

PRICE

magazine

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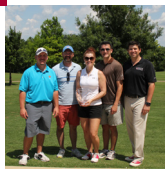
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Dear Alumni and Friends,

As we look forward to a new year and the promise of 2015, I can't help but reflect on the exciting advancements that have taken place in Price College recently. Organizationally, we have welcomed fifteen new faculty members and announced two new Associate Deans, which continue our climb amongst the nation's leading business schools. Simultaneously, we have benefitted from the addition of OU's Economic Development office, which further positions our college to be OU's economic engine for Oklahoma. Together, we are positioning the college to be increasingly recognized as a premier institution for a 21st Century business education.

In terms of national accolades, our Center for Entrepreneurship was named a Top Five Program at the undergraduate level by *The Princeton Review* and *Entrepreneur Magazine*, and the graduate program was named in the Top 20. This is the fifth consecutive year Entrepreneurship has been named a Top 10 program and has been ranked second among public universities two years running. Our MBA Program opened expanded facilities in the state's capital of Oklahoma City and is ranked as a Top 10 (#7) Best Value in the country by CollegeAtlas.org. The Supply Chain Management Program returned to the Top 20 according to Gartner and, for the 10th consecutive year, the International Business Program was ranked in the *U.S. News & World Report* Top 25.

Importantly, our value proposition is being recognized far beyond the national pundits and increasingly resonates with our students. For example, in the past two years, our student enrollment increased over 11% and our faculty presence is stronger than ever, as we achieved the highest level of research productivity in over a decade. Furthermore, Price College has launched a transformative campaign in conjunction with the University of Oklahoma's 125th Anniversary campaign to raise \$500 million. Through an investment in our Price College campaign, we can provide the critical and timely support which serves as the much-needed fuel to propel our students as the leaders Oklahoma and our nation needs.

To this end, we cannot lose sight of our purpose to ensure the enduring global competitiveness of Oklahoma and the nation by tackling the most significant issues of our time by generating business insights and preparing the leaders to deploy them. Of course, we can only fulfill "The Purpose of Price" if we prepare



Dean Daniel Pullin celebrates the opening of the Professional MBA Program's new facilities in Oklahoma City October 8 with (from left) Michael F. Price, Tamara Pullin, MBA Executive Director Eddie Edwards, OUHSC Vice President Kenneth Rowe and OU President David L. Boren.

our graduates as ethically sound business leaders as they enter the workforce.

Regardless of major, our students are challenged to adhere to a strong code of ethics at every turn. The students of Price College are challenged by faculty through their coursework, and through alumni like Mike McConnell, who found strength through one of the most notable business scandals of our time at Enron. Similarly, our students learn to lead through mentors such as Glen McLaughlin, who rightly exposes the need for quality faculty to inculcate a sense of business ethics in all of our students. Further, organizations like the American Association of Professional Landmen bolsters our Energy Management students through its newly-renovated ethics program. Finally, we are inspired by corporations such as Phillips 66 and Enactus who regularly host business ethics case competitions for our students to learn, compete, and lead throughout this all-important topic.

Most importantly, however, is the college's focus on business ethics encourages Price students to challenge each other. Whether students are working on a mobile application to improve our health and safety, are securing the largest participation the history of Price College's annual Service Day, or are contributing valuable sweat equity and financial support to local nonprofits through our First Fidelity Bank Integrated Business Core Program, Price students prepare and graduate from our college equipped with strong values and the knowledge to keep them intact.

I hope you enjoy this current issue of *Price Magazine*, which highlights our collective effort to do what is right. My family and I send you our warmest wishes for a prosperous new year.

Best,

Daniel W. Pullin
Dean and Fred E. Brown Chair

Ethics in the CLASSROOM:

Ethics Are Vital to a Price College Education

What do a mortgage banker named Toby Groves, Turkish Airlines Flight 981 and the CFO of HealthSouth all have in common? According to those who teach OU business students, they're all examples of what can go wrong when professionals don't adhere to a code of ethics.

Before graduating from Price College, every student is required to study and analyze the ethical dilemmas they may face as future business leaders. In addition to the Introduction to Business Ethics course taught to every business student through OU's philosophy department, many Price College faculty cover ethics in their regular course work throughout every discipline of the college.

Introduction to Business Ethics became a required course for Price students in fall 2013 after Nim Razook, associate dean of Price College at the time, and Mark Sharfman, division director of management and entrepreneurship, approached the philosophy faculty with the idea. Now, approximately 800 Price College students learn about Groves, a mortgage banker who was arrested for fraud in 2008. Associate Professor of Philosophy Steve Ellis covers this case with students at the beginning of the introductory class and refers back to the example throughout the semester.

"Many ethical foibles are caused by moral tunnel vision," said Ellis. He explains to his students that many professionals who are otherwise good

people with the best of intentions can fall prey to ethical mistakes if they fail to take a 360 degree approach and examine all angles of a situation.

He likes to share Grove's story because he vowed at an early age to never commit fraud after witnessing his older brother go to prison for the same crime. However, when Groves found his mortgage loan company in debt, he eventually reasoned that the only way to secure the money quickly enough to save the company was to take loans out on homes that did not exist.

Many people, both inside and outside Grove's company, willingly helped him commit this high-level fraud simply because they wanted to help him and his company succeed. Many Price College faculty members believe such motivation often is the first step to misguided actions.

will always exist, Jensen believes that companies can deter justification by providing a code of conduct, and prevent the opportunity for fraud by implementing internal controls.

Jensen assigns students to write their own personal code of conduct and invites guest speakers like Aaron Beam, who shares with students and others his experience as the former CFO and co-founder of HealthSouth. HealthSouth underwent a series of accounting, stock manipulation and leadership failures that led to a \$2 billion securities fraud scandal and the ultimate prosecution of Beam.

Dan Ostas, James G. Harlow Jr. Chair in Business Ethics and professor of legal studies, discusses ethics with MBA students by first examining the legal side of business. Students examine the potential abuses of lobbying power, the temptations posed by legal



Dr. Janya Golubeva teaches ethics in the Financial Trading Strategies course, which was established in spring 2014.

Associate Professor of Accounting Kevan Jensen teaches students about the so-called "fraud triangle," which is made up of motivation, rationalization and opportunity. Although motivation

loopholes and the lure of seemingly lucrative white collar crimes. Through case studies and group discussions, Ostas and his students consider and prioritize a businessperson's legal,

economic and social responsibilities through the lens of the three basic schools of ethics: consequentialism, which takes the consequences of an action into account when making a decision; virtue, which focuses on moral character; and deontology, which relies on a set of rules, most notably the Golden Rule, to guide ethical choices.

Although the law helps individuals and corporations maintain high standards, many ethical downfalls occur within legal limits and through loopholes. Janya Golubeva, who holds the Michael F. Price Student Investment Fund Professorship, discusses corporate responsibility with her finance classes and the growing awareness of aligning the

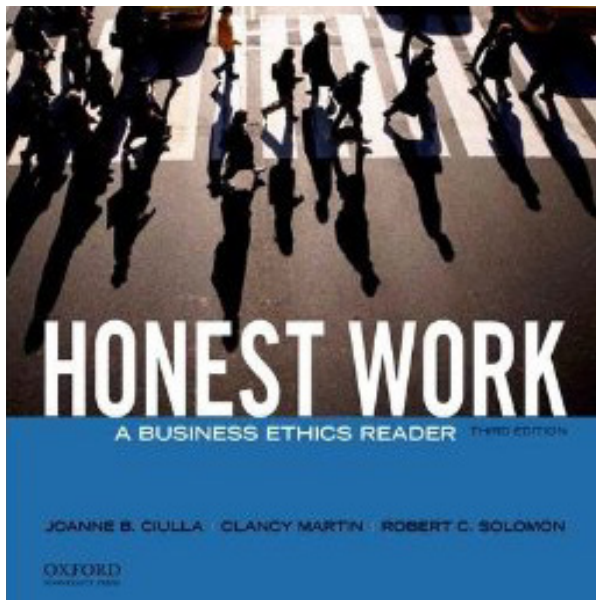
courses. Brian Dunn, an assistant professor of MIS, takes a theoretical approach to ethics in MIS due to the ever-evolving way companies collect, distribute and utilize information, especially when it comes to consumers.

His professional MBA students look at recent situations involving information asymmetry and the overuse of data, such as when Target revealed to unsuspecting parents that their teenage daughter was pregnant by sending baby product coupons to their home based on her recent purchases at the store.

MIS Assistant Professor Matt Jensen also covers important ethical topics with his full-time MBA students. “The primary discussions center on

In his required senior capstone class, Business Strategy and Policy, Professor Mark Sharfman often cites the 1974 crash of Turkish Airlines Flight 981 that killed all 346 passengers aboard a DC-10 aircraft. The crash was caused when an improperly secured cargo door at the rear of the plane broke off, causing an explosive decompression that in turn severed cables necessary to control the aircraft.

Sharfman explains to his students that a Convair engineer had raised concerns to both the company that manufactured the aircraft and the Federal Aviation Administration about the potential catastrophic problem the design could cause several years before the crash occurred. Instead of



Honest Work: A Business Ethics Reader and Justice: What's the Right Thing to Do? are two of the required readings for Introduction to Business Ethics.

interest of the business with the wider community.

“Today, finance is associated in the minds of many people with greed,” said Golubeva. “I believe that it is important to address these issues and to explain that while finance is based on the underlying principles of self-interest, and while financial models account for agents pursuing personal objectives at the expense of others, finance as a discipline does not advocate or produce greed.”

