

# ***PRICE***

***m a g a z i n e***

*Fall 2010*



**Alumnus Randall Stephenson  
Chairman and CEO of AT&T**

*The University of Oklahoma*



*Price College of Business*

# Letter from the Dean

## Dear Alumni and Friends,

Welcome to another issue of *Price Magazine*. As I write this we are well on our way into a new academic year. While the current economic environment has challenged us in the preparation and placement of our students, it also has contributed to a laboratory for academic research, case analyses and classroom discussion that heretofore were not part of the business landscape. Demand for our programs remains strong with placement as good, or, in many cases, better than what we are seeing reported elsewhere. With a portion of our curriculum at both the undergraduate and graduate levels targeted toward placement in the energy industry, the relative health of the oil and gas firms (as well as related support industries) has served to maintain a favorable market for our graduates. Other areas in the college also were seeing positive employer response this past spring.

We have attempted to provide you a glimpse into college highlights and selected programs in this issue. The college takes the incorporation of social responsibility into our students' education and experiences very seriously. Our First Fidelity IBC program, marketing research classes and MIS capstone curriculum intentionally integrate social responsibility into the course coverage. In addition, our student organizations are extremely active in numerous charities. Effective business leaders must understand and be able to act on their roles as responsible members of the broader community. Price College is committed to preparing our students to assume these vital roles.

The MBA scholars programs in New York, London and Dallas are exceptional opportunities for students who desire to explore working and living in these major business centers. Often facilitated through OU alumni, these educational and professional development experiences offer students unique access to a multifaceted professional growth opportunity not often found in other MBA programs. Through the generosity of our alumni, we have been able to provide our students access to these offerings.

No job in business is devoid of communication challenges. The Price College Business Communication Center seeks to provide students and faculty with the support they need to foster verbal and written communication skill development. With two full-time staff members, the BCC provides students access to input on both the visual and oral components of presentation, along with feedback on their written work. Student and faculty reaction to the impact of the BCC has been extremely favorable.

Our hands-on curriculum in a variety of areas across the college is highlighted in this edition, with a focus on the Fixed Income Fund and Student Investment Fund classes in our Finance Division. Input from recruiters and students indicates



*Dean Evans and President Boren present Randall Stephenson with a University of Oklahoma photo collage during his visit to Price College.*

these courses provide the Price College graduate an advantage in the job market. In an effort to share these and many other opportunities that are available in the college, we have begun to offer boot camps exposing local high school students to our offerings in Entrepreneurship and MIS, with another coming for underclassmen in Marketing and Supply Chain Management.

Finally, we highlight two faculty members and alumni in this edition. Chitru Fernando and Tony Roath are valued members of the Price College faculty community who provide important contributions to our research and instructional mission. In addition, Heath and Sarah Flowers, alumni of Price College, share their story and reveal their next adventure as they prepare for new educational challenges ahead. The conversation with OU alum Randall Stephenson, CEO of AT&T, offers insight into his journey to the top in the telecommunications industry. His message focuses on the role telecommunications plays and will continue to play in driving productivity/greater business velocity. He also comments on his and AT&T's role in the community. Clearly, he sees their business and the communities they serve as a mutual partnership. It is a partnership that has certainly benefitted from the leadership of Mr. Stephenson.

I hope you enjoy this issue of *Price Magazine*. As always, it is a pleasure sharing it with you.

Kenneth R. Evans  
Dean and Fred E. Brown Chair of Business



## Real World Finance

Students Learn Hands-On in Student Investment Fund and Fixed Income Fund Classes.

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## PRICE COLLEGE OF BUSINESS ADMINISTRATIVE OFFICES

<b>Kenneth R. Evans</b>	Dean and Fred E. Brown Chair
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<b>Nim Razook</b>	Associate Dean, Undergraduate Programs
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Throughout this issue of *Price Magazine*, the artwork on the exterior of Adams Hall is featured. It was sculpted by faculty artist Joseph Richard Taylor (1907-1999) in 1936 when Adams Hall was built. The stonework embodies the ideals of business and industry.

**On the cover:** Randall Stephenson, Chairman and CEO of AT&T and Price College Alumnus - Photo provided by AT&T.

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# Real in

By Deborah Benjamin

The heart of Wall Street may beat in New York City, but, for some students in the University of Oklahoma's Michael F. Price College of Business, the financial capital of the world might as well be Norman, Okla. That's because, as part of OU's Student Investment Fund and Fixed Income Fund classes, they're managing high-value, real-dollar portfolios just like professionals in major Wall Street firms.

Both courses are designed to provide students with a sound foundation in portfolio management by allowing them to handle real investments. Working in groups, students screen and evaluate stocks (Student Investment Fund class) or bond-like instruments (Fixed Income Fund class) using sophisticated analysis, and are also required to pitch and defend new purchase recommendations.

"Both of these courses — the Fixed Income Fund and Student Investment Fund courses — are extremely state-of-the-art," said Pradeep Yadav, director of Price College's Finance Division and W. Ross Johnston Chair in Finance, who teaches the Fixed Income Fund course. "Other classes provide a rigorous conceptual and theoretical framework for students, and these two classes work with real data and enable students to be fully appreciative of the limitations of theory and for the reality of where the rubber meets the road. It allows students to have a much more tempered and realistic view of the theoretical framework, and thereby enriches their understanding of theory for the real world."

The Student Investment Fund class started in the fall of 1996 as a result of a generous gift from Michael F. Price, who provided a \$100,000 initial contribution. The course gives



# *World Finance the Classroom*

between 18 and 26 undergraduate and graduate students each semester an opportunity to manage and administer an investment portfolio of carefully selected, high-quality securities and cash that has a net value of more than \$470,000. Students are graded on their ability to learn and then apply investment theory, and provide written analysis and original research, among other criteria. The knowledge acquired in the class can give students a leg up when seeking professional employment.

“Over the years, numerous students have told me the class gave them an advantage in landing an interview, internship or job,” said Duane Stock, Michael F. Price Student Investment Fund Professor. “One student told the recruiter how the class was conducted and the recruiter was so impressed that he remarked, ‘You should list this class as work experience.’”

The Fixed Income Fund course exposes senior-level undergraduate and MBA students to the intricacies of managing portfolios that contain only bond-like financial instruments, which include the gamut of treasuries, mortgage-backed securities and corporate bonds, among others. Students learn the analytically intensive concepts and techniques that underlie fixed-income investments and markets, and use this knowledge to manage a \$5 million portfolio funded by Bank of Oklahoma, which performs the fund’s trades based on student recommendations. State Farm donated an additional \$75,000 for the class.

Yadav said students spend half the semester learning about the analytics of fixed-income investments and are graded on written exam performance of analytical content, peer review and group presentations, and their ability to research and defend investment decisions. He said OU’s Price College sets itself apart from other business schools

by offering the Fixed Income Fund course as part of its curriculum.

“It’s very rare for students to manage a portfolio consisting of only bond-like financial instruments. This is a relatively unusual course among university offerings,” Yadav said.

Both classes also give students an opportunity to interact with professionals in the financial services industry. BOK employees, for instance, typically attend Fixed Income Fund students’ final presentations, alongside the finance

professors at Price. For the Student Investment Fund class, OU alumnus Jim Barnes, senior vice president and wealth manager at Wells Nelson & Associates, serves as the broker of record and is charged with executing the buy/sell orders provided by students and maintaining the account positions and cost basis, among other duties. Additionally, Colin Wagner, assistant vice president in customer relations at Wells Nelson & Associates and a 2007 Price College accounting graduate, helps Barnes execute the trades. Barnes said a “vital part of the collective responsibilities students must experience in order to manage a portfolio is having a close working relationship with financial professionals.”

“Even though I am not a part of the actual investment process, I attend the end-of-semester presentations and provide analysis and insight on their presentations and investment processes. I enjoy talking to students and answering questions about my profession and what they can expect if they choose to work in the investment industry,” said Barnes, who noted that Price students have managed the Student Investment Fund with “impressive results.” “My involvement with the SIF has been one of the highlights of my 30-year investment career. Watching students get involved and excited about investing real money and being successful in doing so is very rewarding.”







*Everyone at OU involved with this year's Governor's Cup teams gathered together to celebrate the winners.*

## ***OU Teams Win Top Honors at Governor's Cup Competition***

OU student teams won five of the seven top honors at the 2010 Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition April 15 in Oklahoma City. The first and third spots in the undergraduate division were won by OU teams, with the first-place \$20,000 prize going to UniPHI, the team members of which included Daniel Parrot, Hamid Pezeshkian, Lucas Rice and Blake Trippet. OU team Samson Technologies was awarded second-place honors in the undergraduate division, with team members Daniel and Yonathan Reches. Lowell Busenitz, Puterbaugh Chair in American Enterprise, served as faculty advisor for both undergraduate teams.

OU's In-Line Imaging and Zephyrus business plans took home first- and second-place honors in the graduate division. In-Line Imaging team members included Michael Linville, Evan Mayse, T.J. Moen, Tobi Olusola, Ryan Reber and Holly Roe, with Michael Manning as faculty advisor. Zephyrus' business plan also won the inaugural OG&E Positive Energy Award, created to recognize the team that develops the best business plan for technology that enhances energy generation. Zephyrus team members included Matthew Collier, Sam Galoob, Jessie Haffener, Lindsay Smith and Austin Spires.

