A New Direction

• $30 Million Campaign
• New MBA Program
• Williams Student Services Center
• Studio Blue
NOT EVERYONE LIKES A CHALLENGE,

but alumni and friends of the Collins College of Business don’t seem to back down from one. More than 45 have already stepped up this year. Now, they challenge YOU to become a CHALLENGER today.

We challenge YOU to become a Challenger today.

Thank you 2007-2008 Challengers

Cleo Alexander ’45, ’73
Nick ’70 and Barbara B. ’70 Allen
Steve Berlin and Debra ’98 Smith-Berlin
Nexylo’77 and Carol Cable
James ’65 and Janet Cameron
Joe and Patty Cappy
Julian ’60 and Eileen Carr
The Chapman Trusts
Jon P. Coates ’57
Roger and Francy Collins
Paul M. Courny ’82
Dax ’91 and Trina Craig
Jim ’61 and Judy Cummings
Bruce Davis ’69
Jeff ’74 and Judy Davis
Bob ’93 and Marsha Dennis
Richard ’72 and Gayla ’75 Dixon
Stuart ’76, ’81 and Kathy Draughon
Robyn ’77 and Larry Ewing
Shelby Foss ’88
A. Charles Funai ’78
Burt B. Holmes ’54
TransAm Trucking, Inc.
Richard S. ’59 and Judy C. James
Howard and Cherine Janzen
David ’70 and Leslie Lawson
Keith ’71 and Karen Lydick
Marcia ’75, ’80 and Ron MacLeod
David ’04 and Debra McKinney
Warren ’54 and Faith Meeks
Jim ’66 and Judy ’67 Miller
Callie ’77 and Murph ’77 Mitchell
Joseph ’66 and Mary Moeller
Robert ’75, ’80 and Mary Beth ’75 Ogle
Pam ’89 and Barry Peck
Barbara ’63 and Gerri Quiko
Richard ’58 and Rita ’64 Sullivan
Theodore I. Sullivan, Jr. ’58
Travis ’56 and Sally Sullivan
James Robert Swindell ’50
Skip Teel ’67
Gene ’51 and Carole Tucker
William ’71 and Rene Vassar
Richard E. ’70 and March M. ’70 Wieseley
Ronald L. ’67 and April Wolf
Burton Foundation

You too can contribute invaluable support to the Collins College of Business with a minimum gift of $2,500 to the Annual Fund. With your gift, you’ll be part of an essential group and encourage new gifts from other alumni and friends.

The Collins College of Business Annual Fund Challenge program provides students with professional development opportunities, research tools, state-of-the-art facilities and exposure to industry leaders. Since it began in 1996, the program has tripled alumni involvement and tripled the number of annual gifts.

The generosity of this TU friend had a profound impact on the direction and the prestige of the Collins College of Business.

Remembering Fulton Collins

The one-stop academic and career center is now serving undergraduate and graduate students.

REVAMPED

You can contribute invaluable support to the Collins College of Business with a minimum gift of $2,500 to the Annual Fund. With your gift, you’ll be part of an essential group and encourage new gifts from other alumni and friends.

The MBA curriculum is re-energized to offer students specializations in the path of their choice. The MBA program will provide endowed chairs, scholarships and more for the MBA program.

Studio Blue Cultivates Right-Brain Thinking

The creative greenhouse helps ripen innovation and idea-sharing among students.

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. Requests for accommodation of disabilities may be addressed to the University’s 504 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/TTY
This year, the Collins College of Business has embarked on a new venture—one that will bring great prosperity and tremendous offerings to the College.

The changes are leading the College in a new direction that will allow students to leave school with more tools and resources than ever before. We’ve established the new Williams Student Services Center, a one-stop shop for all student advising needs; and Studio Blue, a greenhouse that cultivates creative brilliance. We’ve re-energized the MBAP program and look forward to finishing that development for next fall’s classes. We’re also in the process of creating endowed positions and scholarships that will move the College closer to its goal of being one of the top 50 business schools in the nation.

These changes would not be possible without the help of two extraordinary businessmen, Fulton Collins and Walter Helmerich, whose combined donation of $15 million will be matched by other friends of the University. We’re greatly saddened by the loss of Fulton, one of the College’s greatest contributors and the man for whom the College was renamed. In this issue, we remember his generosity, the impact he had on all who knew him and his infectious outlook on life.

We thank all who have contributed to the new direction of the College and look forward to seeing the fruits of these labors. And once again, the continued support of alumni like you helps secure a future for the next generation of students.

Sincerely,

A. Gale Sullenberger
Dean, Collins College of Business

The University of Tulsa

The Mission of The University of Tulsa

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 and service in a changing world; and acquire the skills and appetite for lifelong learning.
Colleagues Remember Fulton Collins for Aspirations, Actions

那些人知道他所做的一切是不可能走出大学的。在塔尔萨大学，没有人知道富尔顿·柯林斯。

同样，无数前塔尔萨大学最具有影响力的人们也是无处不在，他们热爱大学的每一片脚土。同事们和朋友说，柯林斯为自己制定了一个目标，让 TU 全国性竞争大学的实体性建立在坚实的金融基础上，严格录取制度和充满活力的住宿生活，特别是在小私人大学像 TU 这样的。

费舍尔说，柯林斯的信仰在于人的潜力是无价的，他深信每个人的价值，没有人是微不足道的，没有一项运动是微不足道的。

“柯林斯没有为TU做任何事，我只是安排了这些事，”柯林斯回答。“我还没有干什么。我仅仅是把事情做好。”

吉姆·沃森，文学荣休教授，回忆起柯林斯的话："他的信仰在于人的潜力是无价的，他深信每个人的价值，没有人是微不足道的，没有一项运动是微不足道的。"

在全体师生眼中，柯林斯是一位真正的领袖，他领导下的TU 是一个充满活力的大学，充满了创新和进步的精神。在人们的记忆中，柯林斯是一位真正的领袖，他领导下的TU 是一个充满活力的大学，充满了创新和进步的精神。在人们的记忆中，柯林斯是一位真正的领袖，他领导下的TU 是一个充满活力的大学，充满了创新和进步的精神。
Tu Students Place at 2008 Governor’s Cup

Graduate student teams from The University of Tulsa placed second and third at the 2008 Donald W. Reynolds Governor’s Cup Collegiate Business Plan Competition, which challenged students to develop ideas for new technological ventures that could potentially lead to economic growth for the state. This is the third year TU has placed in the Governor’s Cup, winning first place last year in the undergraduate division.