Information ethics, privacy and security are important topics discussed in management information systems

security and public disclosures of security breaches,” he said. “In these cases, companies have to balance their public reputations with potential harm that may come when customer data is breached. We also talk about spending decisions as companies replace employees with automated technology or outsourced services.”

Although a collapse in moral judgment at the corporate level often leads to financial loss, prosecution, client exposure and other social detriments, an ethical oversight on rare occasions can even result in a loss in lives.

permanently fixing the problem, they all agreed to a “band aid” measure. It may have saved money at the time, but proved to be much more costly in the end.

“These students are going to face ethical dilemmas, and it is important to have an opportunity to think through them in a safe environment like class,” said Matt Jensen. “Hopefully, the processes of thinking through these dilemmas will be beneficial when they leave here.”

Ethics in LEADERSHIP: The Value of Affirmation

By: Steve Rice

Meet Mike McConnell, a vice president at Enron Gas Marketing – the year, 1994. The CEO of Enron Europe, Geoff Roberts, asks McConnell to stop by and visit about a situation. McConnell, who is so professional and enthusiastic, does so in a business “heartbeat.”

Roberts greets McConnell with a simple but foreboding line, “Mike, we’ve got a big problem. It’s in England. The Brits have changed their regulations and have stopped construction of new merchant power plants, yet we have contracted for natural gas to flow out of the North Sea. Now here’s the worst of it. Enron must still pay for this contracted gas as if it were flowing freely. We are not talking peanuts here – we are talking millions of lost Enron dollars – every month. Go to England, Mike, and find a way to solve this problem.”

McConnell went home and informed his wife Chris, who came home from the hospital that very day with their second child and told her they were moving to London. They spent the next three years in England. He resolved the contract issue and the team solved the gas marketing issue – they found markets and thus saved Enron millions of meaningless dollars. Or pounds. Or Euros.

Imagine yourself in this situation. If this sounds like Mike McConnell is a problem solver, you would be correct. In every sense.

Mike McConnell, a generous and committed graduate of OU’s Price College Petroleum Land Management Program (BBA, 1982), solved two very large gas marketing complications for Enron, which at the time was dominating natural gas marketing nationwide. McConnell’s other “big problem” was centered in Florida, with a Florida Power and Light contract. The pipeline Florida Gas was using was losing a lot of money – selling long-term gas for less than the cost to buy it. The gas was contracted at a price, but the gas costs were exceeding the price sold. While not the size of the future dilemma in England, Enron was losing a lot of money every day. McConnell was tasked with solving this very expensive predicament. Through renegotiation, begging and midnight oil, he turned around and renegotiated the FPL gas contract. Outcome: Mike McConnell is now a rising star at Enron.

Stepping back in time for a moment, McConnell’s background highlights a double major at OU: a petroleum land management degree at Price College and a “minor” in business law. He took as many business law courses as possible and this decision has paid in spades ever since. Remember all those renegotiated agreements in McConnell’s future? These were made all the

easier by McConnell’s background in contracts, business law and marketing.

During McConnell’s junior year in college, he interned in Houston at Champlin Petroleum Company. A very good move, for when the recession of the 1980s landed full force on Oklahoma and Texas, he was one of the few graduates to land a job – at Champlin. It was December 1982.

For four years, McConnell was at Champlin, soaking up the oil and gas industry every minute possible. McConnell eventually got laid off at Champlin, landing a position at Transco in Houston, as a gas contract analyst. He soon started a new position with Florida Gas (an Enron affiliate) as a gas supply representative and was back negotiating deals. McConnell began a career at Enron with but one interruption, coming several years down the road.

Four years passed and McConnell was lured to a job at a small natural gas marketer, Excel



Mike McConnell at his Jones Energy office in Austin, Texas.

Resources, also of Houston. Here he met CEO Fritz Brinkman. Little did McConnell know it at the time, but Brinkman would make a major impact on McConnell's life. Brinkman believed to his very core in the art of "self-help, or self-empowerment." Books, tapes and videos on self-improvement were found everywhere in Brinkman's life. It was with Brinkman's help and teaching, that McConnell discovered the world of affirmation. To this day, McConnell does as Brinkman showed him – carry around small index cards with "a daily affirmation inscribed." "Look at it. Use it. Believe it," Brinkman said. Some of Brinkman's most-often used affirmations are at the end of this article. McConnell uses these and many more every day.

Several years later, Brinkman decided to take Excel Resources public, a move McConnell did not participate in. Mike sold his shares, asked for only what he was owed – nothing more.

McConnell found his way back to Enron, although he was offered a greater salary at Anadarko Oil and Gas, also in Houston. McConnell wanted to return to the excitement that was Enron. It was 1992.

After solving a few national and international problems (such as the three-year stint in England required), he was back in Houston as president of an Enron business unit, Houston Pipeline.

In 1999, high-tech entered McConnell's life. He became the leader of Enron Global Technologies (EGT) – soon to be 1,000 people strong! This was a big promotion for McConnell, although the world of IT was very new to him.

His EGT team created a monster trading website, EnronOnline, that traded all kinds of energy commodities by a single "click" of the mouse. EGT grew by leaps and bounds. It became the major player in nation-wide and soon thereafter world-wide gas and oil trading.

Then disaster struck. Through a series of bad financial initiatives, Enron declared Chapter 11 Bankruptcy. McConnell was laid off and went home in December 2001. McConnell said he told his wife, Chris, so many times, "What are we going to do?" McConnell was despondent – he had loved working at Enron – the people, the culture, the business. After all, he had solved huge problems for Enron and Ken Lay. How could this be happening?

Friends and co-workers were being sued, indicted and a few were heading to prison. After about 90 days of

leaders of Enron were headed to prison. Because of McConnell's complete adherence to high standards and good decision-making, he survived the Enron breakup without an indictment or lawsuit. This is a most important thought: McConnell's high standards, his exemplary business ethics – these kept him sheltered from the Enron lawsuits and legal problems. While a painful experience indeed, McConnell remained above the fray.

McConnell's second layoff from Enron and the legal mess that ensued, sent him in a different career direction. His longtime friend and college roommate,

Jonny Jones called. Jones, who owned several businesses, among them a small energy company, Jones Energy, needed help to grow the gas and oil company. Would McConnell come to Austin and become president of Jones Energy? Indeed yes! McConnell remains to this day president of Jones Energy. In his eleventh year as president, McConnell oversees a company focusing its horizontal drilling activity primarily in the Texas Panhandle and Oklahoma. The company currently has a net production of 24,000 boe/day and plans to drill more than 130 horizontal wells with net capital spending of \$450 million in 2014.

Also to this day, McConnell carries a small index card in his pocket – which carries his affirmation of the day. He's even written a book about the subject – see sidebar. For years Mike and Chris McConnell have made Austin their home. They have raised two children: their son, Michael, is majoring in energy management at OU, and their daughter Claire (also an OU graduate and four-year track athlete) lives in Houston and works for Wells Fargo Bank. McConnell remains very active with Price College, both as a donor and alumnus. He is a member and the past chairman of the Price Business School Board of Advisors. When asked the question, "Where do you see yourself in 10 years?" He said with pride and enthusiasm, "Right here at Jones Energy." Enough said.

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gloom at home, however, a re-emergent Enron was moving ahead but the company needed some light (a business plan) to come out of the of the Chapter 11 tunnel. Enron called again and hired McConnell back as CEO of Enron Generation and Production Group, which included all of Enron's unregulated businesses.

After 18 months, the credit committee decided not to include the unregulated businesses in the reorganization plan and McConnell was instructed to sell off all of the Production Group's assets. He left Enron for the third time.

People all around him were continually involved in lawsuits and legal proceedings. Wrath and anger were everywhere. It was a national news story that went on for months. Again



Some of Mike McConnell's Favorites:

Favorite Book:

Who Moved My Cheese, by Spencer Johnson

Favorite Car:

Jaguar F Type Convertible – new and very gray

Favorite Place to Eat in Austin:

Vespaio Italian

Favorite Place to Vacation:

London

Favorite Novel:

Spy novels, action novels

Favorite TV Show:

Modern Family

Favorite Comedy:

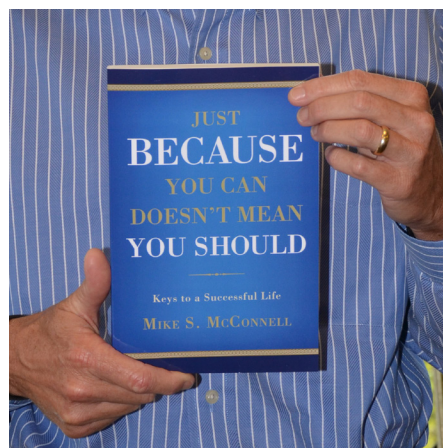

Everybody Loves Raymond

Favorite Food:

Hamburgers

Favorite Award:

The University of Oklahoma Regents Award, handed to McConnell by President David L. Boren



Just Because You Can Doesn't Mean You Should: Keys to a Successful Life

By Mike S. McConnell

"I am sharing some lessons learned in life and corporate America so others can avoid the same mistakes I made along the way and enjoy a more successful and balanced life."—Mike McConnell

How did a regular guy competing around peers with the highest of educational pedigrees in the country rise to the top levels of corporate America? What skills did it take for him to earn millions of dollars working in a company rated "Most Innovative" by *Fortune Magazine* for six consecutive years? How did he maintain his personal values while sitting on the executive committee of a company that succumbed so spectacularly to scandal and downfall?