## ***Inaugural Parker Leadership Conference Held at OU***

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



*Mike Utsler welcomes everyone during his keynote address at the Parker Leadership Conference.*

## Chairman and CEO of Gaylord Entertainment Serves as Distinguished Speaker

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



*Colin Reed speaks to a full audience in Meacham Auditorium at Oklahoma Memorial Union.*

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



*William Brewer, managing director of Yellowstone Energy Ventures*



*Cliff Hudson talks to Pat Daugherty's Supply Chain Management class.*

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

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

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

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



*MIS faculty Mano Ratwatte and Nate Stout along with students on the visit to Walmart's corporate office are pictured with Sharon Wibben, vice president of merchandising systems, center.*

## MISSA's Weekend at Walmart

On April 9, a group of Management Information Systems Student Association members had the opportunity to visit Walmart's headquarters in Bentonville, Ark., to learn how one of the largest Fortune 500 companies leverages technology to gain a competitive advantage. The group toured Walmart's Innovative Technologies Laboratory and the Radio Frequency Identification Research Labs. The students also were fortunate enough to attend the famous Saturday managers meeting, where they observed Walmart's state-of-the-art video conferencing technologies, and even met eight-time Winter Olympic medalist Apolo Ohno and

American Idol judge Randy Jackson. The students and faculty attended a dinner hosted by representatives of Walmart and were able to interact with other OU MIS alumni, including Andrew Daniels and Nick Hayden, who work for the company's information systems division.

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







JCPenney Leadership associates visit with alumnus Michael Kopelman, vice president of investor relations at Time Warner (standing), during their trip to New York.

## JCPenney Leadership New York Corporate Review

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

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



Bob Dauffenbach, standing, moderates the discussion with, from left seated, Guy Patton, Brett Hammond, Gary Trennepohl and Karen Eilers Lahey.

## Panel Discussion Focuses on Retirement

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



## MIS Student Associate Coordinates Successful Blood Drive With OBI

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

Clary Lounge provided a perfect central location for the MISSA blood drive.





Lowell Busenitz and Michael Manning enjoy the awards ceremony with their MBA team at the Rice Business Plan Competition.

### ***MBA Student Team Competes in Rice Business Plan Competition***

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

### ***Bijan Azimi Named Mr. Asian OU***

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



Bijan Azimi



Marianne Fazen, left, moderates the panel discussion in front of a full audience with panelists, seated from left, Stephen Merrill, Bert Marshall, Mary Anne McCaffree and Craig Jones.

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

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

### ***Conference Discusses Decision Making in Accounting***

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



Kevin Jackson with the University of Illinois presents his paper, titled "Investor Status and the Influence of Long-Term Disclosures on Investor Judgments: An Experimental Investigation," during the Conference on Decision Making in Accounting.





Supply Chain Management students tour the large facility at the Regional Food Bank of Oklahoma.

## Supply Chain Management Students Partner With Oklahoma Regional Food Bank

The Division of Marketing and Supply Chain Management Director Patricia Daugherty's Supply Chain Management capstone class, as well as Associate Professor Tony Roath's MBA Logistics class, conducted field projects for the Regional Food Bank of Oklahoma during the spring semester. The undergraduate capstone class performed an efficiency analysis of the Food Bank's receiving, shipping and distribution operations. The graduate-level Logistics class helped the RFBO assess the feasibility of developing and/or consolidating food pantries throughout the bank's distribution area of approximately 53 countries. Also, MBA students developed forecasting programs to help update the RFBO's current system. The classes' insights and proposals for the food bank were very helpful since the organization is unable to predict what kind of food will be donated, when the food will come in and in what condition it will be.

## Kanaly Lecture Series Features Ernst & Young CEO

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

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



James Turley speaks to a large crowd at the Fred Jones Jr. Museum of Art.

## Trading Room Provides Students With Leading Technology



The Business Information Computation Laboratory serves as a trading floor, computer lab and classroom.

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

## Sooner Launch Pad Awarded Oklahoma's Innovator of the Year

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





## ***Price College Honors Luncheon Recognizes Distinguished Alumni and Faculty***

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

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



*The Molly Shi Ballroom at Oklahoma Memorial Union provides a nice atmosphere for the Third Annual Honors Luncheon.*



*Sherri Coale discusses leadership with the students in ConnXions and from different divisions in the college.*

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

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

### ***MIS Student vs. Faculty Softball Game***

The Management Information Systems Student Association organized a softball challenge between its student members and the MIS Division faculty May 1 at

Rotary Park in Norman. The afternoon included hamburgers, hot dogs and plenty of friendly trash-talking between the two teams. The faculty team won the seven-inning game 14 to 10. Both the MIS students and faculty look forward to the game becoming an annual event.



*MIS students and faculty after an exciting and close softball game.*

## ***February Marks the Sixth Annual Majors/Minors Fair***

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



*Sherry Isom and Sarah Fox, undergraduate academic advisors, enjoy their roles at the Majors/Minors Fair, which had the theme "Exploring New Worlds."*





## Price College Receives Significant Contribution From ConocoPhillips

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



Sig Cornelius and Ken Evans showcase the generous contribution made by ConocoPhillips.



Louis Ederington, Michael F. Price Chair in Finance, and Ravi Jagannathan, keynote speaker for the conference visit during the welcome reception held at the Sam Noble Oklahoma Museum of Natural History.

## OU Hosts Oklahoma Finance Conference

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

## Price College and Steed School of Accounting Maintains AACSB Accreditation

The Association to Advance Collegiate Schools of Business approved the maintenance of accreditation for both Price College and the Steed School of Accounting.

Fewer than 600 business schools, or less than 5 percent worldwide, have earned business accreditation. Price College is among the 170 approved schools that also earned specialized accreditation for their accounting programs.



## Alice Dombrowski Earns Scholarship for Commitment to Integrity

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



Alice Dombrowski



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

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

## ***Spring Convocation***

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



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



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

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

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

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

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



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





TRACI CARTE

**Traci Carte**, associate professor of management information systems, along with **Al Schwarzkopf**, associate professor of management information systems, and doctoral student Tina Wang presented their paper, “Emergent Leadership, Gender, and Culture: The Case of Sri Lanka,” at the Americas Conference on Information Systems in Lima, Peru, in August. The emergent leadership phenomenon, defined as recognized leadership behaviors engaged in by team members with no formal authority, has been studied extensively. In this paper, Carte, Schwarzkopf and Wang develop a better understanding about who engages in emergent leadership behaviors when communications take place via technology. Data collected during Carte’s Fulbright stay in Sri Lanka were analyzed. In all, more than 3,000 e-mails exchanged within 25 technology-supported teams were examined. The results suggest that in this online context, women engaged in emergent leadership more often than men. These results are contrary to published findings regarding emergent leadership behaviors in face-to-face teams, suggesting technology may help level the playing field for women and enable them to better influence team outcomes.



AL SCHWARZKOPF



BRET BRADLEY

**Bret Bradley**, assistant professor of management, presented his paper titled “Team Players and Collective Performance: How Agreeableness Impacts Team Effectiveness over Time” at the Conference

for the Interdisciplinary Network for Group Research in July. The paper, coauthored by Bennett Postlethwaite and doctoral student Maria Hamdani, looks at how teams with more agreeable teammates perform better than teams with less agreeable teammates. He found that teams with more agreeable teammates have better internal communication and have a stronger bond of cohesion amongst each other. Stronger communication and cohesion then improve performance over time.



SCOTT LINN

**Scott Linn**, R.W. “Dick” Moore Chair in Finance and Economic Development, **Louis Ederington**, Michael F. Price Chair in Finance, and **Chitru Fernando**, director of the Business Energy Solutions Center and John A. and Donnie Brock Chair in Energy Economics and Policy, were awarded a research grant by the Department of Energy/Energy Information Administration to study the state of knowledge on the determinants and behavior of oil prices. Linn also presented his paper, “Empirical Evidence on Ownership Structure Management Control and Agency Costs,” coauthored with **Pradeep Yadav**, director of the



LOUIS EDERINGTON



CHITRU FERNANDO

Division of Finance and W. Ross Johnston Chair in Finance, and Sridhar Gogineni, at the INFINITI 2010 Conference on International Finance in Dublin, Ireland. Linn’s paper, “Middlemen and Oligopolistic Market Makers,” coauthored with J.D. Ju and Zhen Zhu, was published as the lead article in the *Journal of Economics and Management Strategy* in spring 2010. A second paper, “Operating Performance Changes Associated with Corporate Mergers and the Role of Corporate Governance,” coauthored with Nicholas Carline and Pradeep Yadav, was published in the *Journal of Banking and Finance* in October 2009.



PRADEEP YADAV





**FRANCES AYRES**

**Frances Ayres**, director of the Steed School of Accounting and John W. Jr. and Barbara J. Branch Professor of Accounting, along with coauthors Stephen Moehrle, Kirsten Anderson, Cynthia Bolt-Lee, Roger Debreceny, Mike Dugan, Chris Hogan, Michael Maher and Elizabeth Plummer, had a paper titled “The Impact of Academic Accounting

Research on Professional Practice: An Analysis by the Research Impact Task Force” selected for the 2009 Best Paper Award by *Accounting Horizons*. The paper summarizes key contributions of academic accounting research to practice, with the goal being to increase awareness of the impact of academic accounting research.



**MARK BOLINO**

**Mark Bolino**, McCasland Foundation Professor of American Free Enterprise, and Jaron Harvey, former doctoral student in the Division of Management and Entrepreneurship, presented their paper, “Citizenship and Self-Worth: The Role of Citizenship Motives,” coauthored by Adam Grant, at the Society for Industrial and Organizational Psychology Conference in Atlanta

last April. In August, at the annual Academy of Management meeting in Montreal, Bolino presented a paper that also was coauthored with Harvey, titled “One Extra Mile Too Many: Living With and Relieving the Burden of Good Citizenship.” The presentation focused on integrating various streams of research that have examined how going the extra mile for one’s organization may contribute to employee job stress and work-family conflict. Bolino and Harvey also described some potential solutions for reducing burnout and “citizenship fatigue” among good organizational citizens, including flexible work arrangements and recognition for extraordinary efforts on the part of employees.



