Hit the Ground Running

COLLINS GRADS ENTER THE WORKFORCE
Taking it to the World

Students consult local businesses on entering the international marketplace.

Tax and Accounting Professionals Drawn to MTAX

One of the only degree programs of its kind offers a leg up for professionals.

Millennials Hit the Ground Running

Graduates say they have a career edge, even in a soft job market.

Chugging Along in a Down Economy

Alumnus-owned brewery finds its beverage to be recession-proof.

Energy Giant Digs Professors

ConocoPhillips looks to Collins College of Business

On the Cover

MBAs on the Fast Track

MBA student and running star John Beattie (right) zips through the streets of downtown Tulsa with graduate assistant track coach Andreas Moloney, who completed his MBA/JD in May ’09. “Beattie has owned All-American honors for his speed, and both runners have represented TU at various national and international championships while pursuing MBAs at the Collins College of Business,” says Moloney.

Alumni Sold on Tulsa

Real estate leaders see silver lining.

Thank You 2008-2009 Challengers

It’s not too late to join the Collins College of Business 2009 Annual Fund Challenge. The program provides students with professional development opportunities, research tools, state-of-the-art facilities and exposure to industry leaders.

With a minimum gift of $2,500 by June 30, you’ll be part of an essential group and encourage new gifts from other alumni and friends.

Challenge yourself and become a Challenger today.

Please contact Amy Berry, director of development at (918) 631-3111, or amy-berry@utulsa.edu

DEPARTMENTS

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The University of Tulsa does not discriminate on the basis of personal status or group characteristics including but not limited to the classes protected under federal and state law in its programs, services, aids, or benefits. Inquiries regarding implementation of this policy may be addressed to the Office of Human Resources, 800 South Tucker Drive, Tulsa, Oklahoma 74104, (918) 631-2616. Requests for accommodation of disabilities may be addressed to the University’s ADA Coordinator, Dr. Jane Corso, (918) 631-2315. To ensure availability of an interpreter, five to seven days notice is needed. 48 hours is recommended for all other accommodations. TDD/42
The Collins College of Business is attracting committed students who have a strong desire to be leaders in today’s rapidly-changing global economy. Our students recognize that to succeed in their career goals, they must have the ability to effectively manage a complex organization in a challenging environment and leverage the constantly evolving advances in technology. We encourage our students to take advantage of opportunities in and out of the classroom to develop their leadership and communication skills, create innovative solutions to real-world business problems and participate in service activities. Our students are also encouraged to work with Collins College faculty on joint research projects, participate in study abroad programs, compete in business plan competitions, attend professional meetings and participate in internships. As a result of these initiatives and the world-class business education students receive at The University of Tulsa, our graduates are prepared to take on difficult challenges in business and technology.

Our faculty is committed to teaching and mentoring our students as well as excelling in cutting-edge research. In January of this year, two business faculty members – Dr. Lori Leonard and Dr. Tracy Manly – were named to endowed professorships in recognition of their outstanding records as teachers, scholars and mentors. They both have served in college-wide leadership roles in the redesigns of our MBA program. Their students have won research competitions and presented papers at professional meetings. More about them is included in this magazine.

The new Collins College of Business MBA program will be launched in August of 2009. Our faculty has spent the last two years making significant improvements to our MBA program to better meet the changing needs of business. The graduate business core courses are now concentrated in the first year of study, and the second year is devoted primarily to providing MBA students with an opportunity to tailor their programs to reflect their interests and prepare for their career goals. Additionally, much greater emphasis is placed on leadership, ethics, teamwork and communication skills. These improvements are made possible through the generous support of Fulton Collins, Walter Helmerich and those donors who have matched the Collins and Helmerich gifts. To date, the College has raised a total of $18.95 million of the $30 million total required to fully support the new MBA program with additional faculty positions, increased scholarships and improved career opportunities for graduates.

I want to express my deep appreciation to those donors who, despite these difficult financial times, continue to support the Collins College of Business through their gifts to the annual fund and to the Collins and Helmerich endowment. Our donations to date permit us at a level that will allow us to continue to offer outstanding business education opportunities to TU students. We are extremely thankful for the partnership we enjoy with corporations, friends and alumni who are helping us become one of the nation’s top business schools.

Sincerely,

A. Gale Stullenger
Dean, Collins College of Business
Dewey Bartlett, Jr.

No matter what the price of a barrel of oil is on a given day, Dewey Bartlett, Jr., believes the energy industry is in its most exciting phase ever.

“It could not be a better time, in my opinion, for students to be getting into the business because our entire economy is predicated on affordable energy,” said the president of Kerr-McGee Oil & Gas. Combining an exploration company started by his grandfather in 1910, D. A. Bartlett, followed oil discoveries from Pennsylvania and down the Ohio River, eventually settling in Tulsa in the midst of the area’s first oil boom.

Helmerich followed a similar path and the corporate community to collaborate on training, research and the corporate community to collaborate on training, research and education in the Tulsa area as well as in Kentucky where Alliance has key operations. Craft is currently serving as a member of the Board of Trustees for The University of Tulsa, as well as a director for Bank of Oklahoma & Payne, Inc., and serves on the board of Tulsa-based Alliance Holdings GP, L.P., a publicly traded limited partnership that owns the general partnership interests of ARLP.

The late Fulton Collins, who also believed in this collaborative approach, was the other reason Helmerich wanted to join the Executive Advisory Board of the Collins College of Business.

Helmerich said Collins’ energy and enthusiasm were instrumental in the strengthened, new direction of the business program. “I saw his commitment to the business college and was inspired by his long-term vision,” said Helmerich, whose father, Walt, partnered with Collins on a fundraising campaign to transform the College.

Helmerich Foundation donated to the $30 million campaign that is transforming the MBA program and raising the caliber of graduates to further prepare them for today’s business challenges. The family was also at the center of the public-private partnership between Gilcrease Museum and TU, in which the University took over operations of the Museum, while the city continues to own it.

Helmerich & Payne is already doing its part through internships to prepare TU business students for careers in the energy industry. Both intern and new hires often spend several months on a rig as roughnecks before going into their areas of expertise, he said.

“TU provides a nice pipeline, if you will, of talent to the company,” he said. “I think the University is very aware that we need people who have not only scaled the academic wall, but who also understand and appreciate the real-world applications.”

Helmerich earned a bachelor’s degree from Dartmouth College in 1981 and completed Harvard Business School’s Program for Management Development in 1985. He is a board member of numerous corporations and serves in leadership positions for several civic and community organizations including Tulsa Metro Chamber, Boy Scouts of America, Oklahoma Business Education Coalition and Gilcrease Museum National Board.

Hall of Fame Inducts Business Leaders

Three prominent Tulsa businesswomen were inducted into The University of Tulsa Business Hall of Fame during Feb. 26 ceremonies at Allen Chapman Activity Center. This brings to 23 the total number inducted into the Business Hall of Fame since it began in 2000. Honorees were James M. Bird, Sr., posthumously presented with the Outstanding Entrepreneur award; and Keith E. Bailey and Joseph W. Craft III, who were honored as Outstanding Business Leaders.

During the ceremony, Collins College of Business Dean Gail Sullenberger praised the honorees’ business acumen as well as their support of the community and educational opportunities that attract young talent to Tulsa.

“Our honorees are wonderful role models for our students. They have started new entrepreneurial ventures, provided outstanding leadership for their firms and worked tirelessly to make Tulsa an exceptional place to live and work,” said Sullenberger.

