Celebrating
80 Years of Business in the Making
A master’s degree can advance your career and your salary. One of the top graduate business schools in the nation, we offer programs for full-time students as well as working professionals.

Make the smart move and apply to TU today.

Curtis French (BSBA ’14) works as a graduate assistant in the Collins College of Business while he earns his Master of Accountancy degree.
Collins College of Business: 80 Years of Business in the Making
Alumni Profile: Patrick Hettinger
Professor Sheds New Light on Beef Sustainability Practices
Message from the Dean

This year marks the 80th anniversary of the Collins College of Business. Since its establishment in 1935, the college has consistently prepared students to fill critical roles in businesses around the world, in industries covering everything from accounting and MIS to energy and finance.

In the 16 years since I arrived as dean of the college in 1999, we have seen tremendous changes that have shaped our future and positioned us as one of the top business schools in the nation.

Among the most significant is establishing a number of endowed faculty positions, with several more approaching full funding. These endowed positions are critical in attracting outstanding faculty members who elevate our programs, which draws a higher caliber student population. Having the ability to pay competitive salaries and fund faculty research and professional activities would not be possible without the support of our generous donors, who are recognized in the timeline starting on p. 9.

Gifts from corporate partners like Williams have made the vision for facilities such as our Risk Management, Student Services and Business Career Centers a reality. Other facility investments, including upgrading many of our classrooms and labs, have opened doors for technology-based initiatives like the online Master of Energy Business program.

Our college has always been a leader in international studies. The international business and languages program we launched in 1995 combines a strong emphasis in language ability with a business-focused degree, equipping students to better compete in an international business landscape. And we have continued to add study abroad opportunities through partnerships with universities and companies across the world.

Expanding our energy programs has also created opportunities to position the Collins College of Business as a leading energy business school. The success of the energy management major, energy minor and Master of Energy Business led to the formation of the School of Energy Economics, Policy and Commerce in 2014. We are one of the only universities in the country to have a school dedicated to energy business.

Friends of Finance and the Student Investment Fund, which now stands at more than $4 million, have been instrumental in forming a closer relationship with the regional business community and providing students with hands-on experience in managing investments.

Strategic improvements at the graduate level have resulted in competitive, nationally ranked programs that include a full-time, experiential MBA for students entering straight out of an undergraduate program and a part-time MBA for working professionals, in addition to programs in finance, accounting and energy business.

The pages that follow highlight just a small fraction of the notable milestones over the past 80 years that have marked the college’s prosperous history. None of what we have accomplished would be possible without the support of our faculty, staff, students, alumni, donors and industry partners. To everyone who has been part of our success — thank you. The future remains bright for the Collins College of Business because of you.

Sincerely,

A. Gale Sullenberger
Dean, Collins College of Business

The University of Tulsa
Collins College of Business Magazine

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Collins College of Business
Mission Statement

Our mission, through creating and disseminating knowledge, is to educate, mentor and transform business students for professional and leadership roles in business and not-for-profit organizations.

The University of Tulsa Mission

The University of Tulsa is a private, independent, doctoral-degree-granting institution whose mission reflects these core values: excellence in scholarship, dedication to free inquiry, integrity of character and commitment to humanity.

The University achieves its mission by educating men and women of diverse backgrounds and cultures to become literate in the sciences, humanities and arts; think critically, and write and speak clearly; succeed in their professions and careers; behave ethically in all aspects of their lives; welcome the responsibility of citizenship, service and leadership in a changing world; and acquire the skills and appetite for lifelong learning.
Letter from the Chair

As we celebrate the 80th anniversary of the Collins College of Business, I am reminded of the tradition of excellence that continues to distinguish it as one of the top business schools in the nation.

I grew up around TU; my father is an alumnus and has always been a strong supporter of the university. Coming from a small town like Muskogee, Oklahoma, TU’s close-knit environment held more appeal for me than attending one of the larger state universities. And although energy business wasn’t as strong of a focus at the time I attended, being tied to the university’s reputation for excellence in energy made a lot of sense because I planned to stay in Oklahoma after graduating.

Choosing a major was fairly easy for me. I wanted to work in business and thought accounting would open that door. Something I value from my time at TU was the quality of the professors and the smaller class sizes that encouraged more interaction between students and professors. You walked out prepared to enter the professional world.

There’s a true commitment shared by the professors in our college, and I appreciate that even more today. As part of the Executive Advisory Board, I see how much they care about the university and the students. They take pride in the success of students—even beyond graduation. That’s not the case at every university.

Establishing the Executive Advisory Board in 1995 has given TU the opportunity to better understand the challenges businesses face by collaborating with the business community. Likewise, the college is able to share thoughts about its direction and receive feedback from the board. This mutually beneficial relationship has strengthened the programs offered by the Collins College of Business, resulting in graduates who can fill critical needs in the market.

I commend Dean Sullenberger and the Collins College of Business for being proactive in addressing our changing business climate and modifying programs accordingly. By focusing on the programs we currently have in place, we will continue attracting top-notch students, and holding a degree from TU’s Collins College of Business will remain a mark of distinction among graduates.

Sincerely,

Brad Stoots (BS ’81)
Tulsa Managing Partner, Grant Thornton
Chair, Collins College of Business Executive Advisory Board

COLLINS COLLEGE OF BUSINESS EXECUTIVE ADVISORY BOARD

Not pictured: Sean Alexander (BSBA ’97) Senior Director of Consumer Platforms, Microsoft; Mike Collby (BS ’82) Bridgewater Associates
Ex-Officio Members: Samuel Combs III, President, Friends of Finance Board President; Comstar Advisors and Chad McDougall, Chair, Energy Management Advisory Board; Vice President, JMA Energy Company

The Honorable

Dewey F. Bartlett, Jr.
Mayor
City of Tulsa

Vice President-Wealth Manager
Nate Lovelle (BSBA ’00)
UBS Financial Services

Senior Portfolio Manager
Jim Cameron (BS ’91)
UBS

Letter

from the Chair
Jim Miller (BSBA ’66), whose career spanned more than three decades with Arthur Andersen, has experienced firsthand how the Collins College of Business has evolved from a business school primarily for part-time working professionals to one that’s nationally ranked and attracts top students from around the world.

There’s a fundamental practice that has proved critical to Miller’s success and to the college — recruiting the best.

“When I first came to TU, I majored in chemical engineering for three semesters,” he explains, “but it was getting harder. My father was an accountant, so I investigated the business school.” A conversation with Professor Clifford Hutton convinced Miller that switching to accounting would be a smart move.

“My first two years in the workplace, I learned that I was doing better than people who didn’t graduate from TU. It became clear to me that students from TU were better prepared than those from other universities.”

Around 1970, Miller came to campus as a recruiter, interviewing up to 14 students per day. He established a sophisticated interview methodology that paid dividends in exemplary employees. “As a managing partner, I would go to campus and pick the best students in advance to interview,” he says. “I knew that if I hired a disproportionate number of really smart students and gave them the best in-house training, we would have excellent employees.”

Miller has remained connected to TU through the years, serving as president of the Alumni Association Board and the Golden Hurricane Club and chairing the annual Conference of Accountants. He is a founding member of the Executive Advisory Board (EAB), which has grown to 32 members since its 1995 inception. “I’m most proud that over time, we’ve developed a high-quality mix of people on the board,” he says.

Based on the EAB’s input, the college evaluates its programs to ensure students acquire the knowledge and skills employers seek. EAB members also serve as mentors and provide internship opportunities.