In *Just Because You Can Doesn't Mean You Should: Keys to a Successful Life*, author and former Enron employee Mike S. McConnell shares his unique tips for success. He combines specific personal and business lessons, experiences, affirmations and actions that have made him the person he is today, including:

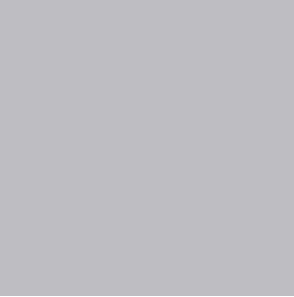
Keeping a journal; writing down thoughts and keeping perspective.

Living with an attitude of gratitude and keeping it.

Living with passion in everything you do.

Keeping a positive attitude in difficult times.

Using goals and objectives to achieve success.



Five Affirmations That Have Appeared in Mike McConnell's Pocket....

Most people see what is and never see what can be.

—**Unknown**

Success is not a doorway. It is a stairway.

—**Dottie Walters**

If you can't change your fate, change your attitude.

—**Amy Tan**

The price of greatness is responsibility.

—**Winston Churchill**

If you can't explain it to your mother or grandmother, don't do it.

—**Carl Sandburg**



Ethics in ENERGY:

AAPL Ethics Seminar

Prepares Future Energy Leaders

Students from Price College's energy management program attended the American Association of Professional Landmen's Ethics 360° seminar, held at the Gaylord College of Journalism and Mass Communication on the OU Norman campus in September. The seminar is part of the association's new initiative to promote ethics in the oil and gas industry and increase educational opportunities for professionals who often encounter ethical issues at work.

commitment to ethics and integrity – a commitment that will be obvious and visible from any viewpoint and any angle,” said Halaszynski about the renovated education model.

Amanda Schaefer, a Price College senior double-majoring in energy management and finance, attended the conference that was conveniently held on campus.

“The events held by the professional associations are great opportunities for



Energy management students at the AAPL NAPE Conference in February 2014.

“In 2013, the AAPL Education Committee collectively decided to progress a managed approach to ethics – an initiative designed to enhance and elevate members’ awareness of the importance, the implications and the opportunities ethics present for our profession,” said Christopher Halaszynski, director of education for the association.

Halaszynski describes the seminar as a stand-alone program that includes interactive discussions and situational vignettes. It’s an evolution from the association’s former ethics offering, which provided ethics credits to those who attended CPL/RPL Reviews, an hour-long session during a sponsored workshop/institute or as part of a local chapter meeting.

Ethics 360° “aptly describes AAPL’s

aspiring young professionals in the energy industry,” said Schaefer. “As a student, you are exposed to industry insight and gain a deeper understanding in the field and business environment. This is all at a cost of \$0 if you are a member of the Energy Management Student Association.”

The Ethics 360° seminar featured remarks by Rob Shultz, who recently retired from ExxonMobil after 35 years of service and is a Certified Professional Landman (CPL) and AAPL instructor, as well as videos of possible ethical misconduct scenarios a landman might face and group discussions throughout the program. Schaefer explained the hypothetical scenarios in the presentation ranged from fraud and double billing, to situations that initially seem as harmless



Amanda Schaefer (middle) with fellow energy management students Dennise Arzola and Holly Hayes during the program’s trip to Washington D.C. in October 2014.

as professional demeanor and attitude, but can still negatively impact a landman’s ethical output.

“Energy issues are constantly in the news, whether they are domestic issues or foreign,” said Schaefer. “Energy not only plays an important role in the economic stability and environmental issues of a country, but also in an individual’s everyday life. By using ethics from the bottom up, the energy industry can make sure its influence on a country’s economy and environment is not abused.

“The key points I took away from this event were honesty, professionalism and doing what is right. As a professional in the energy industry, our actions not only affect us, but also our colleagues, our employers and the industry as whole. Unethical behaviors lead to both monetary damages as well as reputation damages. It is our responsibility to hold high ethical standards and make that aware to the public by our actions.”



AAPL Education Director Christopher Halaszynski awards energy management student Jordan Haverly as the 2014 Outstanding Senior at the AAPL Annual Conference.

Ethics in ACCOUNTING: Alumnus and Faculty Ensure Ethics Account for Success

By: Jocelyn Pedersen

Ethics – a set of moral principles relating to the conduct of a group or field – cannot be overstated at the Price College Steed School of Accounting. Price College strives to impart the importance of ethics upon its students and the accounting field by integrating ethics throughout its curriculum, providing an ethics chair and hosting an annual ethics competition for unpublished faculty research papers.

Frances Ayres, PhD, associate dean of Price College and Dale Looper Chair of Accounting, said she thinks ethics are very important in accounting

toward or against any stakeholder,” Ayres said.

Ayres suggests the course that “probably brings the most salience to ethics for most accounting students is Contemporary Auditing Issues, where students are required to consider real-world situations and cases that force them to address ethical dilemmas in accounting and auditing practices.”

Michael C. Knapp, PhD, David Ross Boyd Professor, McLaughlin Chair in Business Ethics and Professor of Accounting, not only teaches this class, his book, *Contemporary Auditing*,

Among other topics, students study the role of accountants and auditors in financial crises that have impacted the U.S. economy in recent decades. In particular, Knapp’s students address the responsibility corporate accountants have to ensure their companies report honestly and fairly to the investing and lending public. Likewise, students focus on the obligation independent auditors have to report companies that fail to embrace the full and fair disclosure creed of the Securities and Exchange Commission.

Knapp said sometimes accountants and auditors “come up short,” which results in accounting scandals and audit failures. He said the elusive concept of “auditor independence” is at the heart of many scandals. “Some critics suggest that we can’t be unbiased



Price College accounting faculty celebrate the 2013 McLaughlin Ethics Award recipients from Duke University at Vast in Oklahoma City.

since accountants, auditors, CPAs and other professionals are responsible for the integrity of businesses’ financial information. Any dishonesty or lack of integrity affects the information, she said.

“There’s not a problem in accounting, *per se*; the ethics are just so important in accounting so the numbers aren’t biased

offers a collection of case studies that inspire students to think about real-life ethical issues independent auditors and accountants face. Knapp said he and his students spend a lot of time talking about important ethical issues, such as client confidentiality, auditor independence and the responsibility CPAs have in serving the public interest.

if we (auditors) are paid huge fees for our services,” Knapp said. “On the one hand, we have a societal mandate to ensure that public companies report honestly in their financial statements, but on the other hand, we are compensated by our clients for our services, which undermines our objectivity and independence. In sum,



From left: Bill Mayhew, associate professor of accounting at Duke University; Thomas Steffen, PhD candidate at Duke University; Fran Ayres; Dipankar Ghosh; Shane Dikolli, associate professor of accounting at Duke University; and Chris Knapp.

maintaining that objectivity and independence is the most critical ethical issue faced by auditors.”

Bearing this in mind, Knapp said at Price, “we teach our students to be ethical.” By making students aware of the ethical issues and dilemmas they may face in their careers, Knapp said he hopes they will avoid making some of the serious mistake auditors have made in the past.

Understanding the importance of ethics, OU alumnus Glen McLaughlin, 1956 BAcc, who Ayres described as a “top-notch accounting graduate,” now venture capitalist, has supported ethics at Price College through the Glen McLaughlin Chair in Ethics, which Knapp currently holds. Ayres said McLaughlin wanted Price College’s ethics program to receive more national exposure and build its reputation, so he has now endowed an annual award for unpublished faculty research papers with an ethics theme.

Dipankar Ghosh, PhD, David C. Steed Professor of Accounting, serves as chair of the McLaughlin Award Committee and has been involved with

the annual ethics-themed contest for several years. He said the contest had “humble beginnings” with only seven entries of average quality the first year. The competition has grown, and now there are between 25 and 30 national and international submissions each year, which he describes as “fabulous” papers from “very well-regarded researchers.” These papers, according to Ghosh, go on to be published in top-level journals.

“The award increases the awareness and visibility of the ethics program in the Steed School of Accounting, Price College and the university, both nationally and internationally,” Ayres said.

Ghosh said the award has gained enough prominence and stature that he doesn’t have to spend much time soliciting entries. The quality of the papers, which explore the ways ethics play out in fraud, reporting and tax returns, for example, drive the annual award, which is judged by editors of prominent accounting journals. Ghosh has high praise for McLaughlin and his generosity while being cognizant of his responsibility to administer the selection of the ethics prize winner.

“Mr. McLaughlin has been very generous with his time and resources, and it is our responsibility to fulfill the aspirational goals he has set out for this award,” Ghosh said.

McLaughlin said he enjoyed his time at OU, and that prompted him to give back.

“I had a great undergraduate experience at the University of Oklahoma, where 25 years ago I started a program in business ethics,

which is now fully endowed and includes a national prize for faculty scholarship and a chair in the business school. I am a firm believer in giving while living so that adjustments can be made in programs to achieve the desired purpose, versus leaving it to others to interpret our wishes. The college now requires all students to take a course in business ethics to raise awareness of the issues so as to avoid drifting into unethical behavior,” McLaughlin said. “The dean told me, in 2014, that this required course step could not have been taken without the earlier steps taken to elevate the issue and teach the students. It had been a quarter century since my first gift for ethics, which finally reached the intended goal of college-wide emphasis on ethics.”

Ayres summed up Price College’s vision and McLaughlin’s gift when she said, “In my opinion, Glen is really a visionary in seeing the importance of ethics in accounting, and his support of Price College reflects that vision.”



Price College accounting faculty spouses, Janet Crain (left) and Anita Ghosh (right), with Shane Dikolli

Ethics in ACTION: Students Compete and Place at Ethics Case Competition



Four seniors from the University of Oklahoma's Price College of Business competed and placed in the top two at the 2014 Phillips 66 – Enactus Business Ethics Case Competition Feb. 21 through 23 at Kansas State University.

