

PRICE

m a g a z i n e

Spring 2012



FIRST FIDELITY INTEGRATED
BUSINESS CORE

The First Million



The University of Oklahoma



Price College of Business

Letter from the Dean

Dear Alumni and Friends,

Welcome to this issue of *Price Magazine*. The college has made a significant commitment to the professional development of our students. The richness of the diverse experiences our students can access is highlighted in the pages to follow.

One of our longer-standing and successful programs is the First Fidelity Integrated Business Core. Time and again this program is noted by our students for its impact on their undergraduate experience. Students assemble a company, identify a product to sell, build a business plan, secure a loan, purchase merchandise from a vendor they select, inventory and sell their merchandise, select a charitable organization to receive their net proceeds, and donate time to nonprofits as well. It almost gives you a headache just thinking about this all

we celebrated the donation of more than \$1 million since the program's inception to nonprofits in and around the Norman community. With IBC's rich legacy, we are now on our way to donating the second million.

The scope of the professional development opportunities for Price College students exceeds the limitations of a single issue of this magazine. The new Professional Development class



Dean Evans enjoys the First Fidelity Integrated Business Core student presentations in Meacham Auditorium at Oklahoma Memorial Union in December.



At the beginning of the 2011 Adams Society Dinner in November, Dean Evans welcomes those in attendance including new and founding members of the society.

being done in one semester, yet add to this taking three or four additional classes and you have a picture of what the IBC semester is like. In the fall,

Add to this, internships, studying abroad, hands-on curriculum, financial portfolio management and much more.

required of all our students provides early exposure to what it means to be a contributing member of a profit/not-for-profit organization as well as the social responsibility required in these roles.

The Price College student experience is dedicated to the preparation of a well-trained graduate in his or her substantive area and a professionally prepared and aware individual who is capable of navigating in today's highly demanding business environments. We hope you find the student experiences and programs highlighted in this issue helpful in picturing the Price College graduate of today and tomorrow.

A handwritten signature in black ink, reading 'Ken Evans'.

Ken Evans
Dean and Fred E. Brown Chair

Series Speakers Promote Excitement

Between the Distinguished Speaker Series, the Kanaly Lecture Series and the Executive-in-Residence program, Price College offers the opportunity for its students, alumni, faculty and staff to hear and interact with top industry leaders.

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First Fidelity IBC Achieves Milestone

For the past 16 years, students have experienced the First Fidelity Integrated Business Core and learned about business first-hand. As part of the program, students sell products with the proceeds going to local charities – those proceeds are adding up.

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More Than the Norm in the Classroom

Undergraduate students learn from world-renowned faculty everyday at Price College, but also in unique course offerings and through industry executives who visit and share their expertise in class.

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Multitude of Opportunities Lead to Success

Between plentiful internships, study abroad and professional development preparation, undergraduate students not only learn but they experience the real world of business with an abundance of options.

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Unique and Timely Programs for MBA Students

Price College's MBA students vary widely in their background and career goals, which is why the MBA program offers many different specializations within the core curriculum.

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MBA Experiential Learning is Key

Scholars programs around the world, internships, mentoring and corporate speakers all shape the college's MBA student experience and the advanced learning necessary in today's job market.

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PRICE COLLEGE OF BUSINESS ADMINISTRATIVE OFFICES

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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: Along with IBC companies selling, presenting and volunteering for their designated charities, Bijan Azimi, Crimson Poster Co. consultant and December graduate, talks with First Fidelity Integrated Business Core Director Shelly Grunsted after the companies' final presentations. Photo by Shevaun Williams.

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Industry Executives Provide Perspective and Experience Through Speaker Programs

By Taylor Heatly

For the past five years, more than 30 corporate leaders from a broad range of backgrounds, industries and geographies have visited the Norman campus to share their knowledge and experience with the future business professionals who attend Price College.

Through three distinct programs – the Price College Distinguished Speaker Series, the E. Deane Kanaly Lecture Series and the Executive-in-Residence program – OU's business students are exposed to some of the most influential global business leaders who they might never have had the chance to meet otherwise.

The Price College Distinguished Speaker Series began in 2007 with Michael F. Price, the college's namesake, appropriately serving as the inaugural distinguished speaker. Since then, Price College has hosted top executives each semester from a multitude of industries, including Randall Stephenson, chairman, CEO and president of AT&T; Archie Dunham, former chairman of ConocoPhillips; John Carrig, former president and COO of ConocoPhillips; Elaine Agather, chairman of JP Morgan Chase, Dallas Region; Colin Reed, chairman and CEO of Gaylord Entertainment Co.; Steve Malcolm, former president, chairman and CEO of Williams Cos. Inc.; Sharen Jester Turney, president and CEO of Victoria's Secret; Tom Donohue, president and CEO of the U.S. Chamber of Commerce; and Colleen Barrett, president emeritus of Southwest Airlines. Addressing such topics as diversity, growth during a recession and the improvement of customer service through their own tried experiences and successes, each speaker has brought a unique and timely message to share with the students, faculty, staff, alumni and friends of the college. The speaker series also promotes face-to-face interaction between the corporate-level guest, the Oklahoma business community and Price College students.



The Kanaly Lecture Series, which began in 2008 and is traditionally held each spring, 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 L. Kanaly, also an OU business graduate. Similar to the Distinguished Speaker Series, many renowned business leaders have graced OU's campus to present their keen perspectives on corporate leadership to hundreds of attendees and to interact with the students of Price College. Larry Nichols, executive chairman of Devon Energy, served as the first Kanaly Lecture speaker. Other key speakers in this series include Steve Kerr, senior advisor to Goldman Sachs; Gerard Arpey, former chairman, CEO and president of AMR Corp. and American Airlines Inc.; James Turley, chairman and CEO of Ernst & Young; and James Young, chairman, president and CEO of Union Pacific Corp.

Top-level business leaders also have visited Price College through the Executive-in-Residence program. During a one-to-two-day period, the executive meets with faculty in their area of expertise, as well as interacts with students and OU administration. Executives-in-residence speak to related business classes and student groups about their industry, presenting students with personal experiences and current information about the topics they are studying.

These three programs have helped to complete OU business students' understanding of the vast world of business and inspired them to strive for success. Price College is appreciative to the men and women who have generously shared their wisdom and donated their time to help mold tomorrow's leaders.



Michael Price visits with students after his talk kicking off the college's Distinguished Speaker Series.

Executives-in-Residence

Harry Pefanis, president and COO - Plains All American Pipeline

Phil Kramer, executive vice president - Plains All American Pipeline

Stephen Dernick, president and CEO - Dernick Encore LLC

Chuck Doyle, chairman - Texas First Bank

Gene Rainbolt, chairman emeritus - BancFirst

Doug Lattner, principal - Deloitte Consulting

Ken Silverman, chairman and CEO - The Silverman Group

Max Weitzenhoffer, Broadway and West End producer

Steve Dolman, senior vice president - Hines

Bill Brewer, president - Yellowstone Energy Products

Clifford Hudson, chairman and CEO - Sonic Corp.

David Glass, audit partner - KPMG

Brian Turrentine, managing director - JP Morgan Chase

Bill Engel, chairman - Consumer Orbit

Mark Smith, senior vice president and CFO - Ultra Petroleum

Dan Cathy, president and COO - Chick-fil-A

Wallis Marsh, founder and CEO - Extex Companies

Sam Hinkie, executive vice president of basketball operations - Houston Rockets





MBA PRELUDE WEEK GETS A NEW LOOK

The week before the fall semester begins each year, MBA students are welcomed to campus with a host of events and activities. The first-year MBA students are introduced to OU through academic preparation, professional development and team-building exercises during the course of the week. A few new activities were planned this year, including a taste of AT&T's Executive Leadership programs with Ken Fenoglio from AT&T's corporate headquarters speaking to incoming MBA students. Prelude Week also introduced a community service project this year with Norman's Habitat for Humanity. MBA students assisted with a home being built for a teacher and her children and another home for a young man who is raising his younger brother. They also volunteered at the Habitat ReSTORE – a warehouse full of donated new and used building and home improvement materials, furniture and appliances that are sold to the general public at affordable prices. Such experiences prove invaluable in preparing the MBA students for what is to come in the program.



MBA students attend a discussion and tour at the Gaylord Family – Oklahoma Memorial Stadium during Prelude Week.



Some of the women MBA students stand by the 2011 Women Build sign for Habitat for Humanity in Norman while helping to build a home.

TOM DONOHUE, PRESIDENT AND CEO OF U.S. CHAMBER OF COMMERCE, SPEAKS TO FULL HOUSE

On Sept. 16, Tom Donohue spoke to a large crowd as part of the college's Distinguished Speaker Series in the Molly Shi Boren Ballroom at Oklahoma Memorial Union. Students, faculty, staff and alumni, along with many attendees from various chambers of commerce from around the state, enjoyed Donohue's frank talk about the economy and the future of business in the country. He discussed his proposal to create jobs and challenged students to figure out ways to fix things instead of complaining. Donohue also met with MBA students as well as JCPenney Leadership associates during his visit and held a reception before his discussion with employees and members of city and state chambers of commerce.



Tom Donohue fields questions after his talk in Oklahoma Memorial Union.



Dean Evans discusses Southwest Airlines' unique culture with Colleen Barrett during her visit to campus.

COLLEEN BARRETT, PRESIDENT EMERITUS OF SOUTHWEST AIRLINES, VISITS CAMPUS AS PART OF THE DISTINGUISHED SPEAKER SERIES

During a fireside chat on Oct. 27, Colleen Barrett, president emeritus of Southwest Airlines, discussed with Dean Ken Evans the many things about Southwest that have made it such a success during the past four decades. Students, faculty, staff and alumni gathered in Meacham Auditorium of Oklahoma Memorial Union to hear her speak about a company that is unique in many ways, including putting employees first before customers. She also spoke of becoming president and COO three months before the terrorist attacks in 2001 and how the company made it through that time. Barrett also spent the day on campus meeting with MBA students and JCPenney Leadership associates as part of the Distinguished Speaker Series.