Miller credits the college’s leadership for the school’s continued growth. Establishing the EAB, developing stronger degree programs in key areas and recruiting exceptional faculty members have all made a significant impact on the college’s ability to attract and retain the brightest students.

Paula Kuykendall (BSBA ’86) keeps a copy of H. Jackson Brown’s “21 Suggestions for Success” in her office as a reminder that sometimes the most important lessons in life are also the simplest: persistence, honesty, loyalty and a commitment to constant improvement. They are also many of the same lessons she learned during her time as a student at TU.

“Not all apply every single day, but when I look over my career, I’ve tried to keep them in mind,” she says. “It’s a good philosophy on being successful; not just in business, but for being a good person.”

Kuykendall didn’t take the traditional route as an undergraduate at TU. She started at Oklahoma State University, but decided to go a different direction and returned to Tulsa after just two years. “I came back home to get a job and to figure out what I wanted to do,” she explains.

The oil boom of the early 1980s increased prosperity in Tulsa and Kuykendall secured a job at Occidental Petroleum, which offered the opportunity to fund her tuition at TU. She worked full time and took nine hours a semester until the oil bust, and she was laid off. Kuykendall’s husband, Patrick (MTax ’90), urged her to enroll as a full-time student and finish her degree. She did, completing her accounting degree in December 1986.

Arthur Andersen partner Jim Miller (BSBA ’66) hired Kuykendall as an accountant. Her time there proved an invaluable foundation. “Public accounting is an incredible learning platform. It equipped me with all the tools necessary to be successful in whatever came next,” she says.

Currently, Kuykendall is SVP and chief accounting officer of Hilton Worldwide, where she is responsible for global financial reporting and all aspects of accounting. She has adhered to leading with integrity, a lesson she learned from her parents. “Integrity is the only thing you can give away that you can never get back.”

Kuykendall concludes: “Never ask people to do something you’re not willing to do yourself. It provides a level of respect you can’t earn any other way.”
As commerce and industry expanded significantly in the early 1900s, so did the need for business schools that could provide a wider base of knowledge to equip business professionals. By 1920, Tulsa’s population had grown to more than 70,000, and the city cemented its position as a leader in both the petroleum and financial industries.

On October 29, 1935, The University of Tulsa’s board of trustees voted to establish the College of Business Administration. Seeking new directions for the university, the board recognized that Tulsa’s location as a business and production center of the oil industry as well as its leadership in the financial and industrial sectors created opportunity for a business school to flourish.

The college’s initial mission was to provide technical training and an educational background that would prepare students in the areas of general business, accounting, marketing, advertising and secretarial-related fields. This technical training was in part a replacement for apprenticeships, which at the time were a commonly accepted practice of learning while on the job.

During its early years, the college’s enrollment grew, and programs were added to address the changing needs of the business community. The college began offering a Master of Business Administration degree in the late 1940s and became accredited by the American Association of Collegiate Schools of Business (AACSB) in 1949. By the 1950s, enrollment in the College of Business Administration was the second highest on campus with 700 full-time students and 900 part-time students in its undergraduate programs.

The college enjoyed a solid reputation for providing a thorough business education, though it catered primarily to a local, part-time student population. As Richard Burgess, H. Michael and Laurie Krimbill Faculty Fellow of Finance and Director of the School of Finance, Operations Management and International Business, notes, “For a long time, the College of Business Administration was known as the best kept secret in terms of quality and relatively low tuition for an AACSB-accredited school, especially at the graduate level.”

But that all began to change in the 1970s, when the overall character of the university transformed. Though TU’s engineering programs were already internationally renowned, the university took steps to improve programs across all colleges, which resulted in a more diverse student body and an increase in the number of students living on campus.

The university gained a stronger financial position under the leadership of President Bob Lawless in the late 1990s, creating opportunities for TU to achieve a national reputation for success. “That changed everything for us,” says Burgess. “It put us on a platform from which we could advance. That’s the time when TU made its big turn.”

The College of Business Administration thrived as part of these changes. As state universities with part-time programs established a presence in Tulsa, the college began to attract more full-time students. Donors like Fulton Collins and Walter Helmerich saw an opportunity to establish endowments, upgrade facilities and add programs that would propel the College of Business Administration to new heights. In honor of both Collins’ and Helmerich’s vision and generosity, the college was renamed the Collins College of Business, and the Business Administration Hall was renamed Helmerich Hall in 2008.

What lies ahead for the Collins College of Business? Dean Gale Sullenberger remarked, “We’ve started a number of new programs recently, and the next couple of years will be focused on filling the newest endowed professorships, recruiting outstanding students and working to make the programs we’ve started the best that they can be.”

The pages that follow highlight some of the many achievements that have marked the college’s success over the last 80 years.
Genave King Rogers (BS ’38) was the first woman to graduate from the College of Business Administration. Throughout her career as a successful investor, Rogers welcomed challenges — a quality that was evident even as she attended TU part-time while working and caring for her younger siblings.

Degree in hand, Rogers headed to Washington, D.C. Eventually she returned to Tulsa and married attorney Leslie Rogers. After he died in 1974, Rogers took over his assets, which included oil and gas leases. With keen insight and an appetite for risk, she launched a successful career in the stock market.

Rogers sold puts, an unconventional practice at the time. Her longtime assistant and friend, Debra Bacon, recalls that stockbrokers who worked with Rogers noted that she navigated the market in ways that most men wouldn’t have attempted.

But Rogers was always ahead of her time. A trip to China in 1989 proved especially fortuitous. She observed the prevalence of motorized bikes, so when she returned home, Rogers invested in Harley Davidson, earning a 5,400 percent return.

Just as she cemented a reputation as a shrewd investor, Rogers also left a solid legacy at TU. Her generous support includes 10 annual Leslie Rogers Scholarships and the Genave King Rogers Energy Law Executive-in-Residence.

Rogers died at age 95 in 2010, but her adventurous and generous spirit will inspire generations to come.

Remembering a trailblazer

The early 1900s ushered in a new era for women in business. Students in TU’s College of Business Administration began to mirror that trend as more women enrolled, so much so that the TU Business Women’s Club was organized in 1946 under the leadership of sponsor Lucile Hummel.

With a mission to provide business information not gained in class, members held monthly meetings featuring prominent businesswomen and men as speakers, annually honoring the TU Business Woman of the Year. The group grew as the college’s female enrollment expanded, remaining active through the late 1980s.

Today, management majors Lindsay Cunningham and Mackenzie Hall realized the Collins College of Business didn’t have an organization that catered specifically to women. With support from adviser Caroline Fox, they formed a new Women in Business organization at TU, which was established formally in September 2014 and includes 33 members.

Cunningham is president, Hall is vice president, Claire Pottebaum is secretary, and Erica Johnson serves as treasurer.

“Our mission is to inspire and empower young women to pursue their aspirations through professional development,” explains Cunningham. The group holds monthly meetings with guest speakers and informal social activities. Cunningham hopes the organization will become a strong presence on campus, continuing the legacy of the 1946 TU Business Women’s Club.

Students re-establish Women in Business organization

1900s

1900 — The first business courses were advertised for Henry Kendall College. These were practical business classes for Native American students, such as shorthand and typewriting.

1920s

1921 — The year Henry Kendall College was renamed The University of Tulsa, the first economics courses were offered: principles of economic problems, the principles and practice of banking and public finance and the monetary history of the U.S.

1930s

1932 — Courses in secretarial science leading to a degree were offered in the Department of Economics and Business Administration. The Commerce Club was the only student business organization at the time. Classes such as insurance and real estate were available at the downtown college.