The Price team was composed of seniors Stephen Allred, Alyssa Boutelle, J.C. Fischer and Austin Kipp, and coached by Ana Bolino, assistant professor of management and director of international business studies and study abroad programs.

Each team consisted of four students who had to analyze a problem, plan a solution and present to the judging panel. The ethical dilemma the Price team had to analyze was titled "Do We Need a Social Media Policy?"

"That Friday evening, we were presented with a case which described a company's ethical dilemma regarding social media in the workplace and where social media does or doesn't belong in the hiring process in particular," said Boutelle. "We then had approximately 36 hours to analyze the situation, do background research and develop specific recommendations for how the company in the case should proceed. On Sunday morning, we gave a 15-minute presentation and fielded questions from a panel of 12 judges, by whom we were scored in areas such as clarity of recommendations and demonstrated understanding of the ethical issues at hand."

The teams were judged on three major components: the application of ethical principles, business consideration and presentation skills. The purpose of the competition is to allow students to show their interpretation of ethical leadership when faced with a realistic ethical dilemma of business.

"Demonstrating Price College students' and faculty's willingness to engage in conversations about ethics in business is essential to our position as a business school which prepares students for the real world," said Boutelle. "Participating and doing well in this competition was a great way to show how Price prepares students for a complex and nuanced business environment."

This was the first year Price College participated in the competition, but they have no plans on it being the last.

"I am extremely proud of our students' presentation, poise and hard work throughout the event," said Bolino. "We hope to participate again this year and win."

The team competed against five other regional university teams: the University of Kansas, Iowa State University, Texas A&M University, Truman State University and the University of Northern Colorado. The team to take first place was the University of Northern Colorado and third place was awarded to Iowa State University.

The winning team received \$2,000, OU's team earned \$1,500, the third-place team won \$1,000 and the teams placing in the bottom three also received a cash prize of \$500 each.

The Price students split their award among the team and chose to put the money toward post-graduation experiences, such as traveling before they began their full-time jobs or graduate school in the fall.

All four students graduated in May. Allred is a gasoline analyst at Phillips 66 in Houston; Boutelle is a strategic analyst for the OU Center for the Creation of Economic Wealth; Fischer is pursuing a joint JD/MBA at Stanford University; and Kipp now is a support engineer at HBK in Dallas.

Enactus is a nonprofit, global organization that uses entrepreneurial action to create and implement community outreach projects around the world. The competition was sponsored by the Phillips 66 Excellence in Business Ethics Initiative.

"J.C., Stephen, Austin and I were grateful for the opportunity to represent Price College at this event and for the support we received from Price faculty, especially Dr. Ana Bolino and Dr. Nim Razook," said Boutelle. "It's definitely a great memory of my senior year at OU."



From left: Alyssa Boutelle, Austin Kipp, Dr. Ana Bolino, Stephen Allred and J.C. Fischer

"I selected my team based on the students' academic accomplishments, experience and interests," said Bolino.

The Price team met weekly for training that involved case analysis and presentation. They did this for approximately three weeks.

"We were excited to participate because we enjoy representing Price College at inter-college events and because the discussion of ethics in business will always be important," said Boutelle.

Faculty Announcement

Since 2013, Price College has welcomed fifteen new full-time faculty and achieved the highest level of research productivity in over a decade. The college is pleased to announce the

numerous transitions and additions that have occurred at each level, including associate deans, division directors, professors and instructors.

Associate Dean Appointments



Robert Dauffenbach
Senior Associate Dean for Economic Development and Impact
Director of the Center for Economic and Management Research
Professor of Management Information Systems
PhD (Illinois)



Frances Ayres
Associate Dean for Faculty Relations, Research Innovation and Accreditation
Dale Looper Chair of Accounting
Professor of Accounting
PhD (Iowa)



Laku Chidambaram
Associate Dean for Academic Programs and Engagement
W.P. Wood Professor of Management Information Systems
PhD (Indiana)

Division Director Appointments



Chitru Fernando
Director of the Finance Division
Rainbolt Chair in Finance
PhD (Pennsylvania)



Jack Kasulis
Director of the Marketing and Supply Chain Management Division
Associate Professor of Marketing
PhD (Northwestern)



Radhika Santhanam
Interim Director of the Management Information Systems Division
Michael F. Price Chair of Management Information Systems
PhD (Nebraska)

New Professors & Instructors



Ervin Black
Rath Chair in Accounting
Professor
Steed School of Accounting
PhD
(Washington)



Alexis Downs
Associate Professor
Management and Entrepreneurship Division
PhD (St. Louis)



Will Drover
Assistant Professor
Management and Entrepreneurship Division
PhD (Southern Illinois)



Joseph Dulin
Instructor
Steed School of Accounting
MBA (Utah State)



Brian Dunn
Assistant Professor
Management Information Systems Division
PhD (Pittsburgh)



Mary Hill
Assistant Professor
Steed School of Accounting
PhD (Alabama)



Charles Ingene
Siegfried Centennial Professor
Marketing and Supply Chain Management Division
PhD (Brown)



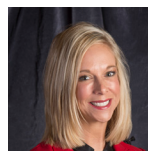
Pravin Nath
Assistant Professor
Marketing and Supply Chain Management Division
PhD (Texas)



Laura Palk
Instructor
Marketing and Supply Chain Management Division
JD (Oklahoma)



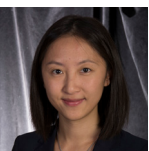
Batchimeg Sambalaibat
Assistant Professor
Finance Division
PhD (Carnegie Mellon)



Krista Snow
Instructor
Management Information Systems Division
MED (East Central University)



Jim Wheeler
Assistant Professor
Management and Entrepreneurship Division
Stanley White Director of the Entrepreneurship Center
PhD (Oklahoma)



Caroline Zhu
Assistant Professor
Finance Division
PhD (Duke)



Price College launched a transformative campaign

this fall in conjunction with the University of Oklahoma's 125th Anniversary campaign to raise \$500 million. The campaign for Price College fuels our purpose to ensure the enduring global competitiveness of Oklahoma and the nation.

The Michael F. Price College of Business at the University of Oklahoma now stands among the nation's top business schools. We're ready to continue the climb.

PURPOSE
× ENERGY
IMPACT

We begin with a clearly articulated **purpose**, multiply its aim by the **energy** of our 3,900 students, 100 faculty and staff, 30,000 alumni and hundreds of industry partners to generate lasting **impact** for Oklahoma and the nation.

Innovation has characterized the Price College of Business for nearly a century. Our founding in 1913 as the School of Commerce and Industry established one of the finest business schools west of the Mississippi. Decades of dedicated effort have strengthened our intellectual muscle and moved us into the company of the world's top business schools. Price College is a source of pride within a leading research university - adjacent to one of the fastest growing cities in the country. Price College stands among the nation's leaders in active learning, as we bridge research and practice and promote entrepreneurial thinking and training at every turn.

Never complacent, always opportunistic, Price College is raising its standards and aspirations. There is much at stake. Today's global marketplace is more complex and unpredictable than ever. The way individuals and corporations acquire and apply knowledge is changing dramatically.

Price College is prepared for the challenges ahead. We are sharpening our focus as outlined on the pages that follow.

We work tirelessly every day to fulfill our purpose to ensure the enduring global competitiveness of Oklahoma and the nation.



The Purpose

Our purpose sets us apart
in business education by:

Tackling Generating Business

Leading the Way in Energy

No other business school has the history, location and industry and governmental relationships to be the leader in energy business education.

For over 100 years, the University of Oklahoma has been viewed by many as "the energy university." As OU's largest professional school, the Price College of Business contributes to this reputation every day and has done so for over a half a century.

In 1958, Price launched the world's first Petroleum Land Management program—an initiative that has since expanded its focus and changed its name. Today, the Robert M. Zinke Energy Management program spans across four OU colleges and is the preeminent program of its kind. The program is the nation's largest, with over 600 students and nearly 2,000 alumni working in a range of energy-related fields.

Today, we are developing the nation's broadest energy offerings, as we prepare energy leaders at the undergraduate, graduate and executive level. Energy underpins U.S. global competitiveness and Price College is leading the charge.

Funding Priorities at a Glance

Targeted support to endow and enhance the Energy Management program

Energy faculty in Accounting and Finance

Seed funding to expand industry-centric research within the Energy Institute

of Price

as an international leader and national model

ing Big Issues ness Insights Preparing Leaders

Excelling In Entrepreneurship and at the MBA Level

The demand for talented, tech-savvy leaders with an entrepreneurial mindset is increasing exponentially — and Price College is responding. The pace at which companies in the 21st century innovate and move products to the market has quickened dramatically. A new breed of business professionals is needed to meet the changing and more competitive corporate environment.

Our Center for Entrepreneurship undergraduate program is ranked in the top two in the nation among public universities by *The Princeton Review*.

Beginning with a single class in 2002, the center joined the front of the pack nationally in the preparation of entrepreneurs. Nearly 2,000 Price students have learned how to start, run and grow their own businesses or serve as “intrapreneurs” within existing companies.

We’re just hitting our stride. Our aspirations are bold. We must now extend our reach to prepare interdisciplinary entrepreneurial leaders across OU and provide the innovative physical and programmatic environments necessary to shape our future.

Recently named a National Top 10 Value, the Price MBA leverages our unique strengths in energy, entrepreneurship and finance to provide transformative professional development experiences. Now, we must enhance our curriculum and ramp up efforts to recruit more top performing students to elevate Price’s MBA program even higher.

