

JCPenney  
LEADERSHIP  
Program

ANNUAL REPORT  
2008—2009



O *the university of*  
KLAHOMA

THE UNIVERSITY OF OKLAHOMA  
 PRICE  
COLLEGE OF BUSINESS

# 2008-2009 Annual Report

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## Letter from the Director

This past year, 2008-2009, was quite eventful for the JCPenney Leadership Program and Center. During my first full year as Leadership Director, I had the good fortune to lead the celebration of 20 years of providing exciting leadership and professional development opportunities to the University of Oklahoma's high achieving business students through the JCPenney Leadership Program. We honored our namesake for the very generous endowment, given 15 years ago, which enabled the establishment of the JCPenney Leadership Center and the ability to provide expanded enrichment opportunities to a significant number of students for years to come. Through this endowment, the Leadership Program and Center have contributed to the professional success of over 1,000 University of Oklahoma College of Business students.

In the fall, we commemorated our past with an anniversary dinner attended by current and past leadership associates, faculty, staff and corporate partners. Nationally recognized Professor of Classics from the University of Oklahoma, Dr. Rufus Fears inspired us all with a timely presentation on "Lessons in Leadership." On other occasions this year, leadership students benefitted from interacting with and listening to present and past executives from the JCPenney Company (both OU business alumni), first with the visit of Executive Vice President and General Merchandise Manager, Jeff Allison and later with that of former JCPenney CEO and founding partner of the JCPenney Leadership Program and Center, W.R. Howell. In the Spring, Jeff delivered the first of what has now become an annual leadership seminar called "Developing your Potential as a Leader."

The Leadership Center, together with the assistance of the Student Advisory Board, has also been busy enabling its future goals, one of which is to continue being a leader among business leadership programs. To this end, the program has added a 3 credit hour management leadership class to its requirements as well as activities that provide students with hands-on experience. We also launched a newsletter that will help keep parents, alumni, partner companies and others better informed of our activities. Finally, the Leadership Center established an Alumni Advisory Board representing various generations of alumni to assist the Center in identifying and providing experiences for students that that are relevant in today's business world.

I hope you will enjoy reading about the Program's exciting experiences of 2008-2009 and many thanks to all of you who have had a hand in making such useful and stimulating opportunities available to our wonderful students. Your investment is positively impacting our students.



## Mission Statement and History

### Mission Statement

The **JCPenney Leadership Center** 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 be leaders through leadership experience, academic instruction in leadership, professional skill development, philanthropy and real world business and networking encounters. Companies seeking talented undergraduate business students actively recruit from the JCPenney Leadership Center.

### History of the Leadership Center

In November of 1988, the Leadership Program at the University of Oklahoma's College of Business was established to help intellectually gifted and high performing 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. Through the efforts of the Price College and OU community, the J. C. Penney Company decided in September of 1993 to endow the program and create the JCPenney Leadership Center. Price College 1958 graduate W. R. Howell, then-chairman and CEO, was essential in persuading the J. C. Penney Company to invest in the program. Thanks to these early efforts, the Leadership Program has become a central component of the JCPenney Leadership Center and continues to grow in quality and reputation.



20th Anniversary  
Celebration  
NOVEMBER 21, 2008

*The Leadership Program Celebrates 20 Years of  
Cultivating Business Leadership and 15 years as the JCPenney Leadership Program*



From left to right: Cindy Lopez, Dr. Rufus Fears,  
Dean Ken Evans.



From left to right: Stephanie  
Anderson, JCPenney Company, Cindy Lopez,  
Dean Ken Evans, Terry Good, JCPenney Company .

Past and present associates mixed and mingled, sharing a common bond through the program. The Leadership Program was honored to have Dr. Rufus Fears, renowned author, and David Ross Boyd, Professor of Classics at the University of Oklahoma, as its featured speaker. Associates and guests took a journey back in time as Dr. Fears set America's founding fathers as the benchmark for leadership with their bold vision, unwavering moral compass, and uncanny ability to inspire a nation. Clear in his presentation were the parallels in the types of issues faced by leaders of the past and present, and thus, the great need for similar kinds of strong leadership in the present and future.

