


LEAD ON



THE UNIVERSITY
OF OKLAHOMA'S
CAMPAIGN
FOR THE FUTURE

Transforming Business Education

Inspired by OU's mission of changing lives, and grounded in our purpose, we have laid out a bold new vision for Price College – to become **bigger, broader, and better** in preparing the next generation of business professionals, leaders and entrepreneurs that our state and country need. The *Lead On* campaign will allow us to realize this vision.



Arthur B. Adams Society Dinner
First Americans Museum | Oklahoma City
Friday, November 4, 2022



University Welcome

President Joseph Harroz Jr.

First Americans Museum Welcome & Society Toast

Governor Bill Anoatubby, Chickasaw Nation

Price College Update

Dean Corey Phelps

Seed Sower Presentation

Michael Horton

-DINNER-

Student Interviews

Facilitated by Shibani Joshi

Featured Speaker

Mike Beckham, Co-Founder and CEO, Simple Modern

Founding Member Recognition

Dean Corey Phelps

Advancing Member Recognition

Dean Corey Phelps

New Member Recognition and Induction

Dean Corey Phelps

Closing and OU Chant

OU Student Musicians

Reception Performers

Ford Chambers, Bass
Jake Markman-Fox, Saxophone
Noah Ford Roberts, Guitar
Joshua Stenis, Drums

Dinner Performers

Jessica Piso, Flutist
Laura A. Zambrano Ibagué, Flutist

This evening's dinner music is a selection of traditional flute music from Cherokee, Sioux and other tribes, including selections from Patrick Flynn's Native Spirit Song Book Volume 1.

OU Chant

Emily Dierks, Soloist

O-K-L-A-H-O-M-A
Our chant rolls on and on!
Thousands strong
Join heart and song
In alma mater's praise
Of campus beautiful by day and night
Of colors proudly gleaming Red and White
'Neath a western sky
OU's chant will never die.
Live on University!

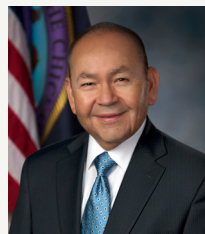


Joseph Harroz Jr., President, University of Oklahoma

Serving the University of Oklahoma for over 26 years in various leadership roles, Joseph Harroz Jr. ('89) was named OU's 15th president on May 9, 2020. Harroz's previous service to OU includes a one-year term as interim president, nine years as dean of the College of Law, 12 years as general counsel, and two years as vice president for executive affairs.

As president of OU, Harroz led the development of the university's Strategic Plan — a comprehensive strategy that positions OU as one of the nation's leading public research universities, marked by a transformative student experience. At the heart of the Plan is OU's fundamental purpose — We Change Lives.

An abundance of successes have emerged since the Plan's unveiling two years ago — record freshman classes, historic levels of giving and the launch of a \$2 billion fundraising campaign, strategic research growth, the merger of OU Health, joining the Southeastern Conference, and more.



Bill Anoatubby, Governor, Chickasaw Nation

Bill Anoatubby has served as Governor of the Chickasaw Nation since 1987. He has been active in tribal government since 1975. His previous positions include director of tribal health services, director of finance, special assistant to the governor, controller, and he was the tribe's first lieutenant governor.

In his first term, Governor Anoatubby established goals of sustainable economic development and self-determination for the Chickasaw Nation and boundless opportunities for its people. Today, the Chickasaw Nation is well on its way to achieving those goals.

In 1987, the tribe had approximately 250 employees. Today, the Chickasaw Nation employs nearly 13,500 people. The financial condition of the tribe has improved tremendously. Funding for tribal operations has increased exponentially, and tribal assets have grown two-hundredfold.

The Chickasaw Nation operates more than 100 diversified businesses and invests much of its revenue into funding more than 200 programs and services. These programs cover education, health care, youth, aging, housing and more, all of which directly benefit Chickasaw families, Oklahomans and their communities.

Under Governor Anoatubby's direction, the Chickasaw Nation places a strong emphasis on preserving and sharing its heritage, history, language and culture. This commitment can be seen in the various artistically and culturally-centered programs, language services and the world-renowned Chickasaw Cultural Center.

Corey Phelps, Ph.D., Dean, Price College

Corey Phelps joined OU in 2020 as the Fred E. Brown Chair, Dean of the Michael F. Price College of Business and a professor of entrepreneurship. During his tenure at OU, he has led the Price College of Business through the development of a comprehensive five-year strategic plan that will lead to a Bigger, Broader and Better business school by 2026. In his academic career, Phelps has lived and worked in the U.S., France and Canada, and has taught or consulted in more than 30 countries around the world, most recently serving as associate dean of executive programs and education, professor of strategy and organization, and Marcel Desautels Faculty Fellow at the Desautels Faculty of Management, McGill University in Montreal.



Mike Beckham, Co-Founder and CEO, Simple Modern

Mike Beckham ('03) is co-founder and chief executive officer of Simple Modern, a leading producer of premium drinkware and lifestyle products. Founded in 2015 and based in Oklahoma, Simple Modern currently generates a nine-figure annual revenue and is committed to generosity, donating at least 10% of annual profits to nonprofit organizations. Under Beckham's leadership, the company has grown into a category leader for Amazon, Target, and Sam's Club. In addition, Simple Modern launched in Walmart stores nationwide in spring 2022.



Prior to founding Simple Modern, Beckham spent over a decade working for the worldwide Christian ministry CRU. Equipped with a deep understanding of the nonprofit sector, Mike transitioned into the business world and helped found and operate several e-commerce businesses, which cumulatively generated more than \$1 billion in revenue. Mike graduated with a degree from the University of Oklahoma Price College of Business, where he currently serves as the senior entrepreneur-in-residence.