FIRST SOCIAL ENTREPRENEURSHIP TRIP TO COSTA RICA PROVES EDUCATIONAL AND INSPIRING

Social Entrepreneurship is a growing area of study, and the class offered by Price College encourages entrepreneurial skills and business strategies to craft innovative responses to social needs. Six students from the class, along with adjunct instructor Laura Brunson, traveled to Costa Rica Sept. 28 through Oct. 2. The students were required to volunteer for four hours at the Urban Harvest Program of the Regional Oklahoma Food Bank prior to the trip as well as write in journals throughout their visit to Costa Rica, and then to prepare a presentation for the class upon their return. During their visit, they went to the National Museum of Costa Rica, attended a discussion



Students visited numerous organizations to assist with projects during their time in Costa Rica.

at the United World College and spent a day at EARTH University. Students came back with renewed motivation to learn more about social entrepreneurship and to work on their own ventures in this area.



Paul Orfalea meets informally with students and insists that they don't take notes, just listen to his interesting story.

KINKO'S FOUNDER, PAUL ORFALEA, TELLS HIS UNIQUE STORY TO STUDENTS

Paul Orfalea founded Kinko's Inc. in 1970 with the idea of providing products and services at competitive prices. He presented his business philosophy based on his freethinking, creative style to students Nov. 2 in Price Hall. He explained his background with dyslexia and Attention Deficit Disorder and how he still managed to succeed during his presentation, titled "Unconventional Methods to Success – Thinking Simple and Finding Your Way." He described using his learning differences and unorthodox approach to business to mold a compassionate and unconventional culture that has allowed Kinko's to thrive.



At the unveiling in Dodson Lounge, Tom Palmore discusses the motivation for his artwork depicting Oklahoma and business.

PRICE COLLEGE RECEIVES GIFT OF COMMISSIONED PAINTING

The largest original art display in the college now hangs across from Adams Hall Room 150. The triptych oil painting measures 8 feet by 18 feet and was commissioned specifically for Price College by Bruzzy and Gloria Westheimer of Ardmore, Okla. Renowned artist Tom Palmore described his work that highlights different areas of business and Oklahoma at an unveiling on Sept. 30 in Dodson Lounge. His artwork appears in numerous collections around the world, including the Smithsonian, the Whitney Museum of American Art and the National Museum of Wildlife Art.





His children, from left, Jonathan Wren, Laura Wren-Little and Lynda Wren, congratulate Dan Wren on his induction into the Oklahoma Higher Education Hall of Fame.

DANIEL WREN, FORMER INTERIM DEAN OF PRICE COLLEGE, INDUCTED INTO OKLAHOMA EDUCATION HALL OF FAME

The 18th Annual Oklahoma Education Hall of Fame Induction Ceremony in October honored Daniel Wren, David Ross Boyd Emeritus Professor of Management, as a new inductee. Wren earned his doctoral degree in business from the University of Illinois in 1964 and then taught at Florida State University until he came to OU in 1973 as a professor of management and curator of the Harry W. Bass Business History Collection. Wren authored numerous journal articles, publications and books, including a history of Price College. He has earned many accolades, including the Academy of Management's Distinguished Educator of the Year award for being the most outstanding management historian of his generation. Wren retired in 2000, but returned to serve as interim dean for two years. He also continues to teach future scholars by regularly offering his popular management history Ph.D. seminar.

DAN CATHY, WALLIS MARSH AND SAM HINKIE SERVE AS EXECUTIVES-IN-RESIDENCE DURING THE FALL SEMESTER

Three executives came to campus during the fall semester to share their experiences and interact during a day-long visit with Price students. Dan Cathy, president and COO of Chick-Fil-A Inc., served as an executive-in-residence on Sept. 21. He spoke to hundreds of students about the company his father founded and that he leads out in the field, as he chooses to spend the majority of his time traveling to the chain's restaurants rather than inside Chick-Fil-A's corporate office. Cathy even tweeted his first "planking" while he was at Price College and gave everyone in attendance a coupon for a free Chick-Fil-A chicken sandwich.

On Oct. 20, Wallis Marsh, founder and CEO of Extex Cos., visited with energy management undergraduates and addressed students in the New Venture Development III and Financial and Energy Risk Management classes. In December, Sam Hinkie, executive vice president of basketball operations for the Houston Rockets, returned to his alma mater to meet with students in the Organizational Management of Professional Sport and Business Finance and Marketing Research classes. He additionally met with JCPenney Leadership associates and MBA students in a breakout



Dan Cathy shares his cell phone number with students in order to give away free Chick-Fil-A and also so they can share their experiences at the restaurant with him in the future.



While on campus as an executive-in-residence, Sam Hinkie meets with JCPenney Leadership associates.



Wallis Marsh speaks to an entrepreneurship class while at Price College.

session. Price College's Executive-in-Residence program is shaped to encourage interactions such as these with students and top-level industry professionals to benefit everyone involved.

SECOND ANNUAL ADAMS SOCIETY DINNER HELD AT SAM NOBLE OKLAHOMA MUSEUM OF NATURAL HISTORY

Almost 200 alumni, friends, students, faculty and staff attended the Second Annual Adams Society Dinner Nov. 3. Guests enjoyed a reception before the dinner, held at the Sam Noble Oklahoma Museum of Natural History, which provided the perfect evening backdrop to the event. More than 20 new members from all walks of life were inducted into the Arthur B. Adams Society, but with Price College in common as either alumni or friends of OU. Mike Cawley, president and CEO of the Samuel Roberts Noble Foundation, was the featured speaker, and Robert Zinke, president and CEO of Zenergy Inc., served as this year's society chair. The evening highlighted the theme of energy and also celebrated Adams Hall's 75th anniversary.



Robert Zinke, Adams Society chairman, toasts the attendees with a commemorative 75th-anniversary flute during the annual dinner.



The Pride of Oklahoma Marching Band performs at the conclusion of the Adams Society Dinner.

BACK TO BUSINESS WEEK INTRODUCES AREAS OF COLLEGE

Sept. 6 through 8 marked Back to Business Week with more than 2,700 students, faculty and staff being welcomed back to Price College for the academic year. First-day events centered around student groups and organizations, with tables and representatives presenting information to attendees. The next day afforded each division and academic program within the college opportunities to discuss the majors and opportunities they offer. The week concluded with a cookout and the chance for students to network with corporate sponsors as well as pet dogs brought in by Second Chance Animal Sanctuary staff.



Students, faculty and staff enjoy the cookout provided by the Student Business Association during Back to Business Week.





W.R. and Judy Howell enjoy the college's annual tailgate festivities.

FOURTH ANNUAL PRICE COLLEGE TAILGATE WELCOMES LARGEST CROWD YET OF OU FANS

More than 400 attendees at this year's Price College Tailgate enjoyed Rib Crib barbecue and had the opportunity to peruse products being sold by First Fidelity IBC companies – as well as a chance to receive prize giveaways – prior to the OU vs. Texas A&M football game on Nov. 5. Dodson Courtyard, located between Adams and Price Halls, is in such close proximity to the Gaylord Family – Oklahoma Memorial Stadium that this once-a-season free event is becoming more and more popular with alumni and friends of the college. Great weather and winning the game by more than 15 points provided an excellent finish to the fun day.

BRUZZY WESTHEIMER PRESENTATION COMPETITION ENTERS NINTH YEAR

“What is the role of social responsibility in business leadership?” served as this year's theme for the Bruzzy Westheimer Presentation Competition, held on Nov. 11 at the



Bruzzy Westheimer presents the check to the winning team of the Westheimer Presentation Competition, from left, Chris Maupin, Westheimer, Kristina Sutton and Tyler Jones.

OU Foundation. David Williams, director of Price College's Business Communication Center, coordinated the event, while Bruzzy Westheimer, Price College board member and president and CEO of the Jerome Westheimer Family Foundation, sponsors the annual competition. Fourteen judges from different areas of business scored the 13 teams of three students each on their presentation delivery skills. Cash prizes were given to all who participated, with the winning team earning \$6,000. First place went to a graduate team composed of Chris Maupin, Kristina Sutton and Tyler Jones; second place went to Matt McCord, Stephanie Black and David Postic; and the third-place winners were Madelyn Randolph, Rachel Tyrrell and Taylor FitzGerrall.



Bruzzy Westheimer is honored with a Seed Sower sculpture during the Westheimer Presentation Competition.

ENTREPRENEURSHIP PROGRAM RANKS IN TOP 10 NATIONALLY

Price College's entrepreneurship program was ranked again nationally this year by *Entrepreneur* magazine in conjunction with The Princeton Review. For 2011, the program ranked 10th in the country based on criteria in the areas of teaching entrepreneurship business fundamentals in the classroom, excellence in mentorship, and providing experiential opportunities outside the classroom, as well as non-traditional, distinguishable aspects of the program. Another study by Portfolio.com found that the program is not only in the top 10 in the nation, it also is the best value by thousands of dollars over other top programs. While the tuition amounts vary widely in the website's research, OU ranked as the highest-quality program for the cost.



Trips like these to corporations around the world are part of what makes Price College's Entrepreneurship program so successful.

ENTREPRENEURSHIP STUDENTS GAIN INSIGHT DURING TRIP TO AUSTIN

In November, eight Price College students were given the opportunity to travel to Austin to meet entrepreneurs who had grown their businesses into successful ventures. The companies visited ranged from small start-ups like sparefoot.com to big corporations like Dell and IBM. Students were able to meet venture capitalists, CEOs, and CFOs, along with other entrepreneurs, including at the offices of National Instruments, where students watched demonstrations of the gadgets the employees had developed. Employees laughed as students ducked to avoid the remote-controlled helicopters that buzzed overhead. Students also visited with OU donors and alumni and several received internships and job opportunities as a direct result of the trip.