**Student Advisory Board**

The **Student Advisory Board (SAB)** assists in the development and promotion of programs and initiatives for the leadership program. The members of the SAB serve as student liaisons for the associates and provide valuable student insight to the center's overall operation and planning of events. In addition, the SAB's members attend leadership retreats, serve on different committees within the college and participate in many prospective student and alumni events throughout the year.



Left to Right, Top Row: Chris Mock, Bryan Hughes,  
Eric Johnson. Second Row: Julie Roberts, Jennifer  
Schem, Talia Burning. Bottom Row: Chris Jackson,  
Lauren Edwards, Christine Seay, Heath Thompson

*"I want to thank Cindy and the incredible Student Advisory Board for how they personify JCPenney's vision through their hard work, creative ideas, and servant leadership. This year we have strengthened our program by adding new initiatives and emphasizing the global business climate. The JCPenney Leadership Program has enriched me personally and equipped me professionally with practical skills, leadership knowledge, and valuable experiences, all of which are grounded in solid ethics. I leave the board with mixed emotions: sadness because JCPenney has been a profound part of my life for the last year and excitement to see what the future holds. It has been fantastic serving you."*

Christine Seay  
SAB Chair 2008-09

## Scholarship

Scholarship plays a central role in the development of Leadership Associates and is emphasized as key both in student life and also in preparation for professional life. All Associates are expected to maintain high GPAs and to be active contributors to the vibrancy of the campus for retention in the program.

## Leadership in the Classroom

In the Spring, 28 leadership associates participated in a new upper-division management class, taught by OU professor Brett Bradley. Throughout the semester, associates immersed themselves in case studies, both examining and putting into practice various leadership principles, styles, and theories. The leadership class provides associates another opportunity to discover and develop their particular leadership style.

## Reader Leader

Successful leaders are frequently asked what books are on their nightstand. In this spirit, This year, the Program re-instituted *Reader Leader*, a book discussion forum focused on a broad spectrum of non-fiction. This year *Barbarians at the Gate*, *Three Cups of Tea*, and *Winning* expanded associates' knowledge of popular business topics and various types of leadership. Inspired by the leaders described in the pages of these books, JCPenney Associates facilitated each session and led in-depth discussions.



## Associates Go Global

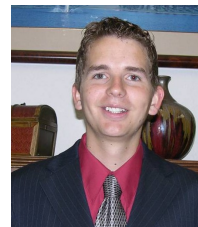
Over winter break, Student Advisory Board members Chris Mock and Christine Seay were halfway around the world touring the Taj Mahal, riding elephants, and studying in Chennai, India with the MBA program. This experience included a graduate level course called *Operating in a Global Environment*, taught by MIS Division Director, Dr. Laku Chidambaram. The course consisted of classroom lectures, case studies, cultural immersion, and company visits to Dell, Coke, brakes India Ltd., and Infosys. This fantastic experience shows how JCPenney students are internationally focused, culturally sensitive, and are gaining exposure to and an understanding of today's flattening world.

**Leadership Associate  
Awards and Senior Recognition  
Event**

This special event held on May 15, 2009 spotlighted Leadership Associate Award winners and the Leadership Programs graduating seniors. Parents, spouses, and family member witnessed exciting memories, friendships, opportunities, and accomplishments that this special program provides.



The Bruzzy Westheimer  
Leadership Scholarship:  
Julia N. Roberts



Eggstravaganza  
Co-Chair  
Recognition:  
Kalynn Dean  
Ben Shreffler



Outstanding New  
Associate Award:  
John Wood



The JCPenney Leader-  
ship  
Research  
Fellowship:  
Laura Flinton  
Stephen Spence



Overall High GPA:  
Zachery Wszolek  
(Senior)  
Alissa Myers (Junior)



The JCPenney  
Leadership Office  
Fellowship  
Angjeliqi Marko  
Amy Henderson

## Testimonials from Graduating Seniors

"I feel the JCPenney Leadership Program has been a key factor in the development of myself as a leader at the University of Oklahoma and has adequately prepared me for my future career. Thanks for everything."