Funding Priorities at a Glance

Entrepreneurship scholarships and experiential programing support

Endowed funds to grow MBA professional development

Support to increase MBA marketing and recruitment

Private gifts to expand our MBA scholars program

Investing in People and Innovation

The campaign benefits all aspects of Price College, securing critical support for our students, faculty and key programs.

The reputation of the Price College of Business draws directly from the quality of our students, faculty and alumni. We will advance our standing among peer institutions and within the business world as we attract students of talent and promise, give them access to faculty who are among the best in their field, and offer innovative programs that prepare them for an increasingly competitive marketplace by exposing them to accomplished alumni and professional partners that prepare them for an increasingly competitive marketplace.

STUDENTS

It is essential to secure additional funds for scholarships to ensure every deserving student can afford a Price College education. This includes supporting the full student experience, such as study abroad and student corporate visits to New York City, Silicon Valley and Washington D.C., to name just a few. Price students, regardless of finances, must be able to access the practical experiences essential for success in today’s global economy.



FACULTY

The recruitment and retention of outstanding teachers and scholars define Price College’s academic character. Working arm-in-arm with our students, Price College faculty are the future of the college. Gifts will fund endowed chairs in strategic academic disciplines as we attract and retain the faculty necessary to achieve excellence in teaching and research.



PROGRAM INNOVATION

At a time when our country looks increasingly to innovation and entrepreneurship to boost economic growth, business schools must provide innovative teaching models. Price needs support to provide differentiated learning experiences, such as active learning classrooms and digital courses for flipped classrooms.

As a donor, you make opportunities available to students that are not otherwise possible. Funding an initiative at Price College ensures future generations of students have access to education and the opportunities that prepare them as future leaders for business and society.

THE 125th ANNIVERSARY
LIVE ON, UNIVERSITY
CAMPAIGN FOR THE UNIVERSITY OF OKLAHOMA

College News

Tackling Big Issues

Energy

Second Annual Energy Symposium Focuses on North American Energy Security

The Price College Energy Institute hosted nearly 250 guests at the second annual Energy Symposium April 10 at the National Weather Center in Norman. The symposium focused on the economic and geopolitical impact of North American energy security and featured



OU President David L. Boren and Dean Daniel Pullin

several prominent energy industry leaders as guest speakers. The morning began with opening remarks from OU President David L. Boren, followed by a presentation from John Richels, president and CEO of Devon Energy; Eric



Joseph Stanislaw provides closing remarks in the National Weather Center's atrium

Lee, energy analyst for Citigroup; Tom Choi, natural gas market leader for Deloitte MarketPoint; Robert Johnston, CEO and director of Eurasia Group's GENR; and Joseph Stanislaw, founder of JAStanislaw Group.

Energy

\$135,000 Raised for Energy Management at Helmets and Hard Hats Reception

Price College hosted a Helmets and Hard Hats reception in Houston, Texas in February that helped raise \$135,000 for the Robert M. Zinke Energy Management Program. "Thanks to Jim Dewbre, the chairman of our advisory board, this inaugural event was a smashing success," said Energy Management Director Steve Long. More than 350 guests and corporate sponsors, including Alamo Resources, Murphy Exploration & Production, Southwestern Energy and XTO Energy, contributed to the successful evening that included Spencer Tillman serving as master of ceremonies.



Energy management board member and alumnus Ron Barnes (left) with Barry Switzer and Energy Management Director Steve Long

Economic Development

Economic Development Office Joins Price College



CEEW interns brainstorm in Economic Development's offices at the University Research Campus

The University of Oklahoma's Economic Development office, which is responsible for OU's intellectual property management, economic development and technology-based entrepreneurial activities, merged with Price College last spring. Housed at the University Research Campus in Three Partners

Place, OU's Economic Development consists of three organizations: The Center for the Creation of Economic Wealth, the Corporate Engagement Office and the Office of Technology Development.

The Office of Technology Development (OTD) received a total of \$3.6 million in licensing and legal reimbursements for OU technologies in fiscal year 2014, and has overseen the issue of 165 patents and 35 licenses in the past five years.

Tackling Big Issues

Globalization

Students Spend a Summer Abroad

With 43 percent of all Price College seniors studying abroad before graduation, more business students are prepared to compete and lead on a global scale. Price College offers study abroad courses in various business disciplines in such countries as Costa Rica, the United Kingdom, Spain, Italy and France.

43%
of All Graduating Seniors
STUDY ABROAD



Arezzo, Italy



Segovia, Spain



Madrid, Spain



Versailles, France

Generating Business Insights

Annual Archie Dunham Golf Invitational Benefits Collaborative Faculty-Student Research

The 32nd Annual Archie Dunham Golf Invitational took place May 29 at the OU Jimmie Austin Golf Club. Perfect weather conditions lent to a sellout attendance and a successful day of golf. Participants support Price College's Partners in Learning Program, a fund that benefits research and teaching projects carried out through the partnership of a faculty member and student.



Patti, Phil and Jeff Kramer with Ameil Shadid



BHP Billiton employees before teeing off



Chesapeake Energy employees celebrate their Schooner Flight victory with Dean Pullin

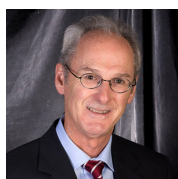
Generating Business Insights



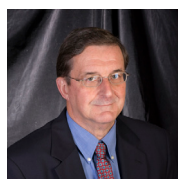
Finance Professor Pradeep Yadav and Dean Daniel Pullin celebrate the retirement of Professor Louis Ederington (middle)



Dr. Bill Megginson



Dr. Scott Linn



Dr. Duane Stock



Dr. Janya Golubeva

Finance Faculty Transitions

In addition to the changes that occurred at the associate dean and division director levels (turn to page 13 for more information), the finance division experienced several transitions among their faculty.

George Lynn Cross Professor Louis Ederington retired in May after 25 outstanding years of teaching at Price College; Professor Bill Megginson was named the Michael F. Price Chair in Finance and co-director of the Center for Financial Studies; Professor Scott Linn now serves as the research director for the Energy Institute and holds the John and Donnie Brock Chair; Professor Duane Stock was appointed as the Oklahoma Bankers Chair in Finance; and Professor Janya Golubeva now holds the Michael F. Price Student Investment Fund Professorship.

Faculty Accolades



Rajiv Dant, Helen Robson Walton Centennial Chair in Marketing Strategy, and PhD students Aaron Gleiberman and Jean Jeon

Best Paper for Social Responsibility and Sustainability - American Marketing Association's Winter Educators' Conference

Best Student Paper - International Society of Franchising's 28th Annual Conference



Pravin Nath, assistant professor of marketing and supply chain management

Best Paper for Global and Cross-Culture Marketing - American Marketing Association's Winter Educators' Conference



Michael Buckley, JCPenney Company Business Leadership Chair

Named a Society for Industrial & Organizational Psychology Fellow

Price College in the Media

"Tech Allies and the University of Oklahoma hold mobile app contest with focus on oil and gas industry"

– *The Wall Street Journal's MarketWatch.com*

"Leaders, industry experts discuss U.S. energy security"

– *The Norman Transcript*

"U.S. natural gas moving globally"

– *The Oklahoman*

"OU's energy focused MBA program offers global perspective"

– *The Oklahoman*

"Oklahoma universities offer energy education programs"

– *The Oklahoman*

Generating Business Insights

Faculty in the Media

Mark Bolino, Michael F. Price Chair in International Business

“Best business practices of 100 Best Companies to Work For”
– *OETA Oklahoma Report*

Jim Bratton, executive director of the Office of Technology Development

“Extension helps researchers turn discoveries into treatments”
– *The Journal Record*

Lowell Busenitz, Michael F. Price Chair in Entrepreneurship

“College students sharpen pencils for Gov. Cup competition”
– *The Journal Record*

Robert Dauffenbach, senior associate dean for economic development and impact

“Higher ed, CareerTech each vital to state growth”
– *The Oklahoman*

“Oklahoma is a low tax state study shows”
– *The Oklahoman*

“Oklahoma’s jobless rate falls to 5.2 percent in January”
– *The Tulsa World*

“Report shows increasing value of college education”
– *The Journal Record*

“Study: Okla. tax burden 2nd-lowest in region”
– *The Journal Record*

Chitru Fernando, Rainbolt Chair in Finance

“Enable Midstream launches IPO”
– *The Journal Record*

Bill Megginson, Michael F. Price Chair in Finance

“State-owned assets: Setting out the store”
– *The Economist*

Jeremy Short, Rath Chair in Strategic Management

“Fantasy of finding next great franchise concept can hide risks”
– *The Journal Record*

“Expert Advice: Beating Procrastination”
– *NerdWallet.com*

Wayne Thomas, John T. Steed Chair in Accounting

“Big business wants to keep these four things secret”
– *The Washington Post Wonk Blog*



Dr. Mark Bolino on OETA

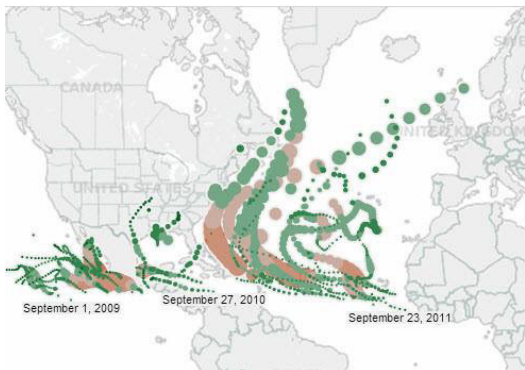


Dr. Lowell Busenitz in The Journal Record



Dr. Bill Megginson in The Economist

Preparing Leaders



The Business of Weather

MIS graduate students Michael Hernandez and Annie Tian-Chuan and MIS undergraduate student Tammy Holekamp utilized Tableau Software for a class project that provides a dashboard for visualizing big data related to hurricanes, tornados and earthquakes. The high level of creativity of the students caught the attention of Tableau, who showcased the project and stated “These students exemplify what we look to enable through our academic programs at Tableau. Data skills are becoming more important for any profession. These visualizations demonstrate an understanding of the data, effective analysis and presentation, and effective choices of colors and chart types to convey a clear message about the data and the story within.”