“TU students continue to prove they are top players in the Governor’s Cup competition,” said Gale Sullenberger, dean of the Collins College of Business. “I attribute their successes to the interdisciplinary approach TU offers and the real-world experiences they gain through our program. They understand what it takes to form a new entrepreneurial venture, and they know what services and products are needed in the marketplace.”

Second place went to RedVault, hardware built to encrypt data imaging devices that were developed and patented by interns at Avancis, a Tulsa company founded by Gavin Manes. Equipment, such as printers, contain hard drives that store documents, but the files are not secure. RedVault hardware secures that equipment.

“A lot of companies rent printers and copiers, but they don’t think about the fact that they’re giving away proprietary data when they return that item,” Manes said. “We’re in a digital society where ‘hidden’ information is easily accessed and manipulated. The goal is to keep that from happening at the hands of the wrong people.”

RedVault team members included Master of Business Administration students Michelle Witt and Fernando Bermudez, and undergraduate cyber security student James Johnson. Claire Cornell, assistant director of the International Business and Entrepreneurship Institute, served as faculty co-advisor for the project. The team received $10,000, which will be applied toward the costs of commercializing the business plan - a task that is underway.

Cellular Crayons placed third for their smart phone application, allowing sports enthusiasts to order concessions from their seats during a game. Utilizing patented technology from Anywave Mobile Solutions, a company founded by TU alumni David Rayne, the team tested the project at two TU basketball games earlier this year. Participants received their food within three minutes, and concession sales increased significantly as a result of the ease in ordering.

Team members from the Collins College of Business included undergraduate students Alicia Bartholomew and Dep Nguyen. Students from Seic include undergraduate student Nathan Singleton and graduate students Ethan and Timothy Singleton. Faculty co-advisors were John Hale, director of Seic and professor of computer science; and Mike Testa, professor of international business. Cellular Crayons received $5,000 for their placement.

OSCPA Recognizes School of Accounting and MIS

The Oklahoma Society of Certified Public Accountants recently named The University of Tulsa second place winners in their annual Campus Competition. The School of Accounting and MBA received $1,000, which they gave to TU’s professional accounting organizations, Beta Alpha Psi and the National Association of Black Accountants.

“We gave the money to benefit accounting organizations which provide resources to our students to help advance their understanding and exposure to the profession, organizations that add to the educational experience,” said Anna McColl, applied assistant professor of accounting.

Crested to heights awareness of the organization, the annual statewide competition is sponsored by the Liaisons with Educational Institutions Committee. From fall to spring, schools earn points through the completion of tasks such as inviting representatives from the OSCPA to professional meetings, participating in recognition programs and more. The two schools earning the most points are given money for scholarships, books, software and other resources.

Dax Craig

The foundation of a thriving business often begins in the classroom, according to Dax Craig (BSBA ’81), a successful entrepreneur with a start-up technology company. Since joining the Executive Advisory Board, Craig has advocated for the creation of a stronger MBA program in the Collins College of Business. Next fall, he will see results when the MBA curriculum is revamped (see page 20).

“My experience working with private family-owned companies — both at Mazzio’s and at Wilson Consulting Group, an environmental, safety and health services company she formerly owned with her husband, Dan (MBA ’85) — and can offer the perspective of family entrepreneurship.

Wilson’s oldest son currently attends the Collins College of Business, and she said his studies have reinforced her attention on what is happening at the school.

“Now you raise your children, you start looking back on what was transforming in your life and for me, my experiences at TU, both academic and practical, played a significant role in my development,” Wilson said. “Now that I’m a bit more settled in my career, I have time to give back to the institution that helped launch my career.”

After receiving her undergraduate degree from TU, Wilson was awarded the Gold Medal by the Oklahoma Society of Certified Public Accountants for the highest placement on the May 1983 exam.

“When I was at TU, I was able to interact with the faculty on a meaningful level,” she said. “I formed friendships that have carried through to even today. I feel like my educational experience prepared me well for my role as a financial executive. The intellectual curiosity fostered by my professors has also stayed with me.”

Before joining Mazzio’s, a casual restaurant chain operating in more than 10 states, Wilson served in public accounting at Coopers & Lybrand and then moved into financial management positions with other well-known Tulsa companies, including Reading and Bates, Inc. and Hilti, Inc.
**Friends of Finance**

The Friends of Finance executive speaker series has been a longstanding tradition at TU. This year’s series features prominent business people who will share their knowledge and experience with the Tulsa community and TU students.

On Dec. 3, 2008, Cary Evert, who currently leads Hilti Western Hemisphere as president and chief executive officer, was scheduled to speak. His area covers the United States, Canada, Latin America and the Caribbean. The division has more than 5,400 employees.

“The caliber of these speakers is unmatched by any other finance lecture series in the region,” said Jim Arroz, Friends of Finance president. “For those interested in hearing success stories, as well as discovering the most cutting-edge finance tactics, this series will be in-demand.”

Friends of Finance is an organization of business professionals, TU alumni, and supporters of the TU Collins College of Business who share a passion for business, professionals, TU alumni, and supporters of the TU Collins College of Business who share a passion for business, and who are committed to helping TU gain national prominence in these particularly finance and operations management, and who are committed to helping TU gain national prominence in these areas.

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**2008-09 Friends of Finance Calendar**

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<th>Date</th>
<th>Speaker</th>
<th>Title</th>
<th>Topic</th>
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<tr>
<td>Sept. 10</td>
<td>Richard Rosen</td>
<td>Speaker</td>
<td>Speaker</td>
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<td>Oct. 24</td>
<td>Randy Feucht</td>
<td>Chairman, Chief Executive Officer</td>
<td>Levi Petroleum</td>
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<td>Dec. 3</td>
<td>Cary Bear</td>
<td>President and CEO</td>
<td>North American Operations, Hilti, Inc.</td>
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<td>Jan. 14</td>
<td>Donald Thompson</td>
<td>Senior Vice President</td>
<td>and Treasurer, WEBABCO</td>
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<td>Feb. 10</td>
<td>Clayton Bennett</td>
<td>Chairman</td>
<td>Devon Capital, LLP</td>
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<td>Mar. 13</td>
<td>Kathy Williams</td>
<td>Senior Vice President and Chief Financial Officer</td>
<td>Williams Resources, Inc.</td>
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<td>Apr. 13</td>
<td>Michael Crowdy</td>
<td>Chief Executive Officer and President</td>
<td>Noble Foundation</td>
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<td>May 12</td>
<td>Stanley Lyager</td>
<td>President and Chief Executive Officer</td>
<td>BOK Financial Corp.</td>
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Reservations are required to attend the Friends of Finance luncheons. Please contact Judy Alviz at (918) 631-2300, or judy.alviz@tulsun.edu

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**CEPD Co-hosts International Breakfast Series**

The University of Tulsa hosted “Doing Business in Mexico,” a seminar in April 2008 featuring James Jones, the former ambassador to Mexico.