“Collins College of Business has greatly enhanced our ability to provide outstanding educational experiences for students from Oklahoma and across the nation.”

Tulsa Mayor Dewey Bartlett and Tulsa City Councilman Tom Flood gave opening remarks and presented the Outstanding Entrepreneur award to Margery Bird, who accepted it on behalf of her late husband. Also on the program were Ed Keller, who introduced Keith Bailey; and Joseph L. Parker Jr., who introduced Joe Craft.

Bird was a dedicated Tulsa citizen who made his mark in the business community as an innovator in oil exploration and seismic vibration equipment. Entrepreneur, dedicated businessman and quietly generous philanthropist, Bird’s largest extended to nonprofit organizations such as the Tulsa Symphony Orchestra, the Philbrook Museum Board of Trustees and The University of Tulsa. He was particularly fond of the TU Women’s Rowing Team and was instrumental in the building of a boathouse on the Verdigris River for the team. Bird died at the age of 90 on July 14, 2007.

Bailey is perhaps best known for leading the Williams Cos. Inc., through a decade of tremendous growth and change as chairman and chief executive officer while establishing a set of core corporate values that continue to anchor the company today. Bailey’s keen business instincts are matched only by his deep belief that quality education is a key to sustaining a thriving, successful society. For years, he has given his time and talent to a number of higher education boards — currently with The University of Tulsa — and is involved in a range of community organizations and services, including Philbrook Museum and the Tulsa Area United Way.

Craft, a native of Kentucky, has spent much of his life working in Tulsa and leaving his mark on the community. An entrepreneur, attorney, and energy industry leader, Craft came to Tulsa in 1989 and joined MAPCO Inc. He was instrumental in a management buyout of the company’s coal operations and the subsequent formation of Tulsa-based Alliance Resource Partners, L.P., the industry’s first publicly traded master limited partnership. Craft is president, chief executive officer and chairman of the board of Tulsa-based Alliance Holdings GP, L.P., a publicly traded limited partnership that owns the general partnership interests of ARLP.

The Craft family has a reputation for generously supporting social services and education in the Tulsa area as well as in Kentucky where Alliance has key operations.

Craft is currently serving as a member of the Board of Trustees for The University of Tulsa, as well as a director for Bank of Oklahoma and Tulsa Community Foundation.

Joseph W. Craft III, Collins College of Business Dean Gail Sullenberger, Margery Bird, Keith Bailey and TU President Steadman Upham at The University of Tulsa’s 2009 Business Hall of Fame.
OETA Features Studio Blue in Creative Oklahoma Series

Blue occurred during a competition sponsored by Mazzio’s, a Tulsa-based Italian restaurant chain. Students were challenged to generate useful products out of discarded pizza boxes.

The event attracted the attention of a film crew producing a series called State of Creativity, which is about creativity in Oklahoma. It’s airing on OETA in 2009, and the episode that features Studio Blue aired in March. A pre-screening was shown in the Allen Chapman Activity Center.

“Creativity is an ambiguous term, and it can be hard to illustrate,” said Derek Watson, producer of State of Creativity. “But the pizza box contest at Studio Blue was a great illustration of creativity in action.”

The film crew spent several days on the TU campus interviewing faculty and following students as they worked on their pizza box projects. Students representing disciplines ranging from engineering and energy management to law and business participated. Using pizza boxes, 12 teams built such items as bricks and turbines may not be as practical as other materials, the exercise demonstrated the innovation that is often necessary in the real world to keep a business viable.

“Tackling objectives from a different perspective happens in business everyday,” said Watson. “There is really nothing like Studio Blue anywhere else in the state. They are really preparing students — and not just business students — to make an impact on the world.”

In the spring semester, students used Studio Blue to tackle a “social innovation challenge,” in which they devised solutions for a major societal problem. The selected issue is Oklahoma’s high incarceration rate of women. (Oklahoma has more women in prison, per capita, than any other state.) The ripple effects on children, extended family members and the economy make this an urgent issue, said Wood.

Students trained up and made a short video that demonstrates an activity or action they took that made a difference on this issue. For example, a team may focus on the legal-soil-society interaction by having a petition drive and sending signatures to the governor and state legislators. Alternatively, they may focus on the society-children interaction and hit the streets for donations of food items and put on a small dinner theater for the kids.

The bottom-line goal is to make a change, no matter how big or small, said Wood.

“Our one of our core missions is to spread a culture of creativity across the campus, and really across the state, if we’re not afraid to think too big,” said Charles Wood, associate professor of marketing.

Banquet Honors Alumni and Seniors

Two alumni and four seniors were honored at the Collin’s College of Business Honors and Awards Banquet in the Allen Chapman Activity Center on April 3.

Reyns Ewing, chief administrative officer at Williams, and Al Walker, chief operating officer at Anadarko Petroleum, were named 2009 Outstanding Alumna and Alumnus, respectively, for their professional achievements and leadership skills.

“We recognize them to strengthen our ties to alumni and also because they serve as examples of success for all of us, and especially for those of you who are just beginning your careers,” said Gale Satterwhite, dean of TU’s Collin’s College of Business.

“These professionals exemplify a wide range of qualities, including business expertise, passion and a tie to the community that they express through a variety of volunteer activities,” Ewing became the first woman to join the executive officer team at Williams when she was named senior vice president of strategic services and chief administrative officer in 2008. Previously, she had served as vice president of human resources where she implemented business best practices, bringing financial discipline and focus to the function.

Ewing (BSBA ’78) serves on the boards of the Tulsa Chapter of the American Red Cross, Tulsa Performing Arts Center Trust, Oklahoma Arts Institute, Tulsa Arts United Way and Tulsa Public Schools Foundation. She has completed executive programs at the Center for Creative Leadership and Wharton Business School.

A renowned businessman, Al Walker is chief operating officer of Anadarko Petroleum with oversight for the company’s worldwide exploration, development, production, midstream and marketing operations. He joined Anadarko in 2003 as senior vice president and chief financial officer. Anadarko is one of the world’s largest independent oil and gas companies with operations in 15 countries, proved reserves of 2.1 billion barrels of oil equivalents and total resources exceeding 10 billion barrels of oil equivalents.

Walker (BSBA ’80, MBA ’86) is a director of Temple-Inland, Inc., chairman of Western Gas Energy Holdings, LLC, a subsidiary of Anadarko, and general partner of Western Gas Partners, L.P. He also serves on the Board of Trustees for the United Way of Greater Houston and the Houston Museum of Natural Science.

The College also honored the 2009 Outstanding Seniors — Sarah Hermosillo, accounting; Vanessa Norman, athletic training; Derek Steffen, finance; and Lauren Williams, energy management and finance. The students were honored for exemplary academic performance as well as campus and community involvement.

Hermosillo earned several awards and honors while at TU for high GPA and character. She most recently held an internship with Deloitte and Touche, LLP in Houston. Norman, as a licensed apprentice athletic trainer, was heavily involved in the development and implementation of treatment and rehabilitation programs at TU. She was involved in a number of leadership roles and activities with athletic training organizations and as academic advisors.

Doing Business With Brazil: Rewards Outweigh Obstacles

Companies wanting to expand into the growing Brazilian market need to be aware of the obstacles, but can expect good rewards. According to a U.S. Department of Commerce spokesperson, as well as Tulsa business representatives already involved in trade with Brazil.