Shibani Joshi, Business Journalist

Shibani Joshi ('98) is an experienced journalist who has covered business, technology and general news for global media outlets, including ABC News, Fox Business Network, Fox News Channel, Yahoo! Finance and Huffington Post. She previously anchored a daily markets show on the Fox Business Network and had her own tech segment across Fox's networks. Shibani has interviewed hundreds of corporate CEOs and executives from companies, including Apple, Citigroup, Ford, Google, McDonald's and Uber. She has also reported extensively on the floors of the NYSE, Nasdaq and NYMEX exchanges. Joshi is a graduate of the University of Oklahoma Price College of Business and holds an MBA from the Harvard Business School. She currently lives in the Bay Area with her three children.





STARTUP PROGRAMS

Oklahoma is poised for an entrepreneurial resurgence. Startup activity in the state has been increasing each year for over a decade. This growth is being fueled by a burgeoning entrepreneurial ecosystem clustered in Norman, OKC and Tulsa.

Price College plays a critical role in the Oklahoma entrepreneurial ecosystem by reducing the barriers to startup creation and development through our OU Startup Programs. Startup Programs are a collection of ideation, acceleration and incubation programs that support entrepreneurs at critical stages of development. In the last two years, OU Startup Programs have increased OU startup output nearly 10-fold, producing 15 companies each year.

OU Startup Programs serve students, faculty, staff, alumni and affiliates from across the university by taking a multidisciplinary approach to entrepreneurship and supports startups competing in different industries, with different technologies and business models.

To learn more about OU Startup Programs and how to support them, contact:
Veronica Collazo, Development Officer, at vcollazo@ou.edu or (405) 325-0545.



“ OU Startup Programs are the home for entrepreneurship at OU, regardless of year, major, college or industry. We champion entrepreneurship, foster new ideas and nurture the next generation of founders.

- DAYTEN ISRAEL, Director of OU Startup Programs

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FEATURED STARTUPS

Cardea

Prakhyat Reddy ('24 Price College, MIS, Accelerated MS-MIT)



Company Description:

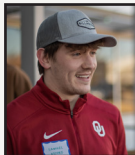
American foods are loaded with unnecessary sugars. This realization was a culture shock for Cardea's founder, an international student from South Asia. During their first year of study, Cardea's founder struggled to maintain healthy eating practices and sought to find alternatives that were healthier but didn't compromise taste. The search for alternatives resulted in Cardea, a distribution company sourcing and distributing allulose to small and medium-sized enterprises. Allulose mimics the critical properties of sugar with only 10% of the caloric intake, creating opportunities for healthier food products that still carry the same taste and texture that American consumers are used to.

Helion Illumination

Harrison Best ('22, Weitzenhoffer College, Production and Lighting Design)

Ethan Brown ('23, Gallogly College, Electrical Engineering)

Samuel Moore ('22, Price College, Entrepreneurship & Accounting)



Company Description:

Helion Illumination was sparked by the idea of flying lighting devices to provide more effective and efficient lighting for live events.

In its earliest stages, the Helion team experimented with flying lights via balloons or drones, but the team discovered that existing lights with the necessary power and adjustable features were too heavy for flight. This led the team to its solution: lightweight, flight-capable lighting attachments with high-performing luminosity and adaptable features. The team will soon introduce its newest prototype to demonstrate its flight and lighting capabilities for law enforcement organizations and live-event production companies. The Helion team developed this idea from the lessons it learned from the New Venture Development course and through its participation in Startup Accelerator and Startup Incubator.

Nox

Karsyn Redinger ('23, Price College, Entrepreneurship & Venture Management)

Olivia Duffy, Trystin Duffy, Triston Gilchrist



Company Description:

Nox is a cold wallet-storage solution that prides itself on ease of use and security.

Crypto-minded consumers are quickly realizing the vulnerabilities associated with keeping their digital assets on an exchange. Cold wallets are the standard for storing digital assets, but none of the current solutions on the market offer proper security or convenience for consumers. With Nox, customers don't have to compromise one for the other. Nox wallets are comprised of a life-proof metal card and a recovery coin, both of which are compatible with a connected application. Additionally, the company's recovery coins are unmatched by current market standards and universally compatible with all other cold wallets. The Nox team intends to publicly release its product in summer 2023.



STARTUP
Programs

NEW MEMBERS

VISIONARY LEADER

Lee ('79) & Suzie Symcox ('85)

CHAIRMAN

Chuck ('92) & Carole Rikli

DIRECTOR

Kirk ('81) & Veronica Fritschen

EXECUTIVE

Terry & Joan Huey Jennifer ('87) & Anthony Silveira

PARTNER

Michael & Lisa Curtis Stephen ('98) & Lauren Swann

William ('84) & Lori Forrest Arthur ('66) & Betty Thompson ('66)

Walter ('74) & Pamela Grayson Louis S. ('72) & Patricia Torczynski ('74)

Kendall ('00, '00) & Courtney King ('02, '05) Chris Watson ('87)

Mr. Hengguo Ma ('00) & Dr. Li Chen ('98, '01) Anne Zachritz & Jane Ann Norris

David ('76) & Stephanie Meara ('80) David Bizzell Zachritz

James H. Spann Jr. ('82) Jeffrey Neal Zachritz

ADVANCING MEMBERS

VISIONARY LEADER

Michael Horton ('02)

EXECUTIVE

Tom ('92, '06) & Ann Hooper

PARTNER

Caroline ('08, '10) & Matt Sharp



FOR A COMPLETE LIST OF ALL MEMBERS SCAN THE QR CODE
OR VISIT: [PRICE.OU.EDU/ABAMEMBERS](https://price.ou.edu/abamembers)