Alumni and Friends Return to Campus for Distinguished Speaker and Executive-in-Residence Programs

David Ostrowe, president and CEO of 180 Business Solutions, met with students and faculty March 4 as an executive-in-residence. Later that week, two visitors from the Humane Society of the United States served as distinguished speakers: President and CEO Wayne Pacelle and Vice President of Equine Protection Keith Dane. On March 28, OU accounting alumna Kathy Willard shared her experience as CFO of Live Nation Entertainment as an executive-in-residence. Price College’s marketing and supply chain management division welcomed executive-in-residence Gary Schultz April 4, who visited several classes as president and CEO of Edwards Garment. The host of spring semester speakers ended April 14 with OU finance alumnus Steve Swatek, retired senior vice president of Garney Construction, who also served as an executive-in-residence.



David Ostrowe



Kathy Willard



Gary Schultz



Wayne Pacelle, Dean Daniel Pullin and Keith Dane

Finance Students Benefit from the Quinnipiac Forum



From Left: Andrew Shorosh, Jeffrey Mayer, Dr. Janya Golubeva, Sara Overturff, Jaime Ortiz and Ben Li

Professor Janya Golubeva traveled with finance students Ben Li, Jeffrey Mayer, Jaime Ortiz, Sara Overturff and Andrew Shorosh for Price College’s first visit to the annual Quinnipiac Global Asset Management Education Forum in New York City. The conference brings students from all over the country to enhance their professional development and knowledge.

Preparing Leaders

Price Students Win Big at Case Competitions

Price College continued to showcase its MBA and undergraduate students' talents with victorious showings in case competitions during the spring semester. In addition to the success found at the Phillips 66 Enactus Business Ethics Case Competition (turn to page 12 for more information), three other students teams placed in their respective competitions.



From left: Matt Palmer, Clay Lightfoot, Sean Greany and Eric Sullivan

A graduate team, comprised of students Sean Greany, Clay Lightfoot, Matt Palmer and Eric Sullivan, placed third in the annual Wells Fargo Case Competition, which was held at Southern Methodist University in Dallas.

In March, MBA students Sarah Fullerton, Kelsy Litchenburg, Matt Palmer and Eric Sullivan traveled to the University of Kansas to compete against eight other graduate teams in the Big 12 Case



From left: Matt Palmer, Sarah Fullerton, Kelsy Litchenburg and Eric Sullivan

The team went on to place second in the Donald W. Reynolds Tri-State Collegiate Business Plan Competition May 23 in Las Vegas, Nev.

Competition and won first place.

At the end of the spring semester, an MBA team won both the case competition and the 90-second fast pitch event at Chapman University's California Dreamin' Business Plan Competition. The team was comprised of students Jake Elliott, Stephen Soroosh, Mitchell Walser and Rachel Webb.



Stephen Soroosh and Mitchell Walser at California Dreamin' competition

Business Students Win NCAA Gymnastics Title

The OU Women's Gymnastics team won the 2014 NCAA National Championship, with seven of their 17 team members majoring in business: Lara Albright, Rebecca Clark, Keeley Kmiecik, Kara Lovan, Haley Scaman, Haley Sorenson and Hayden Warden.



The OU Men's Gymnastics team placed second in the nation, with three of their team members majoring in business: Danny Berardini, Reese Rickett and Michael Squires.



Entrepreneurship Student Named a University Innovation Fellow

Lauren Abston, a JCPenney Leadership Associate double majoring in entrepreneurship and economics, was named a University Innovation Fellow by the National Center for Engineering Pathways to Innovation (Epicenter). The University Innovation Fellows are a network of student leaders working to create lasting institutional change that will increase student engagement with entrepreneurship, innovation, creativity, design thinking and venture creation.



Preparing Leaders

Students, Alumni, Friends and Faculty Recognized at Honors Luncheon

The seventh annual Honors Luncheon was held May 2 to recognize Price College's outstanding students and faculty as well as its distinguished alumni and partners. Nearly 300 guests gathered in the Molly Shi Boren Ballroom at Oklahoma Memorial Union for the award luncheon.

Two distinguished alumni were awarded this year: Danny Heatly, who earned his bachelor of accountancy degree in 1978 and is now retired after serving as senior vice president and chief accounting officer at Devon Energy; and Steve Ives, a 1973 accounting alumnus and president of Cheyenne Petroleum.

Kelley and Patrick Grace received the Recent Alumni Award of Distinction. Kelley Grace earned her BBA in accounting in 2000 and is a tax partner and director of dealerships at Eide Bailly in Norman. Patrick Grace received his graduate degree in MIS in 2002 and is vice president of engineering and CEO designee for Oklahoma Electric Cooperative.

Cathy Tompkins, senior vice president of information technology and chief information officer for Chesapeake Energy, received the Distinguished Partner Award for her significant support and partnership with Price College's MIS Division.



Accounting student Rachel Simpson with Danny Heatly



Steve Rice with entrepreneurship student Craig Van Horn



Patrick and Kelley Grace with accounting student J.C. Fischer



MIS student Lizzie Hunt with Cathy Tompkins

Spring Convocation Ends the Year on a Good Note

Several hundred undergraduate, graduate and doctoral students graduated during Price College's spring convocation at Lloyd Noble Center May 10. Ryan Burke, 1994 accounting alumnus, delivered the keynote address, J.C. Fischer addressed his fellow graduates and Justin Young, an MBA graduate and national recording artist, gave a rousing performance of the National Anthem on the saxophone.



New Staff Join Price College

Several new staff members have recently joined Price College, contributing to the wealth of resources and experience the college has to offer. Lynann Sterk-Brooks is the new director of the Professional MBA Program in Oklahoma City; Kristen Lazalier joined Price College as the associate director of development after serving as development director for the

Gaylord College of Journalism and Mass Communication; Bea Geissler was appointed executive assistant to the dean after serving many years within Economic Development; and Sandy Fuzzell joined Price as the assistant to the director of the Robert M. Zinke Energy Management Program.



Lynann Sterk-Brooks



Kristen Lazalier



Bea Geissler



Sandy Fuzzell

Class Notes

1960s



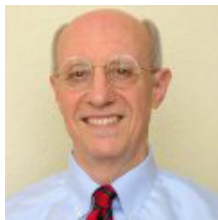
Richard Diller (BBA, finance, 1963) is the author of *FIREFLY: A Skyraider's Story About America's Secret War Over*

Laos. Diller wrote this book based on his experiences as a USAF A-1 Skyraider pilot from April 1969 to March 1970. Upon graduating from OU, Diller received an officer's commission in the U.S. Air Force through ROTC and went on to pilot training at Laughlin Air Force Base in San Antonio. Diller flew 203 missions at Nakhon Phanom Air Force Base during the Vietnam War. After his Air Force service, he was a pilot for Delta Air Lines for 29 years.

Don DeMoss

(BBA, accounting, 1968) joined Gale Force Petroleum Inc. as the company's chief financial officer in April. He is a CPA with over 35

years' experience working in financial management of both private and public oil and gas companies in the southern United States. Along with his BBA from OU, DeMoss has an MBA from Southern Methodist University.



Gary Martin (BBA, accounting, 1969) was appointed as an advisory board member to American National Bank of Texas's board of directors.

Martin retired from Capital Southwest Corp. after 41 years. He served as chief financial officer and secretary/treasurer from 1972 to 1978 before being elected vice president. From 1979 to 2007, he served as president and chief executive officer of the Whitmore Manufacturing Co. In 2007, he was named president and CEO of Capital Southwest before being elected chairman of the board in 2008. Martin has served as director of Capital Southwest since 1988. He also is a director of Alamo Group, Inc., Hill and Wilkinson Ltd., and Hatfield and Co. He also has served in several capacities with the Rockwall City Council.

1970s

Bill Browning

(BBA, accounting, 1975) joined the board of directors for Ares Commercial Real Estate Corp. in Maryland. From 1999 to 2012, he

was a senior client service partner at Ernst & Young, LLP. He began his career with Arthur Anderson & Co. in 1976 and became a partner in 1987; he was named office managing partner of its Oklahoma office in 1994. He serves on the board of directors of McCarthy Holdings and is on the board of directors of Community Bank. He also is an adjunct professor at SMU in Dallas. Browning volunteers on the board of CARE, a nonprofit organization that helps young adults with chemical abuse issues, as well as the Dallas Summer Musicals board. He is a certified public accountant in Oklahoma, California and Texas.



John Robert Blecher (MBA, 1977) is the senior vice president of contract at DynCorp International. Before his employment with

DynCorp, Blecher served as vice president and general manager of programs in Afghanistan and in Europe for Exelis and managed contracts to support more than 400 Afghan army and police sites. Blecher oversaw LOGCAP business in Afghanistan through Fluor and work for the U.S. Army in Germany. He also served as vice president of contracts from 2004 through 2010. Belcher served for 28 years and supported the Air Force Logistics Command and NATO, was director of contracting in Europe and retired as director of contracting for the Air Combat Command. Prior to earning his MBA at OU, Belcher earned a bachelor's degree in engineering management from the U.S. Air Force Academy.