Entrepreneurship and engineering students visit Dell's corporate headquarters during their trip to Austin.



The winning team is pictured with OU staff, from left, Valerie Myers Christensen with the Center for the Creation of Economic Wealth and Caitlin Williston, David Kruger, Desiree Lynch, Phillip Basse and Jim Wheeler with Price College's Center for Entrepreneurship.

SOONER LAUNCH PAD PITCH COMPETITION GROWS AGAIN THIS YEAR

Students won prizes totaling \$20,000 in the Sooner Launch Pad Pitch Competition, held on November 18 in conjunction with the Center for the Creation of Economic Wealth. Harry Pefanis, president and COO of Plains All American Pipeline, sponsors the annual competition, in which students across campus pitch their new business ideas. More students than ever before competed as 30 student teams entered and six finalists were chosen to present to a panel of entrepreneurs and investors. Because of the high volume of quality submissions, SLP hosted a side competition that featured some of the teams that did not make finals. By the day's end, judges heard a variety of ideas that ranged from an herbal gum that helps people relax to a machine that cools room-temperature beverages to the perfect temperature in as little as one minute as well as the team that placed first in the competition, EpiBox, which creates medical accessories for EpiPen carriers.

FALL CONVOCATION FEATURES BONNIE KENNEDY, MANAGING DIRECTOR AND CFO OF TRIDENT CAPITAL, AS THE ALUMNI SPEAKER

This year's Fall Convocation took place Dec. 18 at Embassy Suites Hotel in Norman. Bonnie Kennedy, managing director and CFO of Trident Capital Inc., gave the Alumni Address during the ceremony to hundreds of graduates and more than 2,000 in attendance. Chris Maupin, MBA graduate, spoke to students about their futures in business and Gretchen Hauptman, supply chain management graduate, sang the National Anthem as well as the OU Chant. Wayne Thomas, Mano Ratwatte, Nate Stout and Jeff Schmidt all served as faculty marshals for the event.



Hundreds of Price College graduates and their families sing the OU Chant at the Embassy Suites Hotel during Fall Convocation. Photo provided by Party Pics of Norman.

PRICE COLLEGE SERVICE DAY VOLUNTEERS MAKE IT A DAY TO REMEMBER

With wonderful weather to start them out, hundreds of Price College students, faculty and staff again participated this year in the Second Annual Price College Service Day on Nov. 12. Thirteen elementary schools in Norman, along with Transition House, a shelter that helps people with mental illness and other disorders live independently, benefited from the volunteers, who assisted by performing chores that ranged from cleaning out a pond to repainting inside and outside a school. The event is sponsored by Delta Sigma Pi and allows classmates, professors and Price College staff the opportunity to come together to serve the community.



JCPenney Leadership associates Hosanna Morris and Shawn Deines help clean up an area outside of Jackson Elementary School in Norman during the Price College Service Day.





LOWELL BUSENITZ

Lowell Busenitz, Michael F. Price Chair in Entrepreneurship, was named one of the top 25 most cited entrepreneurship scholars in the world by *Scientometric* in the article “Mapping the (in)visible college(s) in the field of entrepreneurship” by Aurora A.C. Teixeira. He was designated as one of the top seven most highly connected authors with an example from the article of his impact as follows: “A few top-cited authors – Zahra, Gartner, Reynolds, Covin, Busenitz, Hitt and Westhead – perform a truly critical gatekeeper and bridging role within the field by helping this community to become more visible and cohesive.”



CRAIG RUSSELL

Craig Russell, professor of management, recently authored a book titled *Evidence-based Human Resources Management* published by Cognella/University Readers Press. It is the first text to focus on proving the “value proposition” of HR systems to executive decision-makers. Russell moves away from a “cost-center” or overhead view of HR and offers a step-by-step guide on how to best demonstrate the impact of HR systems on important business outcomes (financial and operational).

Russell also wrote three chapters for the second edition of *The Encyclopedic Dictionary of Human Resource Management*, edited by Larry Peters, Charles Greer and Stuart Youngblood for Blackwell Publishers. The chapters are titled “Reference Checks,” “Background Checking” and “Biographical History Inventories.”



LOUIS EDERINGTON

Louis Ederington, Price Chair in Finance, addressed a workshop in November on the “Interactions Between Physical and Financial Energy Markets,” which was jointly sponsored by the International Energy Agency, International Energy Forum and Organization of Petroleum Exporting Countries in Vienna, Austria.

Ederington described findings of joint research with **Chitru Fernando**, John and Donnie Brock Chair, and **Kate Holland**, doctoral student in finance, on the effect of futures trading on physical oil prices, specifically the impact of the futures-spot price spread on decisions to put crude oil into storage or to draw it out. Their research was performed under contract to the Energy Information Administration at the U.S. Department of Energy.



CHITRU FERNANDO



KATE HOLLAND



JEREMY SHORT

Jeremy Short, Rath Chair in Strategic Management, co-authored a textbook titled *Mastering Strategic Management*, along with Dave Ketchen, the Lowder Eminent Scholar at Auburn University. The textbook covers essentials of strategic management and is available to read free online at <http://catalog.flatworldknowledge.com/catalog/editions/2076>. Each chapter includes innovative features, such as graphic content pages that

illustrate key strategic management concepts and theories, a feature highlighting lessons gleaned from hit motion pictures, and a focus on strategic issues at well-known companies. The book also includes select content from management graphic novels co-authored by Short, such as “Atlas Black: Managing to Succeed.” Short’s graphic novel work additionally was featured in his talk at the TEDxOU event on Jan. 27.

Additionally, Short, along with Price College doctoral student, **Aaron McKenny**, and two coauthors from Texas Tech, G. Tyge Payne and Miles Zachary, have their paper “Assessing Espoused Goals in Private Family Firms Using Content Analysis” forthcoming in *Family Business Review*. In this article, they outline a method for capturing the economic and non-economic goals of privately held family businesses through

content analyses of company web sites and media releases. In their sample of Australian private family firms, they show that private family businesses communicate both economic and non-economic goals in these documents. This article was highlighted on the Management Ink blog published by Sage Publications on Jan. 5. The article is available to read at <http://fbr.sagepub.com/content/early/2011/09/13/0894486511420422>.



AARON MCKENNY



SHAILA MIRANDA

Shaila Miranda, associate professor of MIS, and **Sung Kim**, doctoral student in MIS, presented the first of their papers titled “A Social Movements Perspective on ‘Issue’ Surfacing on Social Media” at the August meeting of the Academy of Management. This paper was published in the Academy’s Best Paper Proceedings and won the Academy’s Organizational Communications and Information Systems Division’s

third-place prize in their best conference paper competition. In this paper, Miranda and Kim qualitatively examine the 2009 Iranian Presidential Election protest tweets, the emergent Coffee Party movements Facebook site, and 40 conversation threads on MyStarbucksIdea.

The second of their papers out of this project, “Seeds of Change: Substance and Influence in Brand Communities,” was presented at the 32nd International Conference on Information Systems and appears in the conference

proceedings. In this paper, Miranda and Kim address the question of how the efficacy of articulating the three claims they identified in their earlier work is mitigated by the cognitive and affective influence tactics exercised by individuals in their communication.

Pradeep Yadav, Johnston Chair in Finance and director of the Division of Finance, gave a keynote talk titled “High Frequency Trading” at the Emerging Markets Finance Conference in Mumbai in December. He also delivered a public lecture, “Regulation of Short-Selling,” for the National Stock Exchange of India to an audience of the Securities and Exchange Board of India regulatory officials, and the brokers, dealers and other traders of the NSE. Additionally, in August, Yadav chaired the annual meeting of the European Finance Association in Stockholm.



PRADEEP YADAV



First Fidelity Integrated Business Core's Legacy Grows Stronger

By Anne Barajas Harp

During a celebration long anticipated, the First Fidelity Integrated Business Core at OU's Price College of Business blew past the \$1 million mile marker in December to help those in need and forever change the lives of its participants.

IBC gives Price College students the opportunity to create and run their own business for 16 weeks while raising funds and donating sweat equity to local nonprofits. The numbers alone are impressive: Some 9,200 IBC students have contributed in excess of \$1 million to 75 different charities during the program's history.

But numbers are not the bottom line in IBC.

"Our goal is to help the student realize how a business is conceptualized from start to finish," says IBC Director Shelly Grunsted, who has been with the program since 2004.

At IBC, businesses begin on the first day of the semester, when students who have vied for one of 80 coveted spots are divided into four "companies." Leadership is established and ideas for products are researched. Soon, the students will come face to face with the reason for their hard work at a service fair where local charities make their case for funds and volunteers.

Each company – which includes a mix of students from Price College's academic majors – will pick two

charities to benefit. One charity will receive all proceeds from the company's product sales. The other will receive as much as 700 hours of volunteer service.

"Social responsibility has become a key component of what we teach," Grunsted says. "Using their personal tools to better themselves and the community is part of what makes a business successful."

Another aspect of a successful business is start-up capital. IBC companies get theirs from First Fidelity Bank, which has been a full partner in the program since its inception. Students prepare a loan application packet for up to \$5,000 and offer a formal presentation to a panel of First Fidelity representatives. Within hours, the companies will learn how much money they are to receive and why.

"I think of IBC as a lab course for business with real consequences as well as real payoffs," says First Fidelity President and CEO Lee Symcox. "It's truly a unique experience that is important in today's world."

"This program is often noted by our graduates as a transformational experience," notes Price College Dean and Fred E. Brown Chair Ken Evans. "I am extremely proud of our students and faculty and thankful for our working relationships with First Fidelity Bank and the various charitable organizations with whom we have partnered."



Kimberly White, an IBC alumna from the first class of 1995, visits with First Fidelity CEO Lee Symcox at the fall presentation celebration.



David Rexroat presents the financing portion of the Crimson Poster Co. final presentation.



