

Ellis Gibson (BBA, Marketing, 1950) passed away June 1, 2017, in Tulsa. He fought in World War II in the 67th Infantry Battalion Unit of the 2nd Armored Tank Division in Germany, France, Belgium and Austria. His division landed in Normandy on Omaha Beach on June 9, 1944, three days after the initial Normandy landings. He participated in the Battle of the Ruhr, the Battle of the Bulge and was in



the first American unit to enter Berlin, Germany. When not on the battlefield, he also served with the 2nd Armored Division band playing drums. He was an accomplished drummer playing with big jazz bands across the country, including the Les Brown orchestra. In the 1950s he started work in the emerging advertising industry in New York City, Chicago and Oklahoma City. He helped establish Humphrey Williamson and Gibson Advertising in Oklahoma City and became a partner in Advertising, Inc., in Tulsa in 1966. He later founded Travel Designs, an incentive travel business.

James H. "Jim" Gledhill (BBA, Marketing, 1965) passed away July 16, 2017, at his home surrounded by his family. He is survived by his wife Felicia Gledhill, two daughters and three step-children. He is also survived by his seven grandchildren and his twin sister, Janet LeMay. Gledhill served his country with a distinguished 24-year career as an Air Force pilot. He will be remembered by many for his courage, his engaging personality and his sense of humor. Gledhill and his wife lived in Fort Walton Beach for many years prior to moving last year to Leander, Texas.

Dolly A. (Brumit) Vaughn (BBA, MIS, 1996) passed on after battling advanced Stage IV LMS Cancer for just six months. She is survived by her husband J. Brien Vaughn, a son, a daughter, and a stepdaughter and five grandchildren. She was a brilliant systems analyst for WPX Energy who was loved and admired by both her friends and peers. She graduated from Price College at the age of 45 with an overall GPA of 3.84.



2010s

Samantha Dewalt (BA 2006; MBA, 2012) was appointed as the inaugural managing director at the Lehigh@NasdaqCenter (L@NC), a Lehigh University program located in San Francisco. In this position, she provides strategic and operational leadership for the center and affiliated partnerships, collaborates with key university stakeholders to develop innovative programming and works to establish L@NC as a powerful platform of engagement with Lehigh students, faculty, alumni and external partners. Dewalt previously served the university as senior director of industry engagement in Lehigh's Office of Economic Engagement since 2015.



Andi Atkin (BBA, Supply Chain Management, 2013) currently serves as a product manager for Apple Inc. She joined Lattice in 2015, which is an artificial intelligence startup in the San Francisco area that was acquired by Apple in May 2017. She and fellow Price College alumnus, J.C. Fischer, are engaged to be married spring 2018 and recently became one of the youngest couples to join the Price College Adams Society.



**COULD YOU
BE A REAL
ENERGY
LEADER OF
TOMORROW?**



For more than 50 years, education and research in energy management has been central to the OU Price College of Business' purpose: ensuring the enduring global competitiveness of Oklahoma and the nation.

While others are pumping the brakes in the energy industry, Price College is pushing the accelerator and our Energy Institute ensures we continue to advance and invest in our students.

We aim to be the benchmark in developing the Real Energy Leaders of the future. This initiative offers the most comprehensive range of quality leadership and learning programs for am-

bitious, forward thinking energy leaders worldwide.

Our highly acclaimed programs have been tailor-made with the industry, for the industry. They serve as a focal point to show how we are continuing to develop the Real Energy Leaders of tomorrow, today. The state and nation need you to continue to compete on a global scale and not only survive, but thrive, in such a complex and uncertain environment.

It is important that with this, we think about what a Real Energy Leader is. There is more to energy than pulling hydrocarbons out of the ground. Energy powers homes, it drives research and innovation, it educates and moves us forward. As a Real Energy Leader, you move energy forward.

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In the next issue of Price Magazine...

Introducing the Gene Rainbolt Graduate School of Business!

Price Magazine gives you an exclusive, in-depth look into the state-of-the-art facility, the college's enhanced graduate programs, our current student

and recent alumni features, and what's on the horizon for the Gene Rainbolt Graduate School of Business.