-Tyler Ferguson

"I feel that the JCPenney Leadership Program really prepares you for the business world and environment. It gives you a glimpse of different companies and the opportunity to meet CEO's and well known and successful business figures. I really think attending the distinguished visitors, information session, career service programs, etc. were all beneficial events and requirements and only made me a stronger and better rounded business student. I feel it did instill a sense of leadership inside of me and I always thought it was a big honor to be a part of the program."

-Tracie Benshoof

I gained the opportunity to interact more closely with professionals in industry. I enjoyed hearing their first hand experiences and advice for students. These opportunities would not have been as available to me if I was not in the program."

-Kim Taylor

I gained the confidence to be able to sit down with executives and carry on a conversation. I feel like I received first-hand business world experience that can't be learned in the classroom.

-Jennifer Schem

The experience helped me to further develop my leadership skills which I believe, in part, has led me to choosing the start-up company route in business."

-Blaine Pinard

"I Learned from various leaders in different industries on their success, and how they got there. Also, I learned most importantly to believe in myself, and hard work is important."

-Funke Akin-Ajayi

"I gained friends, confidence in myself when I'm in a professional situation and the importance of community service."

-Lola Akin-Ajayi

"I gained an innumerable amount of contacts and friends that share the same ambitious nature and drive; people I can look to in times of need. I also was able to develop my leadership potential and test it out in everyday examples!

-Stefan Benight

"I gained professional skills to prepare for any job."

-Mary Dexter

"My gain was in leadership skills and networking. I feel it enriched my college experience by letting me share and learn from other associates."

-John Doerpinghaus

"I feel that I gained most from hearing the speakers and taking in all of the advice that they gave us from their experience. It was interesting to see how different each career path was and it made me realize that I can really do anything with my business degree."

-Kristin Dunn

"I gained more understanding about networking and improved my ability to network in various settings."

-Amanda Holloway

"I gained marketable skills that I may be able to use as a manager in the future"

-Samantha McClung

"I received a better sense of how to network and how to get the jobs that I wanted."

-Mallory Murphy

"Networking and meeting other well established business executives"

-Meredith Oliveti

"I learned about the importance of being involved in networking activities."

-Whitney Olson

"Volunteerism and everything attached to Career Services and Mock Interviews"