It was the fourth installment of the International Business Breakfast Series presented by the Tulsa Global Alliance and TU’s Center for Executive & Professional Development. CEPD’s mission is to develop forward-thinking executive and professional development education in the areas of leadership, finance, human resources, management, e-business, marketing, strategic planning and health and wellness.

During “Doing Business in Mexico,” Jones imparted his latest insights on the current support of international business by the Mexican government, and on understanding the Mexican economic climate and how the country’s culture impacts business.

Since the North American Free Trade Agreement was approved 15 years ago, the United States and Mexico have experienced a successful economic relationship—a relationship Jones said Oklahomans can take full advantage of with the right knowledge. Oklahoma alone shipped more than $135 million worth of commodities to Mexico in 2007, making Mexico second to Canada in the state’s list of exporters.

“The U.S. is straightforward, while Mexico takes its time around an issue,” Jones said. “Before doing business, try to understand the cultural differences.”

Jones is a seven-term former Oklahoma congressman who served as the U.S. ambassador to Mexico for four years during Bill Clinton’s presidency. Today, Jones serves as co-chairman and chief executive officer of Manatt Jones Global Strategies, and he is the advisory board chairman of a private equity fund investing in mid-sized Mexican companies.

In addition to Jones, participants heard from a group of panel members, which included Jean Chacin, Latin America director of T.D. Williams, Linda Allegro, assistant professor of political science at TU, and Tim Benton, vice president of Williams International.

“Since the Mexican government, and on understanding the Mexican economic climate and how the country’s culture impacts business. Since the North American Free Trade Agreement was approved 15 years ago, the United States and Mexico have experienced a successful economic relationship—a relationship Jones said Oklahomans can take full advantage of with the right knowledge. Oklahoma alone shipped more than $135 million worth of commodities to Mexico in 2007, making Mexico second to Canada in the state’s list of exporters.”

**Banquet Honors Outstanding Alumni and Seniors**

Two alumni from The University of Tulsa and four seniors were honored at the Collins College of Business annual Honors and Awards Banquet in the Allen Chapman Activity Center on April 11, 2008.

Carol Lawhorne, senior vice president and chief accounting officer of ONEOK and ONEOK Partners and David Page, market president for JP Morgan Chase in eastern Oklahoma were named the 2008 Outstanding Alumni and Alumnus, respectively, for their professional achievements and leadership skills.

Lawhorne, who received an accounting degree from the University in 1983, currently manages accounting, business process improvement and financial planning at ONEOK. She has worked her way up the corporate ladder, previously serving as ONEOK’s senior vice president of financial services and treasurer, vice president and controller, and vice president of audit services and risk control.

Lawhorne is a community activist, serving as treasurer for Saint Simon’s Episcopal Home and as a member of the vestry and chair of the outreach committee for Saint John’s Episcopal Church. She formerly served on the board of directors for the Ronald McDonald House Charities of Tulsa, is a graduate of Leadership Tulsa and a member of Leadership Oklahoma Class XXI.

Page began his career with First National Bank & Trust Co. of Tulsa in 1982. After spending several years as a commercial lending vice president, Page was promoted to manager of the international division and became responsible for trade finance and trade services in Tulsa and Oklahoma City.

Page lends his expertise to the community by serving as the chairman of the American Red Cross, Tulsa Area Chapter and as the incoming president for the Foundation for Tulsa Public Schools. He also serves on boards for Downtown Tulsa Unlimited, Oklahoma Education & Business Coalition, TCC Foundation, Tulsa Metropolitan Chamber of Commerce and the Tulsa Port of Catoosa.

Page earned bachelor’s and master’s degrees in business administration from The University of Tulsa in 1975 and 1982, respectively. In addition, he is a graduate of the Stonier Graduate School of Banking at the University of Delaware.

The College also honored the 2008 Outstanding Alumni — Alicia Dudek (BSBA and BSIBL ’08), Kristina Stanchek (BSENS ’08), Kenneth Knoll (BSBA and BSBSL ’08) and Barbara Moschiveas (BSIBL ’08).

**MBA Graduate Accepted to Stanford Law**

In four years flat, Jonathan Goodwin (BSBA ’07, MBA ’08) earned undergraduate and master’s degrees from The University of Tulsa. Next stop, Stanford Law School.

The law school that U.S. News & World Report ranks No. 2 in the nation and that only accepts approximately 7 percent of applicants every year, recently accepted Goodwin.

Like TU, Stanford Law is known for its interdisciplinary learning approach, small class sizes and small student-to-teacher ratio. Research dialogue and the cultivation of expertise in legal specialties are emphasized.

“The small classes and faculty interaction at TU are very similar to what I will experience at Stanford Law,” Goodwin said. “The business law program Professor Susan Boyd built at TU challenged me and prepared me for this next step. I feel like I can compete with anyone and am just as prepared as students who attended Ivy League schools.”

As an undergraduate, Goodwin maintained a 4.0 GPA while participating in numerous student groups, including vice president of the Student Association, president of the Student Senate, University Ambassador, Kappa Alpha Order and the Student Alumni Council.

He was named Outstanding Senior Award, the Faculty Honor Medal, and graduated Summa Cum Laude. He also scored the highest on the major field test he took while exiting the undergraduate program.
Student Advertising Team Competes for Division I Title

A University of Tulsa team recently participated in the National Student Advertising Competition, hosted by the American Advertising Federation in Dallas, Texas. “We may have been the smallest contingent with the smallest budget, but we represented better than most schools,” said Bill Hinkle, faculty advisor for the team. “I’m always amazed by how good these students are and what an unbelievable experience it is for them.”

A combination of 22 marketing and communication students worked on the project for seven months in the Managing Advertising Campaigns class. The core of the program is to develop a different target market for a client and have the opportunity to launch something innovative. The client: AOL Instant Messengers.

The assignment: to establish the client as one of the new social networking sites. The students were responsible for completing a full positioning strategy that included media recommendations and creative materials based on the client’s budget of $25 million. Their ideas were presented to a panel in a 20-minute presentation with full graphics and video.

“We tried to do what was best for the client based on research, relevance and how we felt the client could benefit from a business angle,” Hinkle said.

