

THE UNIVERSITY OF OKLAHOMA

PRICE COLLEGE OF BUSINESS

PRICE

magazine



**TRADITION
MEETING
TECHNOLOGY**
at Price College

Fall 2013



LETTER FROM THE DEAN



Dear Alumni and Friends,

As I write this note, I cannot help but to be inspired by the amazing progress of the Price College during these dynamic times. In a rapidly changing world, institutions of higher education must respond to deliver relevant programs and content to an increasingly diverse set of learners. One of the chief tools to ensure we provide the right content at the right time in the right way is through the growing use of technology to strengthen learning outcomes and connect our faculty, staff and students to the world in unprecedented ways. In this edition of Price Magazine, I think you will enjoy learning more about the college's initiatives and those of its graduates, to leverage technology to tackle important issues and prepare future business leaders.

For example, you will read about the college's enhanced commitment to engage the private sector via technology-infused experiential learning programs such as our work with AT&T's Foundry innovation center, which links MBA students with AT&T leadership (in both the United States and Israel) to accelerate the commercialization of cutting-edge technologies. Additionally, the college is always eager to host companies and executives on campus. The recent Executive-in-Residence visits of OU Price graduates Chris Soder, president and CEO of priceline.com North America, and Kevin Thompson, CEO of SolarWinds, were a hit with students from across the college as he blended perspectives on leadership, entrepreneurship and technology. Adding to the mix was this year's Kanaly Lecture Series Speaker, Shibani Joshi, recently a technology industry correspondent for FOX

Business News, who shared with our students her views on dynamic career management and the technology and digital media industries in general.

Throughout the college, our programs are building momentum through private-sector collaborations on technology-related objectives. A flagship example of this connectivity lies in the Center for MIS Studies, which is composed of more than 25 corporate members, who gather both physically and virtually with our students and faculty to exchange ideas and insights with the goal of solving business problems through the use of technology. In fact, one 2002 MIS graduate, Jonathan Lunardi, is doing just that as his efforts to leverage technology to facilitate military veteran employment is making waves in our nation's capitol. Elsewhere, Price College graduate and entrepreneur Matt Beckham is using technology to unleash "the power of the penny" to great success in his online entertainment retail auction site QuiBids. Impressively, our students continue to pile on the accolades by winning technology-inspired state and regional business plan competitions.

From an internal perspective, we are working hard to upgrade a number of technology infrastructure items to ensure we are best able to "bring the world to Price and take Price to the world." At Price College, we embrace technology to prepare our students to be globally aware business leaders and equip our faculty with the tools they need to generate business insights that strengthen our nation's global competitiveness by making companies more effective, efficient and enduring.

Best,

A handwritten signature in black ink that reads "Daniel". The signature is fluid and cursive, with a large initial "D".

Daniel W. Pullin
Interim Dean

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ON THE COVER: With Oklahoma Memorial Union in the background, Price undergraduates, from left, J.C. Fischer, Alyssa Boutelle, Elizabeth Ho and Julius Shen visit with new Interim Dean Daniel Pullin in Price Hall's Reading Room.

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PULLIN LOOKING TOWARD THE FUTURE

*while serving as
Interim Dean*

By Susan Grossman

THE WAY HE SEES IT, Daniel Pullin is repaying a debt, albeit a personal one. When asked to serve the University of Oklahoma, he has not hesitated to accept, first as university vice president for strategic planning and economic development and chairman at the Center for the Creation of Economic Wealth (CCEW) and now as interim dean of the Price College of Business.

“Any time a place and a people have a transformative impact on you, you feel some level of an intellectual and personal debt to that place,” Pullin said. “Since I graduated from OU, I always wanted to contribute to the university in some way, whether being an active alumnus, contributing monetarily or shifting my career to serve our institution. While I thought that might be later in my career, when the opportunity came to work with students, faculty and alumni to take OU technology and innovation to help move the economy forward, I knew I had to accept.”

Pullin began his OU service in 2006 when he was recruited to help launch the Center for the Creation of Economic Wealth, where he was responsible for



providing students with the opportunity to work with OU researchers and mentors from the private sector to advance early-stage technologies developed at the university. Prior to joining OU, Pullin served as vice president of strategy and business development for Home Interiors and Gifts following a tenure at McKinsey & Co., a global consulting firm, and Hicks Muse Tate & Furst, a leading private equity fund.

Pullin is not new to Price. Not only is he a Price College graduate, but, more recently, he has served as an instructor for the college in the Division of Management and Entrepreneurship, where he received the OU Foundation Excellence in Teaching Award in 2007, 2008 and 2009. “While establishing CCEW, I was given the opportunity to teach in the entrepreneurship program here at Price, which is a national leader in entrepreneurship education,” he said. “It has been wonderful working with the talented team here at the college along with our incredible students to recognize the power of the 21st century business education.”

Pullin and his wife, Tamara, also an OU alum, have two young sons, Parker, 4, and Halsey, who was born in

December. He serves on the board of directors for the Oklahoma Center for the Advancement of Science and Technology, Southwest Nanotechnologies, the Norman Economic Development Coalition and the Oklahoma Academy as well as OU’s K20 Center and JCPenney Leadership Center. He is a licensed attorney, having earned degrees in accounting, finance and law from OU, and holds an MBA from Harvard Business School.

“I am looking forward to building on the college’s current momentum as we support our students, faculty, staff and alumni through focused programs that allow us to tackle the biggest issues facing Oklahoma, the nation, and the world by generating business insights and preparing the leaders to deploy them,” he said.

“It has been wonderful working with the talented team . . . along with our incredible students to recognize the power of the 21st century business education.”

Jeremy Short Creates OU's First Massive Online Open Course

On June 10, the Price College of Business entered a new realm of education by offering a massive online open course through the Division of Management and Entrepreneurship. Jeremy Short, Rath Chair in Strategic Management, created this innovative course, Introduction to Management, and taught more than 1,500 students in its first offering this summer. “The MOOC format



Atlas Black and other characters from the graphic novel used in the MOOC titled Atlas Black: The Complete Adventure by Jeremy Short, Talya Bauer, Dave Ketchen and Len Simon

allowed us to offer the class for free and feature a graphic novel textbook as well as traditional principles of management text,” says Short, author of both books. “OU students could take the course for credit, but anyone interested in the class could enroll for free under the non-credit option.”

The course was taught as an interactive journey that followed Atlas Black as he worked his way through college and attempted to make ends meet. The students learned from his experiences as he tried to start his own business and worked to become a better person and manager during the process. Along with the graphic novel and traditional textbook, the course offered innovative content material, such as a series of rap songs by Oklahoma City-based improv duo Twinprov. Short noted that with this creative method of teaching, it also allowed individuals who might not have been able to attend classes regularly and not know about the beauty of campus or about the growth of the Oklahoma City area to learn more about it. Short’s introductory video highlighted unique elements of the Norman campus and other Oklahoma City area attractions. Further content focused on profiling local entrepreneurs and businesses. “In this way, our goal was to try and bring students who take the class as close to campus as digitally possible.”

Plans are already being made for next summer’s MOOC, so check management.ou.edu for more information as it becomes available.

Successful Information Technology Careers Possible for Women, According to Panel

The Management Information Systems Student Association and OU’s MIS Women Alumni Group co-hosted a panel titled “IT Career Possibilities” on April 9. The panelists included Terah Devine, a business systems analyst at Johnson Controls; Danielle

Gray, a project manager II at WPX Energy; Elizabeth Rude, vice president, project management with Bank Solutions at Fiserv; and Stephanie Sullivan, an IT supervisor at Chesapeake Energy. The panel was moderated by Stefanie Washburn, business analysis professional from Devon Energy. All panelists and the moderator are alumni of Price College with MIS undergraduate degrees or MIS coursework at the graduate level. Nearly 60 people attended, including current MIS students, students with undecided majors and a number of alumni. The attendees heard interesting stories about career planning, getting along with co-workers and transitioning from college to work. In addition, everyone was entered into a raffle, with prizes courtesy of the OU IT Store and MISSA. The event was targeted both at helping current MIS students understand what their degree can do for them as well as providing information about MIS to undecided majors. This was the second event sponsored by the MIS Women Alumni Group, who also hosted a half-day “Women in IT” retreat last fall. If you are interested in becoming involved in future events, please contact Traci Carte, associate professor of MIS, at tcarte@ou.edu.



Stefanie Washburn moderates a discussion during the IT Career Possibilities panel held in Price Hall.

Inaugural Energy Symposium Attracts Large Energy-Focused Audience

The Energy Symposium, a first for OU, was held March 5 at Oklahoma Memorial Union and featured 18 industry leaders, including George Kaiser, Wesley Clark and James Woolsey, during the daylong event. Panel sessions, a morning keynote by Oklahoma Gov. Mary Fallin and a luncheon with keynote speaker Adam Sieminski of the U.S. Energy Information Administration rounded out the well-attended event.

Dipankar Ghosh, director of the college's Energy Institute, which hosted the symposium, believes the timely discussions in various areas of energy are imperative. "This symposium's purpose was to discuss the critical importance of developing and implementing a pragmatic and enduring energy strategy for America's future, and we did that," he stated. The topics for the three panel sessions included The Evolving Global Energy Marketplace, Energy Challenges for the United States, and An Energy Strategy for Our Future.



Bruce Stover, chairman of the board for the Energy Institute, presents keynote speaker Oklahoma Gov. Mary Fallin with an Oklahoma Energy football jersey after she spoke at the Energy Symposium.

Alumni Serve as Executives-in-Residence Within Various Areas of Price College

Price College welcomed three executives-in-residence and alumni back to campus last spring, including Chris Soder, CEO of Priceline.com; Kevin Thompson, president and CEO of SolarWinds; and Jack Mills, president of Ascent Sports and Entertainment. Each brought their unique views of leadership and business to Price students in visits during classes, meetings and lunches.



Kevin Thompson meets with MIS students and faculty as part of his Executive-in-Residence at Price College in April.

Soder met with many faculty in the Division of Management Information Systems as well as spoke to students in the New Venture Development I class. He also discussed his work at Priceline with students in MIS and International Business courses while meeting with JCPenney Leadership associates, among many other activities during his full day in Norman.

Thompson also used his time on campus to visit with students in the JCPenney Leadership Program and spoke with faculty, master's and undergraduate MIS students about his company and its IT management and monitoring software. He met with OU engineering students and enjoyed a campus tour that included the new Headington Hall.

Mills shared his expertise in sports management while learning more

about the college's new sports management concentration. He not only visited with other executives from the area in sports management while at Price, but also spoke to students in classes such as Entrepreneurial Process, Negotiating and Selling and Organizational Management of Professional Sports.