**PATRICIA DAUGHERTY**

**Patricia Daugherty**, director of the Division of Marketing and Supply Chain Management and Robin Siegfried Centennial Chair of Marketing and Supply Chain Management, along with former OU doctoral students Chad Autry, Scott Grawe and Glenn Richey, had their research published in the *Journal of Operations Management*. Their paper, titled “The Effects of Technological Turbulence and Breadth on Supply-Chain Technology Acceptance and

Adoption,” addressed the critical challenge for managers today in assembling the right grouping or portfolio of technologies to accomplish firm objectives. This challenge is particularly daunting given the uncertainties caused by rapid technological development in many industries, and given the fact that many firms are already overburdened with broad technological portfolios that must be managed by limited staff.



**CHRIS KNAPP**



**CAROL KNAPP**

**Chris Knapp**, McLaughlin Chair in Business Ethics, and **Carol Knapp**, assistant professor of accounting, presented “Societe Generale: An Instructional Case Focusing on International Accounting and Auditing Issues” at the Mid-Year Auditing Conference of the American Accounting Association’s Auditing Section in San Diego last January. This case examines a nearly \$10 billion financial fraud orchestrated by a securities trader at Societe Generale, France’s second-largest bank. For the international accounting community, the most controversial feature of the fraud was the accounting treatment applied to it. Rather than recording the huge loss in 2008 when it actually occurred, Societe Generale “backdated” the loss and recorded it in 2007 to “clear the decks” as quickly as possible. This accounting treatment was deemed acceptable under international accounting standards, which the United States profession plans to adopt in 2015.





RAJIV DANT

**Rajiv Dant**, Helen Robson Walton Centennial Chair in Marketing Strategy, Brent Baker and doctoral student Hyo Jin Jeon spoke at the 24th Annual International Society of Franchising Conference at the University of New South Wales in Sydney, Australia, in June. Their paper, titled “Correlates of Successful Franchise Performance,” won the Best Student Paper Award at the conference. Despite the large footprint of franchising in

the retailing arena, not much is known about the primary drivers of performance in franchising systems. In this paper, Jeon, Dant and Baker attempt a systematic assessment of the relative effects of a series of firm decision variables on performance, drawing on the theoretical framework of organizational learning as manifested within the resource-based view of franchising. Franchisors’ strategic plans on certain decision variables (i.e., advertising fee; experience of the franchisor; new projected units; provision of sub-franchising; total initial training; assistances provided to the franchisees; and geographic dispersion) emerge as the primary drivers of the successful franchise systems.



NIM RAZOOK

**Nim Razook**, David Ross Boyd Professor of Legal Studies and Robert Zinke Chair in Energy Management, published “Common Law Obedience in a Regulatory State” in the *American Business Law Journal* in spring 2010. The article addresses the role of common (court-made) law in an age of extensive business

regulation. It argues that, rather than being an amorphous and incomprehensible body of law, the common law contains a well-defined and defensible narrative that business actors may use both to demonstrate legal obedience and to take the higher ethical ground.



DAVID RALSTON

**David Ralston**, Price Chair in International Business, and his coauthors published a paper titled “A Multi-Society Examination of the Impact of Psychological Resources on Stressor-Strain Relationships” in the *Journal of International Business Studies* this year. The goal of the paper was to develop a globally relevant model of the relationship between work role stressors and strain using conservation

of resources theory as the foundation. Stressors included in the model are role conflict and role ambiguity, with three resources — mastery, optimistic-orientation and self-esteem — as moderators on the stressor-strain relationship. Findings showed that personal resources, including mastery, optimistic orientation and self-esteem, generally served to buffer the experienced strain due to work role ambiguity and conflict. This study provides specific information that can assist the global business community in understanding how stress pervades their workforces.



CRAIG RUSSELL

**Craig Russell**, professor of management, recently received two awards: one for a book chapter in *Research Methodology in Strategy and Management* and the other for a research paper titled “The Unfolding Model of Turnover, Research Design, and Analysis Choices: A Monte Carlo Study.” The Emerald Publishing Group chose the book chapter Russell wrote, titled “Establishing the Usefulness of Strategic

Management Research: On Inverted Lewinians and Naked Strategy Scholars,” as an Outstanding Author Contribution Award-winner at the Literati Network Awards for Excellence 2010. His paper was selected by the Research Methods Division of the Academy of Management as the Best Research Paper at their 2010 national conference in Montreal.





**Mark Sharfman**, director of the Division of Management and Entrepreneurship and professor of strategic management, and his coauthors, J. Robert Mitchell and Dean Shepherd, have written a paper titled “Erratic Strategic Decisions: When and Why Managers Are Inconsistent in Strategic Decision Making,” forthcoming in the *Strategic Management Journal*. In this study, the

authors adopt a psychological perspective of judgment to investigate managers’ erratic strategic decisions, which they define as a manager’s inconsistent judgments that can shape the direction of the firm. They examined how both metacognitive experience and perceptions of the external environment (hostility and dynamism) could affect the extent to which managers make erratic strategic decisions. The results indicate that managers with greater metacognitive experience make less erratic strategic decisions. The results also indicate that in hostile environments, managers make more erratic strategic decisions. But contrary to Sharfman, Mitchell and Shepherd’s expectations, in dynamic environments managers make less erratic strategic decisions.



**Wayne Thomas** and his coauthors Ole-Kristian Hope’s and Dushyantkumar Vyas’ study, titled “The Cost of Pride: Why Do Acquirers From Developing Countries Pay More?” is forthcoming in the *Journal of International Business Studies*. Using an extensive panel of cross-border mergers and acquisitions transactions between 1990 and 2007, they find that firms from developing countries (versus

those from developed countries) bid higher on average to acquire assets in developed countries. They are interested in why these higher bids occur and find that bids of firms from developing countries are higher in cases where the transaction displays “national pride” characteristics and where national pride is identified through a manual examination of media articles. These results, which are robust to numerous specifications and control variables, highlight a source of pride beyond personal hubris which potentially influences corporate decision makers.



**Robert Zmud**, Michael F. Price Chair in MIS and George Lynn Cross Research Professor, and **Teresa Shaft**, associate professor of MIS, along with their coauthors, former Price College doctoral students Henry Croes and Weijun Zheng, had a paper titled “Systematic Differences in Firm’s Information Technology Signaling: Implications for Research Design” published in the *Journal of the Association for Information Systems* in March 2010. Their paper focuses on firms’ information technology signaling propensities by coding contents of firms’ press releases and annual reports to test a model explaining a firm’s propensity to signal stakeholders about their I.T.-related activities. Results demonstrate that firms transmitting greater numbers of I.T. signals tend to be low performers in their industries, members of industries characterized as utilizing I.T. in a transformative role and to be larger.





# A Candid Talk with Randall Stephenson

By Anne Barajas Harp

Randall Stephenson was a Price College of Business student looking for a job, and he had a brother who worked for the telephone company.

The rest, as the cliché goes, is history. The OU '82 Master of Accountancy graduate not only got the job, he rose through the ranks to become CEO of a company that has changed the way the world communicates.

Stephenson has served as chairman of the board and CEO of AT&T Inc. since 2007. The Oklahoma City native started with Southwestern Bell Telephone after a tip from his

brother, a service technician who still lives in Norman.

Stephenson worked in a number of areas, including an assignment in Mexico, before becoming the company's chief financial officer and later chief operating officer. In these roles, — Stephenson was instrumental in a series of major acquisitions — AT&T Wireless, AT&T Corp. and BellSouth — that transformed the communications industry.

Since his appointment as the head of AT&T, Stephenson has guided the company into areas not even dreamt of a decade







*Randall Stephenson speaks to a large audience in Oklahoma Memorial Union during a visit to Price College in February 2008.*

before. His focus on mobility and broadband access to the Internet has led AT&T to become a pioneer in wireless smartphones, wireless data and global business solutions. Over just the past two years, AT&T added more than 18 million wireless subscribers to reach more than 90 million. That growth came with rapid adoption of smartphones and data-capable wireless devices like the Apple iPhone, for which AT&T has exclusive U.S. service rights.

Though one of the most influential business leaders in the world, Stephenson has a wide range of interests. He is

still married to his high school sweetheart, Lenise, and is deeply invested in helping youth. He serves on the national board of the Boy Scouts of America and as chair of the 2009–2010 corporate campaign for the NAACP. He also helped establish AT&T Aspire, a \$100 million program to help at-risk students prepare for success in school and the workplace.

Here, Stephenson takes a few moments to talk with *Price Magazine* about his remarkable career and the future of communications.





Student leaders with Randall Stephenson after a luncheon in Price Hall.

*Tell us a little about yourself as an OU college student — what were your hopes for yourself professionally? If someone had asked that old chestnut of a job interview question, “Where do you see yourself in 10 years?” what would you have answered?*

I would have said, “I have no idea.” I didn’t have a grand plan or specific company or job in mind. I was working toward one thing — to get a good education. Notice that I didn’t say my goal was to get a degree. Getting a degree is easy. But very few people get a good education in their chosen field.

*What was the most important thing you learned during your college career at OU?*

I learned how to think. When we go through our formal education system, there’s a tendency to learn facts and information. But what the professional staff here at OU taught me was how to think, how to problem-solve, how to deal with situations where there’s no owner’s manual. When I left OU and entered the professional ranks at Southwestern Bell, I felt very comfortable stepping into a problem-solving mode.