Special keynote speakers, Commerce Brazil Desk Officers Lorie Fussell, said that significant trade barriers still exist for companies seeking to enter the Brazilian marketplace. She recommended potential exporters to “pay attention to the information of the country and culture” before launching into business with Brazil. She advises U.S. firms to consult with Brazilian legal and tax consultants and consider establishing an in-country partner or hiring a local agent.

Panel members and native Brazilians Steliane Meneses, Hill North America, and João Arruda, Acron LP stressed the understanding and working with the culture in Brazil is important to any business success. Along with panelist Trey Segreyt, NORDAM vice chairman, MBA ’90, who has been involved in the NORDAM business launch in Brazil, they agreed that building relationships and establishing trust with the Brazilians can pave the way for those entering the market.

“You may have to spend some time getting to know the people and talk about their families before you ever get down to talking about business,” Segreyt said.

All speakers agreed that once you build relationships and work through the quagmire of tariffs and Brazilian governmental regulations, there is a vast market awaiting development. According to Department of Commerce figures, Brazil is the 9th largest in U.S. export market and Oklahoma’s 13th largest export market. Both national and local Commerce offices are available to assist Oklahoma companies that want to know where to start in order to tap into this vast market.

More than 75 participants, representing 30 local companies, registered for the international breakfast program.

“Doing Business With Brazil” is part of a series of international programs sponsored by the Collin’s College of Business, Tulsa Global Alliance, TU Center for Executive and Professional Development and other local partners.
CEPD Hosts Disney Institute Program

The University of Tulsa Center for Executive and Professional Development will host the Disney Leadership Keys Program on May 19 at Allen Chapman Activity Center.

The program offers professionals insight into best business practices from Disney insiders during a one-day workshop. Participants will learn about management philosophies and behind-the-scenes operations that have made the Disney Parks and Resorts a benchmark for businesses around the world.

“What makes the Disney learning experience so different and meaningful is that we don’t simply teach theory,” said Aguel. “We showcase philosophies and strategies that have made Disney Parks and Resorts a success — ideas that are easily adaptable to other organizations.”

Students Turn Trash to Treasure in Google Contest

Landfill-clogging garbage and a contest by Google, Inc. inspired university students around the country to squander value out of plastic bottles, shopping bags and other throwaway items by fashioning umbrellas, wind turbines and other usable products.

During the fall 2008 semester, more than 800 students from 28 colleges and universities participated in the Juicy Ideas Collegiate Competition. A team from The University of Tulsa won first place in the region for a patchwork blanket made from hundreds of Wal-Mart sacks.

Two undergraduate engineering students — Jason Stangel, Nick Greagarty and Thomas Jackson — put their heads together thinking they do much of the time.”

“Instead of throwing that bag away, they fused them together in a patchwork pattern that formed a blanket.”

Judges selected the plastic blanket as the No. 1 entry from the Oklahoma region and awarded $2,000 along with some Google swag to the team. They also received tickets to a BOK event from TU President Steadman Upham.

In addition, they moved on to the national competition, along with 13 other finalists including two runner-up teams from Rogers State University. The national competition consisted of teams from universities and colleges in Oregon, North Carolina, South Carolina, and Oklahoma — all states where Google has operations.

A student team from Appalachian State University in Boone, N.C., won overall with a working bicycle made from plastic bottles. They received a two-day trip to tour Google headquarters in Mountain View, Calif.

A team from Western Carolina University in Cullowhee, N.C., also used plastic bottles to build a wind generator, which earned them second place. A team from Rogers State University took fifth place by using shopping bags to make storm shelters for windows.

Finance Professors Take Research to Annual Sounding Board

Finance faculty from Oklahoma State University, the University of Oklahoma, the University of Arkansas and The University of Tulsa came together in March at TU to have their research critiqued at the 26th annual Southwest Finance Symposium.

“We started this in 1984 to provide a research forum for all the schools,” said Roger Bey, professor and chairman of the Department of Finance in the Collins College of Business. “This provides faculty a way to share research efforts and to receive feedback from peers.”

Four professors had 30 minutes to present papers, which were then critiqued by a faculty member from another university before the research was discussed as a group. This year topics ranged from developing models to forecast weather derivatives to determining whether or not the performance of a stock benefits if it is green.

After participating in the symposium, the presenting faculty members then use the feedback to improve their papers or perhaps change the direction of their research completely, according to Bey.

“We’ve had a significant number of papers that were presented at the symposium ultimately be published in very good finance journals,” he said. “In academia, it’s very important to know your peers. It helps with recruiting students and new faculty.”

TU alumni and friends of TU are invited to save $50 when they register for this special event by using promotion code: UTOKSTBNK.

For more information, call TU Center for Executive and Professional Development at 918-631-2784, or see the Web site at http://bus.collins.utulsa.edu/CEPD/disney.asp
Conference Focuses On International Accounting Standards

SEC, Grant Thornton, ConocoPhillips officials among presenters

Most of the world already speak the language of International Financial Reporting Standards (IFRS), and corporate America will soon follow. Experts discussed the challenges companies should anticipate as part of the IFRS conversion and what practical actions should be considered at TU on April 28 and 29.

Entitled, “Keeping Your ‘I’ on the Ball – IFRS Transition,” the 63rd annual Conference of Accountants was sponsored by TU’s School of Accounting and Management Information Systems.

“We had an exciting lineup this year with presenters from high-profile national accounting firms, energy giant ConocoPhillips, the Securities and Exchange Commission and the Washington D.C.-based Public Company Accounting Oversight Board, among others,” said Karen Gravera, director of the school. “Each year, our program draws nearly 400 accounting professionals from all over the region because of the caliber of our speakers and the relevance of their topics.”

Genove King Rogers, the first female accounting graduate of TU’s business college was honored as a distinguished alumnus during the event. Rogers, who was inducted into the College’s Hall of Fame in 2003, is a Tulsa investor who single-handedly managed a diverse and growing portfolio of investments since the 1974 death of her husband, Tulsa attorney Leslie Rogers. Those who know her say her love of challenge, natural curiosity and ingenuity have helped her become an insightful investor. She is also a caring benefactor to several organizations.

The conference was attended by professionals in public accounting, private industry and government accounting positions, and by accounting and business school professors.

Speakers included Chandu Chilakapati, director of Sirius Solutions in Houston; Trent Gazzaway, audit partner and partner-in-charge of corporate Governance at Grant Thornton LLP in New York City; Claudia A. Illiano, national partner-in-charge, international and domestic solutions in Houston; Erik J. Hansen, partner-in-charge, internal audit solutions in Houston; and Liza McAndrew Moberg, deputy chief auditor of the U.S. Securities and Exchange Commission.

Don McNell, manager of Federal tax and corporate issues of ConocoPhillips; and Jennifer Rand, deputy chief auditor of Public Accounting Oversight Board, all in Washington, D.C.; Andrew L. Urich, Puterbaugh Legal Studies and Ethics Professor at Oklahoma State University, and Flana, president and managing director of the Rowland Group in Tulsa.

The conference, initiated by Professor Paul J. Graber in 1947, uses a holistic approach to continuing education in accounting, which encompasses all of the functional areas of the field, including financial, managerial, systems, auditing and tax. Net proceeds of the conference provide scholarships to accounting students at The University of Tulsa.

Finance Endowment Honors Adair’s Service

In recognition of Judy Adair’s outstanding service to Friends of Finance, a generous donor has pledged $375,000, up to $75,000 per year for each of the next five years, as a challenge grant to establish the Judy Adair Endowment.