Once money is in hand, the students work with one of nearly 5,000 OU-approved vendors to develop their product. Fall semester students lean toward OU athletics items, while spring students tend to design warm-weather products. IBC company members must source their products, put inventory controls in place and set up selling events.

“Our goal is to run as much as possible like a real business does,” says Grunsted, adding that three-layer financial checks and balances add both accountability and learning opportunities. “Students have to learn, ‘How do you handle 5,000 units and maybe \$25,000 to \$50,000 while everyone stays responsible and accountable to the business enterprise?’”

She points out with pride that in IBC’s 16-year history, no company has ever come up short either in money or inventory.

“People know that when they buy a product, their money is going to charity.”

This past fall, charities benefitted from IBC products that ranged from a poster featuring a photo taken inside OU’s Gaylord Family – Oklahoma Memorial Stadium to “rally rags,” note cubes with photos of OU campus scenes, and European-style stadium scarves. The products were sold on the South Oval, at OU home football games, pre-game tailgate parties, OU fraternity and sorority events, at

continued on next page...



Boomer Banners Co.



Crimson Poster Co.



Sooner Stickies Co.



Sooner Swag Flags Co.





The individuals who made the First Fidelity Integrated Business Core what it is today - from left, top row, Nim Razook, Larry Michaelson, Ken Evans and James Kenderdine; bottom row, Jack Kasulis, Shelly Grunsted, John Hobbs and Richard Little.

local businesses and during benefit nights sponsored by several Norman restaurants.

The sales process wasn't always smooth, but it provided opportunities for solutions and, eventually, success.

The Sooner Swag Flag Co., which marketed the rally towel, discovered on the first day of sales that a major utility company was giving rally rags away for free to the entire student section during the OU-Missouri football game. Sooner Swag turned a negative into a positive by using the product's exposure to familiarize students with rally towels and promote their own product.

Midway through the semester, the Sooner Stickies Co. found it necessary to reorganize sales teams to make sure that their note cube inventory sold before deadline. In the end, they sold out without having to offer discounts.

The Crimson Poster Co. hoped discounting their \$10 product twice meant they would sell out. When that turned out not to be the case, they went in a radically different

direction by matting and framing 70 posters for \$125 each, which provided nine times more profit than the original price and helped the company to meet its sales deadline.

Boomer Banners may have faced the greatest challenges. First, the company learned that their stadium scarves would be delayed by overseas manufacturing. When the product finally arrived, the anticipated long, woven scarves in bright OU colors looked like they were designed for small children.

The team regrouped and marketed their product as a versatile item that could be used as a game-day banner, a decorative item or as a scarf.

"One of the things I'm most excited about is that we sold one to a lady as a dog scarf," joked Boomer Banner President Callen Anderson.

"Bumps in the road during IBC are not only expected, but welcomed," Grunsted says. "This is the only class I believe in your whole college career where a professor will

say to you, 'It's okay to fail. We have never had a smooth-sailing semester. We've always had a problem. And it's a great thing to have happen – we learn. I learn something new every semester along with the students.'"

Problems and solutions are examined in detail during three courses in Marketing, Management and Legal Studies that are imbedded into the IBC program. Class topics correlate with issues students are encountering in their companies and give them the chance to analyze book learning in light of their experiences – which highlights yet another strength of IBC.



Dean Evans and Kris Taylor, director of Hearts for Hearing, display a check highlighting the entire amount of donations that have been given by IBC to community nonprofit organizations.

“You can read anything you want to read in a book, but when you have to go out and apply it, can you?” Grunsted asks. “Because not everything you’re going to learn is applicable to you and your business.”

The four companies are helped in applying what they have learned by “consultants,” upper-graduate IBC alumni who use their experiences to keep the companies on track.

“It’s a fascinating program. You get as much out of IBC as you put into it,” says Bijan Azimi, a Norman senior who was an IBC student in 2010. Azimi has served as an IBC consultant for two semesters and says he still is learning from the program.

“There are so many different areas that you develop; some of them are immeasurable,” he says, adding that his IBC experience was key to getting an internship that now has led to a job with Marathon Oil Co. in San Antonio.

“The feedback that we get from employers is that IBC is a discriminator in job selection,” says Richard Little, an adjunct assistant professor who has taught IBC courses for seven years. “Price College is at the cutting edge with this program.”

Grunsted agrees. “We hear back from industries all over the United States that students who come out of IBC are more prepared, well-rounded individuals. Employers look at a student’s resume, see IBC and start talking to them about their experiences. What happened right, what went wrong, how did you fix it? Because businesses are looking for problem solvers.”

Employers also take into account

that IBC students give between 40 to 70 hours a week to the program, in addition to their other academic responsibilities.

“Not only are they running a business 24/7, they also take 12 hours of classes associated with IBC. They still have tests, projects, papers, things they have to do like any other student. On top of that, they perform sweat equity work,” Grunsted says. “For these 16 weeks, we really watch students grow and become mature young adults who learn how to time manage, problem solve, analyze problems and explore new market opportunities. If you sit back and look at the program, it’s really pretty phenomenal what these students do.”

The hard work, the worry, the stress, all of it pays off one day each semester when IBC students present an annual report to their “shareholders” – the charities they have been diligently working for, parents, friends, and Price College faculty and staff. Company officers stand and report on their challenges and successes. Each report ends with the triumphant surprise announcement of hours donated and money raised for nonprofits.

This fall, IBC students proclaimed a total of 2,800 hours of sweat equity and more than \$50,000 in cash donations to eight local charities.

Grunsted, who knows better than anyone what the students have achieved and at what cost, still is awed when the final numbers are revealed.

“It’s a life-changing moment for these students. Until the annual report, I don’t think they realize how much impact they have through their acts of kindness, what they’ve done

for these families and these charities.”

Kay Christiansen knows exactly what the IBC students have done for Bethesda, Inc. The \$14,330 raised by the Sooner Stickies company will allow her organization, devoted to healing children who have been sexually abused, continue to provide therapy for girls ages 5 to 18 for the next six months.

“I was amazed and humbled and deeply grateful,” Bethesda’s executive director says of the moment the gift was announced. “I’m still overwhelmed by it.”

At the fall annual report and celebration, IBC students were visibly bowled over by what they had accomplished. Parents in attendance and instructors shared in that pride. One parent stood out a little more than others – though that may have been due to the cell phone’s video recorder she held raised throughout a 20-minute annual report.

“It’s been an exciting experience for my son,” says a beaming Oklahoma Gov. Mary Fallin, whose son, Price, was a member of the Sooner Swag Flags Co. “And it was very exciting for me as a mom. I’ve seen his level of confidence grow.”

OU junior Caroline Cruz of Norman barely had left the annual report stage before she was looking back at the IBC experience with her own sense of confidence and joy. She firmly believes that being part of IBC’s 16-year, \$1 million journey has changed her life.

“It has been a whirlwind. This has been the most stressful semester of my college career.” She took a deep breath and smiled. “But I would do it 10 times over.”





Guy Patton, president and CEO of the OU Foundation, speaks to Scott Linn's class.

Taking Inside-the-Classroom Learning to the Next Level

By Susan Grossman

When it comes to preparing its students for the world of work while still in school, Price College of Business has a proven track record. In the classroom where learning can take place and mistakes marked by grades, not pink slips, a number of classes offer hands-on learning to bring lectures and lessons to life.

A newly created Business and Professional Basics class is now required of all students entering Price College. Topics covered range from office politics to professional dress and draws on experts from across campus, including OU Career Services, to share tips and advice.

In the Student Investment Fund and Fixed Income Fund classes, students manage high-value, real-dollar portfolios, just as they would on Wall Street. Designed to simulate what they would do as portfolio managers, both courses allow students to screen and evaluate stocks, or to employ analytical

tools to suggest new purchase recommendations.

Seeded with a gift of \$100,000 from Michael F. Price, the Student Investment Fund class affords undergraduate students the opportunity to administer cash and securities valued at nearly \$470,000. The ability to apply investment theory during the course of the semester, provide written analysis and primary research are among the criteria for which students are graded.

For the Fixed Income Course, students apply classroom knowledge they have acquired in fixed-income investments and markets to manage a \$5 million portfolio funded by Bank of Oklahoma.

“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.’”

Rajiv Dant, director of the Division of Marketing and Supply Chain Management, teaches a marketing research class with significant focus on outside field projects. This approach helps students by developing the complex skills needed to understand issues affecting real-life businesses, whether they have a problem to solve or are considering a new product launch.

“A lot of people assume that the marketing research process is no big deal,” Dant said. “You come up with some questions, ask them, and analyze the answers. But it takes a lot of work ahead of time to answer even seemingly simple questions like, ‘Why sales are down’ because sales being down is the symptom and not the disease. Good marketing research projects aim to understand the root causes of events or problems.”



During the fall semester, Michael Price visits with the students in the Student Investment Fund class.

Al Schwartzkopf, professor of Management Information Systems, said his field project class provides students with real experiences they will encounter as future employees while still in the classroom. Students work as consultants for organizations in the Oklahoma City metropolitan area.

“The field class program is not a capstone course, but rather a capstone experience for Management Information Systems students after they have had all but one or two MIS courses,” he said. “We have a number of different companies as clients who identify an information technology project for which they would like to have a solution. Between four and six students are assigned to develop that solution during the course of a semester.”

The Oklahoma Office of State Finance recently was looking for a way to automate internal contracts for technical services. A small team of OU MIS students in the field project class tackled the problem. As students worked to come up with answers for this real client, Schwartzkopf served as their project manager.

“We try to mimic situations our students will find themselves in at work,” he said. “The only penalty

is me yelling at them and lowering their grade. That is a whole lot better than getting fired. They experience real-world work without the real-world consequences. And we are able to help nonprofit agencies solve internal MIS issues.”

