

The First of Its Kind: The Energy Management Program Celebrates Golden Anniversary / By Steve Long, Director of Energy Management



On April 18, President Boren and the Price College of Business welcomed nearly 600 alumni, students, faculty, families and friends to the 50th Anniversary celebration of the Energy Management program.

In 1958, the program began with just 11 students under the name, petroleum land management. It was the first of its kind in the world. Under the visionary leadership of President George Lynn Cross and the first director of the PLM Program, William H. Keown, OU collaborated with the oil and gas industry to create a set of courses that focused on developing a broad understanding of the commercial aspects of the energy business, including land, legal, title and negotiations.

The program peaked with almost 800 students in 1981 during the oil boom. However, in 1995, the OU program fell to only six students. Working with the industry, Price College amended the course selection in light of changing market needs. And in 1999 the State Board of Regents approved a new curriculum of energy concentrated courses from all around campus. The program was renamed Energy Management and today stands as an outstanding, industry-driven program that draws on the strengths of OU's core energy colleges.

Michael F. Price College of Business

Courses in accounting, management, marketing, economics and MIS are now combined with upper-division-level finance courses in such areas as derivative securities, energy risk management, investments and financial markets.

Mewbourne College of Earth and Energy

Energy Management students take fundamental technical classes in petroleum engineering, geology and geophysics.

College of Atmospheric and Geographic Sciences

At Sarkeys Energy Center, the students receive a basic understanding of meteorology and the influence of weather on the global natural gas market as well as the implications of the industry on the environment.

College of Law

World renowned in the area of oil and gas law, the College of Law collaborates with Price College in the legal areas of commercial transactions, real property and oil, gas and environmental law.

The flexibility of the Energy Management program and the diversity of its students will buffer graduates from cyclical hiring practices associated with the price of oil and gas. This varied curriculum also is a direct reflection of the innovative culture of the university, its strong relationship with the energy industry, and the collaboration across colleges on campus. Today's graduates can enter the workforce in a number of energy-related career paths, including land management, energy finance, acquisitions and divestitures, law, marketing and trading.

Today's energy management students are entering what some label a "Perfect Labor Storm." The oil and gas industry has not actively





Members of the Energy Management Student Association on a clean up day on Boyd Street.



The Keowns, from left, David and Allan, visit with President Boren at the anniversary celebration.

recruited since the mid 1980s. Many companies are facing a 20-year gap in experience. The National Petroleum Council projects a personnel shortage of approximately 40 percent as a result of workforce retirements over the next decade. Additionally, a study conducted by the American Petroleum Institute estimates the average age in the oil and gas industry is 49. This is the oldest of any domestic industry. And lastly, commodity prices are booming as a result of oil prices at \$140/barrel, natural gas prices at \$12/mcf and gasoline prices at \$4/gallon. The Price College of Business is positioned to respond to the greatest pending crew shift change in American industrial history.

Ever evolving, the first 50 years of the Energy Management program at OU has proven to be eventful. It has reached high and low points numerous times as the energy industry has shifted, yet the program has maintained its strength and is poised for the future. The innovative curriculum, the established world-renowned faculty, the high caliber of students and distinguished alumni – all of these contribute to a program that is positioned to excel for the next 50 years.

Copies of the booklet “The Birth and Growth of the University of Oklahoma’s Historic Petroleum Land Management and Energy Management Program” and the new 50th Anniversary Commemorative Directory of more than 1,000 alumni are available by contacting Marilee Watts at (405) 325-6193 or mwatts@ou.edu.



From left standing: the first four graduates of the program in 1960, Phil Houser, Bill Brodnax, Gary Boren and Frank Spooner; from left seated: professor and founder of the Energy Management program, William Keown and Dean Horace Brown.

Highlights from the 50th Celebration



More than \$300,000 in scholarship awards were announced to 65 well-deserving undergraduates.



Paul D. Trimble, adjunct professor of oil, gas and environmental law, receives the Inaugural William H. Keown Lectureship Award from Steve Long, director of energy management, left, and Nim Razook, David Ross Boyd Professor of Legal Studies and Robert M. Zinke Chair in Energy Management, right. Keown's sons, David and Allan, were present to discuss the new Keown Lectureship Series with attendees at the celebration. Trimble says, "It is an honor to receive the award considering all that Dr. Keown did for the university and the program. As an OU graduate myself, I feel privileged to be recognized for doing something I truly enjoy. It is really humbling."



Michael K. Bishop, outgoing president of the Energy Management Student Association, is recognized as the Outstanding Senior Graduate in the nation by the American Association of Professional Landmen and pictured here with President Boren. Bishop states, "To me that is like my Heisman Trophy. I was thrilled to be given that distinction because it means that our program is preparing its students better than any other in North America."



Lindsey D. Owen, pictured here with President Boren, receives the 48th annual Julian J. Rothbaum Award honoring the highest-ranking energy management student as selected by the Energy Management Student Association. "It was an honor to receive the award on such a historic night for the program. There are so many outstanding Energy Management students, so I was very grateful, but still shocked, that I was selected," said Owen.

The Robert M. Zinke Center for Energy Management's 50th Anniversary Capital Campaign

Following on the heels of President Boren's challenge issued at the gala celebration on April 18, the Price College of Business is launching its Energy Management Golden Anniversary Capital Campaign.

The goals of the campaign include:

- *Provide a Firm Foundation for the Future*
Historically, the energy management program's financial support has tracked with the commodity price. Now is the time to provide financial security for the next 50 years.
- *Secure the Base*
The program has doubled in size in the past three years and with that comes escalating costs (i.e. more classes, more field trips, etc.).
- *Stay on the Leading Edge*
New programs are starting up at a number of universities. While others are emulating the OU model, Price College will introduce new world-class initiatives.

With your support, the Robert M. Zinke Center for Energy Management can ensure that the program's long, rich history as the first program of its kind in the nation will thrive and flourish for years to come.

Fifty only happens once. For more information on how you can be a part of the 50th Anniversary campaign, please contact Ameil Shadid in the Price College Development Office at (405) 325-4139 or shadid@ou.edu.