Shibani Joshi Featured as This Year's Kanaly Lecture Series Speaker

On March 8, Shibani Joshi, the first woman to be the featured speaker as part of the Kanaly Lecture Series, came to campus and talked to students, faculty, staff and alumni. Joshi is a former correspondent and anchor at FOX Business Network as well as a 1998 Price College graduate. She inspired many with her discussion of her career in New York and starting out as an investment banking analyst for Morgan Stanley upon receiving her MBA from Harvard. She left the corporate world to pursue journalism in 2006 as a news production assistant at CNNfn, where

she contributed to Lou Dobbs Moneyline and CNN Money Morning. During her daylong visit to campus, Joshi met with student associates in the JCPenney Leadership Program and MBA students as well as spoke during a fireside chat with Laku Chidambaram, director of the Division of Management Information Systems.

The Kanaly Lecture Series is named in honor of the late E. Deane Kanaly, founder and chairman of Kanaly Trust Co., who earned his OU business degree in 1952



After Joshi's presentation at the Fred Jones Jr. Museum of Art, from left, Laku Chidambaram, Morgan Kanaly, Ginger Kanaly, Jeff Kanaly and Debbie Kanaly

and his MBA in 1953. The lecture series is funded through the generous support of his wife, Ginger Kanaly, who also is an OU business graduate.



Louis Ederington and Kate Holland celebrate his being named George Lynn Cross Research Professor at a reception in his honor.

Faculty Tribute Honors OU Professors

During this year's Faculty Tribute April 18, OU honored two Price College professors. Louis Ederington, Michael F. Price Chair in Finance, was named a George Lynn Cross Research Professor, and Matthew Jensen, assistant professor of management information systems, was named the John E. Mertes Jr. Presidential Professor. The announcements were made by President David Boren.

The George Lynn Cross Research Professorship, in particular, is the university's highest recognition for a lifetime of excellence in research achievements. Ederington is the fourth professor within Price College to receive this honor. Congratulations to both Louis Ederington and Matthew Jensen on these outstanding acknowledgements of their work.

I.T. Is Hot Camp Showcases Management Information Systems to Prospective Students

The Division of Management Information Systems hosted the Fifth Annual I.T. Is Hot Camp at Price College March 1 and 2. The camp is an on-campus experience for high school students interested in business and information technology. The primary objective of the camp is to showcase the MIS Division, its courses, faculty, students and supporters as well as the opportunities available upon graduation. Since 2009, the camp has grown from a one-day event with two teams from Norman high schools to a two-day event with eight teams from Oklahoma City metro high schools and more than 100 in attendance.



Laku Chidambaram, director of the Division of Management Information Systems, speaks to students, parents and teachers as they kick off this year's I.T. is Hot Camp.

Given the case-format of the camp, each team works on their case for a month with a MIS Student Association member, who serves as a coach and mentor. During their visit to OU, the teams continue to work on their case, refine their presentation skills, and interact with faculty, staff and corporate partners. The following morning, they present their solutions to a panel of judges drawn from the Center for MIS Studies members. During the time the students are interacting with their team mentor, members of the faculty "teach the teachers" and enable them to get continuing education credit.

This year, each member of the winning team received a \$1,000 scholarship, contingent on their being admitted to OU and declaring MIS as a major, and each member of the second-place team received a \$500 scholarship, with the same stipulations. The teacher from the winning team received a \$250 gift certificate for classroom supplies, and the second-place team's teacher received a \$100 gift certificate. All other teachers received \$50 certificates. All high school students received MIS camp T-shirts, an MIS camp backpack, OU souvenirs, a \$10 gift certificate to Chick-fil-A, plus numerous corporate mementos and giveaways. To date, three student winners have declared MIS as their major at OU.

The camp was made possible due to the generosity of ConocoPhillips and Phillips66. Other organizations helped in various ways by judging the team performances, participating in panel discussions, and sponsoring prizes. They included American Fidelity, Agio, Chesapeake Energy, ConocoPhillips, Deloitte Consulting LLP, Devon Energy, FAA, Hertz, Hobby Lobby, Love's Travel Stops & Country Stores, OneOK, OU-IT, Phillips66, SAIC, SandRidge Energy, Symantec, Telogical and Williams Energy.

Fourth Annual MIS Softball Game Is Fun for All

Each year students, faculty and alumni in the Division of Management Information Systems compete in a softball game that grows annually in attendance as well as a good time. This year's event was held April 27 at Andrews Park. Students Maurice Chevalier and Colin Goodhart, MIS Student Association vice president, coordinated the student team on behalf of MISSA, and MIS faculty Traci Carte and Mano Ratwatte headed the faculty and alumni efforts. The game was umpired by Al Schwarzkopf, associate professor of MIS, with a sufficient amount of trash talking and on-field "live action cartoon moments" to make it a very lively afternoon with students. The game ended with a victory for the alumni and faculty team, who won 26-17 to retain the trophy. This year, MISSA served hamburgers and hotdogs to more than 65 participants. Alumni who graduated as far back as 2002 attended the event with their families. Alumni from Dallas, Bartlesville and Tulsa were represented.



Ying-Ting Chen, MIS senior and vice president of the MIS Student Association, and Matt Jensen, assistant professor of MIS, enjoy the annual softball game.

Luncheon Honors Outstanding Students, Alumni and Faculty

The Sixth Annual Honors Luncheon was held May 3 to recognize Price College's outstanding students and faculty as well as its distinguished alumni and partners. More than 300 gathered in the Molly Shi Boren Ballroom in Oklahoma Memorial Union for the award luncheon. Many of the students were initiated into Beta Gamma Sigma international business honor society immediately beforehand. Many of the college's divisional boards held meetings this day as well, so there were many present to celebrate those being honored at this annual event. Six earned this year's Distinguished Alumni Award: Jeff Agosta, executive vice president and chief financial officer with Devon Energy; Art Alexander, senior vice president - wealth management at Merrill Lynch; Mike McConnell, president of Jones Energy; Rod Roberts, founder of Lancer Resources; and Jon and Cathryn Withrow, owner, president and vice president of Sundance Oil Co. Kevin Jeffries, vice president - finance services for AT&T, was honored with this year's Distinguished Partner award for his work with the college's MBA program and advisory board. The Bruzzy Westheimer Leadership Award went to Entrepreneurship and Accounting Senior Madison Jackson. The faculty and doctoral students commended at the luncheon included Mark Bolino for the Dean's Excellence Research Paper Award; Ana Bolino for a new faculty award - the Morris Butkin Teaching Award; Shelly Grunsted for the Bruce Magoon Master Teacher Award; Karen Hennes and Terrie Shaft for the Partners in Learning Award; Chris Knapp and Bill Megginson for the Harold E. Hackler Outstanding MBA Professor Award; Shaila Miranda for the Houston & Mary Jo Johnson Master Teacher Award; Vahap Uysal for the Hurley Roberson Teaching Excellence Award; Aaron Gleiberman for the Doctoral Teaching Award; and Aaron McKenny for the Doctoral Research Award. Congratulations to all these individuals who help make Price College the business school what it is today.



Art Alexander



Kevin Jeffries



Jeff Agosta



Mike McConnell



Jon and Cathryn Withrow



Rod Roberts

Spring Convocation Celebrates This Year's Graduates

On May 11, Price College graduated hundreds of undergraduate, graduate and doctoral students at Lloyd Noble Center. Steve Dolman, senior managing director for Hines, gave the alumni address, which focused on welcoming graduates to their new world and the impact of globalization on their careers. Parker Dooly also spoke to fellow graduates during his address at the event, which was attended by more than 4,000 family and friends.

Along with the normal processional of graduates and faculty and staff present on

stage, valuable assistance was granted by this year's faculty marshals: Ana Bolino and Lowell Busenitz with the Division of Management and Entrepreneurship, Terry Crain with the Steed School of Accounting, and Nate Stout with the Division of Management Information Systems. Shawn Deines, earning his undergraduate degree in supply chain management and MIS, sang the National Anthem as well as the OU Chant. Congratulations to all Price College graduates and good luck in your future careers in business.



Price graduates end Convocation and their time at OU by singing the OU Chant.

Price College Assists With Tornado Recovery

In the aftermath of the destructive tornadoes that rolled through central Oklahoma in May, Price College faculty, staff, students and even the family of students worked to help out in the community. They gathered belongings and worked with alumni and corporate sponsors to provide gift cards to those in need. With more than 300 victims of the tornadoes living in temporary housing within OU's residence halls, the need was great right here on campus.



Staff and students from the OU Athletics Department along with Jack Kasulis, associate professor of marketing, and friends from Notre Dame load trucks with supplies for those affected by the tornadoes in May.

One of the ways the college involved itself was through the Division of Management Information Systems, which worked with alumni who are employed at Wal-Mart's corporate office, as well as other MIS alumni. They collected donations and raised \$500 in gift cards, which Ryan Trevino, MIS alumnus and director of community experience with OU Housing and Food Services at the university, then distributed among the families staying at OU. A big thank you to alumni Sande Jarrett and Courtney Paynter for all the monies raised because of their coordination.

The college also assisted in the recovery when a Price College staff member took it upon herself to find out what was needed, where to take it and asked her coworkers for donations. Sarah Fox, academic counselor in the Office of Academic Advising, felt she needed to do something.

"When I first started working at Price College, I was living in the Plaza Towers neighborhood in Moore," says Fox. "When I got to work the morning after the tornado, I let my displaced colleagues know that I had clothes and other supplies in my office in case they needed them. As the day went on, people from all over campus started letting us know what needs they had and others expressed a desire to help. It made sense to bring the two groups together." Two carloads of donated goods, including everything from toys to toiletries to diapers and formula, along with gift cards definitely brought much assistance to those who needed it in the days following the May tornadoes.

Family of Price College students also became involved from as far away as Indiana. Patti Walz, the mother of spring graduate Corey Walz, who earned his degree in marketing and international business, decided to do something for their home away from home. They found trucks, a donation center, media to help promote and brought two semis to Oklahoma filled with donations for children affected by the tornadoes. The Notre Dame Athletic Department pitched in to load the trucks on their end and then OU's Athletic Department unloaded and distributed on the Oklahoma end. After driving around with supply chain management instructor Ron Davidson to the damaged areas in Moore and getting the donations out to those in need, Walz said, "It was great to see the two competing teams come together to help the tornado victims. I did feel like what we did was like dropping an eyedropper of water in to the sea,

but the faces of those we spoke with and helped said it all. We learned that this mission helped our community here and it made people feel so good to help."



Undergraduate Team Wins Tri-State Governor's Cup Competition

After coming in second in the undergraduate competition at this year's Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition, held in Oklahoma City in April, a group of five OU students defeated five other teams from Oklahoma, Arkansas and Nevada to win the \$30,000 prize at the Tri-State Competition in Las Vegas. The team, FieldFocus, which provides innovative software for the oil and gas drilling industry that includes asset and personnel tracking tools, plus job management and big tracking, won after delivering the best business plan pitch. Team members include three Price students, Susan Moring, Parker Dooly and Caroline Trump, as well as OU students Jeffrey Rhea and Mubeen Shakir. The team was led by faculty advisor Robert Free, a Fellow with OU's Center for the Creation of Economic Wealth, and was assisted in the business plan course taught by Lowell Busenitz, Michael F. Price Chair in Entrepreneurship. "From a professor's standpoint, instead of telling students, 'you need to do this or that,' the bar for what is right gets set by venture capitalists, angels and experienced entrepreneurs



The first-place undergraduate team at the Tri-State Business Plan Competition includes, from left, Parker Dooly, Susan Moring, Caroline Trump, Mubeen Shakir, Jeffrey Rhea and faculty adviser Robert Free.

who sit as judges in business plan competitions like the Governor's Cup," Busenitz said. "These judges evaluate business plans based on what they know works in the real world and the challenges that the presented concept is likely to encounter. It is not what the professor says, but it is the reality of the external market as seen by these experienced judges that is the last word."