Meeting high-level executives is another way that Price students gain insight into the business world from

*... the recruiter was so impressed that he remarked,
**‘You should list
this class as work
experience.’***

the safe confines of the classroom. A strong line-up of guests often visit classes taught by Scott Linn, R.W. Moore Chair in Finance Economic Development and professor of finance. These are not just hello, handshake moments, he said, but rather opportunities to get a glimpse into the how and why of executive thinking.

“I view giving our students exposure to high-level financial executives as an important part of their education,” Linn said. “Such exposure gives students the

opportunity to see that what I have been teaching them is actually applied in practice and also gives them the opportunity to learn how these executives contribute to the strategic decision-making process at their companies, implement key financial decisions and, most importantly, how these decisions are viewed as impacting the values of a company’s securities.”

Last fall, Michael Price, president of MFP Investors, visited the Student Investment Fund class and spoke about value investing, shared his investment philosophy and discussed stocks held in the portfolio. Guy Patton, president and CEO of the OU Foundation, also spoke to the class about how to value companies using the “value by parts” method. He is responsible for overseeing the management of the roughly \$1 billion foundation portfolio.

“These are definitely educational visits,” Linn said. “Students hear specifics about what they are doing, how they are doing it, and why.”

Students may remain in the classroom, yet these real-life experiences bring the theories and practices their professors teach into sharp focus, giving them a clear advantage as they enter the job market.



From the Theoretical to the Practical, Students Expand Their Education Outside the Classroom

By Susan Grossman



Megan Maples, Energy Management senior, works in the energy industry during her summer internship.

Students at the Price College of Business have a clear advantage in their preparation for life beyond classroom walls with a multitude of opportunities available. Internships, classes that teach résumé writing, professional dress and business etiquette, studying abroad and performing projects for real companies are a handful of ways the college educates students beyond lectures and whiteboards.

“A critical component, perhaps the most important part of our culture, is the internship,” said Steve Long, director of the Robert M. Zinke Energy Management program at Price College. “For the companies who recruit on our campus, internships are a part of

their culture as well. So, while we don’t require it, we do recommend that our students get an internship during their time here.”

Long said internships serve students and the college in three ways. First, internships combine the practical with the academic. It is the “a-ha” moment when the light bulb goes off and something learned in class can be applied on the job. Second, students learn about work culture and performance. Last, internships are great recruiting tools for companies, almost like an eight-to-10-week job interview. “It is a win-win, for companies and students alike,” Long said. “Companies can see the passion and work ethic of the student, and students can see what type of company they might be comfortable working in.”

Michael Manning, faculty advisor for new program initiatives and internships, says Price College focuses on ways its students can quickly become a valuable resource for a firm where they work. The internship program at Price College allows a student to intern part time while maintaining full-time status or participate in a cooperative internship experience where they work full time for a company while continuing to take less than a full course load, but still be allowed full-time student status at OU.

“We are focused on helping students gain experience in learning how to think about business problems and the opportunities they represent; evaluate potential alternative solutions to the business problems they discover; and communicate the solution they pick from the list of alternatives they feel represents the best opportunity for a business to create and sustain a competitive advantage,” Manning said.

For help in preparing résumés to seek an internship, students can turn to Robert Harper, director of the Undergraduate Professional Development Office.

“I work one-to-one with students on interviewing skills, dining etiquette, tips for writing cover letters and résumés, and help them get internships,” he said. “It is the top-notch people who are offered jobs. By taking our skills class, Price College students are much more prepared and acclimated to what might be out there, beyond the classroom.”

Under the direction of David Williams, the Business Communication Center at Price supports the learning of other soft skills needed for professional success. The ability to deliver a polished presentation, write a compelling report, utilize digital

media and resources, and develop people skills all are necessary components of maneuvering in the work world. The center works to prepare students for these realities of the workplace.

Perhaps no other experience changes a student more than traveling and learning abroad. In September, *U.S. News and World Report* ranked the college's International Business Program 16th in the nation. Students in this particular program are required to spend a semester abroad. Immersion in another culture is a critical learning component.

Maddie Kinzie, a junior majoring in international business and finance, is preparing to spend a semester studying in Vichy, France. In addition to her business classes, she is taking French and participating in conversation groups to get ready.

"Studying abroad is definitely something I am looking forward to doing," Kinzie said. "Combining classwork here and overseas is one

of the great things that OU does for students. Being willing to go abroad makes you very versatile in the job market and prepares you to work both in the U.S. and in other countries."

Providing this experience to students outside of the International Business Program is the idea behind the Price College Study Abroad program. Study abroad is not new to the university or the college, according to Ana Bolino, coordinator of international programs for Price College, but creating an opportunity for all students is what prompted the coordinated effort to encourage more students to experience different cultures.

Perhaps no other
experience **changes**
a student more
than traveling and
learning abroad.

"What we discovered is that we have many students in other majors besides International Business who not only don't speak another language, they have never been outside the country," she said. "About five years ago, we decided to develop a study abroad program that would be friendly and accessible to our students, regardless of their major."

Two summer programs have now grown to 11 and are offered in France, Italy, Costa Rica, England and Spain. All courses are taught in English, which is key, Bolino said,



Maddie Kinzie stands in front of St. Paul's Cathedral while studying abroad at Oxford.

to the success of the program. The shortest course is two weeks and the longest is four. Students typically spend four days a week in class, and three days touring and sightseeing to gain the full experience of the country. Students also make trips to local businesses in various countries. For instance, in Spain, they visit the corporate headquarters of Banco Santander, one of the largest banks in the world, and in Italy they tour the production facilities of Ferrari and Ducati.

"Our students don't just spend the summer travelling and sightseeing; they also make progress toward earning their degree and learn about the world around them firsthand. If you need the course anyway, why not take it abroad?"

Why not indeed? Opportunities to grow beyond the classroom are prevalent at Price College to ensure its students are fully evolved as they move from the campus to the workplace.



Parker Dooley, junior International Business and Finance major, stands in the middle of the stock exchange in Madrid, Spain, during his semester-long trip to the country.



Price College Offers MBA Specializations *Suitable For Everyone*

By Jerri Culpepper

Interested in a life and career that's a bit on the wild side? Do your tastes run to the more conventional, or traditional? Or perhaps you're one who straddles the line: you desire to advance your career with some adventure, but that also has a healthy safety net? Specializations available to Price College MBA students include all of these in areas such as

finance, risk management, management information systems, energy and entrepreneurship.

Eddie Edwards, executive director of the MBA program, points out that all Price College MBA students, who take the same core courses, probably could be hired into and succeed in numerous job fields, regardless of their area of specialization.

Students pursuing finance as a specialization will be well-prepared for a career in investment management and corporate finance, while Risk Management students have similar prospects, with additional opportunities in the areas of logistics, transportation, energy marketing, and trading.

MIS majors – who can communicate both with the business professional team and the IT department on a myriad of issues – play important roles in virtually all 21st-century industries. Edwards noted that the highest-paying job thus far offered to one of their graduates – by



Michael Sitton, MBA 2012 candidate, presents to the class during an MBA seminar.

a large, multinational corporation – went to a 2011 MBA /MIS graduate. Auditing functions also are well-suited to MIS graduates.

And of course, in Oklahoma, as across the nation and globe, energy is “top of mind,” Edwards says, referring to the college’s Energy specialization. “OU is very much an ‘energy school,’ and we have as many alums out working in that industry as any school in the country.”

One of the fastest-growing areas of study at American universities is entrepreneurship. This field isn’t for the faint of heart or for the student who wants to know what he or she will be doing in five years, or 10. There are no guarantees in the tumultuous and highly competitive 21st-century global market that its graduates will go on to become millionaires like Bill Gates. In fact, say the program’s administrators, it’s arguable whether true entrepreneurship can even be learned; some say certain innate characteristics are a must for an individual to succeed as an entrepreneur.

What is certain is that, for many, the road to entrepreneurship comes after the launch of a career, sometimes even well into a career.

Says Edwards: “In a number of instances, we have students who have started a career in a particular industry



Sarah Swift talks to a customer about her custom jewelry during a show featuring her work at The Webb in Norman.

and, in their jobs, they detect a better way to perform a task or service. However, they may not have the business experience to take their ‘better idea’ and run with it. Our entrepreneurship emphasis is taught in such a manner as to develop our students into problem solvers, whether they work for a large corporation or for themselves in a two-person shop. This problem-solving skill travels with the student and is very valuable wherever they may decide to work.”

Lowell Busenitz, the Michael F. Price Chair in Entrepreneurship and academic director of the Center for Entrepreneurship, acknowledges that there are some benefits to starting a business while young. Such individuals generally have very high energy levels and usually don’t have heavy financial and family commitments, for example. But, he says, older students who return for their MBA with a specialization in entrepreneurship studies have the benefit of greater maturity and real-world work experience, as well as a specific goal.

Busenitz is convinced that most successful entrepreneurs are both made and born. “In class, we can help students see where their strengths and weaknesses are as they relate to entrepreneurship. There also are a number of specific skills that we can teach them, like doing research on innovative ideas and how to put together business models

for startup ventures; how to develop business plans; and how to think through financial needs of a venture and what type of funding is likely to be had.” No doubt these skills would apply to any business context and are often not an integral part of a conventional MBA educational experience.

2011 OU MBA graduate Sarah Swift is a good example of a student who came to the program with the right combination of outgoing personality and background. After losing her job in 2008 as a result of the downturn in the economy, she turned to freelance writing and consulting and also discovered a passion for designing and crafting jewelry. Concurrently with starting on her MBA, sales of her hand-crafted jewelry took off. This success motivated her to concentrate her OU studies in entrepreneurship and to develop her own business.

Swift credits her Price College education and experiences for preparing her for the daunting challenges facing new entrepreneurs. While students, she says, must be “full partners in their own success” and have the stamina to see things through, success is within reach for the serious aspirant. “If entrepreneurial students take advantage of the amazing resources available through professors, adjuncts, etc., they can be as successful and as supported as any student in any of the top business schools in the country,” she states.