Student research showed AOL users wanted a simple networking site, so the team took it back to the simplest form of communication: the idea of two cans tied together by a string, connecting one person directly with another. The team then repositioned the brand as a viable social networking site. The client was competing against the newest social networks to hit the scene — MySpace and Facebook. The students changed the angle so the social networking site would contain more mature information than its competitors. It would be a place to search for jobs, buy homes and purchase cars — information that would be relevant to the existing business professional.

“You can imagine the pressure when you work on something for seven months that culminates in 20 minutes,” Hinkle said. “It’s as high pressure as anything that’s ever done in the real world. There is nothing they do during the presentation that they won’t do when they move onto the next level in business. It’s as close as it gets. It’s a real client. They present to real people from AOL, marketing professionals and the advertising industry.”

“I learned that creativity alone does not make a strong campaign; it must be tempered with logic and strong research in order to effectively communicate a message to any audience,” said Andrew Weitsman, recent integrated marketing communications graduate.

The team, which competed against large universities in Oklahoma, Arkansas, Louisiana and Texas, placed seventh at the event. A 35-page plan book was printed, explaining their strategy.

MIS Lab Revamps Again

Last summer, a new Management Information Systems lab was constructed on the third floor of Helmerich Hall. The change was one of many for Helmerich Hall over the last six months, including the relocation of the dean’s office and the creation of Studio Blue and the Williams Student Services Center.

All MIS lab workstations were replaced with 20 new computers and seven new servers were installed. New tables that facilitate laptop use with power network capabilities were also added. The innovative lab structure allows students to move from a lecture position to a work position smoothly and easily.

The new computers are powerful enough to use virtualization, which simulates an environment by fooling the program into thinking it is running its own dedicated system. It is a technique that, in this case, simulates a server with all the software capabilities and operating systems.

“This virtualization gives students a hands-on experience with the technology we talk about in classes,” said Jeff Crawford, assistant professor of management information systems. “They can now get their hands dirty with different learning styles. They also don’t have to work in teams to learn how the servers work; they have their own sandbox in which to play.”

Management software was also added to the lab that allows teachers to see what’s happening at each workstation. Student screens can be pulled up on a large projection screen for teachers to see what’s happening at each work station. Student servers can be pulled up on a large projection screen for troubleshooting, to show other students an example of a common problem or teach students a new way in which to work through a problem.

The new lab will be especially helpful for senior MIS students who spend much of their time in the lab partnering with nonprofit agencies for their final projects. The student teams operate as a business, taking on roles like project managers, analysts and other positions while working directly with the organization. This is the third renovation of the MIS lab since 2000.

Energy Management Continues to Gain Momentum

International partnerships and gifts from energy companies are fueling the Energy Management program in which enrollment is skyrocketing. What began with only eight students at the beginning of Fall 2007 has grown to more than 72 students. During the summer of 2008, 32 freshmen had already declared energy management their major.

“The TU Energy Management program is already second to none when compared to other established programs, and we’ve accomplished this in less than one year,” said Ted Jacobs, director of the Energy Management Center. “We are already looking at implementing enrollment management to protect both the quality and integrity of the TU program.”

A new Industry Partners Program is providing the Energy Management Center with more than a quarter of a million dollars annually. The bulk of the money is being used for immediate scholarship support for energy management students. A significant amount is also being set aside at establishing an endowed scholarship account. Current Industry Partners include Devon Energy, ConocoPhillips, Williams, Samson, Muirfield Resources, SandRidge Energy, Southwestern Energy and JMA Energy.

As Industry Partners, companies will have the opportunity to serve on an Energy Management Advisory Board, which in turn, will allow them to give meaningful input and advice for keeping the program in step with the volatile energy industry. Another benefit of the partnership is the ability to preview and identify the program’s talent through spring scholarship interviews, prior to fall interviews on campus.

TU recently signed a memorandum of understanding agreement with Robert Gordon University (RGU) in Aberdeen, Scotland, which will allow two to three TU energy management students a year to study abroad beginning in spring 2009. Jacobs sees TU’s niche in energy as a way to expedite TU’s goal of becoming a top 50 university and says, “Very few institutions have all of the necessary components in place to compete against us when it comes to energy. There are a number of prestigious universities who are envious of the energy niche held by TU and the Collins College of Business. It is almost as if we can in fact control our own destiny.”
TU to Partner with China University of Petroleum

In April 2008, TU President Steadman Upham signed an exchange agreement with officials from the China University of Petroleum, Beijing. Beginning in fall 2009, students from CUP will begin studies at TU, and soon thereafter, TU students will have the opportunity to study overseas at one of China’s top 50 universities. The best and brightest from CUP — five to 10 students a year — will finish their junior and senior years at TU and be cultural ambassadors for their country.

“The China University of Petroleum is considered among the most prestigious schools in China and has a quality economic environment,” said Deans Gaile Sunderland. “Our students will have a chance to meet and interact with the future leaders of China. This area of the world is the new frontier of economic growth and will be significant for decades to come.” Visiting officials from CUP included President Zhang Laibin, Professor Xudong Sun, Professor Zhang Shicheng and Deputy Director Zhaoxia Dong. During their visit, good will was exchanged, along with gifts and towels at Upham’s house, as they sought to iron out details of their new relationship with TU.

“We rolled out the red carpet for the representatives,” said Mike Troilo, assistant professor of international business. “Their students are the crème de la crème of Asia, and we’re so excited to have the benefit of hosting these students on our campus. And when our students begin studying in China, they’ll experience firsthand what it’s like being in a foreign country of tremendous global prominence.” In addition to the Collins College of Business, CUP will also partner with the TU Department of Petroleum Engineering at the University.

Conference of Accountants Seats 400 Visitors

The University of Tulsa held the 62nd annual Conference of Accountants April 29-30, 2008, in Kendall Hall and the Allen Chapman Activity Center. Nearly 400 attended the event, which was a 20 percent increase from the previous year, and included professionals in public accounting, private industry and governmental accounting positions, and accounting and business school professors. “This conference is well-known in the region as a place for accountants to come together and discuss the latest impacts in the accounting community,” said Patrick Hennessey, professor of accounting. “It’s also a place in which you can hear and network with top accounting professionals from some of the most well-known corporations in the nation.”

The conference was initiated by Professor Paul J. Graber in 1947 with a mission to discuss both current and emerging issues that affect accountants and the accounting profession. The conference 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. The conference also attempts to place accounting in a broad business context.

Recruiting Efforts Boost Graduate Business Applications

Kaci Kegler is asking prospective students: “What’s Your Fortune?” The recruiting campaign by Kegler, marketing and communication manager for graduate business programs, is boosting student applications at the University.