Management Mentors Program Takes Off

The Management Mentors Program, an innovative new Price College initiative developed by the Management and Entrepreneurship board of advisors, is providing students with a professional person with whom to talk to help them make the transition from school to work. The program began by tapping into the wealth of professional knowledge of college alumni and friends in the local business community.

"By teaming up with a mentor, students get to ask all of those questions that don't get answered in class or even by their parents," says Mark Sharfman, director of the Division of Management and Entrepreneurship. "Additionally, the mentors get an enormous sense of satisfaction from helping the next generation as well appreciating the opportunity to give back to their alma mater."

Management mentors attend kick-off and wrap-up events during the fall and spring semesters as well as meet one-on-one with their mentee once a month. It involves a six-month time commitment on the part of the mentors that makes a lifetime impact on Price College business students. To become involved or for more information on how you can support this exciting endeavor within the college, please contact Brad Purcell at bpurcell@ou.edu.



Ted Tetrick with Circor Energy Resources talks to Sarah Schroeder, Human Resources Management junior, during the program's fall kick-off.



The 31st Annual Archie Dunham Golf Invitational turned sunny after a morning of rain.

Archie Dunham Golf Invitational Proves Different in 2013

This year's Archie Dunham Golf Invitational, which took place at the Jimmie Austin University of Oklahoma Golf Course, was held May 23, only a few days after the tornadoes that devastated Moore and Shawnee, Okla. It was decided that all proceeds from this year's tournament would be given to the Oklahoma City Chamber of Commerce's Back to Business Initiative, a fund created to help small businesses affected by the storms. Additionally, at the tournament, players could donate directly to the Help OUr Neighbor Fund, benefitting students, staff and faculty affected by the recent tornadoes.

The tournament also proved different this year when a player scored a hole-in-one just as the golf invitational began on the 12th hole; the player won a 2013 Chevy Malibu from Kelsey Chevrolet Buick in Purcell. "A hole in one is a rare occurrence at our challenging golf course," says Tyler Woodward, tournament director and marketing and membership coordinator with Jimmie Austin. "We are excited to see a hole in one anytime at our club, but for it to happen during a golf tournament, and on his first swing to win a car, makes it that much more special. The Archie Dunham Golf Invitational is a great event that alumni look forward to every year, and our club is honored to host."

Energy Management Students Learn About Business in New York

Each year, a select group of students in the Robert M. Zinke Energy Management Program attend the Independent Petroleum Association of America Financial Analyst Conference. This opportunity allows the students to interface with chief executive, finance and operational officers as well as investor relations executives. While in New York City in April, the students toured the New York Stock Exchange and the New York Mercantile Exchange, learning about the financial and capital requirements of the energy industry. In addition, they visited investment banks, financial institutions and such private hedge funds as Goldman Sachs, Citigroup and Tudor Pickering & Holt. The goal of this student enrichment trip was to connect the classroom experience with the physical, financial and legal aspects of the oil and gas business, which they did through corporate visits and one-on-one interaction with business leaders.



Outside the New York Mercantile Exchange, from left, back row: Jackson Dean, Nick Levi, Zach Privett, David Broussard, Mitch Haas and Justin Turner; front row, Valerie Riley, Caitlin Hennem, Caitlin Maggio and Courtney Graviett.

MIS Students Participate in Undergraduate Research Day

Shawn Deines and Sarah Callahan, Management Information Systems seniors, presented their honors thesis research at the University of Oklahoma's annual Undergraduate Research Day on April 13. Deines' honor research examined the relationship between leadership behaviors and conflict in virtual teams. His primary interest was in understanding when and how leaders can intervene to help manage conflict. Callihan focused her research on how to attract more women into STEM degrees, or those in science, technology, engineering or mathematics. Specifically, she collected survey data from the Introduction to MIS class at the beginning and the end of the semester and analyzed the course's impact on technology attitudes as well as intention to be an MIS major. This analysis included differences in the attitudes between men and women. Completing an honors thesis is a requirement at OU for students who want to graduate with honors. Participating in Undergraduate Research Day is a great opportunity provided to honors students to share with each other what they've learned from their research. Both students' research was directed by Traci Carte, associate professor of MIS.



From left, Shawn Deines, Traci Carte and Sarah Callahan take a break from the students' presentations on Undergraduate Research Day.

Price Student Teams Win Big at Business Plan Competitions

During the spring semester, Price students participated in two competitions that tested the team members' business knowledge and skills. The first took place Feb. 8 at the Wells Fargo Case Competition, held at the Cox School of Business at Southern Methodist University. Four Price MBA students competed against seven other graduate student teams to earn top honors. Another was Feb. 16 at the Texas Investment Portfolio Symposium, hosted by the Jones Graduate School of Business at Rice University. The Price College undergraduate four-person team also came in first among 38 competing teams.

In the Wells Fargo Case Competition, which included teams from other schools such as SMU, Texas Christian University and Washington University in St. Louis, team members were assigned a real-world financing situation that was once presented to Wells Fargo bankers. The students then addressed this issue with the judges, composed of a team of Wells Fargo experts. The teams were judged on written analysis, oral presentation, quality of recommendations and a question-and-answer session.

Price College's other big win took place at the Texas Investment Portfolio Symposium. Presentations consisted of a description of the team's investment philosophy, decision-making process, investment style and a review of the long-term investment results – all while convincing the judging panel of practicing investment professionals as to why the team should be hired to manage this hypothetical account. The four Price College undergraduate students placed first based on the judges' perceptions about the team's likelihood to produce the best investment results over time. "It is the first time we participated in the competition and we are thrilled to win it," says Vahap Uysal, faculty advisor. "Notably, SMU and Rice exclusively have MBA students on their teams while our team consists of undergraduates. This is a testimony to the excellence of our students." Some of the other teams competing included students from Rice, SMU, Tulane, the University of Texas, Texas Christian University and Texas A&M.

Congratulations to the winning Price College students for the Wells Fargo Case Competition, including Hailey Sedwick, Garrett Stevenson, Brett Sinclair and Josh Woodbridge, as well as for the Texas Investment Portfolio Symposium – Ben Fierros, Hunter Kaestner, Ai Lin and Michael McClanahan.



The Wells Fargo MBA student team members, from left, Brett Sinclair, Hailey Sedwick, Garrett Stevenson and Josh Woodbridge, are recognized for their first-place win.



Celebrating their win at the Texas Investment Portfolio Symposium are, from left, Ai Lin, Ben Fierros, Vahap Uysal, Hunter Kaestner and Michael McClanahan.

FOCUS ON FACULTY



Terry Crain

Terry Crain, Newton Chair in Accounting, assumed the role of director of the Steed School of Accounting in August. For the past 24 years, Crain has been an active, engaged member of the faculty and also served as senior associate dean from 1998-2002 as well as interim associate dean of undergraduate programs in 2009. He has been the coordinator of external relations for the Steed School of Accounting from 2007 to present, during which time he has built strong relations with major international accounting firms and corporate stakeholders. Additionally, Crain has been instrumental in the creation and delivery of the energy accounting curriculum.



Louis Ederington

Louis Ederington, Michael F. Price Chair in Finance and George Lynn Cross Research Professor, and **Chitru Fernando**, John and Donnie Brock Chair, professor of finance, and research director of the Energy Institute, had their article, co-authored with Michaël Dewally and titled “Determinants of Trader Profits in Commodity Futures Markets,” accepted for publication in the *Review of Financial Studies* after presenting it at several seminars and conferences, including the 2012 meetings of the European Finance Association in Copenhagen, Denmark. Using unique proprietary data on individual trader positions in three energy futures markets – crude oil, gasoline, and heating oil – the study provides new evidence on how the predictions of various commodity futures pricing models are supported by actual trader performance data. Additionally, for the third consecutive year, Ederington and Fernando were invited to the U.S. Department of Energy’s annual workshop on energy and financial markets in Washington, D.C. In May, Ederington and Fernando, with **Scott Linn**, R.W. Dick Moore Chair in Finance and Economic Development, and finance doctoral student **Kate Holland** presented the findings on their 2012-13 Energy Institute research contract with the U.S. Energy Information Administration titled “The Behavior of Price Discovery in the Crude Oil Spot and Futures Markets” to EIA staff in Washington, D.C.



Scott Linn

Chitru Fernando published his paper, titled “Institutional Ownership, Analyst Following, and Share Prices,” in the *Journal of Banking and Finance* and his paper, titled “Two-Sided Matching: How Corporate Issuers and their Underwriters Choose Each Other,” in the *Journal of Applied Corporate Finance*. Fernando, **William Megginson**, Rainbolt Chair in Finance and George Lynn Cross Research Professor, and former doctoral student Anthony May published their paper “Are Investment Banks Special Too? Evidence on Relationship-Specific Capital in Investment Bank Services,” in the *Journal of Applied Corporate Finance*. Fernando and Megginson also presented their paper “Underwriter Compensation and the Returns to Reputation” at the European meetings of the Financial Management Association in Istanbul, Turkey.



Chris Knapp

Chris Knapp, McLaughlin Chair in Business Ethics, and **Carol Knapp**, John Mertes Jr. Presidential Professor, of the Steed School of Accounting, have been busy developing instructional cases for use in accounting and auditing courses. These cases focus on abusive accounting and fraudulent financial reporting by large public and private companies. In February, they published a case titled “Of Hurricanes and Horse Racing: The Accounting



Chitru Fernando



William Megginson



Carol Knapp

Fraud at DHB Industries, Inc.” in *Issues in Accounting Education*. They recently had another case accepted for publication in the *Journal of Forensic and Investigative Accounting*. That case, “Duplicity and Diligence: A Case Study of International Espionage,” examines a sting operation used by a British intelligence firm to obtain inside information from the KPMG auditors of a Bermuda-based Russian investment company associated with Vladimir Putin. In August, they will present “Chicago Fire: The Accounting Fraud at AA Capital Partners, Inc.” at the national meeting of the American Accounting Association. Finally, they are developing a case focusing on the alleged violations of the Foreign Corrupt Practices Act by Wal-Mart. A series of investigative articles in *The New York Times* claims that Wal-Mart routinely bribed governmental officials on its way to becoming Mexico’s largest retailer. Next year, these and more than a dozen other new instructional cases will be included in the 10th edition of Chris’s market leading casebook, “Contemporary Auditing: Real Issues and Cases.”