A Rich Tapestry of Nontraditional and Experiential Learning

Available to MBA Students

By Jerri Culpepper

As with students in other colleges across the University of Oklahoma Norman campus, all Price College students are encouraged to seek out nontraditional and experiential learning opportunities available to them. These include studying abroad, scholars programs, volunteerism, guest speakers and mentoring initiatives.

Price College MBA students have opportunities to study abroad or intern all over the country, as well as abroad, including in France, the United Kingdom, Italy and Spain. From Dec. 31 to Jan. 14, for example, six undergraduate and two graduate students traveled with Center for Entrepreneurship executive director Jim Wheeler to the People's Republic of China, where they visited cultural sites as well as with representatives of energy and biotechnology companies, an advertising agency and a public relations firm.

"China is coming on so strong, and is in the news so much regarding its currency, its manufacturing, its huge population and the impact the country is having on the adoption



Jordan McGregor assists with the Hard Rock Calling Festival in London-Hyde Park during his internship for Live Nation.

of new technologies and production. While our students won't learn Mandarin or all about the cultural heritage of this country in such a short visit," Wheeler said, "they will gain a greater understanding of another region of the world."

One student who took full advantage of Price College's extracurricular opportunities is December 2011 MBA graduate Jordan McGregor. McGregor's passion since childhood has been music. After turning his

attention from the performing end (he played guitar) to the business side, he attended the University of North Texas, earning a BBA in finance summa cum laude. Realizing he needed more of an edge to compete in the highly competitive music industry, or as he put it, "to turn my passion into a sustainable career," he enrolled in OU's MBA program.

McGregor was selected as a Dunham Scholar to attend the London School of Economics last summer and intern at Live Nation Entertainment. His internship was in the accounting department, and he had the opportunity to assist with four major UK music festivals and to work with such bands as Bon Jovi, Kings of Leon, The Killers, The Black Eyed Peas, Rod Stewart, Linkin Park, Def Leopard, and System of a Down.

"Price College made this possible through its excellent alumni network, academic preparation and worldwide reputation," McGregor said. "When I was offered the opportunity to be a Dunham Scholar, I felt uneasy about the prospects of securing an internship in



German Chavez-Majluf presents on the topic of social responsibility in business during the Westheimer Presentation Competition.

a highly niche industry in a foreign country I had never visited, yet thanks to the excellent preparation I received, I excelled during my internship and have even received a job offer to re-join Live Nation UK to help with the 2012 London Summer Olympic live music events as an assistant production accountant.”

In addition, high-achieving MBA students may apply for three other unique summer opportunities: the Price Scholars program, in which students spend the summer working and studying in New York City; the MBA Corporate Scholars program, located in Dallas, which offers internship opportunities, interaction with regional executives and alumni mentorship; and the MBA Energy Scholars program, located in Houston and Oklahoma City, which provides an unparalleled opportunity for students pursuing an energy specialization to acquire the professional credentials to operate in a complex and sophisticated global environment.

The opportunities to volunteer across campus and in the community are virtually limitless, ranging from the university’s largest such effort, The Big Event, held every spring, to Big Brothers/Big Sisters. Students

who take time out of their studies to volunteer “are more employable and more enjoyable,” said Eddie Edwards, executive director of the MBA Program. This summer, he said, one of their students will go to Africa to work in micro-finance: making small loans to entrepreneurs there.

While Price College students have always had numerous informal opportunities to be mentored – not only by the college’s advisers and faculty but also by alumni and others – Tom Greenlee, director of external relations and career management, currently is working with the MBA Board of Advisors to build a more formal mentoring network throughout the country.

“We think it is such a vital part of the maturation process of our students to have an OU alum to talk to – about a variety of issues, such as employment searches, places to live, clubs and associations to join, networking, etc.,” Edwards said. “And, our alums really seem to enjoy, and take very seriously, their role in such a relationship.”

German Chavez-Majluf, who is expected to graduate in 2013 with dual master’s degrees – an MBA and the other in MIS, took advantage

of the many opportunities given students in Price College to hear from and speak with business leaders, among them: Thomas Donohue, president and CEO of the U.S. Chamber of Commerce; Mark Smith, senior vice president and CFO of Ultra Petroleum; and Stephen Vaughan, executive vice president and CEO of Sonic Corp.

He was particularly inspired by the message delivered by Colleen Barrett, president emeritus of Southwest Airlines.

“It was amazing to hear that a company can be very successful when caring about people first and not just money,” he explained. “I believe the No. 1 reason companies are not succeeding is because they have deviated from their original vision and are neglecting their human capital. Hearing Ms. Barrett speak about the importance of investing in people gave me hope and motivated me.”

Says Edwards, “The old saying that you’ll get out of something what you put into it rings totally true regarding the student experience in the MBA program. We offer a rich set of experiences for those willing to take some risks here and there – to get out of a comfort zone.”



Matthew JENSEN

Assistant Professor of Management Information Systems and
Co-Director of the Center for Applied Social Research



Jensen teaching his Accounting Information Systems class in Price Hall.

Matthew Jensen joined the faculty at the Price College of Business in 2008 as an assistant professor. Originally from San Diego and the oldest of six children, Jensen completed his undergraduate and graduate degrees in Information Systems Management at Brigham Young University and his doctoral degree in Management Information Systems at the University of Arizona.

Jensen's interest in computers was developed early on in elementary school, where he learned to code in Basic on the Apple IIe. This developed into an interest in business and eventually MIS. "The thing that appeals most to me about MIS is determining how technology can be leveraged to solve really tough problems that individuals and organizations face," says Jensen.

Jensen's research interests include computer-aided decision-making, human-computer interaction and computer-mediated communication. His research has been published in the *Journal of Management Information Systems*, *Group Decision and Negotiation* and various IEEE journals. Jensen has received many honors for his research and teaching, with the most recent being the Bruce R. Magoon Master Teacher Award in 2011.

The majority of Jensen's work revolves around credibility and deception in mediated interaction. He became interested in this specialized area after working on a multi-university grant from the U.S. Air Force concerning deception in the military infosphere. "The project investigated information collection and sharing in a distributed environment and the point of the project was to determine how information might be scrutinized for possible deception through the process of collection, analysis and decision-making," says Jensen. "As more organizations and individuals move their activities online, this is an increasingly relevant issue."

Occasionally, people have approached Jensen to let him know that they have identified a specific "tell" to know if others are lying. He cautions that it is not that easy and people should not rush to judgment with regards to truth or deception. "You likely can't tell and are likely overconfident in your own assessment."

Not only is Jensen an assistant professor within Price, he also serves as the co-director of the Center for Applied Social Research. The joint appointment allows him to teach at Price College along with working on grants and contracts at the center,

including a recent \$10.7 million multi-year contract awarded by the Air Force Research Laboratory and the Intelligence Advanced Research Projects Activity to develop an educational video game for training future intelligence analysts. Additionally, Jensen is working on a project funded by the National Science Foundation examining how ideological groups use the Internet to coordinate activities, attract new members and spread their ideologies.



Jensen and his wife, Carolina, and children, from left, Benjamin, Hannah, Christian and Daniel.

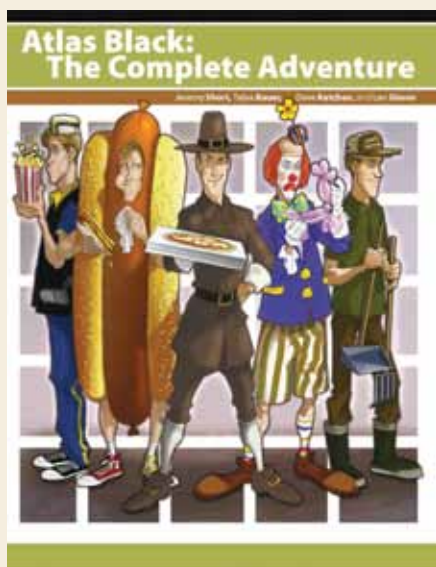
"We pay specific attention to any differences between violent and nonviolent ideological groups."

When not working at Price or CASR, Jensen spends time with his wife of 12 years, Carolina, and their four children, Benjamin, Daniel, Christian and Hannah. He loves to watch and play baseball, basketball and soccer with his kids and takes time to volunteer with a local Boy Scout troop. Jensen also enjoys reading nonfiction books and listening to a cappella music groups.

Jeremy **SHORT**

Rath Chair in Strategic Management and
Associate Professor of Management and Entrepreneurship

Jeremy Short is a Euless, Texas, native who recently joined the faculty at Price College for many reasons, but it was a natural choice for him, he says, because of his interest in entrepreneurship. Short explains the decision was due to the research culture in the college overall, the excellent reputation of the faculty within the Division of Management and Entrepreneurship, and the opportunity to be associated with a flagship institution. It also



Atlas Black's 10 adventures are featured in this one book cowritten by Short.

didn't hurt that after growing up in a town that won several state football championships and his graduation from Louisiana State University with his Ph.D., his love for places that have great football made him feel instantly at home at OU. Another reason he chose Norman is its proximity to his family. His parents still live in Euless, his brother resides in Austin, and his sister is staying with him this year.

Short earned his bachelor's degree in management from the University of Texas at Arlington and his

MBA in management from the University of North Texas. Before earning his doctorate in strategic management from LSU, he worked at Rehabilitation Management in Irving, Texas. He performed readiness and rehabilitative training and teaching for persons with disabilities to help them, among other things, get a job. This led to an interest in teaching and strategically managing a person's career.

Before coming to OU, Short served as an assistant professor at Portland State University and Utah State University as well as the Jerry S. Rawls Professor at Texas Tech. He feels he has always been an entrepreneurial thinker. For example, he and his wife, Tessa, started a bed and breakfast in a historic home they remodeled in Portland, Ore. They then discovered a greater opportunity in selling the property. He saw the same opportunity arise when he created a graphic novel series to teach management and business concepts.