*You have been with AT&T throughout your career. How did you get started with the company?*

It’s funny. I got my job the old-fashioned way: My brother got me on. I was looking for a job that I could manage with my school hours, and my brother, who worked for the company, told me about a job on the night shift loading computer tapes onto big mainframe computers. That’s how I got started. Then, after I graduated, the company wanted me to come to St. Louis for a job interview in the finance department. Before I said yes to the interview, I wanted to know who was paying for my plane ticket to St. Louis — because I was married and didn’t have a lot of spare cash. They paid for the trip and I got the job. And by the way, my

brother still works for AT&T, right here in Norman, and he doesn’t let me forget that he got me on.

*Has your career exceeded your expectations? Could you have imagined AT&T’s future in communications two decades ago?*

It has obviously exceeded my wildest expectations because my personal ambitions have rarely gone beyond doing my best at whatever job I had at the time. I’ve had a lot of different jobs — in mature parts of the business and in startups like the wireless business in Mexico, which we helped build from scratch in the early 1990s. Today that company is called América Móvil and has more than 200 million subscribers across Latin America. And over the years, I’ve had a chance to work for and learn from some great leaders like Ed Whitacre and Carlos Slim.

But when I step back, probably the most important thing is that I’ve had the chance to be part of a company that has had amazing opportunities to grow. When you think about the past couple of decades in the communications industry, it’s really remarkable. Today, the majority of our revenues come from products that didn’t even exist when I joined the company. Wireless has gone from a small idea with big briefcase-sized phones to one of the great growth industries on the planet. Now, mobile broadband is changing how businesses operate and how people live. It’s transforming everything, and I believe we’ve only scratched the surface of its potential. So, this is a great industry to be a part of.

*You referred to AT&T’s relationship with Apple’s iPhone as a “seminal event” in the company’s history. Can you see any other seminal events or trends coming down the pike?*

The iPhone was important because it showed the world what mobile broadband could be. It really defined the experience for people. You take two of the greatest productivity engines the world has ever seen — first



***“OU taught me how to think, how to problem-solve, how to deal with situations where there’s no owner’s manual.”***

wireless telephony and then broadband — and you combine the two into mobile broadband. That’s transformational. Mobile broadband speeds access to the Internet, data, e-mail, video and business applications. And that accelerates the velocity of commerce. It’s something you see across all industry segments. Mobile broadband has already surpassed anything the industry has seen before, and we’re still early. There’s a lot more to come.

*You said in an interview with FORTUNE Magazine that AT&T’s “moves tend to be industry-shaping.” How are you, as chairman and CEO, focused on growing AT&T, and how will those changes influence the communications industry? What is the thing that will set AT&T apart from its competitors?*

You’re right, our company has had a history of making bold moves and being first. We saw the opportunity in mobile broadband about four years ago and made a hard pivot to focus our investment and resources there. Over the past three years, our company has invested \$74 billion, including acquisitions and spectrum purchases, with much of that going to build wireless networks and capabilities to help us mobilize everything. And that investment has paid off. You pick your head up today, we lead in smartphones, and we estimate AT&T carries about half of all mobile data traffic in the United States. Our nation is leading the world in mobile broadband, and AT&T is at the forefront of this explosion.

*What do you want for AT&T during your tenure as chairman and CEO?*

The early 1900s were driven by the industrial revolution, which drove productivity in the United States to levels never-before seen in the history of commerce. As a result, U.S. economic growth and prosperity also hit levels never-before witnessed. This century will be defined by the productivity achieved through the telecommunications revolution. Because of the speed of advanced communications — data, voice and video transmission — business velocity is accelerating to levels we could never have dreamed. I’ve always preached that business velocity is our goal, because if we achieve greater business velocity, we achieve greater economic growth. Therefore, I want AT&T to lead this next decade in generating business velocity and economic growth — primarily here in the United States, but also around the globe.



*The Price College of Business has a new focus on social responsibility in the classroom, pairing students with local agencies to provide real-life practice and benefit those in need at the same time. Can you tell us how your own volunteer efforts have changed your perspectives on business and life?*

Giving back to the community is in our DNA. Our employees are generous, both with their contributions and the many hours they spend volunteering. I’m incredibly proud of all they do. We approach community and social responsibility with the basic idea that businesses and the communities they serve are closely linked. When both thrive, both benefit. So it’s important for us to get involved and play a positive role.

One of the areas where I’ve focused much of my time is education. Our high school dropout rates are far too high, and as a result, we’re facing a skills gap. Frankly, it’s a national tragedy that threatens our country’s ability to compete in the global economy. So we created a \$100 million philanthropic initiative, called AT&T Aspire, to get at this problem from a number of angles. One of the things we’re doing — and it’s something I think the business community is uniquely positioned to do — is help high school students connect the dots between school success and career accomplishments. That’s why we’ve joined with Junior Achievement Worldwide to provide students with a job shadow experience. At last count, close to 50,000 students have taken part, interacting with AT&T employees as they perform their daily jobs. I was the first in our company to have a student job shadow me, and it’s an incredibly rewarding experience. In fact, I’d tell you that I got more out of it than the student did. It’s great to see the lights go on as the students put it together and see how the skills they get in school can pay off for them in terms of a career down the road.





*First Fidelity IBC students in the Boomer Tumbler Company assist with the children's area of the Norman Music Festival in April.*

# Teaching Social Responsibility as a Component of Business

*By Anne Barajas Harp*





AT FIRST GLANCE, “social responsibility” might seem like one of those corporate buzzwords that flit around cable talk shows and news magazines, then disappear into the ether after a few years.

But at OU’s Michael F. Price College of Business, social responsibility is a rock-solid foundation that integrates education and service and changes students’ lives.

Social responsibility is a primary focus of the First Fidelity Integrated Business Core Program, which teaches students skills to launch a successful business. Each semester, four teams of 20 students select two charities to benefit — one through sweat-equity hours of volunteer service and another through the sales of a product that students have designed, developed and marketed.

First Fidelity provides \$5,000 of start-up funds for the student companies, which have sold everything from OU beach towels to singing footballs. Since IBC’s inception 15 years ago, more than 39,000 hours of community service and \$875,000 in proceeds have been donated to local charities ranging from the Make-a-Wish Foundation to Limbs for Life.

The charities aren’t the only ones to benefit, says Shelly Grunstead, director of IBC.

“The students learn about charities and all the valuable services they provide. They see how fortunate they are to be able to go to school and get an education. And they get to use the skills we’re giving them to help the nonprofit; had we not been there, their needs might not have been met.

“The students become very vested in their projects,” Grunstead added. “At

the end of the semester, when they do their annual report, it is so much fun to watch them — they actually glow.”

## *Nonprofit and charity organizations work according to the same fundamental principles that any other business employs.*

According to Dean Ken Evans, “The First Fidelity IBC Program is an excellent context for a variety of real world experiences. Along with the business plans and sale of products, students engage in a process of selecting not-for-profit organizations to both direct financial support and their sweat equity.” He says, “It is not only the experience of successfully executing a business plan, but also the personal fulfillment of making a difference for the numerous charitable organizations we have supported that make IBC such a successful program.”

Rajiv Dant, who serves as OU’s Helen Robson Walton Centennial Chair in Marketing Strategy, has been teaching at OU since 2008. He already has seen that incorporating social responsibility into his Market Research curriculum has made a difference to students and those they have served.

Recently, the class provided market research to Norman’s United Way, helping staff members find ways to increase the organization’s donor base and annual giving.

“We are trying to be a good citizen of Norman and make a real difference in the community,” says Dant, who

points out that corporate America has a long history of philanthropic giving. He believes social responsibility is a means of reaching out to the broader community.

“People often talk about a town and gown divide. One way universities can make themselves more visible and more relevant to the average person on the street is by doing these kinds of things.”

Social responsibility also gives students a fuller understanding of how the nonprofit world works, says Al

Schwarzkopf, associate professor of management information systems. His Senior Integration class has developed information system solutions for such nonprofit organizations as Habitat for Humanity and Operation School Bell.

“One of the important lessons for students to learn is that nonprofit and charity organizations work according to the same fundamental principles that any other business employs, except that the fundamental measure of success is not profit,” he explains.

“In my opinion, social responsibility is a practice of enlightened self-interest. It reduces risk, improves goodwill, and may indeed provide direct benefits in terms of customer and employee loyalty.

“Individually, social responsibility activities expand social and professional networks, provide a laboratory for effective business practices, and improve an individual’s sense of self-worth,” Schwarzkopf says.

“What’s not to like?”



# MBA Scholars Programs —

## *A One-of-a-Kind Experience and Opportunity*

By Amy David



*This year's Dunham Scholars, from left, Daniel Broadfoot, Makenzie Beaty, Renee Montgomery and Daniel Rowe, stand outside the London School of Economics.*

UNIVERSITY OF OKLAHOMA ALUMNI are introducing selected master's of business administration students to new worlds of business in New York, London, Dallas and, soon, Houston.

These students are benefitting from the Price Scholar, Dunham Scholar and Corporate Scholar programs. Each one of these summer programs is made possible through the generosity of time and money from former Sooners and friends of OU.

"The Price College and MBA program is so fortunate and blessed

to have alumni in all four locations to step up and counsel and be part of these students' lives, and to provide feedback to them and us," says Mel Penn, director of the Student Support Center and MBA corporate relations executive. "About two-thirds of each MBA class apply for these prestigious opportunities to study, work and live off-campus."

Chris Yarberry was chosen to participate in the Price Scholars program in New York this summer. "This is a remarkable experience," Yarberry says. "My life has been

altered significantly because of this."

Yarberry, who is originally from Choctaw, said without the scholarship program he likely wouldn't have looked for work outside of this region of the country after graduation. The Price Scholars Program allowed him to move to New York to live and work for two months and enjoy new experiences, he says, all at no cost.