1935 — The TU Board of Trustees voted to establish the School of Business Administration in Tyrrell Hall.

1936 — Tuition was $100 per semester, plus an $11.50 School of Business fee. Students could earn a BSBA degree in accounting, general business, marketing or
Innovation, imagination and entrepreneurship

With its vast network of local business owners, low cost of living, strong economy and easy access to commercial and industrial loans, Tulsa is considered one of the top cities in the country for young entrepreneurs. The Collins College of Business has benefited from its location in the heart of the city to develop programs and initiatives that foster a spirit of innovation and entrepreneurship within not only the student population, but also the Tulsa community.

MacKenzie Ward, a senior management major from Tulsa, agrees. It’s something that attracted her to TU’s program. “I knew I wanted to study entrepreneurship, and Tulsa is a great city for that — the barriers to success are lower. And at TU, it’s easier to get experience outside the classroom.”

Claire Cornell, assistant director of entrepreneurship, cites TU’s participation in the Donald W. Reynolds Governor’s Cup collegiate business plan competition as one avenue for students to interact with Tulsa’s entrepreneurial community. Through the process of researching, writing and pitching a business plan to potential investors, students gain valuable firsthand experience under the guidance of faculty members and local business leaders.

Studio Blue, a unique student space in the Collins College of Business, is also designed to encourage innovation. Charles Wood, associate professor of marketing, is one of several faculty members instrumental in bringing the concept of an in-house “idea factory” to fruition. “Part of the strategy behind Studio Blue was to create interesting connections between our students and the community,” Wood explains. “There is a lot of need in the community, and the students need hands-on practice — everyone wins.”

With generous support from the George Kaiser Family Foundation and TU administration, the space opened in 2008. Students use Studio Blue as an agency-like environment to generate product innovation ideas, create business plans and work on projects for businesses and nonprofit organizations.

Wood also worked with the Koch Foundation to help design the NOVA Fellowship, which equips students with the tools to implement an idea or passion before graduating. Students can obtain an Applied Innovation Certificate by taking a set of courses that teach innovation principles and the process of problem solving. “The most interesting part about the NOVA Fellowship is that it is interdisciplinary,” says Wood. “You get better ideas with a wider cross-section of students.”

TU also established the Family-Owned Business Institute (FOBI) in 1996 to educate family-owned firms on better managing operations to succeed into the next generation. “It’s a way for the university to help a specific part of the business community, and also provides our faculty an opportunity to discuss their research and how it impacts family firms,” says Cornell.

To support continued expansion of the college’s programs, alumnus David Lawson (BS ’70) and his wife, Leslie, established the David and Leslie Lawson Endowed Chair in Entrepreneurship. “We are very grateful to Dave and Leslie for their generosity,” says Larry Wofford, Davis D. Bovaird Professor of Entrepreneurial Studies. “This endowed chair will allow us to not only expand our current entrepreneurship offerings, but also our capacity to add a minor in innovation and entrepreneurship that will attract students across the campus.”

secretarial administration. Alfred Moore Paxson was named dean; he also served as director of TU’s downtown college, which was located at 619 S. Main Street. During the early years, business classes were held in Robertson Hall, the present location of Oliphant Hall.

1940s

1940s — Genave King Rogers was the first female graduate of the College of Business Administration.

1948 — The college moved into Lorton Hall, which was equipped with the newest technologies in business machines and could house 1,000 business students.

1940s

Mr. and Mrs. Eugene Lorton donated a majority of the funds for a new building, Lorton Hall, for the college. PSO was also a large contributor.

1944 — Merwin M. Hargrove succeeded Paxson as dean.

1946 — The TU Business Women’s Club started under the leadership of Lucile Hummel.

1947 — Professor Paul Graber initiated the Conference of Accountants, which is still held today.
Graduate programs advance in step with changing business climate

Whether it’s discontinuing a product that’s no longer profitable or having the foresight to develop a solution that meets an emerging need, businesses have to adapt to thrive in today’s rapidly changing marketplace. This is also true for business schools, which must develop curricula that keep pace with these changes. For the Collins College of Business, flexible curricula have proved especially true for programs at the graduate level.

J. Markham Collins, the Edward E. and Helen T. Bartlett Foundation Professor of Business, recalls serving as director of graduate business programs in the 1980s when the college launched an off-campus MBA program. An executive from Kansas-based Arco Pipeline wanted his employees to pursue a graduate business degree, but there weren’t any options nearby. He got support from Phillips 66 and proposed that TU set up a program in Bartlesville. TU faculty made the 45-minute commute each week to teach classes, which were held at Tri-County Tech and Bartlesville Wesleyan University. “It was our first distance program,” says Collins, “and it was very successful until we had completely served the market.”

Technology advancements would prompt the college to develop an online MBA in the late 1990s. Richard Burgess, H. Michael and Laurie Krimbill Faculty Fellow of Finance and Director of the School of Finance, Operations Management and International Business, also served as director of graduate business programs during that time. He observed that some MBA students needed extra time to complete required foundation courses, delaying completion of their degree. “The technology was early at the time, but we developed online courses that could satisfy foundation requirements so that by the time students arrived on campus, they were ready to complete the core courses.”

Though Burgess says it was a sound program with a good group of students, ease of market entry increased competition for online programs while at the same time the market experienced a significant downturn. “We focused instead on changing our full-time program, and put the online program on the shelf,” he says. “The experience left the faculty with a rich set of skills for teaching both online and on-campus courses.”

Linda Nichols, associate dean and director of graduate business programs, came to TU in 2011. One of her first responsibilities was to design an updated MBA curriculum that better fit the changing demographics of TU’s candidates — students coming straight out of undergraduate programs. “These students need hands-on business experience, so we designed the MBA in partnership with businesses,” says Nichols. “We met with representatives from our Executive Advisory Board and recruiters to get their input before we developed a full-time program that emphasizes real-world experience and can be completed in three semesters. The highlight of the program is a team business advising project in the final semester in which issues within local corporations and organizations are tackled. The feedback from students so far has been very favorable.”

The college’s newest program, the online Master of Energy Business, was created to address a growing shortage of workers in the energy industry who have the experience and management skills to fill the gap left by a generation of leaders reaching retirement age. Filling a unique need in the market, the MEB has more than doubled its annual enrollment since launching in 2012 and is now the largest graduate business program in the college. It was recently ranked as one of the top online graduate business programs in the nation by U.S. News & World Report at number 38.

As Collins explains, “We’ve done distance education over time, changing and modifying it as new technologies emerge. We’re always building on our previous experiences to bring something new into the classroom.”

1949 – Dean Hargrove helped the college become an accredited member of the American Association of Collegiate Schools of Business (AACSB).

Late 1940s – The first Master of Business Administration degree (with a major in accounting) and Master of Business Education degree were offered.

1950s

1950 – Hargrove, the youngest dean on campus, proved himself a capable leader. By 1950, the college had grown to the second largest in the university.

1952 – The Industrial Relations Center of the College of Business Administration was approved. Faculty and students could help companies with training and research.

1959 – The college grew to more than 700 full-time students and 900 part-time students in its undergraduate programs, with a faculty of 20. TU became one of only a few universities offering a course of study in petroleum marketing, a need that arose because of the university’s unique location in the oil capital of the world.

1965 – The college outgrew Lorton Hall and moved to the Petroleum Science Building, which is now Helmerich Hall.