Craig Russell, professor in management and entrepreneurship, recently published a focal article in *Industrial and Organizational Psychology: Perspectives on Science and Practice* titled “Is it time to voluntarily turnover theories of voluntary turnover?” The article critiques the past 20 years of research on voluntary employee turnover for 1) failing to estimate whether new theoretical directions captured by the unfolding model and embeddedness constructs actually predict turnover better than the best predictors available in 1990, and 2) continuing to focus on attitude survey measures of turnover decision making when simulations have been available for over 50 years and have recently been shown to predict turnover better. In the same issue, authors from the University of Washington, University of Miami and Arizona State University responded with counter opinions. It is hoped that the debate will cause future research to be held accountable for how well alleged explanations of employee turnover actually predicts who quits and when.

Jeremy Short, Rath Chair in Strategic Management, along with OU doctoral candidate **Aaron McKenny** and coauthors Dave Ketchen, Chuck Snow and Tomas Hult, recently published an article in *Business & Society* titled “An empirical examination of firm, industry, and temporal effects on corporate social performance.” This paper uses random coefficient modeling to examine the role of time, firm-level characteristics and industry-level characteristics on the corporate social performance of large publicly traded firms. Their study finds that corporate social performance tends to change in a linear manner over time; however, the slope of this line varies across firms and industries. They also identify that over 40 percent of variance in corporate social performance was attributable to temporal factors, another 40 percent of variance was due to firm-level factors, and only 17 percent of variance was due to industry-level factors.

Wayne Thomas, John T. Steed Chair in Accounting, published an article in the *Journal of Accounting and Economics* titled “Tax Avoidance and Geographic Earnings Disclosure.” The paper is co-authored with OU doctoral student Mark Ma and Ole-Kristian Hope, Deloitte Professor of Accounting at the University of Toronto. Their study tests the relation between corporate tax avoidance and disclosure of geographic earnings for U.S. multinational companies. They find that after the adoption of Statement of Financial Accounting Standards No. 131 in 1998, firms opting to discontinue disclosure of geographic earnings in their financial reports have lower worldwide effective tax rates. These results are consistent with managers perceiving that non-disclosure of geographic earnings helps mask tax avoidance behavior. However, the relation between tax avoidance and non-disclosure reduces after implementation of Schedule M-3 in the annual corporate tax filing beginning in 2004. Schedule M-3 requires a detailed reconciliation of book income to tax income and aims to make firms’ tax avoidance activities associated with shifting profits to lower-tax foreign jurisdictions more apparent to the IRS. This study contributes to the understanding of the relation between financial reporting behavior and tax reporting behavior.



Craig Russell



Jeremy Short



Wayne Thomas



MBA STUDENTS at AT&T FOUNDRY *present* FRESH OUTLOOK

SEVEN PRICE COLLEGE MBA STUDENTS in Jim Wheeler's Entrepreneurial Innovation course took on a new challenge during the spring semester. They not only learned about innovation in the classroom, but the hands-on experience each student gained while working with the AT&T Foundry in Plano, Texas, was something other college students can only imagine. Their final presentations to AT&T employees proved that not only did the MBA students embrace this experience but they also could assist AT&T with future possible endeavors.

The AT&T Foundry in Plano opened in 2011, along with other AT&T Foundry innovation center locations in Ra'anana, Israel and Palo Alto, Calif. These innovation centers help facilitate fast-paced collaboration with developers to deliver the latest technology to customers, and they offer developers a way to bring their innovation to market quickly. Each of the facilities is designed to be open, both from a physical standpoint, as well as a business process standpoint. There are no cubicles; the desks are on wheels to enable teams to form and reform as projects come and go, and whiteboards and open meetings areas

encourage conversation and assistance among teams. From a business standpoint, the focus is on collaboration to enable rapid development. The AT&T Foundry works with third-party developers around the world to find the best technologies for the most pressing business and customer needs.

The Price students worked with AT&T Foundry employees to identify certain technologies and to present a detailed analysis of the innovation. The MBA students who participated included Michael Hernandez, Bess Jackson, Greg Lankston, Zach Mauch, Hailey Sedwick, David Spielman and Joshua Woodbridge. Each felt this real-world experience would benefit him or her greatly in their future careers. Spielman, who also interned as a Dunham Scholar at the AT&T Foundry in Israel this summer, believes that this exciting opportunity with AT&T is unique and inspiring. "The AT&T Foundry is a business unit unlike any other. Similarly, Israel is a nation with an entrepreneurial spirit unlike any other. Being able to see the combination of the two this summer will be an opportunity rife with learning experience!"



Above: Bess Jackson and Greg Lankston answer questions at the end of their presentation at the AT&T Foundry in May.

Left: David Spielman, left, and Josh Woodbridge, right, present their analysis to AT&T employees at the Foundry.

During the presentations, the MBA students focused on analysis, including cost models, viability, obstacles, audiences, future steps and recommendations, among other things. Jim Wheeler describes this experience as one that brought technology and innovation together. “Students not only learned the concepts of commercialization, but they also had to immerse themselves with the technology behind the AT&T Foundry project in order to determine ideal commercialization paths,” he says. “Learning a new technology at the same time as learning the commercialization process is challenging, and the students did great!” AT&T concurred that the students exceeded their expectations and how useful the fresh viewpoints will be to their work.

“The point of our foundries is to accelerate the pace of innovation and move great ideas from concept to commercialization faster,” says AT&T Chairman and CEO Randall Stephenson. “This is important work for some of the brightest minds in our business, and it’s great to have Price students involved.”

At the end of the presentations, the AT&T employees asked what students would change for similar future opportunities such as this. Some suggested starting closer to the beginning of the semester, while others suggested more accessibility to AT&T Foundry staff. The addition of a mentor also was mentioned. All agreed that the visits to the AT&T Foundry were very helpful with face-to-face meetings and how visits from them to campus may be in order in the future.

“Students not only learned the concepts of commercialization, but they also had to immerse themselves with the technology behind the AT&T Foundry project in order to determine ideal commercialization paths.”

Jim Wheeler

Everyone at Price College involved with the project looks forward to this interaction in coming semesters and would like to thank the following AT&T staff for this incredible opportunity and interaction: Tracy Moonier, Mike Berry, Brian Wainstein, Joel Quejada and Krish Prabhu.



WINDS OF CHANGE: Kevin Thompson's SolarWinds Stays Ahead

By Taylor Heatly

A DECADE BEFORE THE PRICE COLLEGE OF BUSINESS established the Division of Management Information Systems, Kevin Thompson earned his bachelor of business administration degree from the University of Oklahoma in 1987 and participated in the master of accountancy program the following year. He currently serves as the president and CEO of SolarWinds, an IT management software provider that was recently ranked by Forbes as the “Best Small Company in America.”

So how did an Atoka native with eligibility to sit for the CPA exam find himself in senior leadership positions with some of the most forward-thinking software companies? Thompson explains how his steadfast principles and refusal to settle for a clear-cut path led him to a successful career in technology.

After graduation, Thompson says he “committed to being open to trying new experiences,” and has led his professional life by a concept he refers to as “dare to be uncomfortable.”

“What this means is that I constantly challenge myself to learn new things and to be involved in areas of business where I know that I am not an expert, but with a lot of effort, I can become a leader in that area of business,” explains Thompson. “I don’t find it very interesting to do what has been done before; rather, I like to be involved in creating new ways to solve old problems or new ways to solve new problems.”



It was this adaptive approach that led him to serve as executive vice president and chief financial officer of Red Hat, the first and only open source software company that developed a sustainable and profitable way to sell virtually free software. After Red Hat, Thompson joined SAS Institute as their SVP and CFO, and shares what made SAS the largest private software company in the world. “The company became tremendously successful by doing



Thompson spends time with Price College Entrepreneurship students during a visit to Austin.

in the Software Industry

one thing incredibly well, which was to build great software that met the needs of their customers, and then they served those customers with a great degree of passion and commitment.” And at SolarWinds, Thompson believes he has continued this same passion of disrupting the status quo to create “the most powerful business model in all of software.”

Like any great leader, Thompson openly relies on his team’s talents to see a project to the end and considers himself a “walk-around leader.” He says, “I am rarely in my office; instead, I am walking around our different offices around the world connecting with as many people as I can.” Because he is involved with many people within varying divisions, Thompson has noticed a consistent set of skills among his group of highly successful professionals: intellectually curious, proactive in finding new, innovative and unique solutions to problems, the ability to think creatively and aggressive in driving high levels of return on investment.

Providing high-functioning products for a low cost and experiencing impressive job growth, SolarWinds continues

to thrive under Thompson’s leadership. “I think the key secret behind SolarWinds’ success is a team that is willing to constantly challenge themselves to use their knowledge and experience to create unique ways to solve these problems,” says Thompson. “We also are committed to a set of core principles that we have built our business on - I believe that the biggest mistake that most businesses make is they forget why they win.”

But Thompson refuses to forget as he continues to look forward – a sentiment that rings true in technology. And he has proven that embracing the entrepreneurial spirit of his industry carves out a path much more rewarding than one that was trodden by accepting a degree at face value.



WALKING THE PRICELINE: Chris Soder Talks Technology Industry With



At their home in Rhode Island, from left, is Chris Soder with his wife Becky, daughter Stephanie and son Michael.

Students

By Taylor Heatly

LAST SPRING, PRICE COLLEGE STUDENTS were able to meet with the CEO of a company that speaks volumes to their demographic as price-conscious travelers. Chris Soder is the CEO of the leading online travel company, priceline.com, and a 1984 OU graduate with a BBA in marketing. He joined priceline.com in 2000 as president of hotel services and has held his current title for the past two years.



“People spend the company’s money as if it were their own. This has resulted in an industry-leading low-cost structure.”

During his executive-in-residence visit to Price College in March, Soder primarily met with MIS and entrepreneurship students as a guest lecturer, and particularly enjoyed his roundtable discussion with the JCPenney Leadership associates. “They asked a lot of great questions,” Soder recalls. And it is no surprise this CEO, who operates a results-based corporation free of politics and red tape, favored the open dialogue format with students. He finds collaboration, efficient business operations and open communication to be the cornerstones of priceline.com’s success.

“[Collaboration] requires a great deal of trust and openness in sharing business objectives, issues and results with the team in order to effectively harness the power of everyone’s thinking,” says Soder. “However, it has proven over and over to be a powerful approach.”