As of August 2008, Collins College of Business graduate programs applications showed an increase of 33 percent from August of the previous year. The increase can be attributed to several points, one of which was Kegler’s face-to-face recruiting efforts. During the 2008-09 academic year, she and other Graduate Programs staff members attended 20 education and career fairs, 13 of which were out of state. She also represented Graduate Programs at 10 corporation education fairs and one professional conference within the Tulsa community.

Kegler helped develop a new branding concept and the printed collateral created to enhance it. She also revised the direct mail campaign that Graduate Programs implemented in 2006. The campaign, titled “What’s Your Fortune?” targets students who have taken the GMAT and exceeded the University’s requirements for consideration of admission. In the first quarter of 2008 alone, the total number of applications received as a result of the campaign tripled from the last quarter of 2007.

In 2009, Kegler will continue to refine the program’s target market, increase attendance at education and career fairs, continue the “What’s Your Fortune?” campaign and work with local professional associations to share information about programs. The offer also plans to host an undergraduate advisor retreat on the TU campus to encourage advisors to steer prospective students toward TU’s graduate business programs.

The recruiting of the MBA program will allow her to concentrate on more targeted audiences in coming semesters. “Changes to the curriculum will allow me to focus on student groups interested in our specific concentration areas,” she said. “We’ll have the ability to make detailed provisions tailored to these interests, making a specific case for how our MBA program will impact their future.”

When traveling last year, students often asked me for the ability to concentrate MBA study in a variety of subject areas,” Kegler said. “I look forward to providing them with this option and anticipate the change will have a positive impact on our recruiting efforts in the coming year.”

Returning from Hungary

By J. Markham Collins

During the spring semester, I spent five months in Eger, Hungary, as a Fullbright Professor. It was an honor to be selected, and Hungary treated me that way — as an honored guest.

While my responsibilities to the Institute of Economic Science in Károly Esterhazy College were to teach and offer advice regarding college administration, I often felt that I was an ambassador. Not only did I try to conduct myself in that manner, but my hosts often used me in that way. It seemed that whenever guests came to the Institute, I would be on their itinerary.

Teaching was really interesting, all my students needed to speak and understand English. Local faculty worried the students would be reluctant to do things in class, but I did not really find that to be the case. We had quite a bit of discussion, maybe just because they wanted to practice their English. In any event, I felt the students were very open and interested in my thoughts about their ideas and plans.

I had three classes to teach, and by far the most satisfying was the business simulation game, a computer simulation running an athletic shoe company. My colleague Jill Hough, Collins College of Business associate professor of management, was gracious enough to let my students participate in competition with her TU undergraduates. This was a new experience for the Hungarians, and they had to work very hard to do everything in English, but they really enjoyed it, and I did, too.

In addition to teaching, I consulted with administrators on ways to improve their business education. While they have some qualified faculty, it is not more than 20 years since Hungary was a socialist country. Market economics and market institutions are not second nature. We worked on ways to incorporate applications of market business principles, which is the strength of U.S. business education, into their curriculum.

Hungarians are friendly, polite and very respectful. Still, in every culture a person must devote effort to learning the ways they do things there. Listening and watching can often be the most important skills to have.
This year signifies a new direction for the Collins College of Business, one that will carry it into the top business colleges in the nation. With a new name, the opening of a new creative greenhouse, a one-stop advising and career center, a revamped MBA program and an additional $30 million for endowments and scholarships, the College began the academic year with a fresh vision and a modern campaign.

Throughout this section, readers will rediscover why the Collins College of Business continues to impress the Tulsa community, current students and alumni with its prestigious programs, new developments and innovative ideas.
Collins and Helmerich breathe new life into business program

An Extraordinary Campaign

Achieving big dreams requires bold action, vision and commitment. When two TU donors hatched an idea that would change the face of the University for years to come, they didn’t back down.

Fulton Collins and Walt Helmerich offered to donate $15 million in matching funds to revitalize the College's Master of Business Administration program. Soon, many TU friends and alumni furthered the endeavor with gifts that would be matched by the two businessmen. For their contributions, the University renamed the Business Administration Hall, Helmerich Hall, and the College of Business Administration, the Collins College of Business.

"Through the generosity of Walt and Fulton, who were the dynamic, driving forces behind the campaign, we are able to transform our MBA program into a nationally competitive, world-class program," said Gale Sullenberger, dean of the Collins College of Business. "Our goal is to be one of the best, and though the campaign is still underway, the conversion will take us without question into the top 100 business schools in the nation, if not the top 50."

An enhanced MBA program will attract superior students, produce graduates that better meet the employment needs of leading businesses and raise the profile of the University both regionally and nationally.

"In the same way that the University's overall progress in the last decade has engaged us more fully with the Tulsa community, this initiative to advance the Collins College of Business will help us contribute even more dynamically to the strength of the Tulsa business community and beyond," said Collins during the campaign.

The revitalization plans are as follows:

- In addition to restructuring the MBA program to include specific areas of concentration (see page 20 for full details), the campaign will allow for endowed professorships to support the curricular changes.
  - Associate/full professor of finance
  - Assistant/associate/full professor of entrepreneurship
  - Associate/full professor of accounting
  - Associate/full professor of MIS
  - Associate/professor of business communications
  - Assistant/associate professor of international business
  - Endowed faculty fellowships (four total)

FACULTY RESEARCH

It’s vital for teachers to lead progressive research projects to remain leaders in their fields of study. By creating additional faculty positions, all Collins College of Business faculty members will have the flexibility necessary to increase research initiatives. Their work will not only serve to attract other prestigious professionals, but also will boost the College’s national prominence and visibility.

THE UNIVERSITY OF TULSA BUSINESS MAGAZINE (16)

Delivering on a Dream

As the Collins College of Business enters a new era, the exciting prospects unfolding for students and faculty can be linked to the vision and leadership of prominent Tulsa businessman Fulton Collins, who passed away in July.

Chairman of TU’s Board of Trustees from 1997 to 2008, Collins was at the center of TU’s dramatic progress during the last decade. His considerable personal investment of time and resources shaped the strategic vision of both TU and its business college. As a result, TU has emerged as a Top-100 university with a vibrant residential campus and a newfound capacity to compete at the highest levels in every endeavor.

It is a fitting tribute that Collins College of Business was renamed in honor of Collins, who was determined to further elevate TU’s business college to stand among the nation’s top-tier business schools. To achieve that dream, Collins and fellow Tulsa businessman Walt Helmerich initiated a $30 million challenge campaign that will revitalize business education at The University of Tulsa.