1968 – Hargrove resigned, and Robert M. Crowe was appointed dean. The college placed new emphasis on graduate studies, particularly the MBA program. Clifford E. Hutton was appointed associate dean and director of graduate studies.

1970s

Early 1970s – The Business Administration Hall was renovated.

1972 – The master’s program became fully accredited.
According to a report released in November by the National Association of Colleges and Employers (NACE), employers plan to hire 8.3 percent more new college graduates from the Class of 2015 than from the Class of 2014. Business students in particular will be among bachelor’s degree recipients most in demand.

Even better news for students in the Collins College of Business: When it comes time to land that all-important first job or internship, TU provides a valuable resource in the Business Career Center.

Opened in 2008 under the direction of Caroline Fox, the Business Career Center’s mission is to educate students on the career planning process, to build relationships with employers and to match students with internship and employment opportunities.

In just six years, the Business Career Center has proven successful in a number of areas.

“I believe that because of our center, there have been more employers recruiting at TU, and we can present students with a greater number of internships and full-time positions,” says Fox. “Overall, we have better prepared students to go through the career planning process.”

Recruiters who have worked with Fox and her team agree.

“The value that the center adds to the recruiting process, specifically Caroline Fox, is second to none,” explains Lisa McLarty, vice president and manager of the accelerated career track commercial banking program at BOK Financial. “Caroline’s knowledge of the students, curriculum, and expectations in addition to the efforts of the entire staff help us build meaningful relationships and find those who are the best fit for us.”

David Pennington (BSBA ’03), recruiting and professional development program supervisor at Magellan Midstream Partners, L.P., says, “We are looking for the brightest young professionals to go into leadership roles at Magellan 10 to 15 years down the road, and TU students have that quality. The Business Career Center really is my link to the university and to the students.”

The center has also helped solidify the Collins College of Business’ position as a nationally ranked institution since job placement data factors significantly into the rankings.

The Business Career Center tracks employment and internship statistics each year for both undergraduate and graduate students, something that had not been done before Fox arrived.

Fox is especially proud that TU’s network of employers has grown as the network of alumni expands, a trend she hopes to see sustained. She also highlights that an advantage of having a smaller student population is that she and her team get to know the students by interacting with them regularly.

“The center is a tremendous resource because it allows students to get professional advice for their résumés and course curriculum,” says alumnus Brad Beeson (BSBA ’11), a banker with J.P. Morgan Private Bank. “It also helps students determine their career goals. It is an essential part of the Collins College of Business and its success.”

The Williams Student Services Center, where the Business Career Center is housed, along with Fox’s position were made possible thanks to a gift from Williams, one of the nation’s largest providers of energy infrastructure and longtime supporter of the college.
1985 — Five computers were purchased for use by students. The School of Accounting was created, giving TU regional and national recognition as a leader in accounting education and research.

1986 — Funds were raised to open a new computer lab in the Business Administration Hall and approximately 20 computers with single floppy drives (but no hard drives) were added.
– Friends of Finance was established to provide support to the finance and real estate department.

1987 — The Grayce B. Kerr Fund, the Williams Companies Foundation and MPSSI provided grants to establish the TU International Business Institute. The college also received a $500,000 grant from the General Motors Corporation to establish the Minority Enterprise Development Center.

1988 — Two computer labs were present in the Business Administration Hall with 40 microcomputers.

1989 — A fiber optic system was installed, giving students access to the mainframe.

1990s

1991 — The International Management Center was established, led by Jim Hirlinger. The IMC was responsible for the Hungarian University Development Plan in Business Management and Entrepreneurship.

1993 — J. Markham Collins was named interim dean.

1994 — Rodney Mabry was named dean.

1995 — The first Web server was purchased, and every college computer was connected to the Internet. The Koch Seminar Room was added, and the Executive Advisory Board was formed.

1996 — The economics program moved to Arts and Sciences, and the School of Nursing joined the College of Business.
– The State Farm Companies classroom was added.
– The Family-Owned Business Institute was established, led by George Vozikis.

1997 — The Citgo/Williams classroom was added.
– The Student Investment Fund was established with $300,000 from Friends of Finance.
– The Family-Owned Business Institute was added.

1998 — P.C. Smith was interim dean.
– The ONEOK Auditorium was added.
– The Collins Chair of Operations Management and the Collins Chair of Marketing were established.

1999 — A. Gale Sullenger was named dean.

2000s

2000 — The Graduate Business Programs office was combined with the undergraduate advising office.

2000–01 — A Risk Management Center was constructed through a $1 million gift from Williams.

2001–02 — The Center for Executive and Professional Development was established with Linda Adlof as director.

2003 — Exercise and Sports Science began to offer a physical education teacher certification program.

2005–06 — The new tower addition to the Business Administration Hall was completed, adding 2,800 square feet. During this time, the Accounting/MIS suite was remodeled.

2005 — The Chapman Chair of Management Information Systems and the Chapman Chair of Accounting were established.

2006–07 — Fulton Collins and Walt Helmerich donated $15 million to be matched for enhancing the MBA program, scholarships and endowed chairs.

2007 — The energy management major is introduced under the direction of Ted Jacobs in the new Energy Management Center.
– The International Business and Entrepreneurship Institute opened.
– The Wellspring Chair of International Business and the Davis D. Bovaird Chair of Entrepreneurial Studies were established.

2008 — The College of Business Administration was renamed the Collins College of Business in honor of Fulton Collins, and Business Administration Hall was renamed Helmerich Hall in honor of Walt Helmerich. The Williams Student Services Center and the Business Career center were established with the help of a $1 million grant from Williams Companies. Studio Blue opened.

2009 — The new Collins College of Business MBA program was launched.
– The Collins Chair of Management Information Systems, ONEOK Chair of Accounting and the Edward E. and Helen T. Bartlett Foundation Professorship in Business were established.

2010 — The first students enrolled in the energy minor.
– The Warren Clinic Endowed Professorship of Sports Administration was established.

2011 — The Collins Chair of Accounting and the J. Bradley Oxley Chair of Operations Management were established.

2012 — The online master of energy business program, under the direction of Tim Coburn, brought together its first class of students in locations across the U.S. and internationally.
– The H. Michael and Laurie Krimbill Finance Fellow was established.

2013 — The Mervin Bovaird Chair of Energy Business and Finance was established.

2014 — The first master of energy business students graduated.
– The Collins College of Business established the School of Energy Economics, Policy and Commerce.
School of Nursing moves to new College of Health Sciences

In 1968, The University of Tulsa Board of Trustees created the College of Nursing after several years of extensive research by the administration and faculty, interested citizens, hospitals and medical centers and local, state and national nurses. The Oklahoma Board of Nurse Registration and Nursing Education approved the college in 1970, and the first baccalaureate nursing class graduated in 1973.

Timeline

**Early 1970s**
Chapman Hall was built to house the College of Nursing. The Chapman family and a federal capitation grant paid for the $1.63 million building, which was the most modern nursing education center in the nation at the time. The Chapman family also donated funds for the Mary K. Chapman Center for Communicative Disorders.

1973 — The first baccalaureate nursing class graduates from the college.

1978 — The College of Nursing adopts the Roy Adaptation Model.

1985 — The College of Nursing becomes the School of Nursing in the newly created College of Nursing and Applied Health Sciences.

1990 — The Board of Trustees approves the School of Nursing to offer a Master of Nursing Administration degree and a joint Master of Business Administration degree.