While in New York, Price Scholars are involved in various internships, attend the Stern School of Business at New York University and a value investment seminar at Columbia







*The Price Scholars in New York, from left, Frederico Chavarria, Evan Grace, Saranya Ramachandran, Christopher Yarberry, Bryan Vahlberg, Chase Meyers, and alumnus and associate managing director of ISI Group, Charlie Roberson.*



*The Corporate Scholars and other MBA students, all interning with AT&T or American Airlines, visit with alumnus Doug Lattner of Deloitte Consulting LLP. From left, Dominique Didio, Jason Laning (Corporate Scholar), Melinda Prible, Christopher Lee (Corporate Scholar), Kevin Kennedy (Corporate Scholar) Lattner and Mayo Oluburi (Corporate Scholar).*

University. Alumnus Michael Price established the Price Scholars program 11 years ago through a generous gift.

Now in its second year, the Dunham Scholars program enables students to attend a class at the London School of Economics and participate in internships in London, giving them international and cultural exposure. The Dunham Scholars program was endowed by alumnus Archie Dunham and his wife, Linda.

Nicole Heyland was one of the first four Dunham Scholars. "I am extremely grateful to the Dunham family for their generosity. I will never be able to fully express what a lasting difference this program will have on my future and the future of so many other MBA students."

Heyland says the experience she gained during her internship had a direct impact on her decision to pursue a career in the energy industry, giving her vital experience that was paramount in her job search and ultimate success in starting her career at ExxonMobil. She also believes the dedication of the MBA program's faculty and staff to helping students is a vital component of the program's success.

"I look forward to the future and to the opportunity to give back

to the program and help future MBA students at the University of Oklahoma," she states.

The newest of the three programs, the Corporate Scholar program, kicked off this past summer at alumnus Merrill Lynch Vice President Art Alexander's home and is based in Dallas.

Penn believes the pearls of this program are the alumni mentors. These are alumni who have achieved a significant level of accomplishment in their careers and are willing to spend the summer working closely with the Corporate Scholars.

In Dallas, the students intern at AT&T and American Airlines. They focus on professional development, networking and hands-on skills taught by the individual mentors and other alumni who are executives in the area.

As one of the four mentors, OU alumna Beverly Carmichael says they provide advice, coaching and moral support, an advantage for these students that helps make them better prepared for the real world.

Carmichael, a former human resource executive and current consultant, states that employers are eager to participate in OU's three scholars programs. "They know we are

sending them mature, strong men and women, and that helps them in their recruiting process."

Dipankar Ghosh, executive director of the MBA program and John T. Steed Professor of Accounting, says no other MBA program has opportunities similar to the scholars programs offered through Price College. Participating in these helps students make a transition from the classroom to the company, he adds.

According to Ghosh, in each location, students interact with alumni and successful business leaders. In addition, the company visits, networking events and significant cultural exposure make these experiences memorable.

"The whole purpose is to layer their academic experience with genuine corporate knowledge to help them become successful leaders of the future. It is all about the students at the end of the day. Anything we can do to enhance students' experience with the MBA program is a win-win situation."

And more programs such as these are coming. Ghosh says plans are under way to add an energy corporate scholars program in Houston next summer as well.



# The Price College Version of Camp

By Tara Malone

As one of the premier business colleges in the nation, OU's Price College is renowned for providing its students with top-notch educational opportunities. Now, multiple divisions in the college are reaching out to students by implementing creative and challenging programs aimed at young business leaders of the future.

One of these programs, the Center for Entrepreneurship's inaugural E-Week, was held June 7 to 11 on the OU Norman campus and sponsored by BancFirst, Chesapeake Energy Corp. and Sonic Corp. Twenty-four exceptional high school students from across Oklahoma had the opportunity to experience life as a college student while learning about entrepreneurship, innovation and leadership.

Jim Wheeler, co-founder and Stanley White Executive Director of the Center for Entrepreneurship, emphasizes the value of piquing students' interests in entrepreneurship before college. "It is so important that the idea of starting a business be embedded early," he says. "This is particularly important for students who do not major in business. Life science, engineering and journalism, among other interests, are many times the catalyst for new ventures. By reaching these students early, they can now plan for an entrepreneurial outcome that coincides with their interest."

Each morning of the camp, students begin the day with classroom sessions following such themes as leadership, innovation, commercialization, and launch and growth. Harvard Business School case studies — based on actual business scenarios — along with lectures and other activities, provide hands-on learning opportunities.

Lexington Halbert of Edmond feels she learned a lot from the real-life exercises in which she participated during E-Week. "We had to come up with a business name, a technology that we based our business on and a business plan," she says. "We then gave a presentation going over the details of this at the end of the week. Although this process was stressful, it was exciting and allowed us to experience the challenges faced by entrepreneurs before their business is even in operation."

Along with their classroom activities, attendees also enjoyed social activities and lunch sessions with Oklahoma

entrepreneurs. In addition, students spent time each day at such entities as BancFirst, Sonic Corp., Chesapeake Energy Corp. and Cytovance from the Presbyterian Health Foundation Research Park, learning first-hand from these organizations' leaders and creators about entrepreneurial skills.

E-Week is not the only exciting program the college has created for high school students. This past spring, the Division of Management Information Systems held its Second Annual "I.T. is HOT" camp for students from Norman, Norman North, Moore and West Moore high schools. The goal of the camp was to offer students insight into MIS, which marries traditional business theory with information technology, and the careers and opportunities this course of study has to offer.

Student teams competed to develop an imaginary mobile phone application, offering presentations to a panel of judges that included representatives from ConocoPhillips, Devon Energy Corp., Deloitte Consulting and the Science Applications International Corp. Each team was mentored by a member of OU's MIS Student Association.

"What makes this year's camp particularly noteworthy was the participation of so many stakeholders—from the high school students to their parents and teachers; our faculty, staff and administrators; plus, our corporate supporters and MIS majors—who were all instrumental in its tremendous success," says Laku Chidambaram, director of the MIS Division and W.P. Wood Professor of MIS.

The top prize at the competition went to the five members of the Norman North High School team. Each student was awarded a scholarship of \$1,000, payable upon their acceptance to OU and the MIS Division, and made possible by ConocoPhillips.

More Price College programs are in the works. In spring of 2011, the Division of Marketing and Supply Chain Management plans to offer a Supply Chain Management Boot Camp, aimed at teaching OU freshmen more about the major and career opportunities in its field. The event will be hosted by the division's faculty, alumni and advisory board, and is one more of the many innovative initiatives the college is undertaking for younger students.

**By reaching these students early, they can now plan for an entrepreneurial outcome that coincides with their interest.**







(Top) Elby Beal, managing partner of Hillcrest Investments, Price College alumnus and adjunct instructor of entrepreneurship, teaches the Growth Strategies for New Ventures class during E-Week using the Giro Sport Design case developed by Stanford Business School. (Middle) High school students from across Oklahoma enjoy the visit to Sonic Corp. in Oklahoma City during the inaugural E-Week. (Bottom) The Moore High School team presents the group of technological applications they created for teenagers and young adults. They identified the applications, built a screen "mock up" and described how they worked together on the project.



# Helping Students To Be Their Best While Keeping It Simple

By Amy David

David Williams is teaching business students the art of 50-cent words.

“Keep it simple, make eye contact, replace ‘um’ with silence and stand evenly on both feet to avoid weaving,” are a few of the fundamental tips that I watched Williams give five seniors this summer who were preparing for their next class presentation and upcoming jobs.



*Students get feedback on their practice presentation from David Williams before delivering it in class.*

These students are among nearly 1,000 each year who seek help improving their professional skills from Williams and the Price College Business Communication Center at the University of Oklahoma.

With a click of a stop watch, the students practice their presentations in a dedicated coaching room on the second floor of Price Hall while being recorded for review later.

Williams, who is the director of the center, praises their efforts and shows them how to make the presentation continue to flow as smooth as silk even after a mistake.

“Giving a business presentation is different than giving a speech. You don’t want to perform; you want to be interesting, concise and effective,” Williams says.

In addition to perfecting presentations, the center helps students expand on what they have learned and polish their

writing and people skills to successfully transition from the classroom and meet expectations of employers.

Williams, along with Westheimer Communication Mentor Steve Wilson, works with individuals or groups of students. Wilson says the center is an extra resource for students. “If students take advantage of it, this is a good way for them to develop skills where they might not otherwise.”

Wilson says he works with students to change their writing perspective from student to professional. Consultations range from composing scholarship thank you letters to dissertations. He also conducts faculty workshops targeted at writing and designing class papers; class presentations targeted at writing specific types of papers for students; and co-conducts workshops on various student topics for faculty.

A lot of times, business students develop a fear of writing. “I work really hard to change the way they view it and help them overcome that fear,” says Wilson, who is available whenever a student is in need.

Williams says the center is starting to make an impact on students who realize how helpful it is and refer it to friends. “Ideally, our goal is to see students three times before they get out. We want to raise their skill and confidence level.”

The Business Communication Center opened in 1996 with only seven computers in the basement of Adams Hall to train students to use multimedia. Williams broadened the scope of the center over the years to include presentation



*Steve Wilson helps a student polish her business writing skills.*

delivery skills, writing skills and workplace “people” skills. In 2005, the center moved to its present location in Price Hall with the generous support of ConocoPhillips, offering students 22 workstations and the coaching room.

Williams says some of the skills they





*Students put the finishing touches on their team projects in the BCC's computer lab.*

focus on rival top skills people pay to learn in the corporate world. “I am trying to equip undergraduates with an MBA level education in communicating information.”