"The idea was just to make teaching classes more engaging and informative," Short says of his graphic novels, some of which he collaborated on with others. "The history of management is over a century old and fascinating, but much prose in textbooks is often impenetrable." The current generation of students is sometimes referred to as a 'lost generation,' and the graphic novels provide one tool to reach out to these students in a meaningful way."

Among the graphic novels he wrote or cowrote include *Atlas Black: Managing to Succeed*, which tells the story of a young entrepreneur about to graduate with dim job prospects who decides that taking the entrepreneurial

plunge provides a more promising opportunity. The sequel, *Atlas Black: Management Guru?* follows the storyline to the opening of the new business concept. His third graphic novel, *Tales of Garcon: The Franchise Players*, covers franchising and family business, while the most recent graphic novel, *University Life: A College Survival Story*, focuses on the struggles of incoming college freshmen. Along with these unique books and others, Short has written more than



Short with his son, Jack, on a recent train trip to Fort Worth.

70 journal articles and book chapters and received numerous awards for his research. He serves as an associate editor for the *Journal of Management and Family Business Review*, and is on the board of the *Journal of Business Venturing and Organizational Research Methods*.

Short and his wife have two children – Jack, who is almost 3, and Ella, who is just a few months old. They enjoy visiting the Sam Noble Oklahoma Museum of Natural History, or the "dinosaur museum," as Jack likes to call it. Short likes football season, remodeling homes and playing guitar, piano, mandolin or the ukulele. He also is excellent at the game Angry Birds, and hopes to build on his success in developing graphic texts to create animated games to teach key business concept.





CLASSnotes



Jim Dancy, MBA 1984, is co-founder and chief operating officer of Innovative Analytics, which was listed in *Inc. Magazine's* 500/5000 fastest-growing private companies in America for the third year in a row. Based in Kalamazoo,

Mich., Dancy's company also was included in the 2011 "Michigan 50 Companies to Watch" list. Formed in 2003 by Dancy and CEO Patricia Ruppel, Innovative Analytics is a specialized data services company that provides data capture, medical writing and statistical analysis services for clients engaged in clinical research trials.

Since its inception, IA has been attracting praise from national media, global biopharmaceutical and medical device companies, and Michigan economic development agencies. Dancy's entrepreneurial efforts prove that an innovative idea that is effectively executed can continue to create economic growth in a region of the United States that has been particularly hindered by the current recession.

"We're successful because we understood, from our earliest days as a company, the importance of investing in the people, technologies and specialized training that come together to create real value to our clients," said Dancy.

Before Innovative Analytics, Dancy held several key positions in data management, including director of clinical database operations at Pharmacia and director of experimental medicine informatics at Pfizer. While at Pfizer, he implemented a data warehouse to support clinical biomarker analysis, which earned a Bio-IT "Best Practices" award in 2003. He is a member of the American Society for Quality and has been a certified quality engineer through that organization since 1991. He also is a member of the Drug Information Association.



Richard Ratcliffe, BBA 1961, recently was re-elected to serve a second term as a director of the Federal Reserve Bank of Kansas City. Ratcliffe,

chairman of Ratcliffe's Inc. in Weatherford, Okla., will serve a three-year term as one of nine directors on the Kansas City Fed's Board. Ratcliffe's Inc. is the largest privately owned textbook retailer in Oklahoma, serving students at the University of Oklahoma's Norman campus, Southwestern Oklahoma State University, Rose State College and the OU Health Sciences Center. Ratcliffe also serves as chairman of the board of trustees for the Communities Foundation of Oklahoma, and he is a past chairman of the Oklahoma State Chamber of Commerce.

Sherry Barton, BBA 1969, was named *The Journal Record's* Woman of the Year for 2011. Barton worked 10 years as a savings and loan officer before taking a job with New York Life in 1987. She's had a 24-year life and qualifying membership of the Million Dollar Round Table with one Top of the Table and one Court of the Table appearance. Barton has given motivational speeches from Washington, D.C., to Anchorage and internationally in Jerusalem, Singapore and Hong Kong. She is a member and past president of the Oklahoma City Association of Insurance & Financial Advisors and serves on the executive board of New York Life's Agents' Advisory Council. She's been recognized as the 1999 Oklahoma City Life Underwriter of the Year and Oklahoma's State Insurance and Financial Advisor of the Year in 2005. Barton is a two-time finalist for *The Journal Record's* Fifty Making a Difference and was one of 14 Oklahoma City women selected in 2005 as a "Hot Mama" by Southwestern Publishing.

Dennis Clowers, MBA 1973, was recently named Oklahoma City's assistant

city manager after working in the private sector as an engineer and taking a job as a city engineer in 2005. Clowers hopes to maintain the confidence Oklahoma City's residents have shown in officials by approving a series of MAPS votes and multi-hundred-million-dollar bond issues.

Robert Bramlett, BBA 1974, was appointed chairman-elect of the Independent Insurance Agents and Brokers of America. Bramlett has been president and CEO of the Bramlett Agency in Ardmore, Okla., since 1975 after purchasing the agency from his parents, Jim and Janie Bramlett, who established the firm in 1948. He is past president of Independent Insurance Agents of Oklahoma and served as a director on IIABA's national board. Bramlett received the IIABA's highest Government Affairs award in 2008 and was honored with IIAO's highest award, the Eagle Excellence Award, in 2009. In his community, he serves as a director of First National Bank and Trust Co., trustee of the Glen Foundation and trustee of St. John's Northwestern Military Academy.

Steven Agee, BBA 1975, was named dean of the Meinders School of Business at Oklahoma City University in January after ending his tenure as chairman of the Oklahoma City Branch of the Federal Reserve Bank of Kansas City. After completing his doctorate in economics at the University of Kansas, he served as an instructor and assistant professor of economics at Kansas and then Washburn University in Topeka, Kan. He returned to Oklahoma in 1982, serving as president of XAE Corp., an oil and natural gas exploration and production company in Oklahoma City, in 2005 and continues to serve as managing member of Agee Energy, LLC. Agee first served as a visiting professor of economics at the Meinders School of Business, and during his time there, he founded the Economic Research and Policy Institute and served as its first director.

Mark Lisle, BBA 1976, joined BancFirst as president of the Edmond, Okla. market after the bank announced the separation of Edmond from BancFirst Oklahoma City as a stand-alone community banking market. Lisle has 31 years of



banking experience and serves as a trustee for the OU Medical Center in Edmond and the University of Central Oklahoma Foundation. He also has been chairman of the Edmond Economic Development Association.



Jack King, MBA 1978, released his debut novel, titled *Nolichuck*, a combination of historical and current fiction. It can be found at Amazon Books, Barnes and Noble,

Kindle, Nook, iPad, iBook, Smashwords and other bookstores.

David King, BBA 1979, MBA 1982, recently joined 1st Bank Oklahoma in Claremore as executive vice president and chief lending officer specializing in commercial lending. After earning his MBA from OU, King received special honors from the Graduate School of Banking at the University of Colorado and now has 27 years of experience in the banking industry. He is active in his church in Owasso and participates in Rotary Club and the “Partners in Education” program with Tulsa Public Schools.



Doug Fuller, BBA 1980, was named president of Quail Creek Bank. He joined Quail Creek in 2009 as executive vice president and chief lending officer after serving

as membership director of Leadership Oklahoma. He also has served as senior vice president of business banking for the Bank of Oklahoma, executive vice president and manager of commercial lending and private banking with Founders Bank, and manager of energy and real estate lending with First Interstate/First National Bank in Oklahoma City. He

currently sits on the board of Reserve Petroleum and Professional Resource Group.

Marc Chastain, BBA 1983, was promoted to president of Rib Crib BBQ and Grill, where he will lead day-to-day operations and is responsible for continuing the chain’s growth and dictating long-term strategies. Chastain joined Rib Crib 15 years ago, serving as controller and later as chief financial officer.

Jeff Cloud, BBA 1983, was named vice president of gas marketing for Continental Resources. Before joining Continental, Cloud was a member of the Oklahoma Corporation Commission for nine years, most recently serving as OCC chairman. He has served as a member of the Electricity Committee for the National Association of Regulatory Utility Commissioners, the Federal Energy Regulatory Commission, Joint Boards on Security Constrained Economic Dispatch, advisory boards for the Center for Public Utilities at New Mexico State University and the Oklahoma Water Resources Institute-Water Research. He also is a member of the legal and regulatory committee of the Interstate Oil and Gas Compact Commission and serves on the Oklahoma Employees Retirement System Board of Trustees.

Tom Hilbert, BBA 1984, has been the Colorado State head volleyball coach for the past 15 seasons after starting his career as an assistant coach for the Sooners team and later moving on to Idaho for his first head coaching job. Hilbert joined Colorado State after racking up a 174-72 record at Idaho. Since then, he has led CSU to eight regular season conference titles and four conference tournament championships with 12 championships in 12 years. He is the winningest coach in CSU history in any sport and was inducted into the Colorado State Athletics Hall of Fame in 2006. Hilbert also has won seven “Mountain West Conference Coach of the Year” awards.

Steve Dolman, BBA 1985, was promoted to senior vice president of Hines, an international real estate firm based in Houston. He joined Hines in 1991 and in 1998 moved to Brazil and worked with Doug Munro to create Hines Brazil. In



2007, he moved to Houston and became the fund manager for the CalPERS funds in both Brazil and Mexico. Most recently, he negotiated approximately

\$360 million in new development capital for the Brazil platform in 2010-2011.

Jay Jacobs, BBA 1985, joined ServiceLink as senior vice president of their default abstract solutions center in Irving, Texas. ServiceLink is a leading end-to-end origination and default solutions provider for 15 of the top 20 mortgage lenders and servicers. Jacobs has more than 25 years of experience in the real estate and default settlement services industry, where he began his career in real estate for the oil and gas industry. In 1994, he assumed the position of president of Land Records of Texas, which expanded into Land Records of America in 2003. Prior to joining ServiceLink, he served as executive vice president of LPS National Default Services.

