

Letter from the Dean

Dear Alumni and Friends,

Price College continues to provide a first-class education for students. Students have access to an internationally recognized faculty, support from an excellent professional staff and the opportunity to interact with domestic and global business leaders. OU is one of the few universities in the world where students can be exposed to cutting-edge dialogue about the role of energy in the global economy. Our students have access to leading experts in energy production, exploration, oil and gas markets, and the renewable energy industry on a regular basis. Add to this the entrepreneurial opportunities that abound in the new energy frontier and OU's Price College, with its eighth-ranked Entrepreneurship Program, and it becomes clear the college is particularly well positioned to prepare our future business leaders.

Along with Price College's traditional strengths in the functional areas of business – accounting, finance, management, marketing, management information systems and supply chain management, Price College has a lengthy background in preparing tomorrow's leaders in the energy industry through the Energy Management Program. We have recently expanded our educational opportunities for students seeking careers in the energy field with added accounting coverage, made possible by a generous gift from Ernst & Young, and an MBA concentration in energy, supported through a significant commitment by ConocoPhillips. Further, the complexity of issues surrounding both energy production and its consumption call for more active engagement by business research faculty. The college has a new center initiative dedicated to research and education on cutting-edge issues in energy production and consumption management.

Too often, the role of business in contributing to society's wellbeing is an overlooked part of business student preparation. Price College prides itself in providing our students a strong sense of their social contract as a business leader, and active hands-on engagement in a variety of philanthropic activities. Our goal, as evidenced from our accomplishments to date and programming commitment, is to provide Price College students with a variety of opportunities both within and outside of the formal curriculum to embrace the social responsibility of today's and tomorrow's business leaders.

The college has a long history of producing outstanding business leaders in industry. We have brought many back to campus as distinguished speakers and executives-in-residence. Certainly among our distinguished graduates is Archie Dunham, CEO emeritus of ConocoPhillips. Among his many accomplishments, Archie provided critical leadership during the merger of Conoco and Phillips. In his role as leader of a major energy company, he grew to appreciate the need for management to have an understanding of the global marketplace. Archie and his wife, Linda, decided to make a very generous gift that provides MBA students the opportunity to study and work in London, England, over the summer. Added to our growing international program in the college – we placed almost 100 students abroad this past year in our college-operated programs – the Dunham program provides our MBA students a very unique educational opportunity. Many thanks to Archie and Linda for making this program possible.



Dean Evans congratulates the new Price College graduates at Convocation in May.

I will close by noting some of the accomplishments of our students and programs since the last edition of Price Magazine.

- This year, of a total of six possible awards (three undergraduate and three graduate) Price College won five of these top six recognitions in the Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition.
- The OU undergraduate team took second place in the Tri-State Donald W. Reynolds Governor's Cup College Business plan competition.
- A Price College student team won the Third Annual ERPsim international business simulation competition using enterprise resource planning software.
- Our MIS faculty and students hosted a boot camp for high school students called "IT is Hot." Students participated in teams identifying the next big business technology application to hit the Internet. All indications were the program was a great success.
- Distinguished speakers included Gerard Arpey, CEO of American Airlines; John Carrig, COO and president of ConocoPhillips; Max Weitzenhoffer, chair of the OU Board of Regents and theatre industry entrepreneur; and Ken Silverman, entrepreneur and CEO of The Silverman Group.
- Both MBA and undergraduates participated in an intersession program in Bangalore, India. Coordinated by Professor Laku Chidambaram, this experience provided cultural and corporate educational opportunities.
- We capped this year off with our annual Archie Dunham Golf Tournament, which was again a great success. Our thanks to all those who participated. The proceeds from the event go to our Partners in Learning Program.
- Too numerous to mention are the many end-of-the-year recognition events where the college awards outstanding achievement among its students, faculty and staff. We are fortunate to have exceptional performances within the Price College community each and every year, which makes the selection process extremely difficult. Suffice it to say we again had an abundance of worthy recipients.

We hope you enjoy this edition of Price Magazine.

Sincerely,

A handwritten signature in black ink that reads "Kenneth R. Evans".

Kenneth R. Evans
Dean and Fred E. Brown Chair