1991 — The first students are admitted in the graduate nursing programs.
— Longtime dean of the college, Ira Trail Adams, retires.
— Susan Gaston named dean and director of the School of Nursing
— The School of Nursing joins the College of Arts and Sciences.

1993 — Athletic training becomes a program in the School of Nursing.

1995 — The graduate program for nursing closes after four years.
— The School of Nursing joins the College of Business Administration.


2003 — Exercise and sports science adds a teacher certification emphasis.

2010 — State-of-the-art patient simulators are added to the skills lab.

2013 — Helen Hanson appointed interim director. She was appointed director in 2014.

2014 — The University of Tulsa announces the formation of the new College of Health Sciences in 2015, consolidating programs and initiatives in nursing, community medicine, communication disorders, bioinformatics and computational biology, neuroscience, athletic training and exercise and sports science.

Gerard Clancy

er 19 years as part of the Collins College of Business, the School of Nursing has joined with other health programs at TU to form the new College of Health Sciences. The college began operations January 1, 2015 under the leadership of TU Vice President for Health Sciences and Dean Gerard P. Clancy, M.D.

As part of the transition, Deborah Greubel (BSN ’91), who joined TU in 2014 as associate director of the School of Nursing, will succeed Helen Hansen (BSN ’88) as director in July. Hansen will return to teaching full-time in the program.

Greubel’s background in nursing practice and healthcare administration includes direct patient care as a nurse and a nurse practitioner, teaching at the University of Oklahoma, serving as operations officer for the Navy Medicine Support Command Reserve and overseeing quality management at Hillcrest HealthCare System.

She foresees the new College of Health Sciences bringing education sharing to a new level — something that is especially important in the health care field. “To bring all of these disciplines together and share best practices with one another will simulate scenarios students will experience when they enter the workforce.”
Patrick Hettinger’s (BSIBL ’98) curiosity about the rest of the world — in particular, how societies and economies interact — influenced his decision to major in international business and language at TU, a degree that offers a strong business core coupled with language proficiency.

After graduation, he joined Hilti as a financial analyst before moving to Chicago to work for a bank. Eighteen months later, he needed a change. Following his desire to engage with other societies through public sector work, Hettinger joined the Peace Corps, which sent him to Senegal, Africa. There he implemented sustainable development initiatives by training entrepreneurs in basic business, marketing and finance principles. Of his Peace Corps experience, Hettinger explains, “I was very hesitant to do it at the beginning. But in the end, it was an incredible experience.”

Yet he still craved the opportunity to do more. “I didn’t want to do grassroots initiatives; I wanted to make an impact on a policy level,” says Hettinger. While in Africa, he spent time contemplating his next move, mapping out a plan to achieve his goal of working with other countries to develop economic policy. Hettinger enrolled in the School of Advanced International Studies at Johns Hopkins University to pursue a master’s degree in international and development economics. He was then offered the opportunity to work for the International Monetary Fund in Washington, D.C., an organization comprising 188 member countries that helps member governments take advantage of opportunities and manage challenges presented by global economic development.

Armed with experience at the IMF developing high-level policy for the global economy, Hettinger was ready to tackle his next challenge. A Google search for “development economics master’s career” led him to the Overseas Development Institute fellows program, which provides an opportunity for economists to work in the public sectors of developing countries. The ODI placed him at the Central Bank of Papua New Guinea.

“I was able to touch on a lot of different issues that I wouldn’t have been able to otherwise — I had a hands-on opportunity to be involved in policy decisions, from briefing the governor to learning how a central bank works.” Hettinger also experienced firsthand New Guinea’s reputation as a “Wild West” country in which anything could happen, including being held at both gun- and machete-point for his possessions and having a near-drowning experience in the ocean.

Perhaps that was all to prepare him for the next step in his career as senior economist for the African Development Bank in Liberia. Hettinger enjoys the challenge of helping a country with a 170-year history of governance that made it nearly impossible for indigenous people to experience political and economic opportunities.

“Before 2006, Liberia didn’t work on creating a sustainable economy or developing its workforce,” he explains. “The country has one of the heaviest rainy seasons in the world and building roads is expensive and difficult, essentially cutting the countryside off from Monrovia, the capital. The ADB works with government to identify appropriate governance reforms and infrastructure interventions to focus on.”

Hettinger says what he enjoys most about his job is creating policies that help develop sustainable institutions and economies. “I’m learning quite a bit about how the economy works in Liberia, and issues and incentives that affect the various actors.”

Hettinger temporarily relocated to Bali at the height of the Ebola outbreak in West Africa. He continued work for the ADB, publishing an analysis of Ebola’s economic impact on the country, before returning to Liberia at the end of October.

His advice for others considering a career in international business is to give serious thought to the direction they want to take, but not hesitate exploring the options open to them.

“It helps to decide early on if you want to be a Ph.D. economist, run an international business, go into investment banking or do grassroots development work — each role has its purpose. My TU education provided a practical foundation when I started my career.”
In addition to his role as associate professor of operations management and director of assessment in the Collins College of Business, Richard Gebhart is a fourth generation cattleman, owner of Beacon Hill Ranch in Claremore, Oklahoma, and a passionate advocate for the cattle industry.

Combining his expertise in academia and cattle ranching, Gebhart organized a research effort to refute claims of a 2006 United Nations report, “Livestock’s Long Shadow — Environmental Issues and Options,” which painted the industry as significantly damaging to the environment.

As Gebhart explains, “Two values cattle ranchers hold very dear are efficiency and leaving something for the next generation. The numbers in the report didn’t ring true to me, so I got interested in sustainability research.”

Gebhart led the charge to fund a third-party certified life-cycle assessment of the cattle industry through the Beef Checkoff, a marketing and research program paid for by beef producers. BASF, a chemical corporation based in Germany, was commissioned to produce a report that would analyze beef production practices and identify ways for the industry to improve sustainability.

BASF collected benchmark data from three different time periods: the 1970s, which represented a shift in the industry to shipping boxed beef instead of whole sides of beef; 2005, when the widespread use of distillers grains by feedlots began; and 2011, which was present-day at the time the assessment was conducted.

The results show that between 2005 and 2011, the U.S. beef industry reduced its impact in areas such as emissions to soil, greenhouse gas emissions and emissions to water by a total of seven percent, and 16 percent overall since 1977. This is largely due to advancements in technology and crop yields, packaging innovation, better irrigation systems and improved animal performance.

The report also identified opportunities for the beef industry to reinforce its commitment to sustainable practices through continuous improvement processes across the value chain.

It was important to Gebhart and his colleagues that an independent third party certification body validated the report (the U.N.’s was not third party certified). Michigan-based NSF International certified the U.S. Beef Sustainability Project in 2013.

“There is always room for improvement, of course,” says Gebhart. “We wanted to put a stake in the ground in hopes that 10 years from now, the beef industry will fund another life cycle analysis to evaluate the impact of continued sustainability initiatives.”

To view the U.S. Beef Sustainability Project, visit beefresearch.org/beefsustainabilityresearch.aspx.
Business leaders inducted into Hall of Fame

The University of Tulsa Collins College of Business inducted three business leaders into its Hall of Fame during a special ceremony on Sept. 30 at Gilcrease Museum. John W. Gibson and Hans C. Helmerich were named outstanding business leaders, and David R. Lawson was named outstanding entrepreneur for 2014.

The Business Hall of Fame annually honors the widespread contributions of outstanding Tulsa business leaders who shape and strengthen the university, community and economy. Since its establishment in 2000, the Business Hall of Fame has inducted 41 individuals.