John White

(BBA, petroleum land management, 1978) joined ROTH Capital Partners, a full-service investment bank,

as senior research analyst covering the resources sector with a special focus on oil and gas. Prior to this position, White was a portfolio manager and analyst with Triple Double Advisors LLC. White received his BBA from OU, MBA from the University of St. Thomas (Houston) and he currently serves on the Editorial Advisory Board of the Oil & Gas Financial Journal.



1980s



Tim Sheehan

(BBA, accounting, 1984) is a senior vice president and chief credit officer at the Tulsa, Oklahoma, Office of Central National Bank. He

joined the Tulsa office in 2010 as a vice president and commercial lender. For the past 28 years, Sheehan has worked in banking in several different capacities, mostly relating to commercial and oil and gas lending.

Curt Harrington

(MBA, 1985) of Harrington & Harrington has been confirmed by the California Bar Board of Trustees to assume the chair of the State Bar's California Board of Legal Specialization. Harrington is a high-tech patent attorney and a California Board of Legal Specialization Certified Tax Specialist. In addition to his JD, he holds an LLM in tax and several master's degrees in chemical and electrical engineering. He has prepared and prosecuted hundreds of patents, and has published and spoken widely on patent, trademark, licensing, intellectual property taxation and business start-up.



Barry Evans

(MBA, 1986) was promoted to dean of the Wayland Baptist University School of Business. Evans has worked at Wayland since August 2011

and has a PhD from Saybrook Graduate School and a bachelor of science degree from Oklahoma State University. Evans will be taking on this new leadership position as Wayland's School of Business prepares to begin offering PhD program courses, which will begin in the fall of 2015.



Kevin Cordell

(BBA, finance, 1987) was appointed president of U.S. Extremities at Wright Medical Group Inc. He is

managing Wright's U.S. extremities and biologic business, and reports directly to the chief operating officer. Prior to this position, Cordell was the vice president of sales for the GI Solutions business at Covidien, Ltd. He has also served as vice president of sales and global marketing for Covidien's Peripheral Vascular business, and served as vice president of global sales for FoxHollow Technologies Inc. Upon graduating from OU, Cordell held a plethora of positions of increasing responsibility for Johnson & Johnson's Cordis Cardiology and Centocor companies.

Scott Fagin

(BBA, management, 1988) is the president of the Lubbock market of First United Bank. He began working for First United Bank in April 2009. He was previously the interim market president for the Dallas-based community bank. Fagin has more than 20 years of experience in commercial lending. Upon graduating from OU in 1988, Fagin earned his MBA in 1991 from Southern Methodist University. He currently serves on the board of directors for the Lubbock Chamber of Commerce as well as the Building Board of Appeals for the city of Lubbock.

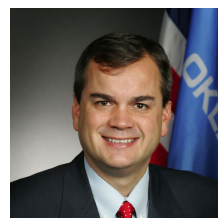
1990s



Jeff Agosta

(BBA, accounting, 1990) joined American Energy Partners as chief financial officer in June. He previously

served as chief financial officer at Devon Energy. He received the Price College Distinguished Alumni Award in 2013 and serves on the college's MBA Program advisory board.



Sean Burrage

(BBA, accounting, 1990) was named president of Southeastern Oklahoma State University in May.

He is an Oklahoma state senator and serves as Democratic floor leader. He also received his law degree from OU.

Thomas Keller

(BBA, finance, 1990) has been hired as Ozarks Medical Center's chief executive officer.

He previously held the role of chief operating officer for St. Anthony Shawnee Hospital in Shawnee, Oklahoma. He also has been the chief executive officer for Phoenix Memorial Hospital in Phoenix, and held the same role at Northeast Baptist Hospital in San Antonio. In addition to his BBA degree, he has a master's degree in health administration from the OU Health Sciences Center. Keller also is a member of the American College of Healthcare Executives.



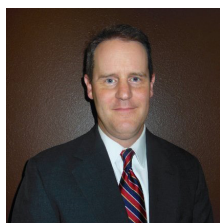
Beverly Carmichael

(BBA, business administration, 1980) has been named chief people officer of

the Cracker Barrel Old Country Store Inc. in Lebanon, Tennessee. She has more than 20 years of human relations experience, serving in a variety of leadership positions, including senior vice president of labor and employee relations and vice president of people at Southwest Airlines. Carmichael also served as chief people officer at Ticketmaster. Along with her bachelor's degree in business administration, Carmichael earned her juris doctorate from OU in 1991.

Jonathan Wren (BBA, management information systems, 1991) was promoted to associate member of the Oklahoma Medical Research Foundation, Arthritis and Clinical Immunology Program. In addition to his education at Price College, he received a bachelor

of science degree in botany and microbiology from OU in 1996, and a PhD in genetics and development from the University of Texas Southwestern Medical Center in 2003. He was a research scientist at OU before joining the OMRF research program in 2007. He researches computational methods to understand how genes impact diseases and has published over 80 peer-reviewed papers. He also is a member of the cancer research group at the OU Health Sciences Center as an adjunct assistant professor in the Department of Biochemistry and Molecular Biology.



Jon Cinocca (BAcc, 1994) was promoted to corporate secretary of Helmerich & Payne. He joined the company in

2001 after several years of private practice in Tulsa, Oklahoma. After receiving his bachelor of accountancy degree, he earned his juris doctorate from OU in 1998 and is a certified public accountant.

Steve Milam (BBA, management information systems, 1995) was chosen as the guest speaker at Muskogee's Alpha Phi Alpha fraternity's annual Community Prayer Meeting and Scholarship Program. Milam is a graduate of Muskogee High School, an ordained minister and the owner of two Wingstop Restaurants in the Dallas area, with plans to open a third.

Clane LaCrosse (BBA, management information systems, 1996) is president, CEO and co-founder of Bosque Systems and was selected as



a finalist in the Ernst and Young 2014 Entrepreneur of the Year, Southwest Region. LaCrosse and all other nominees were selected for being entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. The finalists were selected by a panel of independent judges

from approximately 100 nominations. LaCrosse was an OU football player who went on to earn his MBA in finance from Southern Methodist University. Today, he and Rosana, his wife of 14 years, live in Dallas and have four children.

Gary Ward (MBA, 1996) was appointed as the University of Missouri's vice chancellor of operations and chief operating officer. Along with his MBA, Ward earned his bachelor's degree in architecture from OU. Upon graduation, he worked for the Calvin Design Group in Oklahoma and went on to become the director of physical plant operations at Penn State University until 2005, when he began working at MU.



Pamela Amburgy (BBA, accounting, 1997) is a vice president for Midfirst Private Bank. In her new position, Amburgy will assist high-net-

worth individuals with their financial needs. She is a certified public accountant with 18 years of commercial banking experience.

Thad Luckinbill (BBA, finance, 1997) and **Trent Luckinbill** (BBA, finance, 1997) of Enid, Oklahoma, jointly produced their first Hollywood



movie, titled *The Good Lie*, which premiered in October. The twin brothers own Black Label Media, a production company they recently formed with Molly Smith, an established producer. Trent has an extensive legal and financial background in the private and public sectors at the Department of Treasury's Office of Financial Stability, as a lawyer at the Justice Department in Washington, D.C., and in private equity group. Thad moved to California after completing his finance degree at OU. He has been working as a producer for almost 15 years and has a recurring role on the soap opera *The Young and the Restless*.

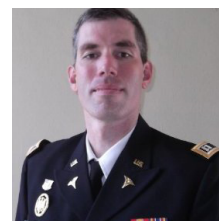


Shane Hunt (BBA, marketing, 1998; MBA, 1999) was appointed dean of the Arkansas State College of Business. After graduating

from OU, Hunt worked for a Fortune 500 company in Tulsa, Oklahoma, and spent eight years working as a pricing analyst, product manager and business development manager overseeing numerous mergers and acquisitions initiatives. He later earned his PhD in marketing from Oklahoma State University.

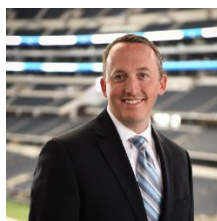
Karen Carlsen (BBA, marketing, 1999) has taken on a role of hope for those suffering with Lou Gehrig's disease. Carlsen organizes fundraisers to benefit the search for a cure for amyotrophic lateral sclerosis (ALS) after being diagnosed with the disease in 2011. At the age of 17, she joined the Navy, working as an aviation electronics technician. She traveled all over the world and, after she retired, earned her BBA from OU before working with Boeing in Oklahoma City.

James Hamm (BBA, management information systems, 1999) is a medical officer for the U.S. Army and currently is assigned to be the battalion surgeon for 2 – 9 infantry regiment Camp Casey in South Korea.



Dikran Tourian (BBA, marketing, 1999) was named to New Source Energy Partners' board of directors. He was appointed president of the oilfield services and midstream division of the Partnership in November 2013 in connection with the partnership's acquisition of MCE, LP, a services company specializing in increasing efficiencies and safety in drilling and completing processes that Tourian co-founded in 2010. He founded and sold numerous businesses since 2000, including a sale to Compass Diversified Holdings in 2007.

2000s



Jeff Winton

(BBA, management information systems, 2000) joined the Dallas Cowboys as the director of merchandise systems.

Prior to his work with the Cowboys, Winton worked in IT consulting for 14 years with such companies as Sendero Business Services, Hitachi Consulting and Stonebridge.

Chris Pollard

(BBA, real estate, 2001) was chosen as a vice president in the Berkadia's Dallas office. He most recently was a director with LMI



Capital, where he was responsible for creating and managing relationships with borrowers and lenders. Prior to that, he was a financial analyst specializing in deal structuring and underwriting at Column Financial/Credit Suisse.