The rules for contributing to the Adair endowment are simple. All gifts above the amount a donor gave during the 2007-2008 Finance Excellence Fund drive will be matched by the challenge gift. For example, if a donor gave $500 last year and $750 this year, $250 would be matched by the challenge gift to make $500 that would be placed in the Adair Endowment.

The first $500 would be placed in the Student Investment Fund for scholarships just as it has been in the past. Show your appreciation for Adair’s service by donating online at: https://bus.collins.utulsa.edu/fof/excellencepledge.asp

Finance Excellence Fund.

Friends of Finance • Collins College of Business

The University of Tulsa • 800 S. Tucker Dr., HELM 118-G

Unshakable Courage: Student-athlete Tackles Adversity

Wilson Holloway shouldn’t have too much trouble achieving his career goal given the significant health challenges he has faced in the last year.

“Cancer has taught me not to take things for granted,” said Holloway, who has been battling the disease since he was 19. “I’m trying to be a better student, to work hard, to put in that extra time studying.”

Holloway’s upbeat attitude and glowing smile are infectious around the Collins College of Business, where he’s studying for a career in finance. He plans to become a financial planner for professional athletes—a fitting goal for someone who excels on the field and in the classroom, despite obstacles that would keep others out of the game.

Holloway was nearing the end of his first year as a business student and football player at TU in the spring of 2008 when he received the devastating news that he had cancer. He began chemotherapy treatments, and with the cancer in remission, Holloway returned to play for the Golden Hurricane for the 2008 season.

However, tests showed that the cancer had returned, and he began an intense treatment cycle. Despite the cancer, Holloway played in six games in the 2008 campaign, including one game (Oct. 26 vs. Central Florida) after he had begun treatment for the disease.

For the third straight year, the Football Writers Association of America named Holloway the FWAA Orange Bowl Courage Award winner. Holloway was a guest of the FedEx Orange Bowl Committee and the FWAA at the BCS National Championship Game festivities. He was presented with the award at the FWAA annual awards breakfast on January 8th in Miami, Fla.

“We’re extremely proud of Wilson’s courage and his faith,” Tulsa coach Todd Graham said. “His example to our team has been absolutely outstanding. We were so excited for him to be honored this way with the Courage Award. It’s an uncredible reflection on such a great human being. He’s been a tremendous example to everyone on how to face adversity and that’s with an unshakable faith and determination. He’s got a spirit that is extremely unique and has been an inspiration to our team.”

The Courage Award was created by ESPN The Magazine’s senior writer Gaver Weichmanowski, also an FWAA member. For the third straight year, the Football Writers Association of America and the FedEx Orange Bowl announced a weekly nominee each Wednesday during the season. A blue-ribbon panel of writers determined the winner from all of the nominees. The requirements for nomination include displaying courage on or off the field, including overcoming an injury or physical handicap, preventing a disaster or living through hardship.
THE UNIVERSITY OF TULSA BUSINESS MAGAZINE

BUSINESS NEWS

Manly Appointed ONEOK Professor of Business

Tracy Manly, a Certified Public Accountant who earned a doctorate from the University of Arkansas in 1999, was appointed in January 2009 to the ONEOK Endowed Professorship in Business at TU, with an emphasis on business ethics.

In 2008, Manly was recognized as the Outstanding Accounting Educator by the Oklahoma Society of CPAs, and she received the Innovation in Teaching and Learning Award from the Oklahoma Higher Education Teaching and Learning Conference in 2007.

ONEOK was originally founded in 1906 as an interstate natural gas pipeline business in Oklahoma. It is one of the nation’s premier energy companies involved in the natural gas and natural gas liquids business. The Fortune 500 Company serves customers in Oklahoma, Texas and Kansas. ONEOK has generously supported campus initiatives at The University of Tulsa and been a steadfast supporter of academics, as demonstrated through the creation of endowed professorships within the Collins College of Business.

College Receives Reaccreditation from AACSB International

On December 19, 2008, TU’s Collins College of Business was reaffirmed to a position achieved by few business schools worldwide.

After a rigorous review process, the College earned reaffirmation of accreditation of its business programs by the Board of Directors of AACSB International - The Association to Advance Collegiate Schools of Business.

“The reaccreditation by AACSB International provides additional confirmation that our business programs are among an elite group in the world, as fewer than 15 percent of business schools worldwide have earned this accreditation,” said Gale Sullenberger, dean of the Collins College of Business. “This accomplishment speaks well to the quality of our curriculum, but also to the caliber of students, faculty and staff within our business college.”

TU is the only private, AACSB-accredited business college in the state of Oklahoma, and one of the few select programs nationally that have been accredited at both the graduate and undergraduate levels.

During the review last semester, three deans from peer business colleges visited TU and the Collins College of Business to evaluate a wide range of degree programs. In their review, the deans determined that the College overwhelmingly satisfied the expectations of learning goals in degree programs. In their review, the deans determined that the College overwhelmingly satisfied the expectations of learning goals in degree programs. In their review, the deans determined that the College overwhelmingly satisfied the expectations of learning goals in degree programs. In their review, the deans determined that the College overwhelmingly satisfied the expectations of learning goals in degree programs.

Leonard Appointed Collins Professor of MIS

Lori Leonard was appointed Collins Associate Professor of Management Information Systems (MIS), effective January 1, 2009. Leonard was recognized with the College’s Mayo Excellence in Teaching Award in 2003. Her research interests include electronic commerce, ethics in computing, consumer-to-consumer commerce and online trust. She earned a doctorate in computer information systems from the University of Arkansas in 1999.

Members of the Collins family have generously supported The University of Tulsa, particularly its business college. Fulton Collins (1913-2008) served for 12 years as chairman of the TU Board of Trustees. He and his wife, TU Trustee Suze Collins, supported pivotal initiatives that have lifted TU into the ranks of the nation’s top 100 universities.

Frances and Roger Collins have supported numerous University programs, and Roger serves on the Collins College of Business Executive Advisory Board. In 1996, the family established the Collins Professorships to attract and retain top business faculty. The Collins College of Business was renamed in Fulton’s honor in May 2008.

When faced with challenges beyond their control (such as the current economic situation), TU students don’t sit on their hands and wait for the storm to pass.

They get out in the middle of it and create opportunities. They are showing companies how to expand into the global market, landing jobs and positioning themselves for the future with MBAs.

Faculty are partnering with corporations to foster research and business solutions, while working professionals are returning to school for that extra edge. Alumni are finding new entrepreneurial niches and striking at the right time in today’s tumultuous real estate market.

The Collins College of Business is attracting committed students who have a strong desire to be leaders in today’s rapidly moving global economy. It’s no wonder why. Just look what’s happening with the forward-thinking programs and people tied to the College.
Lauren Williams  
Major: Energy Management and Finance  
Employer: ExxonMobil  
How she did it: Elbow grease

To think, Lauren Williams’ job journey all began within the photo lab at a Reasor’s supermarket in Tulsa. An OERB Petroleum Scholar and ConocoPhillips Spirit Scholar, Williams is one of the first to graduate with a major from the College’s new Energy Management Program. “I’ve always had a part-time job since I was 14,” said Williams. “It helped tremendously with time management and people skills.”

After Reasor’s, Williams was a file clerk at a law firm before landing internships with Williams and Southwestern Energy Company in Houston. This led to a lucrative position with ExxonMobil, where she’ll be working in the energy giant’s offshore group. Given the challenges of the job market, Williams feels fortunate when talking to classmates. “Some of them are pretty scared, but we still have a lot of companies recruiting students from TU, which is good,” she said.

