JCPenney Leadership Program

Price College of Business
The University of Oklahoma

2012-2013 Annual Report
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For accommodations on the basis of disability, please contact JCPenney Leadership Program at (405) 325-2501.
Hello Friends of the JCPenney Leadership Center:

I am pleased to present the Center’s annual report for the 2012-2013 academic year. This report affirms our commitment to quality student programming, training emerging leaders and continuous improvement in the center. In the past year, the combined efforts of the leadership center staff team, student advisory board, alumni advisory board and faculty steering committee have successfully continued the tradition of excellence that employers, faculty and staff have come to expect from the JCPenney Leadership Center.

In 2012-2013, we conducted more than 100 student development programs dedicated to leadership and professional planning, launched three new programs within the leadership program exclusively for leadership associates (Board Fellows Program, Peer Training Initiative and Student Assistant to the Dean Partnership), committed to two new annual upcoming events (Women in Business Leadership Conference and Alumni Career Conference) and restructured the associate selection process — all while ushering in a new educational platform to improve office processes and student communication (OrgSync). It has indeed been a busy year!

Currently our associates continue to be employed upon graduation at a stellar rate and our program is viewed as a benchmark of its kind in higher education. Our program continues to attract top talent from the Price College of Business. This annual report provides you a snapshot view of these accomplishments and a special look at the 2012-2013 academic year inside the leadership center.

By continuing to work together, we will ensure the value of the leadership and professional education our associates receive in the program and the access students have to top-notch learning experiences.

Best regards,

Crystal L. Clayton
Our History

In November 1988, the Leadership Program at the University of Oklahoma’s College of Business was established to help undergraduate business students increase their leadership potential. The Samuel Roberts Noble Foundation initially provided major financial support for the creation and development of the Leadership Program.

In September 1993, the J.C. Penney Co., endowed the program and created the JCPenney Leadership Center. Price College 1958 alumnus W.R. Howell played a key role in persuading J.C. Penney Co. to invest in the program. He was chairman and CEO of J.C. Penney Co. from 1983 to 1997 and has served on boards for ExxonMobil, Williams and Halliburton.

Our Mission Statement

The JCPenney Leadership Program at the University of Oklahoma Price College of Business provides high-performing undergraduate business students with opportunities to develop their leadership potential through a variety of learning experiences and interactions.

Our goal is to promote personal and professional growth by broadening student perspectives and strengthening their business skills.

This selective program prepares students to become leaders through leadership experience, academic instruction, professional skill development, philanthropy and real-world business and networking encounters.

Companies seeking talented undergraduate business students actively recruit from the JCPenney Leadership Center.

Our Program

Admission Requirements

• Enrolled full time
• Earned at least 24 hours of credit with 3.25 GPA or higher
• Have four semesters remaining before completing bachelor’s

Tenure Requirements

• Participate in Integrated Business Core (IBC), study abroad or an internship
• Complete business leadership class MGT 3133
• Hold a leadership office for a minimum of one semester
• Attend an interviewing roundtable

Semester Requirements

• Attend a distinguished speaker event, workshop and philanthropy community service event
• Participate 10 to 12 hours per semester
## Our Demographics

### Total Associates
- New Associates: 60

### Gender
- Females: 84
- Males: 66

### Classification
- Sophomores: 33
- Juniors: 60
- Seniors: 57

### Seniors Graduated
- Fall: 3
- Spring: 29

### Major
- Finance: 48
- Accounting: 31
- Energy Management: 29
- Marketing: 16
- International Business: 14
- BBA/MAcc: 13
- Entrepreneurship: 11
- General Management: 9
- Management Information Systems: 9
- Supply Chain Management: 8
- Economics: 3
- Risk Management: 2
- Human Resource Management: 1

### Home State/Country
- Texas: 57
- Oklahoma: 53
- Georgia: 2
- Kansas: 2
- Arizona: 1
- Colorado: 1
- Kentucky: 1
- Michigan: 1
- Minnesota: 1
- Ohio: 1
- Wyoming: 1
- China: 2
- Mexico: 1
- Nigeria: 1
- Peru: 1
- Swaziland: 1
Our Alumni Advisory Board

Stephanie Abt  
Chair, Student Advisory Board  
Senior, JCPenney Leadership Program  
Spring, Texas

William R. Audas  
Founding Director, JCPenney Leadership Center  
Mentor Emeritus serving OU community since 1978  
Norman, Oklahoma

Danny Broadfoot, BBA ’04, MBA ’10  
Finance Associate, Chesapeake Energy Co.  
JCPenney Leadership Program Alumnus  
Oklahoma City, Oklahoma