-Benjamin Shreffler



## JCPenney Leadership Graduate Achievements and Honors 2008—2009

2<sup>nd</sup> Place 2009 Governor's Cup  
 Adam S. Buford Scholarship  
 Adams Center Resident Advisor  
 Alpha Epsilon Delta Honor Society  
 Alpha Lambda Delta Honor Society  
 Alpha Omicron Pi Public Relations Officer  
 Alpha Phi Omega  
 Alpha Phi Omega Secretary  
 Alumni Scholars Scholarship  
 Anadarko Petroleum Corporation Scholarship  
 AP Scholar  
 AP Scholar with Honor Award  
 Association of Government Accountants Scholarship  
 Asst Vice-President of Finance Interfraternity Council  
 Beta Alpha Psi  
 Beta Gamma Sigma National Honor Society  
 Beta Theta Pi Asst Rush Chairman  
 Beta Theta Pi Judicial Board Chairman  
 Beta Theta Pi Pledge Social Chair  
 Big Event Executive Member of the Week  
 Big Event Group Leader  
 Big Event Student of the Week  
 Brent Morse Scholarship  
 CAC Sooner Scandals Executive Committee  
 CAC University Sing Executive Committee  
 Charles & Gloria Billingsley Accounting Scholarship  
 Chesapeake Energy Corporation Scholarship  
 Chevron Scholarship  
 ConocoPhillips Scholarship  
 DAPL Scholarship  
 David A. Burr Scholarship  
 Delta Gamma Alpha Iota Fund Scholarship  
 Delta Gamma Outstanding New Member  
 Delta Phi Alpha Honor Society  
 Dennis McLaughlin Award  
 Dr. James L. Nicholson Alumni Scholarship  
 Elmer J. & Juanita S. Thrower Memorial Scholarship  
 Energy Cup Scholarship  
 Gamma Beta Phi  
 George Bourland Scholarship  
 Golden Key International Honor Society  
 HCSA Executive Treasurer  
 Henderson Scholars  
 Honor Scholar  
 Honors College  
 Honors College Leadership Center Learning Scholarship  
 International Leadership Class  
 JCPenney Leadership Program  
 JCPenney Leadership Student Advisory Board  
 JCPenney Leadership Office Fellowship  
 JCPenney Leadership Overall High GPA –Senior  
 JCPenney Leadership Eggstravaganza Co-Chair  
 Kansas Consortium Tradition Award  
 Kappa Kappa Gamma  
 KPMG LLP Scholarship  
 Lambda Chi Alpha Associate Scholarship  
 Lambda Chi Alpha Freshman Scholarship  
 Lambda Chi Alpha Malone Scholarship  
 Lambda Chi Alpha National Conference Delegate  
 Lambda Chi Alpha Risk Manager Officer  
 Lambda Chi Alpha Treasurer  
 Linda r Dunham Scholarship  
 Linda Weddle Scholarship  
 Marathon Oil Corporation Scholarship  
 Masonic Award  
 Melvin C. Hall Scholarship Selection Committee  
 Monster Diversity Leadership Program  
 National Honors Society of Collegiate Scholars  
 National Merit Scholar  
 OCAPLTA Scholarship  
 Oklahoma Intercollegiate Legislators Representative  
 Oklahoma Publishing Company Merit Scholarship  
 OU Honor Roll  
 OU Honors Scholars  
 OU HOPE Award  
 OU Pan-Hellenic Scholarship  
 OU Regents Scholar  
 Outstanding Freshman 2006  
 Outstanding Marketing Business Student –Senior  
 Outstanding Member Sigma Phi Epsilon 2006-2007  
 Outstanding Service Award NRHH  
 Outstanding Sophomore 2007  
 Outstanding Student in Accounting 2008-2009  
 PACE Award  
 Peter F. Greiner Leadership College Graduate  
 Phi Kappa Phi Honor Society  
 Pi Beta Phi Honor & Respect Values Award  
 Pi Kappa Phi Treasurer  
 Pillars Treasurer  
 PLANO Scholarship  
 President Boren Award  
 President's Honor Roll  
 President's Leadership Table  
 President's List  
 Price College of Business Scholarship  
 Price College of Business Dean's Honor Roll  
 Rath Foundation Academic Scholarship  
 Robert Newton International Scholarship  
 Rotary Club Scholarship  
 Sigma Alpha Lambda Honor Society Vice-President  
 Sigma Phi Epsilon Alumni Relations Chair  
 Sigma Phi Epsilon Executive Board  
 Sooner Designer of the Year  
 Sooner Heritage Scholarship  
 Student Media Features Staffer of the Year  
 Sylvia Lewis Scholar  
 Tau Kappa Epsilon Leadership Academy  
 Tau Kappa Epsilon President  
 Tau Kappa Epsilon Treasurer  
 Tau Kappa Epsilon Vice-President  
 Union Programming Board Chair  
 University College Dean's Honor Roll  
 University College Dean's List  
 University Scholars Scholarship  
 University Sing Executive Committee  
 Vice President IT/Web Advertising IBC  
 Vice-President Philanthropy Sigma Phi Epsilon  
 Walter B. Malone Scholarship  
 William F Schaper Finance Scholarship  
 William K. Newton International Scholarship  
 William M. Majors Mentoring Program