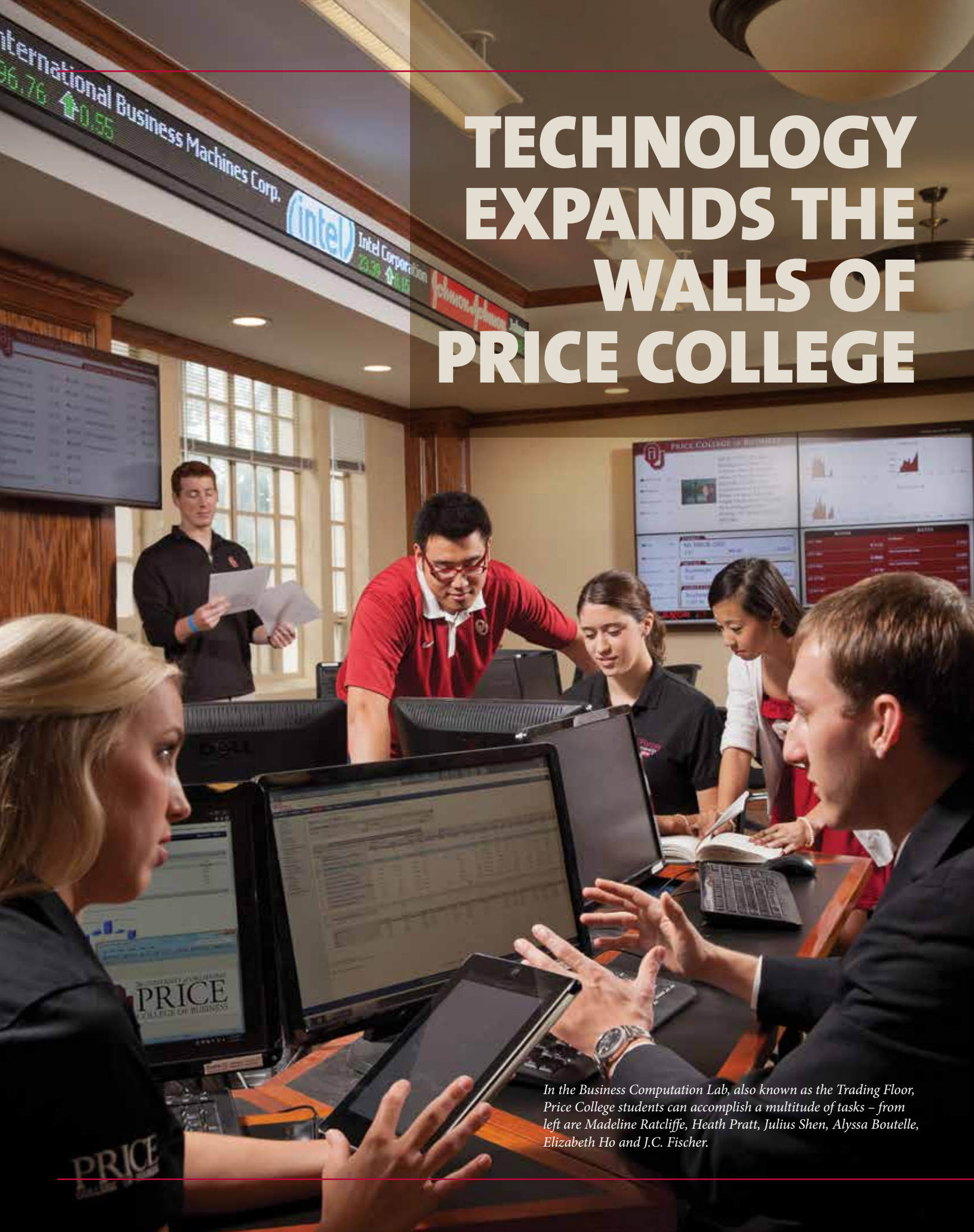
The collaborative nature of priceline.com also extends into the company’s acquisition philosophy. Soder explains, “Instead of disassembling acquired businesses to capture synergies, or replacing the acquired company’s management with our own, we create incentives for the entrepreneurs to continue to grow their businesses, and we use the assets of our other brands to assist them wherever they need it.”

And since priceline.com’s sole mission is to conveniently provide customers a way to find the best travel deals online, it only makes sense that employees share this same passion for their employer. “We have a very cost-efficient culture,” Soder explains. “People spend the company’s money as if it were their own. This has resulted in an industry-leading low-cost structure.”

Soder also encourages open communication through “distributed decision making,” as well as the physical layout of priceline.com’s offices. “We ensure employees understand our business goals and objectives. Then we give them the latitude and support to decide how to achieve those objectives at the tactical level,” says Soder. Priceline.com’s teams also sit in an open-office environment free of cubicles that, according to Soder, facilitates creative and organic conversation, replacing what would otherwise be more formal, time consuming and less spontaneous employee interaction.

Undoubtedly, Soder’s visit gave Price College’s MIS, entrepreneurship and leadership students an encouraging glimpse into the kind of untraditional work environment that might await them after graduation, an environment that thrives on ideas from every level and angle. And the students, in return, revealed to Soder a promising new generation of professionals. “The quality of the institution and student are on a different level,” Soder remarks. “OU was certainly a top-quality school when I attended, but it appears to me that it has ascended to an even higher level. President Boren and the faculty have done an exceptional job over the years. It makes me even prouder to be a Sooner.”

TECHNOLOGY EXPANDS THE WALLS OF PRICE COLLEGE



In the Business Computation Lab, also known as the Trading Floor, Price College students can accomplish a multitude of tasks – from left are Madeline Ratcliffe, Heath Pratt, Julius Shen, Alyssa Boutelle, Elizabeth Ho and J.C. Fischer.

By Susan Grossman

A BUSINESS EDUCATION TODAY is more than learning the x's and o's of a spread sheet or a strategic marketing plan. Preparing students for positions across the business spectrum requires the savvy integration of learning those tried and true practices and the technology that is foundational to the work world.

After 20-plus years at the helm of technology at the Price College of Business, Robert Dauffenbach, associate dean, Research and Graduate Programs, and director, Center for Economic and Management Research at Price College, has seen the transformation of business education to incorporate the ever-changing world of hardware and software in the classroom. Technology, he says, offers students many powerful tools, but learning its appropriate applications is fundamental to their ultimate success.

“The technology nexus enables access to and processing of financial data, computer simulations of business concepts, real-time interactions with students, video recordings covering special topics, websites cataloging Internet resources, student group-work collaborations, vast data storage, experience with ubiquitous business tools, enhanced presentations, and availability of key business databases,” he says. “Where technology intervenes is a long and exponentially growing list. The challenge of business education is to not only equip our students with the information, know-how and tools of modern business enterprise, but to lead the way to the future.”

To ensure that Price students have the best in technological offerings, the faculty and staff of Price College keep current on the newest and best practices for the business classroom environment.

That vigilance on continuous technological incorporation within the college begins with Interim Dean Daniel Pullin, who views technology as a way to broaden the college's reach.

“Technology allows us to bring the world to Price and take Price to the world,” he says. “This facilitates the internationalization of our curriculum and broadens the exposure our students have to a variety of geographies and international business situations that will be important to our state and nation as we compete in a globally sustainable way.”

When the halls are quiet during the summer is when Shawn Lam, Price College coordinator of information technology, and his team are busiest. He has four full-time staff members, several graduate assistants and numerous student volunteers. They maintain, upgrade and install computers in labs, implement new classroom technologies and improve existing facilities.

The lab is the only site on campus with access to the Bloomberg database.

“Students have very specific resources here,” Lam says. “For example, they have study rooms designed for business class-related activities where they can practice presentations and study in groups. These classrooms are available to reserve online.”

Several of these study rooms throughout the college have now been equipped with 55-inch screen monitors to allow for students to wire in with their various electronic devices and share information. These monitors will help them to prepare for group presentations and competitions.

In addition, Lam and his team have installed new technology – touch screen teaching stands – that allow professors to write directly on a computer screen that is projected to the front of the classroom.

IT also is responsible for the tickers and other electronic media that comprise the Business Computation Lab, also known as the Trading Floor, which resembles a stock exchange.

“The lab catches everyone's eye immediately,” Lam says. “This is where our students learn to look at stocks. Learning here also enables students to use the Bloomberg software, which we support. As the only site on campus with access to the Bloomberg database, the software is a great tool to bring others from across campus to interact with Price College.”

New monitors in central hallways will keep students apprised of college happenings and important events and a recently installed interactive wall display showcases alumni, board of advisor members and donors.

Yet, while these new technological tools are beneficial to the classroom, Dauffenbach says business education requires proficiency in software as well.

“Students must be able to demonstrate proficiency in the suite of Microsoft Office products such as Word, Power Point and Excel,” he says. “These are powerful tools, and I still glow with pride when I have a student tell me they didn't know the capabilities of Excel, for example, when they say, ‘I didn't know it could do that.’”

Lizzie Hunt, management information systems senior and MISSA president, appreciates the many technological aspects of her Price education.

“I believe that technology is enhancing the Price student's experience by allowing them access to such things as our computer labs, practice presentation rooms, and technology in the classrooms for our projectors,” she says. “These different technologies allow Price students to have the necessary resources to succeed.”

Shibani Joshi: The Benefits of Dreaming Big

By Brooke Barnett

SHIBANI JOSHI remembers a time when she was afraid to tell others about the big dreams she held in her head.



The Oklahoma City native earned a bachelor's degree in finance and accounting from Price College and began her career as an investment banking analyst with Morgan Stanley. Joshi, who had always been interested in journalism as well, became a new production assistant at CNNfn, contributing to shows such as Lou Dobbs *Moneyline* and *CNN Money Morning*. She then attended Harvard Business School to earn her MBA before becoming the senior

manager in strategy and business development at Disney/ABC Media Networks, where she worked on the launch of ABC News Now and helped develop the firm's global digital media strategy. Her journalism experience includes serving as a producer for Reuters Television, covering business and technology stories for ABCNews.com and, most recently, being an on-air correspondent for the FOX Business Network.

"Being a business journalist was a quiet dream that I didn't share with anyone," Joshi explains. "Instead, I took deliberate steps to achieving a path to TV, which gave me confidence and increased my likelihood of success."

As her journalism experience grew in behind-the-scenes positions, Joshi decided that her future was in front of the camera and was hired as a full-time correspondent at FBN in 2007. During her time at FBN, Joshi covered the financial crisis of 2008, reported from the floor of the New York Stock Exchange, anchored news programs and discovered her passion for covering technology. "I took initiative and offered to cover non-stock trading aspects of the business, product

unveilings and do CEO sit-downs," she says. "Soon I was attending presentations led by Steve Jobs and interviewing the CEO of Twitter. That's when the magic started happening. I understood technology, was good at covering it and loved talking about it. It became a passion and a job, which is the recipe for success."

After much deliberation, Joshi recently left FBN to relocate to the West Coast to allow her husband to pursue a new career opportunity. "Having covered so many start-ups and being in and around the technology sector for so long, I have a bit of the entrepreneurial bug right now," says Joshi, now a mother of two.

With a new chapter in life comes an opportunity for new dreams for Joshi. "I am excited to be pursuing a bunch of entrepreneurial activities as I take a different turn on my career path. I have made great strides in business TV and plan to continue to stay in the business as a freelance contributor - stay tuned on where you can see me. I also am considering publishing my own tech blog and am exploring the idea of writing a book. I am in talks to return to OU to teach a business course, which has been a long time dream of mine. If that wasn't enough, I have been doing some work on a business plan for a baby company too. I am excited about this next chapter and doing things that have been on my "bucket list" for a very long time!"