GRADUATE SCHOLARSHIPS

The campaign allows for more than 30 new endowed scholarships for MBA students, meaning the College can compete with non-private universities for highly qualified students. This enhanced scholarship program will improve the quality of the MBA program in the same way it did for the undergraduate program.

Since the College first introduced graduate scholarships in 2005, full-time graduate enrollments have swelled from less than half to nearly two thirds of the total enrollment. Additional scholarships will raise this number even more significantly, Sullenberger said. Also, GMAT scores have increased by 65 points.

The graduate scholarships will help this trend to continue and expand in the coming years.

CAREER SERVICES

In addition to the creation of the Williams Student Services Center (see page 21), the College has hired a full-time career advisor, Caroline Franklin, who will develop relationships with businesses in the Tulsa community. Once the relationships are established, the advisor will have the ability to secure highly sought after internships and jobs for TU students and graduates. The advisor will also help students prepare for their job search by holding mock interviews and providing resources.

In addition to Collins and Helmerich, the campaign would not be successful without the generosity of the Mervin Bovaird Foundation, the Williams Foundation, Dave Lawson (BSBA ’70) and Mike Wiley (BS ’72), all of whom have provided funds to the campaign.

"The ultimate goal is to move the College forward," Sullenberger said. “Our focus on the MBA program and these generous contributors will help us to carry out this vision.”

THE UNIVERSITY OF TULSA BUSINESS MAGAZINE (17)
A Quiet Giant in the Community

WALT HELMERICH GIVES TIME AND TREASURE FOR TULSA'S FUTURE

A pillar of the community known for keen business insight, Walt Helmerich has quietly given his time and treasure toward vital Tulsa projects, especially those benefiting art, nature and the next generation.

The next generation of business leaders will benefit from The University of Tulsa's MBA program. Spearheaded by the late Fulton Collins, longtime TU trustee and benefactor, the campaign is designed to raise the caliber of graduates and further prepare them for today's business challenges.

“Fulton Collins’ dream was to build a faculty at the business school that would make the College the best in the southwest,” said Helmerich. “A business school of that quality can do a lot for the community and would be great for Tulsa. Companies here would be anxious to hire graduates.”

Helmerich should know. Over the years he’s interviewed plenty of business school graduates, many with Ivy League degrees. Eighty-five-year-old Helmerich, who is chairman of Tulsa-based contract drilling company Helmerich & Payne, Inc., said, “The University of Tulsa is well-positioned to develop some of the finest business graduates in the country.”

The best business leaders, in Helmerich’s experience, are not necessarily those with perfect test scores or cut-throat ambition. They are the bright, eager individuals with a solid understanding of business principles, a firm handshake and a desire to do good.

“I would rather have a well-educated, hard-working employer who occasionally makes mistakes than an intellectually arrogant one,” says Helmerich. “You learn from your mistakes, that’s how you progress. It’s the people who don’t admit they have made a mistake who won’t get very far.”

A graduate of Harvard Business School, Helmerich took the reins of his family’s company in 1960 and steered it through the ups and downs of the oil industry while diversifying into related businesses and real estate, including Utica Square shopping center. On his watch, Helmerich & Payne grew dramatically. In fact, during the 1970s, the international publication, The Economist, ranked Helmerich & Payne’s stock as one of its top 10 performers for the decade, appreciating over 1,000 percent.

The company’s strong performance, which continues today, is attributed to a top-notch employee team, sound business decisions and a healthy work ethic. As chairman, Helmerich is still very involved in the direction of the company. Over his long career, he has found that maintaining a balanced approach to work and family, church and the community has served him well.

It’s also served the community well. His philanthropy and leadership through voluntary positions has left a lasting impression on Tulsa and its residents. From parks and recreation to museums and higher education, Helmerich has spent countless hours on various community boards navigating through layers of municipal procedures as well as sometimes contentious community politics.

Known for his direct, hands-on approach, Helmerich has served on Tulsa’s Park and Recreation Board and the Gilcrease Museum Trust for the last 17 years, helping guide and fund efforts to expand and beautify Tulsa’s parks. He was instrumental in the formation last summer of a public-private partnership between Gilcrease Museum and TU, in which the University took over operations of Gilcrease, while the city continues to own it.

The arrangement between TU and Gilcrease allows students and faculty to tap into the vast research and study options at the Museum, home of the world’s largest, most comprehensive collection of art and artifacts of the American West. At the same time, Museum curators and staff can pursue teaching and research at the University, which is among the nation’s most notable institutions for the study of American history, art and culture.

Another demonstration of the Helmerich family’s interest in the community is their commitment to keeping at least a third of the stores locally owned at Utica Square. Intended to support Tulsa-based merchants, the model has produced a quaint and classy ambiance for the shopping center that national retailers envy.

“It’s a treasure,” said Helmerich, who has planted more than a 100 trees at the shopping center over the years.

Helmerich’s desire to make good things happen for Tulsa is not always on such a grand or visible scale. More often, his good deeds fly under the radar, which he says is fine. He’s not looking for publicity.

He likes to help meet specific needs, especially when it comes to educating children. He’s given extensively to public and private schools, buying computers and playground equipment. With 12 grandchildren, all living in Tulsa, Helmerich has a deep interest in improving the literacy of the city’s youth so they may go on to succeed in college and eventually contribute to society in meaningful ways.

From a business perspective, Helmerich encourages alumni and upcoming graduates of the Collins College of Business to do like he did — find something they love and pursue it.

“Money should be the last thing that motivates you,” he said. “Go after what you love, and the money will come.”

Finally, Helmerich is sold on the importance of pursuing endeavors outside of the career setting, including family, church and community. He is proof that you can lead a successful company without making it the only reason to get out of bed in the morning.

“In all the years that I’ve worked at Helmerich & Payne, I have never taken work home with me,” he said. “You need time for family, church and community.”
Williams Center is Open for Business

This fall, the Collins College of Business, in partnership with Williams, completed work on the new Williams Student Services Center. The center is now a focal point for business students—a one-stop shop for all undergraduate and graduate academic and career advising needs.

“We in the Collins College of Business are very appreciative of this unprecedented donation from Williams,” said Dean Gale Sullenberger. “This new facility gives business students the added benefit of having their own space in which to consult an advisor, enroll for classes, research career opportunities, meet with an employer and hold meetings.”

During ribbon-cutting festivities for the center, Sullenberger, TU President Stroudham Uphams and Williams Senior Vice President and Chief Administrative Officer Robyn Ewing christened the new Williams Student Services Center before dining with friends of the College.