## JCPenney Leadership Post Graduate Careers 2008—2009

Chesapeake Energy Corporation –Landman  
Design-Build Masters Program –Auburn University, Alabama  
DustDown –Self-employed  
Ernst & Young –Audit Staff One  
Grant Thornton –Assurance Associate  
Jurist Doctorate –SMU Dedman School of Law, Dallas, Texas  
KPMG LLP –Audit Associate  
KPMG LLP –Staff  
Lufthansa German Airlines –Passenger Sales Intern  
Master of Accountancy –OU, Price College of Business, Norman, Oklahoma  
Master of Public Administration –OU, Price College of Business, Norman, Oklahoma  
Master of Science in Accounting –Southern Methodist University, Dallas, Texas  
Noble Energy Inc –Land Negotiator  
Northwestern Mutual –Associate Financial Rep/Director of Operations  
RiskMetrics –Voting Analyst  
TWG Insurance –Client Service Associate  
University of Oklahoma –PR/Marketing Specialist

## Professionalism

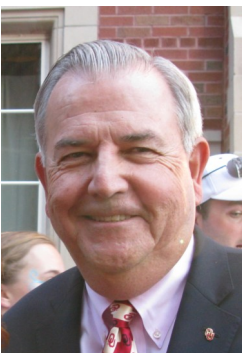
There are many resources at the JCPenney Leadership Center to develop the nascent professionalism of our Leadership Associates. In this regard, some of the program highlights from the 2007-08 academic year are included in this section of the annual report.

### Distinguished Visitors 2008-2009

The JCPenney Leadership Center hosts nationally respected leaders who have achieved prominence as executives in business, government or academia. The Distinguished Visitor Series provides the Leadership Associates with the opportunity to interact and learn from the experience and wisdom of these exceptional leaders. Distinguished visitors during the 2007-08 academic year were:



The Leadership Center was privileged to have Jeff Allison, OU alumnus and JCPenney Executive Vice President and General Merchandise Manager of the JCPenney Company spend September 25th with Leadership Associates. During his stay, students had the opportunity to both hear his presentations and interact on a personal level with him. His feature presentation covered a range of topics including marketing, current trends in retail, management, and the impact of information technology on business.



It was timely and exciting that during its 20th year of existence and 15th year anniversary of the JCPenney Leadership Program, W. R. Howell, former JCPenney Corporation CEO and one of the visionaries behind the JCPenney Leadership Program, could join current leadership associates for a "Fireside Chat." Mr. Howell shared stories about his rise in the JCPenney Company while emphasizing the important values that helped him and are still relevant today: integrity and a strong work ethic. Using poignant examples, he stressed how imperative values are in business and in every aspect of life. At the end of Mr. Howell's presentation, the Chair of the Student Advisory Board, Christine Seay, presented Mr. Howell with a "Legacy of Leadership" award, thanking him for the valuable opportunities he helped make possible to hundreds of associates.

The JCPenney Leadership Center was happy to host one of its own graduates as a distinguished speaker this spring. Sam Hinkie, Vice President of Basketball Operations for the NBA Houston Rockets, shared with students information about the historical evolution of sports business and gave associates a small glimpse into his fast-paced, data driven lifestyle. By recounting his daily dealings with Yao Ming and stories of helping the Rockets reach their full potential, Mr. Hinkie captured associates' attention. He reiterated that, at the end of the day, the NBA is a business driven by financial and statistical numbers. As the youngest Vice President in the NBA, Sam Hinkie is a shining example of a JCPenney success story and an inspiration to current associates.



## Corporate View

JCPenney Leadership Associates participating in a "Corporate View" receive a day long, behind-the-scenes look at a local or regional company. Corporate Views also offer a dynamic learning opportunity and an avenue to experience leadership in action through observation and networking.

### 2008-09 Corporate View:

#### Devon Energy

In February, associates attended a corporate view at Devon Energy, one of Oklahoma's most reputable energy companies. During their visit, leadership students had the opportunity to learn about the upcoming Devon building and tour parts of the current facilities, including the trading floor. They also had the opportunity to learn from various professionals in the company including the human resources, land management, and accounting departments.