Her advice to high school students and incoming college freshmen is to start building your work experience and academic accomplishments early. That way, when you get to the job interview as a senior, you have plenty of evidence to support your aptitudes. A 2009 Outstanding Senior in the Collins College of Business, Williams has held several positions in Kappa Alpha Theta, Kappa Xi, Alpha Kappa Alpha, the TU Student Association, and also belongs to such community organizations as Big Brothers Big Sisters and Habitat for Humanity.

Her interest in the energy industry has twice taken her to the North American Prospect Expo, a 17,000- registrant gathering of petroleum industry professionals. The experience gave her an insight into the industry that’s difficult to teach in the classroom. “I began to understand that everyone has a connection, and that trust and integrity are as important as business acumen,” she said. “The excitement draws me to it. It’s very dynamic and changing.”

Breanna Guempel  
Major: Finance  
Employer: Boeing  
How she did it: Preparation

After graduating in May, Breanna Guempel took off for California to join Boeing’s Business Career Foundation, a two-year paid rotational program in which participants work in several assignments in core business areas before being placed within the company. Her direct flight to Boeing started years ago. Her father worked for the company, so Boeing was literally a household name in her family. But her work early on in the classroom is really what made the difference, she said. Stellar grades and student involvement in high school led to her National Merit Scholarship that Boeing sponsored. “It’s never too early to start taking good grades seriously,” Guempel said. “Get involved.”

Judging from her résumé, she’s taken her own advice to heart. While at TU she was involved in a long list of campus and community organizations, including the Scroll Honor Society, Student Investment Fund and Big Brothers Big Sisters.

Despite the economic slowdown and troubling employment numbers, this TU graduate is upbeat that her generation can help power a turnaround. “Technology has made information more accessible and
How she did it: Destination: Major: Management Information Systems
Brittany Lewis
Showed initiative
ConocoPhillips
Majors: I’ll have at least six careers. I think that’s the average these days!
“Time management is the key,” she said. “I just sit down and block out what I’m going to do and when.”
Planning ahead and securing internships with ConocoPhillips early on her path as a college student helped the pieces fall into place.
“The internship definitely helped get my foot in the door – the timing was perfect,” she said. “If not for that, I don’t know if I would have a job right now.”
Given her academic record and her high level of incoedation in campus and community activities and organizations, Lewis was selected as the Collins College of Business Outstanding Management Information Systems Graduate.
As she joins the workforce and leaves academia behind, she has some advice for future graduates in addition to prudent time management: “Find internships early, network, meet as many people as you can, and take advantage of job fairs.”

Matt Ruth
Major: Master of Science in Finance Destination: Bank of Oklahoma
How he did it: Set himself apart.

Matt Ruth doesn’t have a whole lot of time to discuss how he lined up his job with Bank of Oklahoma. He’s busy juggling master’s-level coursework at TU while working full-time in the bank’s risk management department.
But he’s quick to point out that if you want to attract the eye of a potential employer, you’d better offer something they can’t easily find some place else. Set yourself apart, he said.
“You have to be able to help them meet their challenges by marketing the skills you have,” said Ruth. “You have to make sure that your skills are much more sought after than just the ability to move papers around. Math and physics happen to be my strong points.”
After earning a degree in math and physics at Drury University, Ruth entered the master of science in finance program at TU. He thinks the University’s connection to the corporate community helped him get his internship, which led to his current job.
The master’s program at TU definitely helped me get my foot in the door,” he said. “Businesses, especially in Tulsa, think very highly of TU.”
When asked how he is able to keep up with school work while holding down a full-time job in an extremely demanding business environment, his answer is refreshingly honest.
“I’m winging it.”

Job Hunting for Business Majors Just Became Easier
In today’s increasingly competitive employment market, college graduates trying to land a dream job need stellar grades, internship-related resumes and a polished appearance. Fortunately, for students in the Collins College of Business, a new resource has arrived on campus to help students enhance their job preparation and search efforts. Caroline Franklin, director of Business Career Development, joined The University of Tulsa in October 2008 to serve in the newly created position that provides a wide variety of career development services such as critiquing resumes, identifying internship opportunities and providing mock interviews. Franklin advises students, collaborates with the University’s Office of Career Services and serves as a liaison between students and the corporate community.
With a pulse on internship and job opportunities, Franklin will keep students and faculty apprized of options that become available within the corporate community.
“I’m really sort of a broker between companies looking for good employees and students looking for the right positions,” said Franklin, who has more than a decade of career services experience. Franklin’s knowledge of company recruiting and hiring schedules will be beneficial to students trying to get noticed. Additionally, her relationships with hiring managers at dozens of high-performance companies such as Williams, Hilti, U.S. Cellular and ConocoPhillips will be key in helping graduates get a foot in the door. In addition to helping students with their career development, Franklin will also help companies gain the attention of high-caliber students by keeping companies up-to-date on internship requirements and current needs of the Collins College of Business.
Several efforts are underway to notify students about the resources offered by the new position. Each week, Franklin and her two-person staff host “Walk-Up Wednesdays” during which they are at a prominently-located table to critique student resumes and urge students to schedule an appointment for other services. Also, Franklin is organizing mock interviews with companies so students can get feedback about how they performed before a real-life interview. Bring the most competitive candidate for a position within the corporate community does not just happen. “You have to set weekly goals,” she said. “It’s not something that happens overnight. There are many steps that students need to take at each stage of their college years.”
Franklin’s office is just inside the Williams Student Services Center, which opened in fall 2004 thanks to a partnership between Tulsa-based energy giant Williams and the Collins College of Business. The one-stop shop for undergraduate and graduate academic and career advising is located on the second floor of Helmerich Hall. Business students now have convenient access to career advising.
“I have high expectations for this position,” Franklin said. “My reward is when students get the jobs or internships they want and when companies find the right employees. It is really a win-win situation.”
If you would like more information about the services provided by the Business Career Development Office, please contact Caroline Franklin at caroline-franklin@utulsa.edu.

Caroline Franklin, director of Business Career Development at the Collins College of Business, meets with a student in the Williams Student Services Center.

Brittany Lewis has become so focused on managing her time that she even types into her PDA when she is going to see a movie with friends. “It just crawled last week, and I lost my life briefly,” she said, laughing.
Trusty most of the time, that calendar is really the secret to her success. By keeping at a close eye on her time, Brittany Lewis has managed to move seamlessly from the classroom to her career with ConocoPhillips.
“Time management is the key,” she said. “I just sit down and block out what I’m going to do and when.”
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Brittany Lewis
Major: Management Information Systems Destination: ConocoPhillips
How she did it: Watched the clock
Brittany Lewis has become so focused on managing her time that she even types into her PDA when she is going to see a movie with friends. “It just crawled last week, and I lost my life briefly,” she said, laughing.
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Tax and Accounting Professionals Drawn to MTAX Program

Accountants and tax professionals looking for a leg up in the business world are consistently turning to a unique opportunity at the Collins College of Business. As one of the only online degree programs of its kind, The University of Tulsa’s Online Master of Taxation (MTAX) continues to attract a high level of interest from people seeking advanced understanding of tax issues, strategies and methods.

“The combination of our AACSB accreditation and online format makes our program unique,” said Kaci Kegler, assistant director for graduate programs at the Collins College of Business. “Students also apply because our faculty members are well known and respected within the industry.”