John W. Gibson is non-executive chairman of the board of ONEOK, ONEOK Partners and ONE Gas. Most recently he was chairman and chief executive officer of both ONEOK and ONEOK Partners after serving as chairman, president and chief executive officer of ONEOK and ONEOK Partners.

Hans C. Helmerich is the chairman of the board of Helmerich & Payne, Inc. of Tulsa, Oklahoma. Previously, he served as the company’s CEO for 25 years. Helmerich & Payne, Inc. is the largest provider of land drilling services in the U.S. with a market cap of over $10 billion and more than 10,000 employees. As of July 31, 2014, the company’s fleet includes 333 land rigs in the U.S., 34 international land rigs and nine offshore platform rigs.

David R. Lawson (BS ’70) is managing partner of Tulsa-based JD Young Leasing, LLC. He retired from Capital One Auto Finance Corporation in 2008 after serving as president and CEO for 10 years. During his time at Capital One, he led the development of a small, closely held company into one of the largest auto finance concerns in the U.S.

Annual Conference of Accountants set for May 20-21, 2015

The Collins College of Business School of Accounting and Management Information Systems will hold the 69th annual Conference of Accountants May 20-21, 2015, at the Lorton Performance Center.

Attendees can expect discussions from notable speakers representing corporations and organizations across the nation. Topics will cover all functional areas of accounting within a broad business context, including financial, managerial, systems, auditing and tax areas. Confirmed speakers represent organizations including the Securities and Exchange Commission, Federal Reserve Bank and Financial Accounting Standards Board. Also scheduled is a panel discussion on the impact of energy prices featuring panelists representing upstream, mid-stream and downstream operations. More than 450 accounting professionals and educators attended the 2014 conference.

The Conference of Accountants evolved from a series of annual meetings initiated in 1947 by Professor Emeritus Paul J. Graber. Funds allocated from the net proceeds of each year’s conference provide awards and educational support for undergraduate and graduate accounting students at TU.

Attendees can earn up to 14 hours of CPE for CPA or other certification continuing education requirements. For more information or to register, visit utulsa.edu/coa, or contact Jennie Dugger at 918-631-3194.

Three of TU’s Top Ten Freshmen

The Collins College of Business congratulates the following students for their recognition as Top 10 Freshmen:

Ellis Bender, accounting and marketing, Tulsa
Carter Garrison, energy management, Springfield, Missouri
Claire Thompson, accounting, finance and economics, Tulsa
Energy management scholarships surpass $2.3 million

In the seven years since the Collins College of Business established the energy management major, industry support for the program has grown significantly. Since 2008, the program has awarded more than $2.3 million in scholarships, most of which comes from the financial support of industry partners. For the 2014-2015 academic year, more than $350,000 from 31 sponsors was awarded to 39 recipients for their academic achievements. Ted Jacobs, director of the energy management program, says his goal is to surpass $3 million in scholarships by the program’s 10th anniversary in 2018.

Companies that join the Industry Partners Program provide valuable support to the energy management program through scholarship funds and input as part of the Energy Management Advisory Board. These companies also have the opportunity to identify top energy business talent during spring scholarship interviews that take place prior to recruitment interviews in the fall.

“The relationships we have forged with our industry partners have benefited the energy management program tremendously,” says Jacobs. “Their support through generous scholarships and employment opportunities demonstrates the strength of this degree and allows us to continue attracting top students from around the world.”


TU names Outstanding Seniors

Four students from the college were honored as Jess Chouteau Outstanding Seniors during TU’s “All American Homecoming” celebration

The honor is granted to TU seniors who demonstrate exceptional achievement in both academic and service endeavors. The college congratulates these individuals for making a positive impact on TU and the Tulsa community.

**Bryce Cason** is a double major in energy management and finance and a past member of TU’s track and field team. He is president of University Ambassadors, a past Student Orientation Leader and a current member of Kappa Alpha Order, Tulsa Energy Management Student Association and the Association of International Petroleum Negotiators, among many other organizations. He is a TU Academic Scholarship and Dean’s Scholarship recipient. After graduation, he plans to work for Concho Resources, an oil and gas exploration company in Midland, Texas.

**Patrick Flam** is a double major in energy management and finance. As president of Mortar Board and a University Ambassador, he also serves as a member of the 2014 Order of Omega, is a member of the Kappa Alpha Order, the Tulsa Energy Management Student Association and the Student Investment Fund. Flam’s academic honors include being named to the President’s Honor Roll, the Dean’s Honor Roll and receiving the TU Presidential Scholarship. Flam plans to work in finance or as a landman after graduation and eventually to pursue an MBA.

**Parker Malone** is a double major in energy management and finance who currently serves as president of the Tulsa Energy Management Student Association. He is involved in Kappa Alpha Order, the Association of International Petroleum Negotiators, Student Investment Fund, Mortar Board and University Ambassadors. Malone is an Eagle Scout, and was a finalist in the Chicago Mercantile Exchange Trading Challenge. A recipient of the TU Academic Scholarship and the American Association of Professional Landmen Scholarship, Malone has accepted a full-time position as a landman with Statoil in Houston, Texas.

**Hannah Smith** is an accounting major and member of Phi Eta Sigma, Beta Gamma Sigma, Beta Alpha Psi and Kappa Alpha Theta. She has served in the Society for Human Resource Management and as a Will Rogers Preparatory High School Mentor. A recipient of the TU Academic Scholarship and Dean’s Scholarship, she has earned several Kappa Alpha Theta membership awards. She has interned at ConocoPhillips and worked as a quality assurance support analyst at the Bank of Oklahoma. Smith plans to earn a graduate degree in accountancy and achieve CPA certification.
We’ve seen it play out in the media countless times: Entire corporations collapse as a result of unethical or illegal behavior. Enron, Tyco, WorldCom and DynCorp are more recent examples, while the Challenger space shuttle explosion and the disaster in Bhopal, India, during the 1980s, and fuel tank design flaw on the Ford Pinto in the 1970s serve as reminders that unethical decision making in companies is not a new phenomenon.

Logic would dictate that workplace ethics fall solely on the individuals within a corporation; after all, it’s not the corporation itself that’s unethical. However, individuals don’t operate within a vacuum. We studied previous research to determine how organizational culture and context can shape or influence the ethical decision-making process of individuals and developed a model showing how a breakdown in ethics occurs over time.

In putting together the model, we started with three major sets of factors that relate to the dissolution of ethics in the workplace. Individual factors are shaped by a person’s background to form a worldview, value system and approach to living. Organizational factors impact the operating environment of an organization, and contextual factors are specific features of a situation that can influence the decision. We also established a set of assumptions as context for the research: ethical dissolution takes place over time; the dissolution process involves a group or groups of people within the organization; the breach in ethics causes measurable harm to persons inside and outside the organization; and that the harm caused is sufficient enough to damage the reputation of the organization.

Within the individual factors that contribute to dissolution of ethics in the workplace are a number of dynamics that shape a person’s ethics, including his or her moral development, formal education in ethics, current ethical value system, degree of ethical sensitivity, self-concept, self-efficacy, short- versus long-term orientation and propensity for risk taking. For organizational factors — societal culture, industry culture, organizational culture, and approach to decision-making — organizational structure and organizational networks all influence the degree of ethical decision making. Finally, contextual factors include the perception of the market as highly competitive, perceived opportunity for gain and the nature of the ethical issue.