The center, located on the second floor of Helmerich Hall in the area that once housed the dean’s offices and graduate and undergraduate services, is open, friendly and easily accessible to students. It combines academic advising, career advising, industry relationship development and meeting areas in one central location.

All offices have glass walls to keep the atmosphere inviting and welcoming. Also, the career resources are right in our backyard, which is one reason why we are so committed to this project,” said Steve Beatie, Williams’ manager of college relations. “We wanted to get as close to the students as possible with this center.”

Because business colleges are inextricably tied to the business world, which has changed drastically over the last decade, it’s imperative for colleges to have the ability to react to these changes. The Collins College of Business is doing just that with the restructuring of its MBA program.

“The Tulsa business climate has changed, and there is a need for both full-time and part-time high-quality MBA programs in Tulsa,” said Gale Sullenberger, dean of the Collins College of Business. “Business school reputations are primarily judged by the quality of the MBA program, and we are building the type of program that will prepare students for long-term and immediate success.”

“With the business world changing so dramatically, we’ll keep our students on the cutting edge and current with today’s business environment,” said Tracy Manly, chair of the Graduate Policy Committee.

The College completely revisited the MBA program’s core curriculum, going back to the drawing board to determine what skills would be most valuable in today’s business world. It was an integrated development process that took on a holistic approach using corporate partners, student focus groups and hours of discussion among faculty serving on the Graduate Policy Committee.

The largest change will be the introduction of strong, in-depth specializations for MBA students. In the past, the core curriculum allowed for only six hours of electives. The new program will expand the electives to 12 hours.

“Programs are tailored to individual student requirements,” said Steve Rockwell, director of Graduate Business Programs. “Students will have a wider variety of courses, and more breadth and depth with the concentration areas. This not only makes students more marketable, but also allows us to increase the diversity of our recruiting efforts and be more competitive.”

The model itself is innovative, Rockwell said. Instead of students taking two semesters of coursework per year, TU MBA students will enroll in four 7.5-week semesters for the academic year. Core courses are two credit hours. So instead of 8 three-hour core courses, they’ll take 12 two-hour core classes. This will give them functional skill sets, make them well-rounded students and fill holes in their personal portfolios.

“We are not students doing anything like this,” Rockwell said. “We’re establishing our own model that is patterned off of what MBA students desire. Companies hiring MBA graduates are looking for people with skill sets in a practical area. They want someone with a broad business background, who can also hit the ground running in a specific area.”

There will be seven specializations total: entrepreneurship, energy management, marketing, international business, finance, accounting, and management information systems. The following core classes will also be added: ethical conduct for managers, business communications and career management and managerial decision making. New electives are still in the infancy stage, but will be announced closer to the Fall 2009 semester, which is when the new curriculum goes into effect.

The College’s $30 million campaign (see page 16) will allow for hiring new faculty members to make the addition of the seven concentrations in the MBA program possible and successful.

“This change will have a tremendous impact on the College and, more importantly, on our graduates. It will allow students to obtain the academic specialization they desire and become much more competitive in the job market,” Sullenberger said.

Degree concentrations improve marketability with area-specific expertise. Scholarships, professional development, student networking, and Career Placement resources within the College expand its reach.

MBA Core
Accounting
Entrepreneurship
Marketing
Entrepreneurship
Management Information Systems
International Business
Energy Management
MIS
Finance
Business Communications
MBA Program: Revised Structure

“Scholarship opportunities will be available for students who choose to participate in the new curriculum,” said Sullenberger. “Scholarship opportunities will be available for students who choose to participate in the new curriculum.”

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MBA Program: Revised Structure

“This is the next step in making the College one of the top business colleges in the nation.”

- Dean Sullenberger
The Collins College of Business at The University of Tulsa is turning the classroom concept on its head with the opening of Studio Blue, a one-of-a-kind resource designed to super-charge student creativity and spark innovation for companies and other organizations.

Students have already used the studio to help Gilcrease Museum revamp its retail shop and assess the opinions of Tulsans about membership. They also helped the Resonance program by developing training materials and business development strategies for its CertiRestore franchise, and they hosted a quirky video-project for incoming freshmen. Dubbed the “Creative Greenhouse,” the studio this fall challenged students to generate useful products out of discarded pizza boxes in a competition sponsored by Mazzio’s.

“A lot of people believe you are either born with the gift of creativity or you’re not,” said Charles Wood, associate professor of marketing. “The whole idea behind Studio Blue is that, given the right environment, creativity can be learned. Furthermore, creative thinking can be a very useful tool for solving problems and improving organizations.”

Unlike other classrooms inside Helmerich Hall, the physical space of Studio Blue is designed to trigger activity in the right brain, the cerebral hemisphere known for less-linear functions such as spatial manipulation and artistic ability. Many aspects of the free-flowing learning area are based on the work areas at Ideo Studios, the award-winning design firm in California. It’s equipped with mobile furniture, iMacs, magnetic and dry-erase walls, a viewing room for focus groups and observations, an array of cameras and other brainstorming tools.

Business classes take place in Studio Blue and it also serves as a venue for various meetings, competitions and workshops for all of TU.

“The goal is to be interdisciplinary,” said Jacob Johnson, Studio Blue creative director. “We are a facility for all students to come in and work on projects outside of class and immerse themselves in the creative process.”

Ralph Jackson, associate professor of marketing said the American education system stresses left brain skills and linear thinking, often leaving the right brain squelched. For TU students to be competitive, they need to also exploit those creative skill sets through creative processes.

“We always talk about the need to think outside the box but never explain what that means nor do we teach them how to do so,” said Ralph Jackson, associate professor of marketing. “Some see this as a mystery, but everyone is capable of it.”

“In a new direction... given the right environment, creativity can be learned.”

- Charles Wood
Associate professor of marketing
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.

1923 - Business English was added to the curriculum.

1925 - Business Law was added to the course catalog.

1928 - The first business degree was offered at the University.

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 time. Classes such as insurance and real estate were available at the time. Classes such as insurance and real estate were available at the time.

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

1940s
1940 - Mr. and Mrs. Eugene Lorton donated a majority of the funds for a new building for the College. PSO was also a large contributor.

1944 - M.M. Hargrove succeeded Dean Paxson.

1947 - Dr. Paul Graber initiated the Conference of Accountants, which is still held today.

1948 - The College moved into Lorton Hall, which was equipped with the newest technologies in business machines and could house 1,500 business students.

1949 - Dean Hargrove helped the College of Business Administration become a fully accredited member of the American Association of Collegiate Schools of Business (AACSB).