Only a few other online MTAX programs are fully accredited by AACSB International - The Association to Advance Collegiate Schools of Business, said Kegler. Candidates are often current or prospective tax practitioners. Once enrolled, students complete 30 hours of graduate taxation coursework, including five required courses and five elective courses. The MTAX curriculum includes a full slate of courses on research, planning and tax practice, corporations and shareholders, partnerships, property and security transactions, pensions and employee benefits, estates and gifts, international, state and local and natural resource and energy taxation. Coursework includes online quizzes, online exams, research projects and collaboration with other students.

The 20-plus-year reputation of TU’s MTAX program, nationally recognized faculty members, convenient online format and opportunities for students upon graduation drive its success, said Kegler and others associated with the program.

In December, Michael McLaughlin, a recent MTAX graduate from Durham, N.C., received news that he had been selected for a rare opportunity to participate in a doctoral program funded by the American Institute of Certified Public Accountants Foundation. The AICPA Foundation created the Accounting Doctoral Scholars program in 2008 to address the critical shortage of doctorate-qualified accounting educators.

David McKinney (MTAX ’04), senior partner at MH&S Accountants and Consultants in Houston, said the degree has allowed his firm to increase its hourly billing rate by more than 40 percent.

“It also added a degree of credibility to our firm that allows us to compete for business that we previously were not competitive on,” said McKinney. “In fact, a number of our former competitors now come to us when they have a particularly difficult case or when they need detailed tax research.”

More than 75 percent of TU’s MTAX participants are from out of state and average about seven years of work experience. The average age of a student is 34. Employers of recent graduates include GE Healthcare, the Internal Revenue Service, Archer Daniels Midland Company, Centennial Bank, PriceWaterhouseCoopers and McKinsey & Company. Others are self-employed or practice tax law.

“It is common for people to learn about the MTAX program through word-of-mouth,” said Kegler. Successful graduates are often promoted quickly, gaining the attention of colleagues and friends.

Anna McColl, applied assistant professor of accounting and MTAX coordinator, said the MTAX program is not a “canned” correspondence course; it is an online learning community. Because nearly every aspect of the program is conducted online, students have continuous virtual access to professors and fellow students.

“It gives them the flexibility to learn on their own time in a very efficient format,” said McColl.

Professors of the MTAX program remain in constant contact with students through e-mail and message boards, providing a well-supported, guided degree experience. “Virtual” introductions are made at the beginning of a course to allow students to get to know one another. E-mail and message boards allow them to maintain contact throughout the course.

MTAX instruction is delivered through the Internet-based Blackboard Learning System. The program’s virtual classrooms include application-sharing software, CD-ROM multimedia coursework, audio/video lectures with direct links to other course materials, electronic bulletin boards, e-mail accounts and access to online tax research libraries, including RIA Checkpoint and CCH.

New MBA Program Goes Live In Fall 2009

The Collins College of Business is set to kick off its new MBA program in fall 2009 with a restructured curriculum and strengthened job placement services.

The program was revamped in order to develop graduates with a competitive edge in today’s business world and to make the University of Tulsa a destination for professionals seeking a nationally ranked MBA education.

At the heart of the new program is a restructured curriculum designed to give students more breadth and depth in concentration areas that will serve them in the workforce. This emphasis was selected after evaluating successful MBA programs at peer and aspirant colleges, said Tracy Manly, associate professor of communications and career management, and managerial decision making.

“We see that companies are putting a greater emphasis on preparing MBA students with a broadened skill set,” Manly said. “We have listened to our students and employers, as well as to our peers.”

In the new program, students will enroll in four 7.5-week terms beginning in fall 2009: accounting, management information systems, finance, energy management, taxation and international business. Entrepreneurship and marketing specializations will be offered soon. The following core classes will be added: ethical conduct for managers, business communications and career management, and managerial decision making.

Building a flagship MBA program goes beyond what happens in the classroom, however. Higher entry standards for students and improved job-placement services are also integral to the College reaching its goal of becoming one of the top 50 business schools in the nation.

“The curriculum is just a piece of the puzzle,” said Manly. “We understand we must have all sides.”

On the career front, a new position, director of the Career Development Office, has been established in the Williams Student Services Center to help graduate and undergraduate students secure internships and jobs after graduation (see page 17 for details).

The new MBA program is at the center of the College’s $30 million campaign, which includes creating new endowed positions and scholarships. Most recently, the College has created two new faculty positions due to the generosity of the Edward E. and Helen T. Bartlett Foundation Fellowships in Business Endowment Fund.

These dramatic changes would not be possible without the leadership of two Tulsa businessmen, Walt Helmerich and the late Fulton Collins, whose combined donation of $15 million is being matched by other friends of the University.
The students are stepping outside of the classroom and tackling the real-world challenges of taking a successful business into foreign markets.

“You get the human aspect as opposed to reading about it in a textbook,” said Sara Mardanbigi, a junior pursuing a bachelor’s degree in business administration. “It’s a little more difficult because there is a lot more at stake than a grade.”

The course, “International Business Applications,” pairs students with Tulsa-based companies to develop business opportunities in other parts of the world. J. Markham Collins, associate dean and professor of finance, leads the new course.

“It’s exciting for the students, and it’s a great deal for the companies,” said Collins, who secured a $90,000 grant from the U.S. Department of Education to pursue international business and language initiatives like this.

Vacuworx makes devices that attach to hydraulic excavators, cranes and other carriers. Capable of lifting up to 20 tons, the diesel engine-powered device can move sections of steel pipe that are as long as 80 feet. It’s safer, more efficient and gentler on the pipe, compared with the old way of moving pipe sections with chains and a crew of workers, said Fritts.

“We’ve grown in the U.S. market, and if we want to maintain this growth rate, we are going to need to expand into foreign markets,” he said. “We’re going to take the students’ advice and move in that direction.”

Barry Clark, director of Global Business Services at the Oklahoma Department of Commerce (ODOC), selected three companies to participate. The companies vary in size and age, but they all are looking for markets to increase demand for products. That’s where the students come into the picture.

Three graduate students and seven undergraduate students were divided into three teams and matched with the three companies. The students act as consultants to the companies, following the same processes that would occur in a consultant-client relationship in the business world. Representatives from the companies are appointed to meet with the students.

Initially, students met company representatives, determined how they best could help the company and made a contract outlining their scope of work and deliverables. Next, the student consulting teams began research in order to develop recommendations.

“They’ll get very specific with their recommendations,” said Collins. “They might recommend to the company that they need to be selling their product in Germany or France. They may recommend selling over the Internet, using distributors, or having company representatives.”

Because these are real companies with employees, budgets and bottom lines, the students are concerned about more than scoring an acceptable grade in the class.

“The accountability is a little different,” said Collins. “These companies are counting on them.”

The payoff for students is potentially larger too, as they watch their recommendations move from the classroom setting to the global marketplace.

Bill Solomon, owner of Vacuworx International, said he is happy to give students a first-hand taste of the different ways economies function around the world, and he’s optimistic they can help his business.

“It’s really about creating opportunities.”
Energy Giant Sponsors Two Collins Faculty Members

Big oil is digging deep at TU. ConocoPhillips has selected two faculty members from the Collins College of Business to participate in its faculty sponsorship program, which is designed to expand research and student opportunities.

Akhilesh Bajaj, Chapman Associate Professor of Management Information Systems; and Ted Jacobs, director of the Energy Management Center were two of 16 professors nationwide that ConocoPhillips selected.

“It’s an honor and came as a great surprise,” said Bajaj. “It shows that ConocoPhillips appreciates the MIS discipline, as well as energy management.”