Student Brandon Mikael believes the communication center is incredibly helpful. “It showed in our presentations and our grades,” he says.

Mikael, who will be a senior this fall, says it is important to get your ideas across in a successful manner and communicate those ideas in a way in which will make people receptive.

He used suggestions from the BCC while working this summer and interacting with clients in a favorable way. “I am going to be using it [the center] all my senior year,” he adds.

Mark Sharfman, director of the Division of Management and Entrepreneurship and professor of strategic management, says all the technical training in the world is useless without the ability to effectively communicate orally, in writing and now, digitally. Every business school tries to teach this, but at Price College, the students have an advantage and are reaching performance targets, due in large measure to the invaluable training, coaching and feedback offered through the communication center.

Another feature of the center is the Bruzzy Westheimer Presentation Competition held each fall. Jerome “Bruzzy” Westheimer says he started this unique competition seven years ago as another way to help prepare students for what they will face in their careers.

About 15 teams compete and each participant receives a cash prize for entering. Competitors are required to speak and dress properly for a business setting and compose an appropriately formatted letter.

Westheimer is president of the Jerome Westheimer Family Foundation in Ardmore, whose mission supports science, education and the arts. In addition to establishing the competition, he also has contributed equipment and funding, and devoted time to the communication center.

Westheimer learned quickly after graduating from an out-of-state college that graduates, including him, were not learning important communication skills. The business world expects graduates to communicate in written and verbal forms correctly, unlike the various shortcuts in texting and e-mail to which they are becoming accustomed, he says. “David Williams and Steve Wilson have the necessary knowledge to make every OU student who utilizes the BCC a better student who will be more marketable heading out into the business world.”





## A WINNING TEAM

### *Price College Alumni Couple Follow Their Dreams From Oklahoma to Harvard*

*By Tara Malone*

It's a long way from Norman, Okla. to Cambridge, Mass., but for two recent Price College alumni, the journey is the natural culmination of years of hard work — together. From their first date in Miami during the 2005 Orange Bowl, to their recent acceptances to Harvard University — she to Harvard Law and he to Harvard Business School — it has been straight shooting toward success for Heath and Sarah Flowers.

As students in Price College, both excelled in academics. A Regents' Scholar, Steed Scholar and Honors College Peer Mentor, Sarah was named an Outstanding Freshman, Outstanding Senior in Price College and graduated summa cum laude with her bachelor's degree in accounting. Heath was named the 2006-2007 Outstanding Energy Student and received numerous scholarships for both energy management and management information systems, his two majors. Outside of their studies, both were proud to show their OU spirit — Sarah as a member of the Pride of Oklahoma, and Heath as an equipment manager for the Sooners football team.

After graduating from Price College, the couple moved to Austin, Texas, where Sarah earned her master's degree and Heath spent time working for an oil and gas exploration company. Both native Texans — Heath hailing from Canadian and Sarah from Irving — the couple felt quite at home in Austin, and described living there as “a wonderful experience.” Sarah planned to continue her education in accounting, but soon realized it was not her true passion.

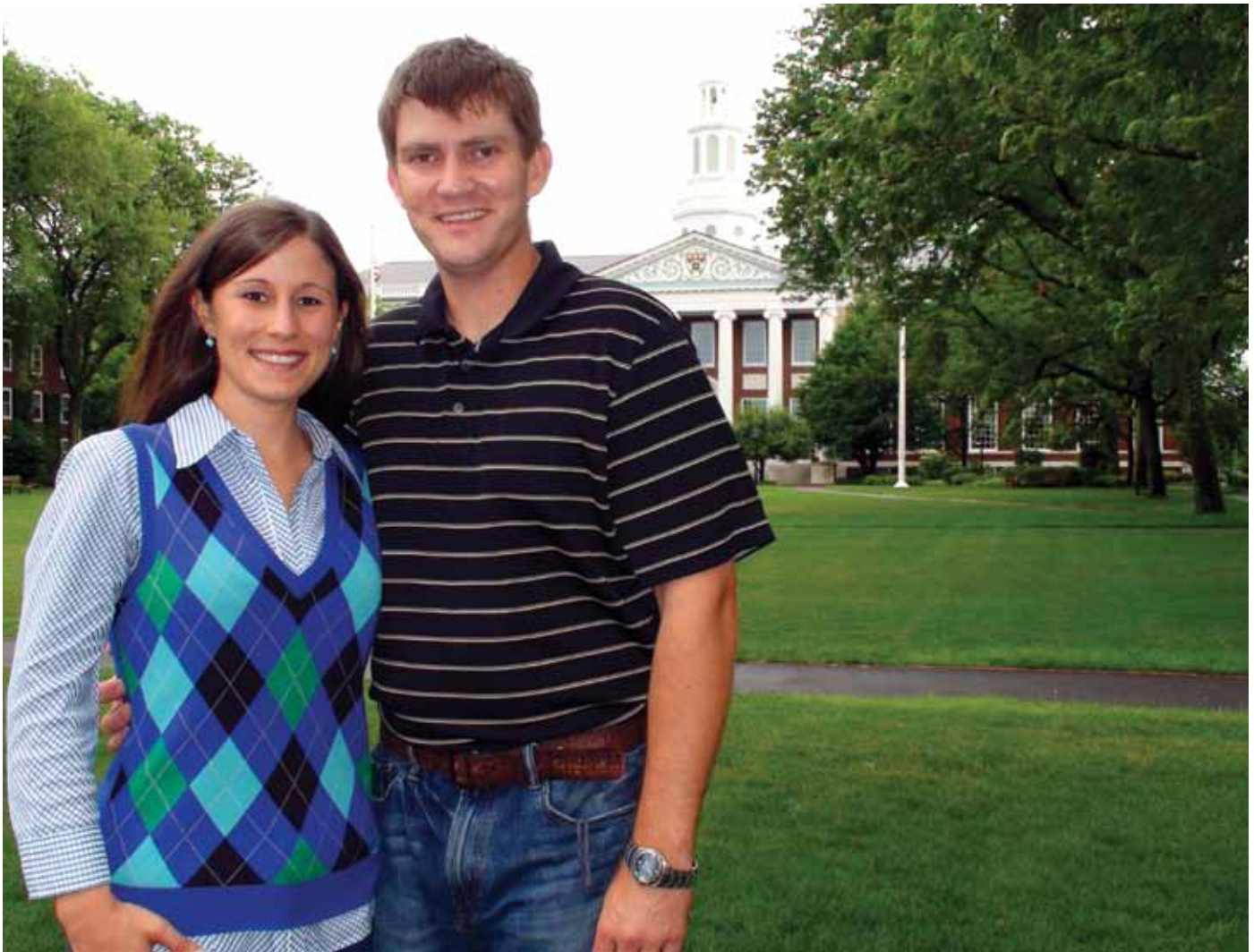
“Heath was actually the first person to suggest that law might be a good fit for my personality and background in financial reporting,” she says. “Once accepted, I decided Harvard Law School was an opportunity I just couldn't walk away from.” After Harvard, she plans to practice law “either in regulatory and securities litigation, or business finance and restructuring, either of which would be a good fit with my background as a CPA.”

Chris Knapp, Glen McLaughlin Chair in Business Ethics and professor of accounting, is far from surprised by his former student's success. He describes Sarah as “very inquisitive” and having “unlimited potential.”



*After the 2005 OU vs. OSU home football game - Heath served as an equipment manager for the football team and Sarah was a member of the Pride of Oklahoma.*





*Heath and Sarah Flowers, shown here in front of Baker Library, visited Harvard Business School after Heath was admitted to the MBA program.*

Steve Long, director of Energy Management in Price College, remembers Heath for his determination to succeed. Before the couple moved to Austin, Heath came to him for advice on job opportunities. “I told him that you could probably count the number of energy companies in Austin on one hand and they would probably be staffed with Longhorns,” Long says. “But with his fortitude and Sooner spirit, he landed a great job with Brigham Exploration.”

As someone who has “always been intrigued by energy exploration and production,” Heath has very specific plans on where he’d like to go with his career after Harvard Business School. “I hope to focus in analyzing opportunities within the energy industry, as well as other commodity-based markets, in order to quantify opportunities to businesses and investors, and potentially pursue some of these opportunities myself along the way,” he says.

Both Sarah and Heath agree that their years in Price College helped set the stage for the winning team they’ve become. “Our time there helped us learn to manage our schedules and support each other in our academic endeavors, which will definitely make our transition back into school together more manageable as familiar territory,” they say. “Being business students of different disciplines while at OU allowed us to have meaningful intellectual interactions with each other outside the classroom and really sharpen each other as we shared our ideas and our passions. Working together to finish our bachelor’s degrees really made us into the fiercely pragmatic team that we are today.

“Going to Harvard together is going to be our most exciting adventure so far ... Having never lived north of Norman, Massachusetts is going to be the beginning of a very different chapter of our lives — one we hope will be full of other adventures we haven’t even imagined yet.”





# facultyPROFILE

## Chitru Fernando

*John A. and Donnie Brock Chair in Energy Economics and Policy,  
Associate Professor of Finance and Director of the Business Energy Solutions Center*

Chitru Fernando was born and raised in Colombo, Sri Lanka, but since 1984 has considered the United States his home. Initially, his move to this country was to pursue graduate studies, but in the decades since, he has proven himself to be an accomplished scholar and instructor. He also is passionate about energy issues and the opportunity to be heading up the new Price College Business Energy Solutions Center initiative.

After earning his bachelor's of science degree in mechanical engineering with first-class honors from the University of Sri Lanka and working for four years as an engineering manager at a Sri Lankan energy company, Fernando took his growing interest in business and management to the United States. He became interested in finance while completing his master's of science in management at MIT. Having also earned his master's of science in technology and policy (specializing in energy) from MIT, he moved to the University of Pennsylvania, where he earned his master's of arts in applied economics and doctorate in finance from the Wharton School.