Jim Shaw, BBA 1985, is a member of Gvest Partners LLC, a company that acquires, develops and operates commercial real estate, and recently purchased the storied Wingover Ranch in Keokuk, Iowa. The 377-acre property features row crop ground, ponds, timber and a ranch-style lodge, and has been a vacation and hunting destination for such celebrities as Bing Crosby. Shaw plans to renovate the lodge and has not made any final decisions on how the ranch will be used. He started his career as a certified public accountant with Arthur Andersen and Co. and is currently employed with Sterling Currency Group, which mainly exchanges certain currencies in Asia and the Middle East.

Mike Thagard, BBA 1985, recently joined Quail Creek Bank of Edmond, Okla., as vice president. Thagard has 22 years of experience in sales, management and leadership within the banking field. He specializes in private banking, mortgage lending and client satisfaction – an area where he has received numerous honors

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CLASSnotes

and awards for many years. Thagard also has developed premier relationship banking teams in major markets in Texas, Arizona and Oklahoma.

Barry Evans, MBA 1986, was hired as an assistant professor of business administration at Wayland Baptist University in Plainview, Texas. Evans has been an adjunct professor for Wayland since 2005 and has taught courses for University of Incarnate Word and Liberty University.

John Gero, BBA 1986, was named branch manager for the Wells Fargo Advisors Tulsa office after serving in the same capacity in the Southlake, Texas, branch. Before joining Wells Fargo, Gero worked for Merrill Lynch and Smith Barney in Dallas.

John Matheson, BBA 1988, has been promoted to president and CEO of Express Group Holdings in Tulsa, a company that engineers, designs and fabricates heat transfer and environmental compliance technologies. Prior to joining Express Group Holdings, Matheson was president and CEO of Global Power Equipment Group.

Mark Wright, BBA 1992, accepted the position of CFO solution adviser for SAP Industries, Inc. in October. Wright has spent the past 20 years as a consultant helping Fortune 500 executives improve decisions using enterprise performance software. Before joining SAP, he served as director of profitability solutions for Column5 Consulting in Scottsdale, Ariz. Wright also has served as an account manager at Halliburton and held advisory roles at Amoco, KPMG, Hyperion Solutions and Acorn Systems.

Matt Porter, BBA 1998, MBA 2001, recently joined Xtreme Coil Drilling Corp. in Houston as chief financial officer after serving as CFO of Bronco Drilling Co. He is a chartered financial analyst and has worked in a multicultural business environment, having had experience in the United States, the United Kingdom, France, China, Libya, Egypt and Saudi Arabia. He is a former president and member of the CFA Society

of Oklahoma and holds memberships in the International Association of Drilling Contractors and the Oklahoma Independent Petroleum Association.

Elke Phelps, MBA 1999, is a product manager in the Oracle E-Business Suite Applications Technology Group. She joined Oracle in 2011 after having been an Oracle customer and technologist since 1993. Phelps has authored several field guides for the company as well as founded and presided over several user and interest groups within Oracle. Additionally, she has been a speaker at Oracle OpenWorld and Collaborate since 2004.

Zac Graves, BBA 2000, joined the executive management team for Chesapeake Energy's newly formed subsidiary Chesapeake Oilfield Services. Graves served as executive vice president of operations for Bronco Drilling Co. when it was acquired by Chesapeake in June. He serves as president of Thunder Oilfield Services, a COS subsidiary that serves as a holding company for trucking, equipment rental and rock excavation businesses.

Dustin Shaffer, BBA/MAcc 2000, was named partner of Montgomery Coscia Greulich LLP after four and a half years with the firm. MCG is among the largest local accounting firms in the Dallas/Fort Worth area, having grown from seven people in 2003 to more than 150 professionals in 2011. MCG also is among the fastest-growing firms in the Dallas/Fort Worth area.

Corey Miner, BBA 2006, earned his juris doctorate from OU in May and recently joined Garvin Isaacs in his law firm in Oklahoma City. Before earning his BBA from Price College, Miner served in the Army for four years. After graduation, he became a Norman police officer for two years and then an Oklahoma Highway Patrol trooper.

Will Banowski, BBA 2008, was named director of development for Catholic Charities in Norman. He recently completed his juris doctorate at OU in 2011 and served as a student peer minister and led fundraising efforts for St. Thomas

More University Parish. Most recently, he worked in University of Oklahoma Outreach, where he led student teams in annual giving campaigns.

Federico Chavarria, MBA 2010, serves as a sales associate at ISI, an investment research provider and broker-dealer, in New York. ISI was named in *Institutional Investor* magazine's listing of Top 10 All-American Research Teams in October and named the firm's co-founder, Ed Hyman, Wall Street's best economist for the 31st consecutive year. ISI also is known for its strong tennis culture, using the sport to build camaraderie and client relationships. ISI employees include a local club champion, a former ATP Tour player and Chavarria, who was a collegiate championship doubles finalist at OU and played on three Davis Cup teams for his native Costa Rica.

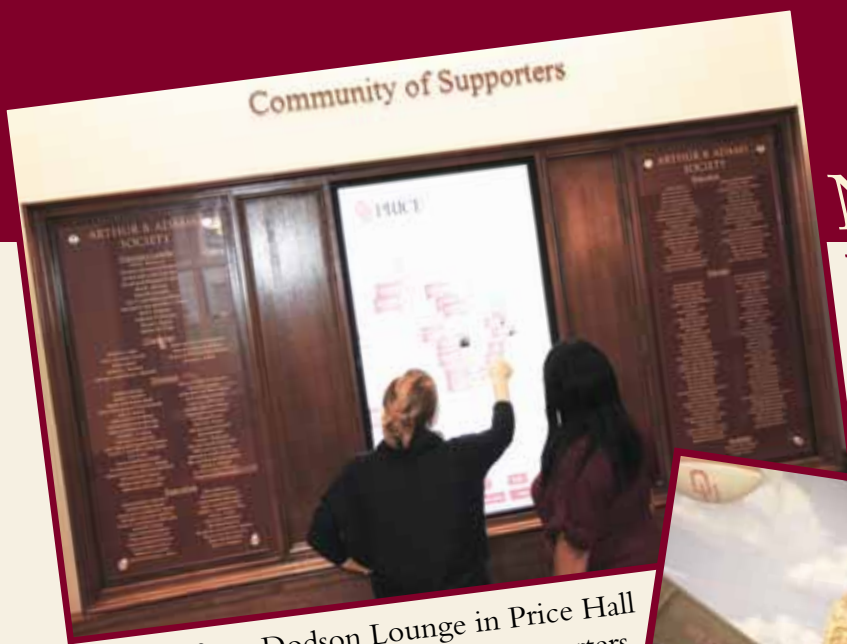
Grace Jordan, BBA 2010, recently won the award of excellence for her original design of her company's trade show stand-alone banner. She is an account executive at PennWell MAPSearch in Houston and originally from Frisco, Texas. The award was given by the Business Marketer's Association at their Lantern Awards of Texas event.



Kyle Young, BBA 2011, was honored with *Ion Oklahoma Online's* "Next Gen" award, which showcases the 30 most successful Oklahomans under the age of 30. This

inaugural celebration aims at commending the next generation of distinguishable leaders in the Oklahoma City metro area. Young is the director of marketing and recruitment for the Oklahoma Lawyers Association and serves on the Oklahoma Community Service Commission. He also is co-founder and CEO of Devotionality, LLC, through which he recently launched the "We Want 8" product line.

NEW PLACES IN PRICE



Across from Dodson Lounge in Price Hall is the new Community of Supporters interactive display. Visitors can utilize the touch screen to view any of Price College's Boards of Advisors as well as Adams Society Members who also are recognized on printed displays on either side of the screen.



Tom Palmore's triptich paintings depicting Oklahoma and industry graces the area where Adams Hall connects to Price Hall across from Adams Hall Room 150. Gloria and Bruzzy Westheimer commissioned this one-of-a-kind work of art specifically for Price College.



Adams Hall 310 is now the R. Leon Price MIS Conference Room to honor this professor emeritus of MIS, who taught at Price College for more than three decades and was inducted into the Oklahoma Higher Education Heritage Society's Hall of Fame in 2010. The meeting room will serve as a central point of contact for the MIS division. It will bring together students and potential employers, faculty and advisees, businesses and interns among others; in short, it will serve as a manifestation of what Dr. Price did and does - bring people together.

NEW SPACES IN PRICE

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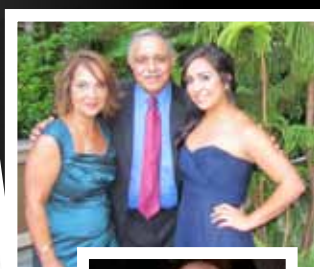
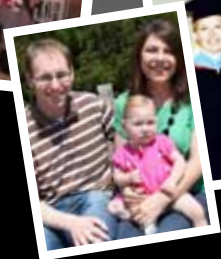
BUILD YOUR LEGACY FOR THE FUTURE

As a student, I was asked to present at Price College's Adams Society Dinner. Hearing the members' stories and getting to know them inspired me. I realized how incredibly blessed I was to be in a room full of such remarkable people.

Many people my age believe you must achieve a certain level of success or earn a specific amount of money before you can start giving back. I believe you must attain a certain attitude - that true success in life is measured by what you leave behind when you're gone. You don't have to give a lot for it to matter, you just have to give; the lives that are impacted by whatever contribution you make, whether sizable or not, defines your legacy.

My brother passed away three years ago. I now honor his memory by helping someone else achieve their goals. I chose to give to Price College because my years there gave me so much. Being a part of the Price family of supporters means that I am counted amongst some of the people I admire most.

Neda Navrochi



If you would like to learn more about establishing *Your Legacy* at the Price College of Business, please call the Office of Alumni and Development at (405) 325-4386 or visit price.ou.edu/yourlegacy.