Shibani Joshi with her husband, Rahul Advani, and their children.

Photo provided by Sophrialynn Photography.

Matt Beckham: The Power of the Penny

By Brooke Barnett

In 2009, friends MATT BECKHAM (BBA 2006) and Shaun Tilford launched a new online auction company out of Beckham's apartment in Oklahoma City – having no idea that it would go global in less than five years. “That May, Shaun showed me a new and unique auction concept that a company named Swoopo had developed,” Beckham explains. “I thought it was quite fascinating and instantly knew we could make a better platform and create an overall better experience for the end user.”

Within days, Beckham and Tilford built a new website that they called QuiBids (a combination of the words “quick” and “bids”) and officially launched the new company in October 2009. Success came fast to the entrepreneurs. “Within months, we surpassed our main competitor in the number of auctions provided, attained profitability and haven't looked back since,” Beckham says. “To this day, we've continued to expand on that [initial] concept with additional features and offerings for our customers.”

QuiBids (www.quibids.com) is now the largest online entertainment retail auction site of its kind, selling consumer electronics, home and garden products, gift cards, sports and recreational equipment, apparel and jewelry. Beckham serves as founder and CEO, and Tilford is the chief technology officer.

The site operates on a pay-to-participate business model, where users purchase bids that give them a “right to bid” on the item of their choice. Each bid is \$0.60 and are purchased in what are known as Bid Packs. The initial Bid Pack is \$60, which allots 100 bids. Each auction starts at \$0.00 with each bid raising the price of the auction by one penny. Unlike traditional auctions, placing a bid deducts one “bid” from the user's account but does not represent a specific dollar amount. When the auction time elapses, the last bidder in the auction wins the right to purchase the item at the final price, which is typically lower than the value of the item.

Since its inception, QuiBids has expanded into eight countries, including Canada, Australia, Germany and France. “Canada and Australia were our first international countries, opening in the fall of 2011,” he says. “We've had

about an 80 percent success rate in the countries to which we've expanded. The growth we've experienced is a big achievement, and I'm very proud of the QuiBids team.”

The site's impressive growth has led to QuiBids being recognized by *Time* and *O' Magazine*, receiving a Best in Class award from the Interactive Media Awards in 2012, and being named as the third best small company to work for in Oklahoma by OKCBiz.com. Looking ahead, the company hopes to become the worldwide leader in entertainment shopping.

Beckham credits his experiences at Price College in helping him to become the success that he is today. “One of my strongest memories of my time at Price College is the JCPenney Leadership Program's Distinguished Visitor Series,” Beckham recalls. “We got to hear from those who had really been successful in their fields and it made me realize anything was achievable if you put your heart in it and believed you could do it.”

And Beckham is doing just that – one auction, and penny, at a time.



Beckham, center, along with two other QuiBids executives and Price College alumni, from left, Mike Beckham, chief executive officer, and Josh Duty, chief operating officer.

HOOAH!

How a Price College Entrepreneur Helps America's Veterans Find Work



Jonathon Lunardi, at the 1776 Washington D.C. Startup Incubator, believes his time at Price College enabled him to get accepted into this program.

by Jocelyn Pedersen

WHAT DO PRICE COLLEGE, a graduate entrepreneur and 1776 have in common? Quite a bit if the entrepreneur is 2002 MIS graduate Jonathon Lunardi and 1776 refers to a Washington D.C.-based startup incubator housing promising new companies.

Originally from Oklahoma City, Lunardi says he comes from a family with a “long history of doing pretty cool stuff in the community.” With that in mind, Lunardi has founded and works closely with nonprofit and for-profit organizations to provide services in a myriad of ways. Lunardi was selected out of 160 applicants to be

one of 35 founding companies at 1776, which provides co-working space and mentoring for its start-ups.

Military Job Networks at MilitaryJobNetworks.com is Lunardi’s 1776 company, where he is developing a service to make hiring veterans easy for employers by translating civilian job descriptions into military occupation codes, then matching skills, resumés and knowledge with relevant employers. Lunardi maintains, “If anything helps a veteran

first, it’s getting a meaningful job.”

Although Lunardi is not a veteran, he says his family was in the military and his passion is to be

able to serve veterans while also serving his company. “I’m a civilian CEO of several IT companies that solve challenges

“One thing we learned was to be very good at marketing and sales.”

for veterans in employment and trusted services providers. That's what I think about. That's what I go to work to do."

Additionally, he has another organization called ServingVETS.org, dedicated to creating and delivering trusted information about nonprofits and businesses that provide services and information to America's military, veterans and their families. Lunardi says he expects the site to spread virally and create a new level of accountability for any organization serving veteran communities.

But Lunardi doesn't stop there. He also is the founder of Charity for Debt, a 501(c)(3) nonprofit. Started in 2009, the organization's model is to staff nonprofits with highly educated professionals who have student debt to pay off. Donors sponsor a professional for \$1,000 or more and specify the charity for which the professional will consult part time. When the charity signs off, Charity for Debt will send the student's loan company \$15 per hour worked. This helps not only the professionals with debt and the charities they are helping, but the donors receive a tax deduction while knowing their money is providing highly skilled consultants dedicated to executing a specific project. All projects are outlined, managed and archived on the website so donors and interested entities can follow participants and progress. For more information, visit www.charityfordebt.org.

So how does this all tie together? Lunardi says he attributes much of his success to hard work and lessons he learned at Price College. Lunardi was actively involved with the First Fidelity Integrated Business Core and says his business courses taught him how to wear almost every hat necessary to run healthy, growing organizations.

"IBC was a valuable experience for me at Price because it is taught around a curriculum that we were learning in the text books while also experiencing business challenges and opportunities in real time," Lunardi said, adding, "One thing



we learned was to be very good at marketing and sales. People have short attention spans. To market effectively, you have to keep it short. I believe I embody that in my organizations today."

Traci Carte, associate professor of Management Information Systems, says Lunardi "was a fantastic student while he was here," adding that his participation in the Sooner Information Network prepared him for what he is doing now. "Jonathon has done a great job of keeping in touch," Carte says, pointing out that he shares his experience and knowledge with students when he comes back to visit OU.

His participation in the Sooner Information Network also led to his serving on the board for the Center for Children and Families Inc. and a lasting relationship with its director, Linda Terrell, who said even all these years later, the pair continues to do nonprofit work together.

"He is a bright light," Terrell says of Lunardi. "He has an incredible creativity and enthusiasm for life and for work. He is an entrepreneur through and through and he's also a connector. He'll connect people to get things done."

Lunardi also cites Business Communication as a class that helped launch his career. "Steve Wilson taught me to keep things simple but do it with passion. I've woven that thought into a lot of things I've done."

Although business is a big part of Lunardi's life, he's also a family man. He and his wife, Laura Brockway-Lunardi, Ph.D., have been married for five years and have a son, Luke. Of his wife, he says, "She's 10 times as bright as I am. She's amazing. I aspire to be as impactful and humble as my wife is."

As for his future, Lunardi says, "My goal is to manage a healthy, growing business from an iPad in my boat while fishing with my son. I hope to be able to do that with a lot of hard work and as much luck as I can get."



BRINGING HOME THE PRIZE:

Price College Undergraduates Use Technology to Outshine the Competition

By Brooke Barnett

The team won \$10,000 at the Governor's Cup and \$30,000 at Tri-State competition, plus an additional \$3,000 for winning 90-second pitch competitions at both levels.

WITH ONE OF THE LARGEST CASH prize pools in America, the Donald W. Reynolds Governor's Cup Business Plan Competition provides students with an insider's view into launching a business. Managed by i2E Inc., the competition is open to college students on any Oklahoma campus, allowing undergraduates and graduate students to compete against their peers at campuses in Arkansas and Nevada. In the past nine years, teams from the University of Oklahoma have placed in the top three at the graduate level 12 times and at the undergraduate level 13 times – bringing home more than \$300,000 in prize money.

Following the Governor's Cup competitions, the top two winning teams in the graduate and undergraduate divisions in each state advance to the Tri-State Competition to compete for cash awards topping \$100,000. In the Tri-State Competition, OU has placed in the top two five times, winning more than \$105,000.

In April, a team of OU undergraduates came in second place in the Governor's Cup. This earned the team, sponsored by the Center for the Creation of Economic Wealth and led by Entrepreneurship and Venture Management senior Susan Moring, the opportunity to compete at the Tri-State level, where they ultimately brought home first prize. Other members of the team included, Parker Dooly, Caroline Trump, Jeffrey Rhea and Mubeen Shakir.

The students created a business plan for an intuitive enterprise software tool called FieldFocus, designed for small oil and gas companies who lack the

budgetary capability to purchase the multi-million-dollar solutions currently on the market. "The software is being developed by a local software firm and our team knew that we could come up with a viable commercialization plan," Moring explains. To prepare for the competition, the team developed detailed pro forma financial statements, created an industry-specific marketing plan, and devised a concise business model and investment rationale.

While the team hoped to place first in the statewide competition, coming in second served as motivation heading into the next level of competition. "Of course we were somewhat disappointed, but second [place] gave us confidence that we were viable competitors. But, we also knew that we had to kick it into gear and work hard if we wanted to place at Tri-State," she reflects. "We revamped our business plan and presentation and tried to bring them both up to another level."

The team won \$10,000 at the Governor's Cup and \$30,000 at Tri-State competition, plus an additional \$3,000 for winning 90-second pitch competitions at both levels. "We were in Las Vegas for the Tri-State competition when the devastating tornados hit Oklahoma in May," she explains. "So we decided to donate a portion of our winnings to disaster relief."

For Moring's team, the hard work associated with developing a winning proposal was all worthwhile. "The competition taught us about the value of consistent hard work and surrounding yourself with mentors who are constantly trying to make you better," Moring concludes. "Now, I'm more confident in my abilities and more convinced than ever that entrepreneurship is a blast!"

Above left: The FieldFocus team celebrates their second-place win at the Donald W. Reynolds Governor's Cup Business Plan Competition in April.

Above right: Parker Dooly presents his part of the business plan with team members at the Tri-State Competition, where the team won first place.

No One Misses Out in **CMISS**

By Taylor Heatly

THE PRICE COLLEGE'S DIVISION OF MANAGEMENT INFORMATION SYSTEMS (MIS) is only 15 years old, but has achieved much in this short period of time. The undergraduate MIS program has been ranked among the top 20 programs in the nation by *US News and World Report* four times, and was picked as a "Reader's Choice" in *Kiplinger's 100 Best Values in Public Colleges and Universities*. The MIS faculty's research productivity has been ranked among the top 20 programs in the world, as well. And according to Laku Chidambaram, MIS director and W.P. Wood Professor of Management Information Systems, the division's success is due to the exceptional students, its world-class faculty and the Center for MIS Studies.