Since entering academia, Fernando has worked extensively outside the classroom as well as inside. He has served as an economist, consultant and litigation expert on energy finance and economic issues for many companies and government agencies worldwide.

Fernando joined OU in 2002. He was attracted to Price College by the excellent reputation of the finance faculty and the close fit with his areas of interest. The potential for him to continue working on energy-related topics was an added attraction. He previously was appointed as the Michael F. Price Professor of Finance and the director of the Center for Financial Studies. In 2008, he was a visiting associate professor



*Chitru Fernando speaks to a full audience at the first Price College Business Energy Solutions Center event that discussed carbon management.*

at Southern Methodist University, and prior to joining OU, he served as visiting assistant professor of finance at the University of Michigan and assistant professor of finance at Tulane University.

His areas of expertise include corporate finance, corporate risk management, energy, commodity and environmental finance and economics, and financial markets. Fernando has lectured on these topics to executives in the United States, Europe and Asia, published his research in the leading journals in his field, and has been cited for his teaching in three *Business Week* surveys of business schools. He is the recipient of several research awards and 10 external research grants/contracts, including three from the World Bank, and one each from the National Science Foundation and the U.S. Department of Energy.

Fernando's energy background and interest were a natural fit for the launch of the Price College Business Energy Solutions Center. "I am really excited by the opportunities in the energy space," he says. "The BESC is an important initiative at the Price College, and has made tremendous strides in its first year." The center received its first U.S. Department of Energy research contract in May, and another BESC proposal became the

first-ever Price College proposal to win the OU federal appropriations contest. If successful, it will become the largest-ever research grant received by Price College. The center also launched a research fellowship program for doctoral students and organized panel discussions featuring leading experts in carbon management and alternative energy.

Fernando is married to Delini, an assistant professor of counseling at the University of North Texas. He says



*The Fernando family includes, from left, Brandon Pierson, Namali Pierson, Prasanna Fernando, Delini Fernando and Chitru Fernando.*

living in two places, two hours apart has been an interesting experience for them. They have two children, Prasanna and Namali, who both graduated from medical school in May. Additionally, Namali married fellow OU medical school student Brandon Pierson in April.



# *Introducing*

## **THE PRICE COLLEGE BUSINESS ENERGY SOLUTIONS CENTER**

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The Price College Business Energy Solutions Center (BESC) was established at OU this past year to fulfill the growing collaborative need between energy and business. The center is dedicated to fostering industry and policy-relevant research and dialogue on cutting-edge issues at the interface of business and energy. OU's broad footprint in the energy industry and nexus of energy-related firms, financial institutions and federal and state agencies helps the BESC integrate many energy-focused activities at OU with a vision of the global business-energy future.

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For more information about this new initiative, contact the Price College Business Energy Solutions Center at [cfernando@ou.edu](mailto:cfernando@ou.edu) or (405) 325-2906.





# facultyPROFILE

## Anthony Roath

*Associate Professor of Marketing and Supply Chain Management*



*Tony Roath, far left, with Price students studying abroad in Vici, France. Roath is an instructor for Price College's program in France each summer.*

While Tony Roath is originally from Michigan, he actually never lived there growing up. He remembers it fondly from often visiting his grandparents, aunts and uncles, and cousins in the Detroit area. He and his two sisters, Cheryl and Alane, moved frequently with their parents, living in Texas, Colorado and Japan. Roath even graduated from high school in Lawton, claiming upon graduation that he would never return to Oklahoma. He enjoyed the military enough, though, that he decided to attend the Air Force Academy.

After earning his bachelor of science degree in engineering and serving in the Air Force as a pilot, Roath started to further his education. He earned his MBA at Michigan State University while also working at the Logistics Management Institute, which does research and analysis for logistics and supply chain solutions for various government agencies in Washington,

D.C. This experience sparked his interest in the study of how global corporations develop capabilities to compete in various markets, and urged him to obtain his doctorate in marketing and international business from Michigan State University.

In 2000, after finishing in the Air Force Reserves, Roath began his career at the Price College of Business. Pat Daugherty, director of the Division of Marketing and Supply Chain Management, and Rodney Evans, former interim dean of the college, offered him the opportunity and challenge to help build a successful logistics and supply chain program.

Through the past decade at the University of Oklahoma, Roath has taught classes at the undergraduate, graduate and doctoral levels in international marketing and logistics management, among other subjects. Additionally, he recently was awarded a Fulbright grant to work on his research, titled "Implications of 'Green'

Supply Chain Management on the Network's Ability to Compete Globally," which involves determining how global companies achieve efficiencies by developing capabilities to achieve and manage scarce resources through their global supply chain networks.

The Fulbright grant that Roath received involved a year-long process, including application and approval through committees such as the Fulbright Commission in Washington, D.C., and the US/UK Fulbright Commission in London. He will work with his host, the Manchester Business School, and the Sustainable Consumption Institute, a research center associated with MBS' supply chain management group. While in the United Kingdom, Tony will continue to work closely

with OU's Marketing and Supply Chain Management Division. According to Roath, "The Fulbright is an outstanding opportunity for me to explore some of the many issues I've always been interested in pursuing. Working with an international university and faculty is a definite highlight, as this affords many avenues for future alliances and interaction on many levels. I am an ambassador of OU and feel that Price College and Manchester would benefit in some way from working together."

When Roath isn't teaching or working on his research, he enjoys spending time with his wife, Karen, who works in the U.S. Treasury Department as an Internal Revenue Service criminal investigator, and their 3 year-old daughter, Alexia, who has decided she must run the household. He also likes cycling and private flying when time and money allow.







**Gilbert "Bruce" Holmes Jr.,** BBA 1959, is featured in the National Museum of the US Air Force's exhibit Badge of Honor: 100 Missions Up North in Dayton, Ohio. Opened in

March 2009, the exhibit focuses on the achievements and gallantry of USAF aircrews that completed 100 or more combat missions over North Vietnam during Operation Rolling Thunder from 1965 to 1968.

The displays revolve around the "100 Mission Patch," which became a symbolic mark of courage during this time. Holmes not only designed the patch, he was one of the first F-105 pilots to complete 100 missions over North Vietnam. Holmes died in service in 1967 and is buried in Arlington National Cemetery in Virginia.

This semester, OU's Air Force ROTC program is including a class based on the F-105 100 Missions. Holmes' brother, David Holmes, BA 1962, has been invited to participate in this exciting new course. He states, "Bruce and those guys all deserve so much respect as the top fighter pilots of their time. They were the best in the world and I am so proud of my older brother."



*Courtesy National Museum of the U.S. Air Force*

**James McGraw**, BBA 1954, is a retired vice president of negotiations at Texaco. After college, McGraw ended up running the land department for Skelly Oil Co., which later became Getty Oil Co., until it was acquired by Texaco in 1984. McGraw says during his 40 years as a land man, he saw the world many times and never had a bad day. He currently resides in Houston with his wife, Mary.

**Richard Scott**, BBA 1959, is a retired U.S. Air Force pilot. He currently works at News America and lives in Henderson, Nev.

**Robert Brady**, BBA 1960, assumed the position of president of the Library Endowment Trust in June. The trust is one of three organizations focused on library service and support of the Metropolitan Library System of Oklahoma County. Brady has been active in the annual fundraiser Literary Voices, which brings prominent international authors to speak at library functions. Brady retired in 1999 from the Travelers Insurance Co. as a regional vice president after serving in offices in Oklahoma City, New Orleans, Hartford, Kansas City and Charlotte.



**Howard Smith Jr.,** BBA 1964, was recently recognized during the 20th anniversary of the Continuing Education

Association of Pennsylvania. Smith is the founding president of the statewide organization, which began with over 120 member institutions in Pennsylvania and more than 220 members. After completing an M.S. in education at Alfred University in New York and a doctorate in education at the State University of New York at Albany, Smith served as a dean and vice president at seven colleges and universities, primarily in the field of adult and continuing education. He and his wife, Susanna, currently reside in Gettysburg, Pa., and Cape Coral, Fla.





**Keith Ronck**, BBA 1970, has been a regional manager for FindLaw since 2003, focusing entirely on website development and Internet marketing for law firms. He manages 11 client development consultants who work with attorneys throughout Texas on their Internet presence. Ronck has more than 30 years of experience in the legal industry, with the past 20 years primarily focused on technology.

**Bobby Culpepper**, MBA 1976, recently joined the board of directors for Atrato Inc., the leading provider of high-performance autonomic tiered storage for data-intensive applications. Culpepper is a former vice president of technology and chief information officer of Phillips 66 Co., where he was responsible for managing the company's technology strategies. Most recently, he has used his operational experience to help small, emerging startups accelerate growth.

**Patience Ferguson**, BBA 1980, was recently honored as one of 2010's Minority Corporate Executives by the Minneapolis/St. Paul Business Journal. Ferguson is the vice president of human resources at the YWCA of Minneapolis, a mission-driven organization that serves more than 25,000 people annually. She earned her master's degree in human resource development from the University of Minnesota and has her senior professional in human resources certification. Ferguson is active in the Twin Cities Diversity Roundtable, is a board member for the American Society for Training and Development, and serves as co-chair of the Pan African Community Endowment Fund for the Saint Paul Foundation.

**Carol Peddy**, BBA 1982, recently joined Campus Advantage Inc., where she oversees numerous communities in the Dallas region. Campus Advantage is a company specializing in management,

development, acquisition, consulting and student development programming in order to provide an array of services for universities, developers and investors to help with their student housing needs. Peddy is a real estate veteran, overseeing operations and marketing for Riverstone Residential Group and holding leading roles with JPI National Construction previously. She also spent time with Property Co. of America Realty, Jacques-Miller and Tracy Management Co.