The $75,000 gift – $40,000 for energy management and $35,000 for MIS – comes with only one restriction: it must be used for University tax-exempt purposes. Bajaj is using the gift to expand and increase ongoing MIS research at the College. Jacobs is using it to augment funding for both the academic and practical side of the highly regarded energy management major.

“The multidisciplinary energy management curriculum is designed to develop graduates with a well-rounded business degree as well as provide students with exposure to the practical science and technical aspects of the energy industry,” said Jacobs. Plus, it provides excellent networking opportunities that lead to careers in and technical aspects of the energy industry,” said Jacobs. Plus, it provides excellent networking opportunities that lead to careers in and technical aspects of the energy industry.”

Additionally, the sponsorship allows the company to make inroads with faculty at the Collins College of Business, resulting in potential benefits for both the University and the company. Bajaj and Jacobs are matched with professional representatives within ConocoPhillips in order to maintain contact.

“We value the partnership that exists between The University of Tulsa and ConocoPhillips, and we are pleased to offer this program as a means of exploring possibilities and growth,” said a letter announcing the award signed by Clint Plant, General Manager of Global Financial Services for ConocoPhillips.

The faculty sponsorship gift, which is in addition to ConocoPhillips’ annual contribution to The University of Tulsa, is intended to support a variety of programs and activities that stimulate interest and professional development among students and faculty in their chosen disciplines.

On the MIS front, Bajaj focuses his research primarily on the effective and efficient construction of organizational information systems and the evaluation of information systems from the end-user perspective.

Bajaj uses an analogy to explain this. Say you want to build a house, and you want detailed plans to come from your requirements, but you are not an architect. If you know where you want the living room and how big you want the bathrooms, for example, you plug that into a computer program and it spits out the architectural plan. Part of Bajaj’s research aims at providing such capabilities to business end-users who want a customized information system designed in detail for them.

“The goal with MIS is to improve a business,” said Bajaj. “New breakthroughs in this area could benefit large corporations like ConocoPhillips, hence the faculty sponsorship.”

TU Alumnus Taps Craft Brew Market

No matter how the economy is performing, the beer business appears to be chugging along at its own recession-proof pace. Just ask TU alum and brewmaster Eric Marshall (BSBA ’94).

“It seemed to be fairly inelastic,” said Marshall, walking through his craft beer brewery in downtown Tulsa. “People drink when times are good, and they drink when times are bad.”

For someone selling specialty beers, consumer buying habits are less of a concern than, say, the condition of the next barley harvest. In fact, when he launched Marshall Brewing Company early in 2008, one of his first challenges was dealing with the skyrocketing price of hops due to a number of factors impacting barley supplies.

“Times were somewhat dire a year ago when we first started,” he said.

After weathering a slightly rough beginning, the business took an upward turn, and market demand proved to be strong. Even when the economy is soft, craft beer “concerts” and connoisseurs don’t seem to want to downgrade.

“They like the variety and the flavor,” he said. “You pay a little more—just a few dollars—for something that is really nice.”

Marshall majored in International Business and German language at The University of Tulsa. After graduating, he held apprenticeships at several top German breweries where he was able to combine his love of culture and his fascination with beer making.

“Both parts of my degree worked in my favor,” he said.

“Everything I didn’t learn at TU, I learned here,” he said looking around his well-made brewery at 613 S. Wheeling.

Aside from the intricacies and art of craft brewing, running his business requires basic finance and bookkeeping skills, as well as adherence to the business plan that initially won over the investors who helped bankroll the startup. Those 22 angel investors continue to share in the company’s profits.

Marshall Brewing Company now sells beer in about 75 bars, restaurants and liquor stores across Oklahoma. Its goal is to become known as the premiere brewery in Oklahoma and to be respected in the regional and national markets as well.

“In this business, marketing is more important than anything else,” said Marshall, indicating that sponsoring charity events is one of the best ways to spread the word. When people have a sip and like what they taste, his base of loyal customers grows.

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“In this business, marketing is more important than anything else,” said Marshall, indicating that sponsoring charity events is one of the best ways to spread the word. When people have a sip and like what they taste, his base of loyal customers grows.
From the bottom drawer of a file cabinet, Robert J. Monroe heaves out a reel of 1960s-era computer tape the size of a Frisbee. The tape contains the data and statistical code Monroe wrote for his dissertation research while at Indiana University.

“It was a pain in the neck and unbelievably time-consuming,” says Monroe, remembering the grueling hours he spent preparing the computer to crunch numbers. “Today students and faculty can go to computer labs on campus and obtain more data and analytical tools than that in a flash. There are so many avenues these days for students to explore and develop their aptitudes.”

Fingertip access to information as well as internship and career resources at the Collins College of Business excite Monroe, who has split his time between the classroom and administration since he joined the University as dean of the College in 1981. After nearly 50 years in academia, starting with earning a bachelor’s degree in business administration from Kansas State University in 1961, Monroe will retire this spring.

Those who initially helped lure Monroe to the dean’s position at TU say he was somewhat reluctant at first, an attribute that along with his humility, members of the search committee found appealing.

“Bob was in it for the service, not the position. He had a lot of concern for people — the students and the faculty,” said Professor Larry Wolford, who chaired the advisory search committee that recommended Monroe. “While he was dean, he maintained an open door policy even though there were times when he may have regretted it!”

Known for his consistency, Monroe was decisive, but seldom made decisions in haste or without gathering all the facts before considering the available options. As dean, he was passionate about raising the performance of the business college and competed vigorously for resources on campus.

“He was trying to build something for the long term,” said Wolford. “Bob was the right person at the right time for the College. He realized that we needed to compete not just in Tulsa, but with better business schools in the region and, in all likelihood, around the entire country. Bob made a real difference at TU.”

Of course, if you ask Monroe about that, he is quick to dismiss his own involvement and credit others. “TU has found the resources — not just in finance, but across campus — to stay on the cutting edge,” says the veteran professor of finance. “This world-class learning facility has attracted world-class faculty, which in turn attracts the best students. That’s a constant I’ve seen the whole time I’ve been here.”

Among the most meaningful times in his career were those moments when he felt he was making an impact on students, he said. Former students remember Monroe for his accessibility, warm demeanor and street smarts.

“Dr. Monroe is very approachable — he’s the antithesis of a stodgy college professor,” said Jake Dollarhide (BA ’97, MBA ’02). “His teaching style combined real-world business sense and finance principles.”

Dollarhide took Monroe’s finance classes as an undergraduate and while earning his MBA. He is now chief executive officer of Longbow Asset Management, a growing investment advisory firm in Tulsa.

Monroe takes extra time with students, either by tutoring on short-term finance assignments or counseling on long-term career goals. And that extra time is what Dollarhide and countless other alumni seem to remember most as they strive to make their mark in the business world.

Look inward, not outward.

At Monroe wraps up a lengthy career in finance during one of the most challenging economic situations in his time, his advice for business students resembles that of a successful long-term investor: Find your strengths and stay the course.

“Don’t be influenced by short-term opportunities or absence thereof, because over the years, there will be opportunities for which we can never prepare,” said Monroe, who has seen students suddenly switch career plans because of oil booms or busts and other events such as the Enron debacle.

Look within and ask yourself what you’re good at and what fulfills you, Monroe tells his students. Then take advantage of TU’s resources and lay the groundwork for your dream job. Fortunately, for TU students, the University’s emphasis on a liberal arts foundation and development of analytical and interpersonal skills prepares them for both entry-level positions and future professional development.