The model, which draws on analysis of past research regarding these factors, shows how individual and organizational factors converge to impact whether an individual or group realizes that an ethical issue exists and the ethical implications of a given decision. Two boxes in the model represent a “Decision to Take Unethical Action” and a “Decision to Take ‘Unethical’ Action.” The only difference between the two is the addition of quotation marks around the word unethical. In the first instance, the group knows the decision is unethical; and in the second, the group is unaware it is taking an unethical course. In both scenarios, any of the individual, organizational or contextual factors could intervene to change the likelihood of engaging in unethical behavior.

Using this model, researchers can begin to analyze previous instances of ethical dissolution to better understand how the process works in organizations. Looking back at the implosion of Arthur Andersen or the bankruptcy of Lehman Brothers through the lens of this model makes it easier to identify, at least in part, what went wrong. Having a deeper understanding of the dynamics that lead to these ethical breakdowns could help prevent them from happening in the future.

A complete version of this research appears in the Journal of Business Ethics, August 2013, Volume 116, pp. 233-250. Jackson is conducting additional research on corporate ethics this year.
Australia’s growing role in natural gas trade: Room for more?

Ronald D. Ripple, Mervin Bovaird Professor of Energy Business and Finance

Virtually every recent energy outlook has projected large increases in global natural gas consumption. Many parts of the world can only access natural gas in the form of liquefied natural gas (LNG). As a result, trade in LNG-sourced natural gas has grown substantially in recent years (74% between 2005 and 2012, reaching 243.1 million tonnes (mt) or 11.6 Tcf), and continued growth is expected. Besides the potential United States contribution to supply, Australia will play an even larger role; currently, it is the largest supplier of natural gas to Japan (the largest importer of LNG-sourced natural gas) and the second largest supplier of LNG to China.

Australia’s exports of LNG increased 88% between 2005 and 2012, while global LNG trade increased 74%. Australia has maintained its overall share of Asian LNG trade and increased its share of Japan’s imports by 1%, while Japan’s imports increased 56%. During 2013, Australia exported to only five countries; however, since 2005, importers have included Kuwait, the United Arab Emirates, China, India, Japan, South Korea, and Taiwan. In 2009, LNG even found a market in the United Kingdom. Nevertheless, Japan has always been Australia’s largest customer, typically exceeding 70% of the export volumes.

Australia’s influence in natural gas trade has been and will continue to be important. Australia first entered the market in 1989, providing Japan an alternative source of diversification for its natural gas supplies. Japan’s first LNG deliveries came from Alaska in 1969. Australia opened natural gas trade with China, and it is providing the proving grounds for LNG-export projects based on coal bed methane (CBM) and for floating LNG (FLNG). However, even with increased capacity to supply the market, Australian natural gas exports are not likely to be the source of significant downward pressure on prices because it is a very high-cost jurisdiction in which to construct and operate, and because of the strength in demand growth.

Australia currently operates 24.2 million tonnes per annum (mtpa) of LNG production capacity. In addition, there is another 61.5 mtpa under construction (this accounted for nearly 65% of the world’s capacity under construction during 2013) that is expected to be operational by 2017. Seven new natural gas export-oriented LNG projects will add to the three existing projects and propel Australia’s export capacity well beyond the current 77 mtpa capacity of Qatar. This capacity hurdle may be cleared as early as 2017.

The possibility of the U.S. becoming a significant LNG-based natural gas exporter has raised questions about the potential market implications around the world; primarily, (1) How much U.S. gas will be exported? and (2) What are the implications for prices and pricing mechanisms? And while the U.S. is working through a range of export approval processes, the rest of the world, including Australia, is assessing the potential implications.

However, it is important to understand that Australia’s volumes and the potential volumes from the U.S. are not entering a static marketplace. The demand for natural gas in the Asia region has been on a steep rise. BP’s Outlook to 2035 projects continued significant increase in total Asia Pacific natural gas consumption—including supplies from domestic production, LNG imports, and pipeline imports—of 51.7% by 2020 from a 2012 base, while projected Asia Pacific (which includes Australia) production will increase by only 44.4% by 2025.

Australia’s increased export volumes and the potential volumes from the U.S. will enter a rapidly growing market where regional production is not expected to keep pace with consumption. The total Asia Pacific consumption-production gap in 2012 equaled 99.8 mt; this was a shortfall that had to be imported into the region primarily as LNG, as only China has pipeline import capacity. The equivalent gap measure projected for 2020 is 177.7 mt. The total incremental LNG capacity under construction at the beginning of 2013 equaled 95.3 mtpa, which includes the 61.5 mtpa from Australia and 9.0 mtpa of Cheniere’s Sabine Pass project in the U.S. This implies a remaining consumption-production gap of 82.4 mt by 2020 when all of the projects currently under construction should be in operation. So, while there are several proposed LNG export projects from the U.S. (not all aimed at Asia), there appears to be a sizable market gap to be filled in Asia Pacific.

From both the Australian and the US perspective, this is encouraging. Nevertheless, while there appears to be a significant market potential in Asia, the economic viability of shipping US natural gas to Asia will be heavily influenced by the timing of the Panama Canal expansion, which is necessary for U.S. volumes to reach Asia economically and the evolution in the price of natural gas in the region.

Note: This discussion draws on “Australia emerging as top LNG supplier,” The Oil & Gas Journal, May 5, 2014, pp. 116-121, and “The geopolitics of Australian natural gas development,” in Geopolitics of Natural Gas, a joint study of Rice University, Harvard University, and University of California, Davis, 2014, downloadable at: http://bakerinstitute.org/research/geopolitics-australian-natural-gas-development/.
Akhilesh Bajaj presented “Building-block classes (BBC) to facilitate project velocity in agile development” at the 13th Symposium on Research in Systems Analysis and Design, May 31-June 1, 2014.


Ron Ripple wrote “Australia emerging as top LNG supplier,” which was published in the May 5, 2014 Oil & Gas Journal. He also gave a talk on “Energy Independence, Oil and Gas Exports, and Implications for Risk Management” on April 9, 2014 to the Risk Management Association’s Oklahoma chapter and spoke March 7, 2014 at the Annual Meetings of the Ohio Oil & Gas Association on “Energy Markets Evolving: A Global View.” Ripple also wrote with Roberto F. Aguilera and Roberto Aguilera, “Link between endowments, economics and environment in conventional and unconventional gas reservoirs,” which was published in Fuel, 126, 2014. In addition, he wrote “The geopolitics of Australian natural gas development,” in Geopolitics of Natural Gas, 2014, a joint study of Rice University, Harvard University and University of California, Davis.

Patricia DeBolt was promoted to assistant dean of admission in the TU Office of Admission. She previously served as director of admission and enrollment for graduate business programs.

Patty Kitchen was promoted to director of admission and enrollment for Graduate Business Programs. She previously served as senior enrollment management coordinator for undergraduate programs.

Avonna Swartz and Rochelle Latimer joined the Collins College of Business as enrollment management coordinators for undergraduate programs.

Tom Seng served as a panelist for “Risks Facing the Energy Industry Going Forward” at OSU’s annual Energy Midstream and Marketing Program, October 1-3, 2014.
New CCB Faculty Profiles

Classic movie inspires professor’s journey to TU

Li Sun, TU assistant professor of accounting, can thank the iconic film The Wizard of Oz for eventually bringing him to Tulsa.

A native of China, Sun left the country about 16 years ago to pursue a master’s degree in accounting. His first stop? Kansas State University.

“Kansas State didn’t have many international students, especially from China,” says Sun. “But I chose to move to Kansas because I watched The Wizard of Oz when I was little and always thought the state was beautiful.”