1950s
1952 - The Industrial Relations Center of the College of Business Administration was approved. Faculty and students could help companies with training and research.

Early 1960s
1965 - The College outgrew Lorton Hall and moved to the Petroleum Science Building, which is now Helmerich Hall.

1968 - Dean Hargrove resigned as dean and Robert M. Gove was appointed.

Early 1970s
1972 - The masters’ program became fully accredited.

1976 - Cities Service Co. donated $200,000 to the College of Business Administration for research professors.

1977 - Dr. Clifford Hutton was named the new dean.

1980s
1981 - Robert J. Monroe was named the new dean, taking Gordon Nielsen’s spot as interim dean. During this time, the College was divided into three departments: finance, accounting, management, and marketing; economics and quantitative methods.

1982 - The College was divided into five departments — finance, accounting, economics, management, and marketing, and quantitative methods and management information systems.

Early 1980s
1985 - A pre-MBA program was offered to special undergraduates who did not meet all MBA program requirements. Also, the Bovaird Chair of Entrepreneurial Studies and the Chapman Professorship in Accounting was established.

1983 - The summer study in Europe program was initiated.

1984 - The first MBA program classes were held in Bartlesville at Tri-County Tech.

Early 1990s
1989 - A fiber optic system was installed, giving students access to the mainframe.

1991 - The International Management Center was established, which was responsible for the Hungarian University Development Plan in Business Management and Entrepreneurship and was led by Jim Hirtinger.

1993 - J. Markham Collins was named interim dean. Rodney Mabry followed in 1994.

1994 - A fire hit the Business Administration Hall, followed by a remodel of the dean’s office, undergraduate advising area and the cleaning of walls, floors and air ducts throughout the building.

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 - Economics moved to the College of Arts and Sciences, and Nursing and Athletic Training joined the College of Business. The State Farm Companies classroom was added.

2000s
2000 - The Graduate Business Programs suite was added to the undergraduate and dean’s areas.

2000-01 - The Williams Risk Management Center was constructed.

2003 - Exercise and Sports Science began to offer a teacher certification program.

2005-06 - The new tower in Business Administration Hall was completed, making the building three stories and adding 2,800 square feet. During this time, the accounting and MIS suite was remodeled.

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 Center and the International Business and Entrepreneurship Institute opened.

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 Studio Blue opened their doors to students.
"The Collins College of Business begins a new path this year with a new name, the creation of the Williams Student Services Center and Studio Blue, the naming of Helmerich Hall and the announcement of an enhanced MBA program," said Gale Sullenberger, dean of the Collins College of Business. "We wanted to share our excitement with friends of the University and with the Tulsa community. Without their support and generosity, the College wouldn’t be on its way to becoming one of the top 50 business schools in the nation."

During the festivities, Sullenberger, TU President Steadman Upham and Williams Senior Vice President and Chief Administrative Officer Robyn Ewing christened the new Williams Student Services Center before dining with friends of the College. Soon after, a dedication ceremony was held for the newly named Helmerich Hall where Walt and Peggy Helmerich were recognized for their support of the Collins College of Business.

Fifth Street, from Evanston to College Avenue, was closed off for the party. Crowds enjoyed an activities fair, live music by Josh Roberts and Maggie McClure, a pep rally and an abundance of colorful streamers.

David Enke served as cochair for the 2008 Artificial Neural Networks in Engineering (ANNIE) Conference, Nov. 9-12, 2008, in St. Louis, Mo. This is the 10th year for the ANNIE conference and the fifth year Enke has cochaired the conference. The focus of the ANNIE conferences is to build smart and intelligent systems for use in engineering, business and the sciences. This year’s conference has a special session on Financial Engineering, also chaired by Enke.

David Enke, H. Michael Krimbill and Laurie Krimbill are guest editors of a special issue of Financial Engineering for The Engineering Economist. Enke is also a current editorial board member for the journal. The special issue includes four papers and one technical note that examine financial engineering and its impact on the teaching, research and practice of engineering economics and discounted cash flow analysis.

C. Tirairachi and David Enke wrote “Applying a Regional CGE Model for Estimation of the Indirect Economic Loss due to Damaged Highway Bridges: A Case Study for the St. Louis Metropolitan Area,” which was accepted to The Engineering Economist.

T. Chavarnakul and David Enke wrote “Intelligent Technical Analysis Based Equivolume Charting for Stock Trading using Neural Networks,” which was accepted for publication in the journal Expert Systems with Applications.


Mike Troilo received the 2008 Tate Center for Entrepreneurship/College of Charleston Best Reviewer Award. This award recognizes the individual who best serves the Entrepreneurship Division of the Academy of Management with thoughtful, constructive reviews of scholarly work. A panel of peers selects the winner from a pool of several hundred reviewers.


Carol Stoak Saunders was the speaker for the Distinguished Lecture Series, Nov. 5, 6 & 7. Saunders is professor of MIS at the University of Central Florida. She served as General Conference Chair of ICIS ’99 and Telecommuting ’96. She chaired the Executive Committee of ICIS in 2000 and was inducted as an AIS Fellow in 2003. She was editor-in-chief of MIS Quarterly from 2005-2007. Saunders’ current research interests include the organizational impacts of information technology, virtual teams, time and interorganizational linkages. Her research is published in MIS Quarterly Systems Research Journal of the AIS, Journal of AIS, Communications of the ACM, Academy of Management Journal, Academy of Management Review and Organization Science. She and Keri Pearlson coauthored Managing and Using Information Systems: A Strategic Approach, 3rd edition.

The University of Tulsa is an equal opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, (918) 631-2161; for disability accommodations, contact Dr. Jane Corso at (918) 631-2315.
Dave Lawson (BSBA ’70) grew up in a large family and experienced firsthand the struggles of working part time to pay for business classes. He knows a lot of students today are in the same shoes.

“For families today, paying for college can be a struggle,” Lawson said. “I’d like to take away some of the hurdles that might stand in the way of attending the University. I want to put TU into the reach of those students who are academically qualified and make it economically possible for them.”

Lawson, who made a name for himself as a partner at Arthur Andersen and as chief executive officer of Capital One Auto Finance, understands the challenges that accompany paying for that education. He also understands the payoff of receiving a quality education.

That’s why he didn’t question committing $1 million in Trustees Scholarships for Collins College of Business students.

Lawson’s endowment will provide five students a year with the financial support they need to succeed in the business world.

*If you’re interested in giving a gift to the Collins College of Business, please contact Amy Berry at (918) 631-3111, or amy-berry@utulsa.edu.*