“Employers are looking for someone who can come to work and start contributing immediately, but who also have the breadth of perspective and skills to assume increasing levels of responsibility. TU prepares its graduates for both roles,” Monroe said.

Monroe plans to keep contributing after he retires. There are a few nonprofit organizations he has an interest in helping and, of course, he hopes to travel. Judging by the display of wooden ducks on the book shelves in his office, you can bet he’ll find time for the occasional hunting trip.

You deserve it, Professor Monroe.
Real Estate Veterans Sold on Tulsa

Alumni say down markets create opportunities

Leave it to Steve Ganekow and Paul Coury — two leaders in real estate — to find the silver lining in the current economic downturn. These TU alumni both built their businesses out of hard work, opportunity and market knowledge. Both believe those same characteristics will create future wins.

“People who have the confidence in themselves and understanding of the risks and rewards can make positive things happen even during soft times,” said Ganekow (BSBA ’69), senior vice president of American Residential Group, which owns several upscale multifamily developments in Tulsa.

The foundation for making sound business decisions can be learned in the classroom, but good real estate instincts take time to develop. “We,” Ganekow says, pointing to Coury “go on our experience.”

After graduating from the University of Tulsa, Ganekow cut his teeth in the finance world in the St. Louis banking market before moving into real estate. In 1997, he and an investment partner founded American Residential Group, which owns the Tribune Lofts and Renaissance Uptown, among several other star properties.

Paul Coury (BSBA ’82) took a similar path, starting out in banking before leaping into real estate on his own. He purchased his first commercial real estate investment in 1983, and established than $250 million in commercial real estate in the past decade.

Neither real estate veteran is easily rattled by the short-term gyrations of the economy. They carved out their niches within the real estate business earlier on and have been building on what works. Based on their success, they picked the right city to do this.

Compared to similarly-sized cities, the Tulsa real estate market is uniquely positioned because it has been undervalued for the past 25 years, Coury said. With other markets dealing with falling prices, Tulsa is holding its own.

“In spite of all the doom and gloom, there are opportunities,” he said. “Ultimately, Tulsa will pop up on investors’ radar because prices are still lower than replacement costs. That’s what makes Tulsa different — it’s still a good value.”

While both Ganekow and Coury continue to draw on their educations in finance from TU for structuring deals, they both agree that it was probably the network of individuals they found at the University that made the biggest difference in their careers.

“When I met many people at TU in the business community that I continue to work with today,” said Coury.

Ganekow said the same is true of his experience at TU. In addition to its small class sizes and easy access to professors, Ganekow decided to go to the University because of its location in the middle of a city with a robust corporate community.

“I wanted a smaller school in a larger community, as opposed to a large school in a small community,” he said. “That made a big difference in terms of the relationships and opportunities I’ve had.”

When Ganekow and Coury made the same decision to exchange a relatively secure banking career for a venture into real estate, they knew it did not come without risks. But they were measured and self-considered risks. The reward is the creation of value that comes after building or buying assets at the right time.

“If you are in real estate, you believe in cycles,” said Ganekow. “It’s either ascending or descending. The way you make money in real estate is the day you buy or make the product, that sets the floor for the money you’ll make in the upturn.”
THOMAS SEGNER (BS ’02, MSF ’08) completed his MSF degree in December 2008. He is employed as a natural gas trader at ONEOK Energy Services. Thomas has been employed with ONEOK since 2002. “I enjoyed my time in the MSF program,” he says, “and found the curriculum to be challenging and in line with my current profession.”

KUI CHENG-GUILLIOTTA (MSF ’08) completed her MSF degree in December 2008. She is employed by Texas Department of Insurance as an IS financial examiner and performs statutory audits/examinations and reports on the financial condition and regulatory compliance by insurance companies. She is also responsible for examining the investment cycle of the insurance companies to ascertain financial stability, solvency and compliance.

MATT HAZELWOOD (BS ’01, MSF ’04) passed the Financial Risk Management FRM certification exam. FRM holders are recognized across the globe as leaders in financial risk management: market risk, credit risk, operational risk and risk management in investment management. Matt is employed as a quantitative analyst with ONEOK, Inc.

JONAH SUTHERLIN (MSF ’08) completed his MSF degree in December 2008. “Thanks to the MSF program at TU, I was given an interview with MidFirst Bank in the summer of 2006 for an internship. That summer internship turned into a part-time job as a credit analyst at the end of the summer and soon after became a full-time position as an investment analyst. The MSF program provided me with an ideal knowledge set for my various responsibilities over the past few years including the risk management skills to create a Value-At-Risk model for oil and gas derivative exposure, the programming ability to automate reporting procedures, and the financial competence to design a method to analyze investments in commercial mortgage-backed securities.”

DEENA RORIE (MSF ’09) will be entering the Ph.D. program in finance this fall at the University of Arkansas Walton College located in Fayetteville, Ark. “The MSF program at TU provided a strong foundation on which to build my business and quantitative skills. I will be able to enter the doctoral program with a strong skill set and research levels required for this type of degree. The experience that I gained as a graduate assistant has been extremely valuable because it has helped me build critical thinking skills in how the research process evolves, as well as giving me hands-on experience with the process under the guidance of the faculty from the Department of Finance.”

MIKE PAYNE (BS ’98) has returned to Eide Bailly as business development manager working both in the Tulsa office and nationally in a firm-wide role. Eide Bailly is one of the Top 25 CPA firms in the nation with 1,200 employees in 22 offices in 9 states. In Oklahoma alone, Eide Bailly has grown to include nearly 150 professionals with offices in Tulsa, Oklahoma City and Norman.

If you are a business graduate and have been promoted, changed companies, earned another degree or have personal information (marriage, births, etc.), please send it with a photo to christy-keenan@utulsa.edu. In the subject line of the e-mail write “Alumni News.”

ALUMNI NEWS

A picture says a thousand words

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Football Standout Turned Businessman Invests in TU’s Future

As a TU finance graduate and football letterman, Joe McAdams (BS ’92) has a big heart for his alma mater. And as the proprietor of a State Farm agency and comprehensive financial services provider, he has a head for long-term planning.

Those two characteristics came together in 2001 when McAdams established a universal life insurance policy that one day will help support the programs that have been so important to him.

“TU invested in me through an athletic scholarship, which allowed me to get my degree and play football,” said McAdams. “They invested in me, and now at some point down the road, I’ll get to invest in them. I’m extremely grateful for TU and the education I received there.”

The allocation of the policy benefit reflects the balanced thinking of a financial planner. The payout will be split evenly between TU’s finance and athletics programs, with each half in turn being divided equally between scholarship and general fund endowments.

“This is a great vehicle for giving back,” he said. McAdams also is pleased to point out that under State Farm’s charitable gifts corporate matching program, his company is paying half the premium on a policy that it one day will pay out.

McAdams went to work for State Farm directly out of TU in 1992.

In May 1999, he and his wife, Nancy, moved to Ardmore, Oklahoma, where today he owns and manages a full-service agency providing everything from property and casualty insurance to mortgages and retirement planning.

Joe and Nancy (who also attended TU and is a pediatrics nurse in nearby Fort Worth, Texas) have three children, Jack, 8, Matt, 6 and Alli, 4. Given dad’s line of work, it is little surprise that college funds are already established for the kids, perhaps setting the stage for more McAdams TU alumni.

For more information on planned giving to the Collins College of Business, please contact Amy Berry at (918) 631-3111, or amy-berry@utulsa.edu.