Bryan Burke, BBA ’94  
Senior Vice President, Federated Investors  
JCPenney Leadership Program Alumnus  
Edmond, Oklahoma

Britta Christenson, BBA ’98  
Vice President, Natural Gas Middle Office, Merrill Lynch Commodities Inc.  
JCPenney Leadership Program Alumna  
Houston, Texas

Crystal Clayton  
Director, JCPenney Leadership Program  
Norman, Oklahoma

Alicia Eubank Dewar, BBA ’99  
Director, Junior Sportswear Planning and Allocation, J.C. Penney Co.  
Dallas, Texas

Mary McWater Cochran, BBA ’90  
Partner, Ernst & Young LLP  
JCPenney Leadership Program Alumna  
Dallas, Texas

Bruce S. Flowers, BBA ’90  
Director, Finance and Performance Analysis – Transportation, Phillips 66  
Houston, Texas

Kelley J. Grace, BBA ’00  
CPA, Tax Partner, Eide Bailly LLP  
JCPenney Leadership Program Alumna  
Norman, Oklahoma

Katie Eidson Griffin, BBA ’02, JD ’06  
Attorney, Sill & Medley  
JCPenney Leadership Program Alumna  
Edmond, Oklahoma

Greg Lovasz, BBA ’92  
Principal, SCP Capital  
JCPenney Leadership Program Alumnus  
Dallas, Texas

Daniel Pullin, BBA ’98, JD ’10  
Interim Dean  
JCPenney Leadership Alumnus  
Norman, Oklahoma

Doug Sterk, MAcc ’95  
Vice President of Finance, Simons Petroleum Inc.  
JCPenney Leadership Alumnus  
Oklahoma City, Oklahoma

John Tighe  
General Merchandise Manager, J.C. Penney Co.  
Plano, Texas

Faculty Steering Committee

Bret Bradley  
Assistant Professor of Management

Michael Buckley  
JCPenney Company Leadership Chair  
Professor of Management and Psychology

Karen Hennes  
Assistant Professor of Accounting

Matthew Jensen  
Assistant Professor of Management Information Systems

Nim Razook, JD ’75  
Associate Dean, Undergraduate Programs  
David Ross Boyd Professor of Legal Studies  
Robert Zinke Chair in Energy Management
Our Student Advisory Board

Officers front row, left to right:
Kerstie Moran, Director of Associate Development, Highland Village, Texas; Caroline Scott, Director of Philanthropy, Southlake, Texas; Stephanie Abt, Chair, Spring, Texas; Katherine Mathews, Director of Philanthropy, Houston, Texas; Joe-Joy Hammond, Director of Alumni Relations, Tulsa, Oklahoma

Officers back row, left to right:
Bradley Lawton, Director of Public Relations, Plano, Texas; J.C. Fischer, Director of Alumni Relations, Flower Mound, Texas; Jonathan Tellez, Director of Associate Development, Mesquite, Texas
Our Year in Review

Exposure to business executives and service to the community takes center stage in the JCPenney Leadership Program. Speakers and activities during the 2012-2013 academic year include:

**September 2012**
- JCP New Member Reception
- Distinguished Visitor J. Mike Stice, CEO, Access Midstream

**October 2012**
- JCP New Associate Orientation
- Distinguished Speaker Richard Yamarone, Senior Economist, Bloomberg
- Distinguished Visitor Richard Sandor, Chairman, CEO, Environmental Financial Products LLC
- JCP with YMCA Fall Carnival

**February 2013**
- Third Annual Price College Parker Leadership Conference
- Gender Communication in the Workplace Workshop by Sharon Tick, Co-founder, T&T Training

**March 2013**
- Distinguished Speaker Shibani Joshi, Reporter, Fox Business Network
- Executive in Residence Chris Soder, CEO, Priceline.com
- Corporate View of Denver
- JCP and Eggstravaganza at Sam Noble Oklahoma Museum of Natural History

**April 2013**
- Executive in Residence Kevin Thompson, CEO, SolarWind
- Distinguished Visitor Spencer Tillman, Analyst, CBS Sports College Football Today
- Marketing to a Modern Society Panel

**May 2013**
- Leadership Associate Awards and Senior Recognition Program
Where We Work

Our world is getting smarter and now is the time to drive transformation. At the Price College of Business, our graduates do exactly that. You’ll find our graduates at a variety of companies in many capacities. Some of our graduates return to the University of Oklahoma to earn a law degree or a master’s in business administration. You’ll find us everywhere:

- BHP Billiton Petroleum, Division Order Representative
- Bank of Oklahoma Financial, Wealth Management Analyst
- Deloitte, Tax Consultant
- Devon Energy, Financial Accountant
- Devon Energy, Systems Analyst Associate
- Ernst & Young, Risk Advisory Associate
- Ernst & Young, Audit Associate
- Ernst & Young, FSO Auditor
- ExxonMobil, Financial Analyst
- FCM Investments, Investment Analyst
- Gregory’s Shoes & Apparel, Fashion Consultant
- IBM, Consultant
- J.Crew, Distribution Supervisor
- JPMorgan Chase, Commercial Banking Analyst
- JPMorgan Chase, Private Bank Analyst
- KPMG, Audit Associate
- Manifest Diagnostics, LLC CEO/Founder
- Protiviti, Process Consultant
- Schlumberger, Procurement Specialist
- SM Energy, Division Order Analyst
- Teach for America, Educator
- Venture for America, Fellow
- WPX Energy, Professional Development Program

What We Read

- Exploring Leadership by Susan Komives, Nance Lucas, Timothy McMahon
- Quiet by Susan Cain
- Start with Why by Simon Sinek
- Strengths Based Leadership by Tom Rath, Barry Conchie
- The Woman Who Fell from the Sky by Jennifer Steil

Places We Go

- Dallas, Texas
- Denver, Colorado
- Oklahoma City, Oklahoma
- Santa Ana, Costa Rica
- Tulsa, Oklahoma

Our Expenses

This graph does not include money awarded as scholarships.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howell Scholars</td>
<td>45,500.00</td>
</tr>
<tr>
<td>Study Abroad Scholars</td>
<td>3,750.00</td>
</tr>
<tr>
<td>Total Awarded</td>
<td>49,250.00</td>
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</tbody>
</table>
Our Associate Feedback

This program was the most worthwhile program I participated in while at OU. I gained confidence in my leadership abilities and professional potential.
- Stephanie Abt, Spring, Texas

The program gave me a consistent focus on business and my future career opportunities.
- Emily Buss, Dallas, Texas

From reflecting on the past four years, the one thing I came to understand is that I would not be here today if it weren’t for the program. It helped to shape me professionally and personally. It constantly made me step out of my comfort zone, which led to constant improvement.
- Damyan Dimitrov, Spring, Texas

The program has enriched my overall college experience by empowering me to follow my heart and dreams. The exposure to different industry experts and leadership training has instilled self-confidence that I can do anything I set my mind to and dream of the impossible.
- Madison Jackson, Carrollton, Texas

The JCPLP broadened my business perspective from business professionals and developed certain business skills from JCP alumni. I learned a great deal from my peers in the program and enjoyed the experience.
- Oliver Li, Stillwater, Oklahoma

The biggest thing I gained from the program is confidence. When I joined the program, I was very quiet, very shy. Not to say that I am now the most outgoing person in the world, but I do believe that my self-confidence shines through. I know I was given an amazing opportunity to enhance my leadership skills and my personal attributes throughout my time in the program. The growth that I have seen in myself from my sophomore year until now is incredible, and I owe a lot of that to the JCP program.
- Ashton McGovern, Plano, Texas

This program taught me interviewing and other business skills that are necessary to be a confident and successful person in the business world. The program also taught me the importance of networking and developing your personal brand.
- Stephanie McNeill, Arlington, Texas

I gained a great deal of professional development, and any workplace “polish” I possess now is mostly due to my experiences with the JCPLP. Most importantly the program provided me with a group of individuals in Cindy, Crystal and Melia who always supported me. Whether it was interview help, a letter of recommendation, personal mentorship and advice, or an uplifting conversation break during a stressful week of classes, I will always be indebted to them.
- Jeff Moseley, Tulsa, Oklahoma
Our Thanks

We are pleased to recognize Price alumnus W.R. Howell for his generosity and commitment to the JCPenney Leadership Program. We extend our appreciation to the Alumni Advisory Board and the many companies and corporations that support our efforts.

AccuCode
Bank of Oklahoma
BP
Cerner Corporation
Chesapeake Energy
ConocoPhillips
Devon Energy Corporation
Eide Bailly LLP
Ernst & Young LLP
ExxonMobil
Hitachi Consulting
J.C. Penney Co.
JPMorgan Chase Bank Company
KOCH Industries Inc.
KPMG LLP
Molson Coors Brewing Company
Noble Energy
Northwestern Mutual
OG&E
ONEOK Inc.
Phillips 66
Plains All American Pipeline LP
Platte River Capital
Point B
Protiviti
PwC
Sendero Business Services
Shell
Smashburger
Southwest Airlines
Williams