CMISS began in 1995, several years before the actual MIS Division was established. Under the direction of Richard van Horn, who was the 12th president of OU and the first director of the MIS Division, and R. Leon Price, now professor emeritus of MIS, CMISS "began as a forum for IT executives and MIS faculty and students to exchange ideas, share information and discuss issues of mutual interest to both academics and practitioners," explains Chidambaram. "Over the years, the relationships developed through CMISS have become mutually beneficial to all its stakeholders."

CMISS membership includes 27 different organizations. Over the past eight years, the MIS Division has received over \$2 million from its corporate supporters and alumni, with more than half of it through CMISS membership dues alone, and the rest in the form of scholarships and individual program support. CMISS is governed by its board of directors, headed by a chair, a vice chair, two directors and the former chair.

Cathy Tompkins, Chesapeake Energy's senior vice president of IT and CIO, is a former CMISS chair and describes the program's value to its corporate partners. "CMISS provides multiple opportunities to strengthen our relationship with the outstanding OU MIS department, faculty and students," says Tompkins. "This enhances our recruiting efforts and improves our ability to provide input into the direction of the MIS

program so it meets the needs of Chesapeake and the industry for the future. CMISS also provides valuable opportunities for information sharing and networking with local CIOs and other IT and academic professionals in the community."

Ben Williams, VP and CIO of Devon Energy also recounts his positive interactions with CMISS. "Working with the MIS Division and the Price College of Business has been one of my greatest pleasures since becoming the CIO of Devon Energy in 2010. The opportunity that is afforded through CMISS to interact with local IT leaders, thought leaders from a premier university and students at all levels in their growth in this exciting industry is unparalleled in my experience."

But faculty and corporate partners aren't the only beneficiaries of CMISS, with students benefitting from the program's resources and relationships as well. Along with scholarships, students have much to gain from interacting with CMISS member companies during their capstone classes, the "lunch and learn" series and corporate visits. With this added value to their education, OU's Career Service Office reports that MIS students are beginning their careers with an average salary of \$54,000, among some of the highest starting salaries for Price College students.

Whether it is the job opportunities that MIS majors enjoy, the research relationships that faculty members develop, or the teaching support that the program receives, CMISS plays a key role in all of them, making the OU community as a whole that much stronger. "Since CMISS is a community that brings together people from academia and practice, its success is based on the personal relationships nurtured and fostered over time," says Chidambaram. "Underlying the division's successes, either directly or indirectly, is the unflinching support of our CMISS members."



The luncheon held during the spring 2013 CMISS Retreat at Devon Tower

The undergraduate MIS program has been ranked among the **TOP 20 PROGRAMS** in the nation by *US News and World Report* four times, and was picked as a "Reader's Choice" in *Kiplinger's 100 Best Values in Public Colleges and Universities*.



Janea Triplett, new clinical assistant professor of MIS as well as new MIS Student Association sponsor and MIS scholarship chairman, speaks during the CMISS Retreat.

FACULTY HIGHLIGHT

LAKU CHIDAMBARAM

Director of the Division of Management Information Systems and W.P. Wood Professor in Management Information Systems

Where are you from originally?

Nearly 30 years ago, almost to the day this magazine comes out in print, I left the ancient coastal city of Chennai in India as a gangly 20-year-old armed with little more than a letter of admission to the University of Georgia, and — what made that possible — an assistantship letter from UGA, plus seed money

from my parents. Ever since I was a little kid, I wanted to come to this great land, and I have never regretted it for a second.

Tell me about your family growing up and your life at school.

My mom did not go to college, but she believed in the power of education. She and my dad, an engineer, brought my sister and me up in a strict but loving home. We went to Catholic schools, which had high standards and strict rules (as well!), all our lives growing up in India. I recall, with

a certain degree of nostalgia and some wishful thinking, the days when my grade school teacher would rap my knuckles with a ruler if I did not write well or another when I did not pay attention. To this day, I have great penmanship and pay rapt attention.

What did you get your degrees in and from where?

I got my undergraduate degree in commerce from Loyola College, a Jesuit institution regarded as one of the best in India. From the Southeastern part of India, I went to the Southeastern part of the U.S. for my MBA at the University of Georgia. As I was doing my MBA, a crazy Greek professor inspired me to do research and got me interested in the doctoral program. With that desire to learn more, I went to Indiana University to get my Ph.D. in information systems and

international business.

What are your teaching and research interests?

I have taught nearly every course in the MIS curriculum here and elsewhere. At OU, I have taught the MIS core course for MBAs, web-enabled databases for both undergraduates and graduates, and currently, I teach database design at the graduate level and statistical analysis at the doctoral level. My research focus for the past 25 years has been on computer-supported group communication and decision making. With the explosion of social media, this area has received renewed attention and there is great excitement and interest in knowing more about this phenomenon.

How long have you been the director for the Division of Management Information Systems?

This is my ninth year as director of the MIS Division. It has been a great experience for one simple reason — the people I am surrounded by. We have great students, faculty and supporters, and together we have accomplished great things. Two faculty members, in particular, who have since retired, were my mentors and instrumental to the success of the MIS Division. Both have initials that symbolize what they have meant to me and the MIS Division - R. Leon Price provided the “roots” for the division back in the 1980s, and Robert. W. Zmud provided the “wings” on which we flew. Without them, I could not have done my job.

What is your favorite thing about Price College, OU and Norman?

OU is an undervalued asset, much like Norman is. Price College is the same way. It is fitting that our college’s benefactor, Michael F. Price, made his mark as a values investor by picking undervalued stocks. You cannot go wrong if you pick Price, OU or Norman. They will exceed your expectations. These are the gems in the crown of Oklahoma. Every day I am grateful to be a part of this great university and community. Not once do I think I am 5,000 miles from where I was born. Oklahoma is home.

Tell me about your wife and any children?

I met my wife, believe it or not, a long time ago in a German class we were taking. I got my German certificate and a marriage certificate from that class. Not a bad deal. Anu is artistic, loves to travel, a fabulous cook and a great listener. We have twins — a boy, Arun, and a girl, Asha — who are in eighth grade. My son plays tennis, which I enjoy as well, and my daughter plays the viola. They both love their iPads, a bit too much for our liking.



During a recent vacation to Pikes Peak, Laku Chidambaram spends time with his wife, Anu, and their twins, Asha and Arun.

FACULTY HIGHLIGHT

ALEXANDRA DURCIKOVA

Assistant Professor of Management Information Systems

One of Price College's newest faculty members, Alex Durcikova, is already settling in to her new home in the Division of Management Information Systems – and Norman, as well. Originally from the central European country of Slovakia, which used to be a part of Czechoslovakia, she grew up in Sahy, on the border of Hungary, with her parents and sister and extended family nearby. There, she learned to love music. Durcikova played the piano for seven years and graduated from music school at the age of 14, along the way also discovering an interest in science and an aptitude for math, physics and chemistry.

As a member of a communist society, Durcikova's scholarly pursuits were determined by the government. Instead of pursuing a medical degree, as she would have done had it been her choice, she was directed to major in experimental physics. Fortunately, at Comenius University she discovered a passion for experimental physics, earning a master of science degree in solid-state physics with a focus on high-temperature superconductivity. She then worked in this field for the next two years.

Durcikova taught an introduction to computer course as an adjunct professor on the faculty of management at Comenius University and was encouraged to pursue a doctorate in business. This led her to her move to the United States in 1999, where she pursued a doctoral degree in management information systems at the University of Pittsburgh. From there, she went on to serve as an assistant professor of management information systems at the University of Arizona before coming to Price College last fall.

Durcikova has been surprised at the integration between the college and industry so far. "I have never experienced so much support by the local business community for a program, its students and faculty," she says. "The Sooner spirit and pride that students have after they graduate from OU is clearly present as well as infectious. I have seen it in every interaction that I have had with local businesses."

Those interactions have been plentiful, as she is constantly looking for businesses that need help with setting up a database or their computer network for her class, Accounting Information Systems and Database, for Price accounting and MIS majors. Durcikova believes in experiential learning and feels she doesn't have to persuade students about the importance of a subject if they can focus on how technology can effectively deliver value-added service to a company.



Alex Durcikova, right, enjoys her vacation in Prague with her mom, Elena, in June.

It is along this same line that Durcikova directs her research. One area focuses on the adoption of electronic knowledge repositories (similar to Wikipedia) by individuals in organizational settings. "In general, I am interested in antecedents to EKR usage, characteristics of EKR and consequences of EKR usage on work outcomes (e.g., innovation and knowledge reuse) and knowledge sharing and knowledge reuse," she explains.

The second area of her research looks at end-user security behavior with a focus on developing a deeper understanding

of how different types of technical controls (single sign-on vs. multiple sign-on and single vs. dual authentication) and educational controls (training vs. no training and number of trainings to enforce compliance vs. security cues) influence employees' compliance with security policies. The goal is to quantify the effect of each type of control on secure behavior and to capture actual behavior, rather than just behavioral intention to follow security policy. Durcikova says she relies primarily on survey methods and experiments, though she has conducted case study research using action research.

When she is not teaching or working on her research, Durcikova enjoys keeping in touch with her family via Skype or visiting them in Europe during summer time. She does miss riding her road bike, so with the Oklahoma winds, she has been hitting the gym and participating in spin classes more often.

Durcikova's scholarly pursuits were determined by the government... she was directed to major in experimental physics.

CLASS NOTES

Norris Price, BBA 1954, recently was inducted into the Del City Hall of Fame by the city's chamber of commerce. He moved to Del City in 1954, the year he graduated from OU as well as got married to his wife, Betty. During the next half century, Price worked as a real estate appraiser, salesman, broker and property manager. He has been a homebuilder in Del City and developed neighborhoods in the area, including Blackjack Ridge in Oklahoma City. Price has served his community in many ways such as president of the chamber of commerce, chairman of the Del City Parks Commission and on numerous boards of advisors.

Don Warrick, BBA 1963, MBA 1964, is the author of three new books, *Lessons in Leadership*, *Lessons in Leading Change* and *Lessons in Changing Culture*, as well as of a number of other



books and articles on leadership and organization development and change. Warrick is a professor of management and organization change at the University of Colorado at Colorado Springs and is on the faculty of the University of Colorado Executive MBA Program. In 2012, he received the Outstanding Faculty Award for the UCCS College of Business and the Outstanding Teacher Award. He has received numerous UCCS and national teaching awards, along with awards for contributions to his field. Additionally, Warrick and his wife, Anna, have had a ministry to cadets at the Air Force Academy for more than 33 years.

Ron Burton, BBA 1969, recently took over as president of Rotary International, a 1.2-million-member organization that has 34,000 clubs across the world. He will lead the organization in its local and international service and humanitarian projects, including its main focus – the eradication of polio. Previously, Burton

served as the executive director of the OU Foundation and has been active in Rotary since he joined the Norman club in 1979.