**Sherry Miller Avery**, MAcc 1983, was awarded her Ph.D. in management science from the University of Texas at Arlington in May. Avery works for the University of Texas at Tyler and resides in Euless with her husband, Gerald.

**David Rex**, BBA 1983, is a partner at the Dallas law firm of Jackson Walker LLP, where he focuses on mergers, acquisitions, divestitures and related financings, as well as counsel to private equity and venture capital funds. He also assists entrepreneurs and emerging growth companies from formation to exit, with an emphasis on venture capital and general corporate finance, strategic alliances, and joint ventures and related contract law. Rex recently was appointed to the board of directors for BioDFW, a nonprofit life sciences organization that acts as a liaison between the industry and the region through conferences, networking opportunities, and many other projects and initiatives.



**Dwayne Burnell**, BBA 1984, recently published his first book, *A Path to Financial Peace of Mind*. As a financial educator and personal financial coach, Burnell shares a tried and true financial

strategy for managing and building long-lasting wealth that's been widely overlooked by conventional media. The book presents case studies to help his readers understand the effects of time, interest and risk on their money in order to shield their savings from stock market losses and achieve predictable growth while maintaining liquid access to their cash. Burnell also serves as president of FinancialBallGame.com.



**Lori Davis**, BBA 1985, MBA 1988, recently became Grant Thornton's first female managing partner in Wichita since it acquired Fox and Co. in 1985. For the past five years,

Davis has served Grant Thornton as partner and tax practice leader. As managing partner, Davis still manages the tax department while overseeing the firm's 65-employee office and planning its future growth. Davis began her 21-year public accounting career at PriceWaterhouseCoopers in Oklahoma City.



*Courtesy Tulsa World*

**Rob Morris**, BBA 1985, has returned to his native town of

Tulsa to serve as executive director at Hall Estill Law Firm. As executive director, Morris serves as the chief operational and financial leader of the firm, with responsibility for planning, managing and participating in its business, administrative and operational functions. Morris has more than 25 years of management experience, most recently serving as chief financial officer of Pac-West Distributing in Portland, Ore. He also was a senior vice president and general manager at Gemstar-TV Guide.



**David Confer**, BBA 1986, is a director of ING Clarion Partners, where he is responsible for portfolio management activities for a core-plus commingled fund. Additionally, he is responsible for the asset management of ING Clarion's industrial product activities in the United States, Canada and Mexico. He joined ING Clarion Partners in 2003 and has over 18 years of real estate and investment management experience.

**Bob Besse**, BBA 1987, was appointed to the position of vice president of sales and marketing by Supreme Industries Inc., a leading manufacturer of specialized commercial vehicles, including truck bodies, shuttle buses, armored vehicles and homeland response vehicles. Besse, a 20-year sales and marketing veteran, joined Supreme as the director of marketing and product planning, where he led the development and launch of Supreme's signature van body and the StarTrans TourLiner Luxury Coach product lines. Most recently, he served as the company's national fleet sales manager.

**Michael Horstmann**, BBA 1989, is the president and owner of the Agency of Credit Control Inc., which was recently selected by the University of Oklahoma to provide collection services for its patient accounts receivables. ACC has been serving the Rocky Mountain region for nearly 50 years with a variety of local, regional and national clients in the health care, retail and utility industries.



*Courtesy Tulsa World*

**Don LaBass**, BBA 1989, is chief financial officer for Cherokee Nation Businesses

and Cherokee Nation Entertainment. In his position, LaBass is responsible

for all of the finance and accounting functions for Cherokee Nation Businesses and its subsidiaries, including the Cherokee Nation's gaming and tourism business entities. He began working at CNE in 2005 as director of financial planning. He was promoted to chief accounting officer in November 2006 and then to vice president of finance in 2008. Prior to CNE, LaBass held senior financial positions with Gemstar-TV Guide and BOK Financial Corp. after he spent nine years in public accounting at KPMG. He and his wife, Denise, have three children — Dylan, Drew and Delaney.

**Keith Osborn**, BBA 1992, MAcc 1993, was promoted to partner at Eide Bailly in Norman in May. Osborn provides consulting services to clients, focusing on tax, estate, gift and retirement planning. He also provides accounting services to financial institutions, high net worth individuals, and oil and gas clients. Osborn is a member of the American Institute of Certified Public Accountants, Oklahoma Society of CPAs and the Norman Rotary Club. He joined Eide Bailly in 1998.

**Andrew Spivak**, BBA 1994, is an assistant professor of sociology at the University of Nevada, Las Vegas. He completed his MA in psychology at the University of Central Oklahoma in 1998 and then earned his Ph.D. in sociology at OU in 2007 after working almost a decade in corrections.

**Todd Huettner**, MBA 2000, is president of Huettner Capital LLC, a residential and commercial mortgage brokerage firm based in Denver. Although Huettner launched his business three years ago during the decline of the housing market, Huettner Capital is stable and continues to grow, with a 20 percent increase in annual revenues during 2008. He

specializes in mortgages for customers who have complex financial situations, including the self-employed and second-home buyers. His expertise and focus on solving his clients' mortgage problems have given him an edge at a time when other independents have struggled.

**Brian Teague**, BBA 1996, is the president, CEO and co-founder of Pocketstop LLC, based in Dallas. Pocketstop is a full-service mobile marketing company focused on delivering content, information, coupons and exclusive event access to personal mobile devices. Teague works on all aspects of the business from marketing, sales, business development and fundraising to legal, operations, technical infrastructure, and website and software development. He has more than 13 years of experience in the information systems industry.

**Eric Winton**, BBA 1996, recently joined Slalom Consulting as a managing director for the Dallas market. Slalom Consulting is a business and technology consulting firm combining local expertise with national reach. Prior to joining Slalom Consulting, Winton was a vice president at Hitachi Consulting.

**Jay Eshelman**, BBA 1998, was recently promoted to area president of Oklahoma for Gallagher Risk Management Services, a property and casualty insurance brokerage with operations in Tulsa and Oklahoma City. Eshelman is a CPA formerly with Ernst & Young. He resides in Tulsa with his wife, Kimberly, a 1997 OU graduate with a bachelor's degree in education.





# CLASSnotes



**Jennifer Boulware Watson**, BBA 1999, married Patrick Watson Feb. 13 in a private ceremony at their home in Austin.

Watson serves as an account executive for Johnson Controls.

**Jeremy Christensen**, BBA 1999, MBA 2003, joined Millennium Trust Co. in April as a vice president of the company's alternative solutions group. Christensen is responsible for the business development of Millennium Trust's alternative assets, such as hedge funds, real estate and private equity. Prior to joining Millennium Trust, Christensen worked for Sterling Trust Co. and Paychex, where he gained valuable experience providing effective financial solutions and strategies to Fortune 500 clients, as well as individual retail clients.

**Kelley Grace**, BBA 2000, was recently promoted to partner in the Norman office of Eide Bailly LLP.

Grace provides accounting services to a variety of industries, including auto dealerships, high net worth individuals, real estate development, manufacturing and construction. She is a member of the Oklahoma Society of CPAs and the American Institute of Certified Public Accountants. Grace joined Eide Bailly in 2001.



**Gates Colbert**, BBA 2006, graduated from the University of Texas's Medical School in Houston in May 2010 with his doctor of medicine. He will begin his intern year doing internal medicine at Baylor University Medical Center in Dallas.

**Edward Frazier**, BBA 2006, was promoted to the rank of lieutenant in the United States Navy. He is currently the aviation supply department officer at Naval Air Station JRB Fort Worth, where he manages the logistics needs for two U.S. Marine squadrons and multiple support sites.

**Meredith Elwell**, BBA 2007, was promoted by Saddle Creek Corp.,

Lakeland, Fla., in April as an operations manager at Saddle Creek's Brother International, Memphis facility. She transferred from Memphis to Lakeland March 2009 and began her career with Saddle Creek shortly after graduation.

**Stephanie Singer**, BBA 2007, earned her juris doctorate in May from the University of Tulsa's College of Law. She recently served as an intern for the Tulsa County Public Defender's Office.



**Katelyn Senko**, BBA 2009, has been promoted to a renewable fuels energy trader with Musket Corp. after working in the company's risk department

for almost a year. Senko is an active member of Young Professionals in Energy and is currently training for a triathlon in the spring while living in her hometown of Houston.

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## PRICE COLLEGE OF BUSINESS HONORS LUNCHEON



Alissa Myers, economics and marketing senior with Distinguished Alumni Award honoree Larry Houchin

Neda Navabha, energy management and finance junior with Distinguished Alumni Award honoree Bob Mareburger

Amy Henderson, entrepreneurship and marketing junior with Distinguished Alumni Award honoree Bill Ford

Blake Trippett, finance and entrepreneurship senior with Recent Alumni Award of Distinction honoree Devan Eagon

Brian Lepak, accounting and finance senior with Distinguished Alumni Award honoree Guy Patton

Matthew Deimund, finance and accounting senior with Distinguished Alumni Award honoree Pete Adamson

On April 30, the Price College of Business held its Third Annual Honors Luncheon. Alumni, students and faculty were recognized for their outstanding support and involvement in the college. To find out how you can become more connected to Price College, call (405) 325-4386 or e-mail [pricecollege@ou.edu](mailto:pricecollege@ou.edu).

For the Bruzzy Westheimer Leadership Award, from left, Wayne Billings, finalist; Amy Henderson, award winner; Bruzzy Westheimer; and Blake Trippett, finalist