As he neared graduation, one of his classmates broke the news to Sun that the movie that influenced his decision to move to Kansas was in fact filmed in Oklahoma. “So, I chased my dream and moved to Oklahoma,” Sun recounts. He completed his doctoral studies at Oklahoma State University, meeting his wife, Emily — a Tulsa native — in the process.

“When I was at OSU, I heard so many great things about TU,” he says. “I met TU professors Karen Cravens and Tracy Manly and instantly liked both of them. I wanted to join their team.”

But the timing wasn’t meant to be. With no vacancies in the accounting faculty at TU, Sun accepted a position at Ball State in Muncie, Ind., where he stayed for seven years. “Although Ball State is a great school,” explains Sun, “I knew my wife wanted to come back to Oklahoma.”

When a position at TU opened in 2014, Sun applied and was offered the job. He and Emily, along with their three children, relocated to Tulsa.

His passion for numbers drew him to study accounting, and Sun enjoys the interaction that comes from sharing that passion with his students. “We learn from each other,” he says.

Sun looks forward to working hard toward tenure and staying right where the Yellow Brick Road led him.

Industry executive shares real-world insight with energy business students

TU’s energy business programs have experienced tremendous growth since the college introduced the energy management major in 2007 and the master of energy business in 2012. Along with strong curricula developed in conjunction with industry professionals, the breadth of experience shared by the energy business faculty distinguishes TU’s programs from others across the country.

Tom Seng is the newest addition to the energy business faculty, bringing more than 30 years of experience in the natural gas and natural gas liquids industry, most recently as manager of product marketing for Tulsa-based Superior Pipeline Company.

He started teaching about 14 years ago as an adjunct at the University of Oklahoma, when Ted Jacobs approached him about putting together a survey course on the natural gas industry. Jacobs came to TU in 2006 to develop the energy management program; and soon after, Seng also began teaching a commodities trading course as part of the undergraduate curriculum.

Seng was particularly drawn to teaching at TU after seeing firsthand the university’s commitment to developing a strong energy business presence. “TU has always been highly regarded for its petroleum engineering program; and with the recently formed School of Energy Economics, Policy and Commerce, it’s clear the university is committed to delivering world-class energy education.”

In conjunction with his commodities trading course, Seng encourages TU students to compete in the annual CME Group Trading Challenge, a four-week electronic trading competition that brings together undergraduate and graduate students from around the world. “It’s a real-time trading simulator,” explains Seng. “With the exception of using actual money, it gives the students hands-on experience in trading futures.”

Seng explains that having energy professors who have worked in the industry is especially important to students, who want to hear from those who have been in the trenches. “For me, the best thing I get out of teaching is feedback from students who have benefited from the knowledge that I’ve given them, whether it’s helping them get a job, advance in their current position or better understand their job.”
Dean’s Circle

The Collins College of Business deeply appreciates the members of the Dean’s Circle who contribute $2,500 or more annually to the College’s Annual Fund. These gifts provide the college with the flexibility to meet the demands of providing a top business education.

Nick ’70 and Barbara B. ’70 Allen
Pat and Keith Bailey
Ray ‘52 and Janada Batchelor†
Steve Berlin and Debra ’98
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Marcia ’75, ’80 and Cameron MacLeod
Marc ’80 and Teri ’79 Maun
Jim ’66 and Judy ’67 Miller
Robert ’75, ’80 and Mary Beth ’75 Ogle
Antwane D. Owens ’96
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Skip Teel ’67
Stephanie and R. A. Walker ’80, ’84
Dana Weber ’79, ’83
Donna ’83 and Kirk Weinkauf
James D. Wilson ’85 and Sonja J. Wilson ’82, ’83
Richard E. ’70 and March M. ’70 Wiseley
Ronald ’67 and April Wolf
Neil ’72 and Sharon Zimmerman
Anonymous
† Denotes Deceased
Bob Mogelnicki, (BSBA ’78) Nevyle Cable (BS ’77), Ryan Henry (BSBA ’07), Steve August (BS ’86, MS ’92), Mark Cohlmia and Kyle Phillips (BSBA ’78) participated in the inaugural "Kick-Off Classic" sponsored by Oklahoma Celebrity Charities, featuring a competition between TU, OU and OSU at the Cherokee Hills Golf Course. The TU team won the trophy by one shot.

1980s

Becca Wilson (BSBA ’87) received the Woman of the Year Stevie Award for Technology – Business Services and Financial Services at a gala in New York City in December. Wilson is founder, president and CEO of Spherexx.com, a full service ad agency in Tulsa that offers a wide range of professional services including web design, online advertising, software development, consulting, branding, video/multimedia production and search engine performance. The Stevie Awards were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. Wilson was selected from a group of 1,200 nominees across 22 countries for her development of RentPush.com, a yield management software service.

Under the leadership of President, CEO and Director Jennifer D. Deckard (BS ’88), Fairmount Santrol completed its initial public offering October 3, 2014. The Cleveland, Ohio-based company produces high-performance sand and sand-based products used by oil and gas exploration and production companies to enhance the productivity of their wells.

1990s

Mike Fritts (BSBA ’97, MBA ’01) was promoted to CFO of Paragon Films, a Broken Arrow-based stretch film manufacturer that serves clients across the U.S. and internationally.

David Durand (BSBA ’98) has role of lead project manager at CenturyLink. He has worked for their company out of their St. Louis office since 2001 and has taken on multiple roles during his time with the technology firm. David’s current role involves managing the company’s portfolio of product offerings. The most recent and cutting edge product offering is the CenturyLink Cloud. More details regarding the CenturyLink Cloud product are online at www.centurylinkcloud.com.

2000s

Christopher Boone (BSBA ’02) joined D.C.-based Health Data Consortium as executive director in November. Boone, an MIS graduate who also holds a master’s degree in healthcare administration and a doctorate in public affairs and health policy, is a recognized expert in health systems design, health informatics, health IT policy and the use of electronic clinical data to improve health outcomes. As executive director, Boone will lead Health Data Consortium through its next phase of growth as a public-private partnership working to foster the availability and use of open health data. Boone’s previous experience includes designing, building and implementing health information technology systems for hospitals.

Jordan Peters (BSN ’13) and Skeet Peters (BS ’11) welcomed their first child, Hudson Peters, on August 21, 2014.
Generosity of TU Distinguished Alumnus reflects gratitude for past opportunities

Nevyle Cable (BS ’77) was an all-around athlete — basketball, football and track — at Hominy High School and landed a football scholarship to The University of Tulsa. Though he started out as a mechanical engineering major, he quickly found his niche in the finance program after accepting a bank examiner internship and transferred to the Collins College of Business. The die was cast for a successful career, which has culminated with his presidency at the First National Bank of Okmulgee, where he also has served as director and CEO since 1990.

As the first member of his family to graduate from college, Cable says, “I will always be appreciative of the opportunities that The University of Tulsa afforded me.” He gives back to his alma mater as a member of the Collins College of Business Dean’s Circle, lifetime member of the Lettermen’s Association and a season football ticket holder for nearly 40 years. Cable has also served on the Collins College of Business Executive Advisory Board and on the Golden Hurricane Club board, in addition to his involvement in a number of community and industry organizations. In recognition of his achievements, Cable was honored in 2014 as a TU Distinguished Alumnus — the highest accolade presented by the Alumni Association each year.

To learn more about joining the Dean’s Circle or supporting the Collins College of Business, please contact Calvin Moniz, senior director of development, at 918-631-3111, or calvin-moniz@utulsa.edu.