Lee Candler Young, MBA 1972, was selected to receive design achievement awards from the



American Institute of Architects Small Firm Roundtable for his work in the residential interiors category and the commercial buildings category. One of his honored designs was for a penthouse apartment, located in the Gold Crest condominium building north of downtown Dallas, while the other was for the design of the Edgewater Tower Building in Wakefield, Mass. Young has earned many awards for his architecture design and his work has been featured in several magazines as well as being used as background sets in movies and television shows.

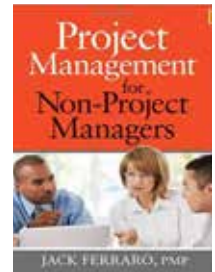
R. Steven Wells, BBA 1978, has joined TerraSpark Geosciences and will serve in the positions of chief financial officer and vice president, human resources. He previously worked as CFO at Object Reservoir and prior to that was with Clover Global Solutions. Wells also worked at BP Amoco and Amoco Production Co. for 23 years in business administration and support roles within start-up exploration to major production facilities.

Connie Pillich, BBA 1982, is running for state treasurer in Ohio, where she currently is serving her third term as state representative. She spent eight years in the Air Force and rose to the rank of captain after attending OU and earning her MBA from the University of North Dakota and law degree from the University of Cincinnati. She served in Germany and was stationed in support of the first Gulf War while in the Air Force. Pillich earned many military honors during this time, including Officer of

the Year at Tempelhof Air Base, and is a three-time recipient of the Air Force Commendation Medal.

Jack Ferraro, BBA 1986, is president of MyProjectAdvisor® and has published his second book, *Project Management for Non Project Managers*. As follow-up to his first book,

The Strategic Project Leader, written for project management practitioners, this book has been called essential for senior business leaders to enable organizational change and provides them with what they need to know about project management to be active participants in achieving expected project benefits.



Scott Willis, BBA 1986, has joined Goodman Networks Inc. as executive vice president of sales and business development. Willis previously was with Ericsson, where he served as executive vice president and general manager of key accounts in North and South America. He also has worked in executive sales and marketing at Optimis Corp., Somera Communications and Nokia Corp. and in various roles in network operations, finance, sales and marketing at BellSouth and Sprint Corp.

Karen McGinnis, BBA 1989, was named chief financial officer by Mad Catz Interactive Inc. in June. As a CPA, she brings more than 20 years of accounting, financial reporting and other financial experience at multinational companies to her new role. McGinnis will be responsible for the company's financial and treasury functions, including financial reporting and conducting internal and industry analysis to support the company's goals for growth and investor relations initiatives. Previously, she served as vice president, corporate controller and chief accounting officer at

Cymer Inc. and as chief accounting officer at Insight Enterprises Inc.

Lori Scott McWilliams,

BBA 1989, has been named central region managing partner for Deloitte Financial Advisory Services LLP. McWilliams is a licensed CPA and assists a diverse client base in a variety of industries with corporate investigations, anti-bribery and corruption, and litigation consulting projects. She serves on the Price College board of advisors and is a member of the Arthur B. Adams Society.



Steven List, BBA 1990, has been named to the board of directors of GridPoint Inc., a leader in energy management solutions. He is the managing director of asset management at Mount Kellett Capital Management, a multi-strategy investment firm, where he works with the firm's growth portfolio. Prior to this, List served as a managing director at CRG Partners and chief financial officer at Mattress Giant Corp. He currently also serves on the board of directors of Graymark Healthcare Inc.

Staci Pruett, BBA 1990, has been promoted to vice president of regional business development for Moore and South Oklahoma City at First American Bank. She has more than 24 years of experience in the banking industry, starting with Friendly Bank/Bank One. Pruett also worked at Tri Star National Bank and Republic Bank before joining the team at First American. She is a member of both the Moore and South Oklahoma City chambers of commerce along with other community involvement.

Shon and LaDonna Elliott, BBA 1991 and BBA 1990, both are huge Sooners fans



living in Lubbock, Texas! Shon recently was promoted to vice president of marketing for the West Texas division of Atmos Energy, where he has worked for the past 16 years. LaDonna stays home with their two children, Jacob, 11, and Alexia, 9.

Michael Corbett, BBA 1993, has been named vice president of marketing at Oildex, where he will support the company's strategic growth initiative. He brings more than 24 years of SaaS-based experience to Oildex, having previously served in a number of senior marketing and strategic development management roles at companies such as HIS, Quark and Micromedia. Most recently, Corbett was the vice president of marketing operations for OnTargetJobs.

Heather Esslinger Hageman, MBA 1993, was named as the Central Group on Educational Affairs' Medical Education Laureate after nearly 20 years in medical education. This award annually recognizes an individual who has made substantive contributions to medical education and has been actively involved in the organization. Hageman works at the Washington University School of Medicine and lives in St. Louis with her husband, Todd, an OU College of Law alumnus.

Kio Kamoche Grieco, BBA 1996, launched her new luxury skincare line of products called Nyakio™ on the Home Shopping Network in May. She partnered with Gurwitch Products, owners of such other brands as Laura Mercier and ReVive Skincare, to create her line, which is available at hsn.com.



Scott Pickell, BBA 1996, was named vice president of operations for LRES, a national provider of commercial and residential valuations and asset management for the mortgage, banking,

credit union and real estate industries. In this new position, Pickell will be responsible for strategic planning, labor efficiency, budget spending, engineering effectiveness, material spending and customer service. Previously, he worked as a chief appraiser at a real estate appraisal management service provider and as owner of the Mission Viejo, Calif.-based Preferred Appraisal Services.

Sam Hinkie, BBA 2000, is the new general manager for the Philadelphia 76ers NBA team. He left the Houston Rockets as executive vice president of basketball operations in May for this new position, where he will continue to use his statistical analysis skills. He is called an early evangelist for this way of bringing integrated advanced statistical analysis into NBA scouting practices. Before working at the Houston Rockets organization, Hinkie consulted for Bain & Co. advising NFL teams on improving their draft strategy.

Elizabeth Burpo, BBA 2003, was named national sales manager for Fox 26 KRIV and My20 KTXH in Houston. Prior to this, she served as an account executive for the television stations for the past three years. Burpo also has been a national account executive for Eagle Television Sales, where she began as a sales assistant, and the sports promotions coordinator at FOX Sports Net Southwest.

Ryan Harvey, BBA 2003, is the president and co-founder of Security Options and recently was named one of the "20 under 40" for 2013 by *Security System News*. He started the company in his garage 10 years ago with his brother-in-law and has seen it grow today into a 12,000-square-foot building with 50 employees. The home security superstore, located in Oklahoma City, features a hands-on showroom for all things related to residential or commercial burglar alarm systems, home automation, video surveillance, access control and fire alarm systems.

CLASS NOTES (continued)

John Jennings, BBA 2005, has been named regional vice president of retirement plan sales at the Guardian Insurance and Annuity Co. With more than 13 years of retirement plan industry experience, Jennings will develop a wide range of retirement business through nonproprietary channels throughout the Los Angeles area. Previously, he served as a regional sales director for The Hartford.

Kristina Wallace, MBA 2006, recently was selected as the chief operating officer for OU Medical Center. She previously has served at Children's Hospital, first as a registered nurse, then director of

the pediatric medical surgical unit, until her most recent position as chief nursing officer of OU Medical Center. She is a member of the American Nurses Association and the American Organization of Nurse Executives.

Samantha Kahoe, MBA 2012, was named one of the 2013 "Achievers Under 40" by the *Journal Record* in Oklahoma City; the list honors and recognizes the accomplishments of talented young



professionals who have chosen to make Oklahoma their home. Kahoe is the associate director of information technology corporate engagement at the University of Oklahoma. She focuses on building strategic corporate relationships for OU by engaging information technology-related companies through research, knowledge transfer and economic development. She is heavily involved in the Norman community and will begin work toward a doctorate in educational organization/education leadership from Pepperdine starting in the fall.

CLASS NOTES HIGHLIGHTS

Four recent alumni from the Price College MBA Program now call London home. **Federico Chavarria**, MBA 2010, **Jordan McGregor**, MBA 2011, **Miguel Pardo Marin**, MBA 2012, and **Tatiana Ventsova**, MBA 2012, all work and live in the United Kingdom after serving as either Price or Dunham Scholars while in the MBA program.

Chavarria currently works for ISI Group, a full-service broker-dealer offering macro and fundamental research, sales and trading. He is the associate managing director in equity sales, where he is a stockbroker for the European team based in London. Originally from Costa Rica, he chose to study at OU, then interned as a Price Scholar in New York before graduating and moving to London. He says, "The experience of working in a city like New York is a priceless opportunity that changes your perspective of what is important to succeed after earning your MBA at Price."

McGregor took a different path as he works for AEG Live as a management accountant for venues. As a Dunham Scholar, he worked at LiveNation, where he discovered that he enjoyed working in live entertainment as well as living in London. "I am especially in love with London since I work in the music industry and London has many different musical events happening around the city every single day," he says. "Nearly every major musical artist will perform live in London every couple of years, so it is especially rewarding to work in a city that hosts so many talented individuals at some of the most beautiful venues in the world." McGregor not only discovered London's music industry during his time as a Dunham Scholar, he met his future wife, Jo-Anna – they are planning a wedding next August.

Pardo Marin works as an associate within the IT risk and assurance program at Ernst & Young in London. He explains that, with his engineering background, the MBA Program at Price gave him the additional skills he needed in business to be considered for a position at E&Y. "During the 16-month MBA program, I changed the way I get along with other people in a professional environment," he says. "Now I analyze situations from a different perspective, being able to add more value to my work." In his current position, he will work on different projects, such as auditing a major investment bank's foreign exchange dealing system, helping a top UK insurance firm assess and improving the quality of its data, or working with a global asset manager to monitor their IT security controls.

As a Europe, Middle East and Africa business finance regional analysis and reporting analyst for BlackRock in London, Ventsova uses what she learned and experienced as a student at OU every day. She believes, "My summer in New York as a Price Scholar was a pivotal moment to me getting a job here in London. Without the skills and professional connections OU helped me to acquire, I would never be where I am now." As an analyst, she tracks and provides analysis of the EMEA regional business metrics covering revenues, sales, assets under management, expenditure and headcount to bring in-depth understanding of the businesses' financial positions and opportunities to the senior management.

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HOW WILL YOU BUILD YOUR LEGACY?



I truly believe education is one of the greatest equalizers in life and is crucial to achieving success. My passion for education is so strong, in fact, that during my time at OU, the College of Education was my preferred area of study.

Once I reached a point in my life where I could give back, I knew it was the right thing to do and jumped in with both feet. I've supported a myriad of programs across the university, including the Sooner Yearbook and study abroad scholarships at the Price College of Business. Every year it warms my heart to visit with recipients of my scholarship, hear stories about the life changing experiences they had during their time abroad and know that I had a direct impact on their ability to achieve their dreams. Educating our young people gives them the best opportunities to grow, build businesses and the economy, and strengthens our place in the world. I am so proud to take part in the mission of the Price College of Business and the University of Oklahoma, and sincerely hope that others will join the cause.



Winnie Freshour

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