Harry Adam Nuse (BBA, marketing, 2003) was named the general manager and chief operating officer of the Bowling Green Hot Rods Midwest League baseball team in Kentucky. Previously, Nuse was serving as the vice president of sales for the Corpus Christi Hooks and was a member of their inaugural staff in 2004, beginning as an account executive but quickly working his way up to several leadership positions. He began his role in baseball as an intern for the Round Rock Express in 2001. Along with his BBA from OU, Nuse holds a master's degree in sports administration from Wichita State University, where he also worked in the Shockers' athletics department as a marketing associate and group sales director.

Simon Shingleton (BBA, finance, 2003) is a real estate agent for Oklahoma City's Keller-Williams Elite and serves as the vice president of the Quail Creek Homeowners Association. Also a member of the Oklahoma City Orchestra League, he helped plan its 2011, 2012 and 2013

Symphony Show House events. He recently appeared on Bravo's reality show, "Real Housewives of Orange County," where he helped a couple find a home in Oklahoma City and enjoyed using the opportunity to showcase everything the city has to offer on a national scale.

Kelli Haywood

(BBA, marketing, 2004) works for Starstruck, an artist management company based in Nashville, Tenn.



She is the director of strategic marketing and business development and has been with the company since March 2013. Starstruck is led by owner and founders Narvel Blackstock and Reba McEntire. The firm manages the careers of multiple artists, including Blake Shelton and Kelly Clarkson.

Ryan Watts (BBA, energy management, 2004) is president of Addax Minerals LLC, a leading purchaser of oil and gas rights and royalties in Dallas. His company has raised approximately \$35 million from wealthy families and individuals to buy stakes in shale-rich areas.



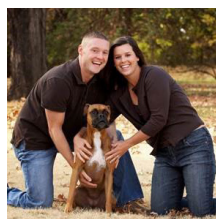
Stewart Berkinshaw

(MAcc, 2005) became associate provost and director of academic financial operations at OU.

Prior to his recent appointment, he served as audit senior manager for KPMG in Dallas.

Jason Maloy

(BBA, energy management, 2005) is a land negotiator for Encana Oil & Gas USA Inc. in Dallas. He recently was recognized in *Oil & Gas Investor Magazine's* Change Agents: Twenty Under 40 feature. He currently serves as president of DAPL and was named Landman of the Year. He serves on AAPL Education and

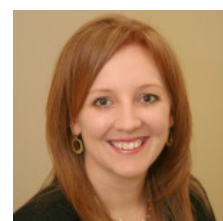


Publication committees, received the AAPL awards for Community Service and Newsletter, founded the MP Foundation for ALS Awareness and enjoys participating in marathons.

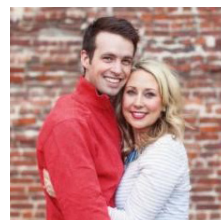
Brandy Rogers (BBA, management, 2005) is the co-owner of Pronto Print Inc. with her husband, Robert. They have owned the business since October 2009 and have grown 50 percent since then. Pronto Print provides services in screen printing, signage, embroidery, banners and promotional items as well as several other aspect of business forms and marketing needs.

Kylah McNabb

(MBA, 2007) won the Rising Star award for the 2014 Women of Wind Energy (WoWE) awards May 8



at the American Wind Energy Association conference in Las Vegas. McNabb currently works at the Oklahoma State Department of Commerce/State Energy Office as a program manager and wind development specialist. Along with her MBA, she also has a bachelor of arts degree in geography from OU, which she earned in 2002. In 2011, McNabb graduated from the National Renewable Energy Laboratory's Executive Energy Leadership Program.



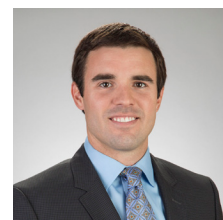
Ashley Sunderland

(BBA, marketing, 2008) is a senior sales consultant at KONE in Denver. She recently married

Brett Foy, a graduate of the University of Colorado.

Brian Tucker

(BBA, finance, 2008) who began his insurance career as a summer intern in Roach Howard Smith & Barton's Fort Worth office while attending Trinity High School in 2003, is now the independent insurance agency's assistant vice president. Tucker is

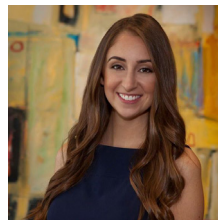


a four-generation commercial property and casualty insurance sales executive for the agency. He takes on this new position with six years of commercial insurance experience. He previously worked with Central Insurance Co. for three years as a commercial lines underwriter and most recently has been the commercial lines marketing manager responsible for agents in New Mexico and central and west Texas. Tucker has his Chartered Property Casualty Underwriter and Certified Insurance Counselor designation, and is currently working on his Certified Risk Managers designation.

2010s

Lauren Day (BBA, marketing, 2010), a junior denim buyer with Dillard's, recently married Joseph Metzel, a natural gas marketing analyst and scheduler with Exco Resources.

Andrea Kissack (BBA, accounting, 2010; MAcc, 2010) recently married Joe Buggard at Sheridan Lutheran Church in Lincoln, Nebraska. The newlyweds honeymooned in Italy and currently reside in Austin, Texas, where Kissack is a CPA/auditor for Maxwell Locke & Ritter.



Peyton Salavarria (BBA, marketing, 2012) was hired as the new executive director of Gill Children's Services, a nonprofit

organization. Salavarria brings experience in the nonprofit sector, creating marketing campaigns, branding strategies and community awareness. Previously, she was the director of events and marketing of school communities in Greater Tarrant County in Fort Worth, Texas.

military science fiction video game franchise developed by Bungie and now managed by 343 Industries and owned by Microsoft Studios. Over 50 million copies have been sold worldwide, with the games alone grossing almost \$3.4 billion.



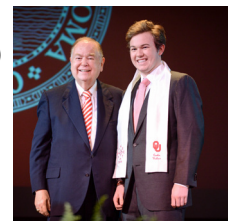
Parker Dooly (BBA, finance, 2013) is a credit analyst for JPMorgan Chase's commercial banking in Oklahoma City. He is engaged to marry Christine Baukal, a fellow OU alumna, in March.

Blake Ward (BBA, energy management, 2012) is an SEO specialist for Standing Dog LLC by day and a disc jockey at the Beauty Bar in Dallas by night. He learned to DJ while in college and has since toured throughout the United States, performing sets in New York, Austin, Dallas, Houston, Tulsa, Oklahoma City and Norman. Ward has worked at Standing Dog for approximately a year and a half and performs search engine optimization as well as handling their social media.

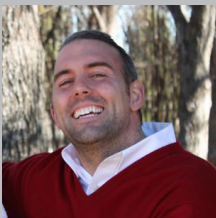
Robert Bowen (MBA and M.S., management information systems, 2013) is a producer for Microsoft's Halo franchise. Halo is a multi-billion-dollar

Corbin Wallace (BBA, finance, 2014)

was recently hired as OU President David Boren's new press secretary. He is responsible for all communication with the president's office and coordinates the president's media availability. Wallace was a top-12 sophomore and junior and named Big Man on Campus. He also served as vice president of finance and vice president of public relations in his fraternity, Sigma Phi Epsilon. The last two press secretaries for the president's office also were graduates of Price College.



In Memoriam



Ryan Vincent Eoff (Aug. 11, 1977 – April 14, 2014) lived a full and purposeful life surrounded by family and friends who were of the

utmost importance to him. Eoff was a hard worker who was dedicated to his career and learning from others, and his perseverance is exemplified by his motto, "Keep Shining Your Light." He placed immeasurable value on his education at the Price College of Business and was a loyal Sooner. In honor of his life and to commemorate his time at the Price College of Business, his friends established

the Ryan Vincent Eoff Endowment in the Price College of Business. Eoff is survived by his wife, Peyton, his daughter Landry, and his parents, Paul and Jennifer.



Shannon Self (Oct. 17, 1956 – July 11, 2014) was a beloved husband, loving father and dedicated businessman. Self was born in Thomas,

Oklahoma, and received his BBA in business administration and economics in 1979. He later earned his juris doctor from Northwestern University in Chicago

in 1984. Upon graduating and finding success in his career, Self went on to sit on the boards of Westminster School in Oklahoma City, Heritage Hall in Oklahoma City, and the board of visitors at Northwestern University School of Law. As a businessman, Self's talents led him to assist his friends Audrey McClendon and Tom Ward in taking Chesapeake Energy Corp. public, where he served as primary attorney and an original member of the board of directors. Self is survived by his wife of 30 years, Tiffany Self; his three children, Taylor, Bailey and Ian Self; his three younger siblings, Drew, Tarena and Sid Self; and many nieces and nephews.



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Price College by the Numbers

5

The Center for Entrepreneurship Undergraduate Program ranking by *The Princeton Review* and *Entrepreneur Magazine*

7

The MBA Program ranking by CollegeAtlas.org in terms of affordability, academic quality, accessibility, GMAT average and job placement results

10

The Steed School of Accounting Undergraduate Program ranking by *Public Accounting Report*

11

Percentage increase of students enrolled in Price College over the past two years

14

The Steed School of Accounting Graduate Program ranking by *Public Accounting Report*

15

Number of new full-time faculty who joined Price College in the past year

18

The Center for Entrepreneurship Graduate Program ranking by *The Princeton Review* and *Entrepreneur Magazine*

20

Supply Chain Management Program ranking by Gartner

25

International Business Program ranking by *U.S. News & World Report*

43

Percentage of Price College seniors who study abroad before graduating

100

Number of Price College
FACULTY AND STAFF

3,900

Number of Price College
STUDENTS

30,000

Number of Price College
ALUMNI