*Devon Energy Corporation is one of the world's leading independent oil and gas exploration and production companies. . Devon owns natural gas pipelines and treatment facilities in may of our producing areas, making it one of North America's largest proces-*

## Price College of Business Dean's Speaker Series

JCPenney Leadership Associates are privileged to have access to high-level speakers hosted by the Dean of the Price College of Business. In these executive mentoring sessions, a small group of students meets for 45 minutes to an hour with some of businesses' finest, allowing them to gain valuable knowledge and insight that will be useful for their future careers. Students engage with these professionals by asking questions ranging from those specifically addressing issues facing the industry to more personal ones, such as those regarding their career paths. These opportunities are valuable to associates and provide them with an incredible forum for receiving mentoring, and for networking and learning.

### Kanaly Series presents Steve Kerr

On September 19th., the JCPenney Leadership Program Student Advisory Board proudly hosted Dr. Steve Kerr for breakfast. During the session, Dr. Kerr discussed how inextricably linked ethics and leadership are both in business and life. Dr. Kerr also talked about how ethics and leadership played a defining role in his career as a Chief Learning Officer of General Electric and as an executive at Goldman Sachs.



### Kanaly Series Presents Gerard Arpey

On April 23rd, Gerard Arpey, CEO of American Airlines, addressed an eager audience of students, faculty, and professionals about leadership drawing on popular as well as religious literature. Later, in his mentoring session with Leadership Associates and MBA students, he discussed union negotiations and fluctuating fuel prices. Throughout his interactions with students, Mr. Arpey emphasized the importance of principle-based decision making. He said that when facing difficult times or controversy, it is always helpful to be able to go back to these principals.



Price College of Business  
Dean's Speaker Series

**Distinguished Speaker, John Carrig**

On February 27th, John Carrig, COO of ConocoPhillips, spoke about Global Energy Solutions. He discussed the impact of alternative energy research, the challenges the energy industry faces today, and the global energy environment. In addition, Carrig shared his experiences about moving up the ladder and advice with students about having a successful career.



**Distinguished Speaker, Archie Dunham**

On October 23rd, Archie Dunham, former chairman of ConocoPhillips, spoke to Michael F. Price College of Business students about energy and the geopolitical environment. Students and faculty were able to pose questions about Dunham's experience at ConocoPhillips and about his views on globalization and energy consumption. Dunham is an OU grad and encourages students to become more aware of the global environment and take advantage of international opportunities.

**Special Visitor Brian Cantrell**

Brian Cantrell was named Chief Financial Officer and Senior Vice President of Alliance Holdings, GP, which produces and markets coal to major U.S. industries. On April 30, 2009 Mr. Cantrell talked to several students about the use of coal as the number one source of electricity in the United States, as well as the environmental impact of coal mining. In addition, he showed student how he has been able to utilize his role in the company to address the media's perception of coal mining.

**Executives in Residence**

OU Alumnus, successful producer and Chairman of the OU Board of Regents, Max Weitzenhoffer, addressed a group of 12 Associates about the business of theater, both in New York and London. Weitzenhoffer emphasized that great financial success requires an even greater civic responsibility to one's community, as well as a strong work ethic. This is a lesson Weitzenhoffer personifies in his commitments to the University of Oklahoma and the state of Oklahoma.



Executive in Residence Chuck Doyle, Chairman of Texas First Banks, gave a group of associates an inside glance into the largest public offering in history. Doyle discussed the Visa IPO with associates, affording them tremendous perspective into both the high level strategy involved and the issues that arise before the opening bell.

In December, The University of Oklahoma was privileged to host Doug Lattner, chairman and CEO of Deloitte Consulting LLP, as an Executive in Residence. JCPenney Associates spent an hour asking questions about MIS and IT security, as well as learning from Lattner's experience with Deloitte.



Professional Development

**10/07 Investor Symposium**

Michael F. Price sponsored leadership associates Alissa Myers and Christiaan Bester participation in the Great Investors Event in Dallas. The event, consisting of a nine-panelist presentation, provided a forum from distinguished investors to discuss the current financial crisis. Among the notable speakers were Michael F. Price and T. Boone Pickens, each of whom gave their opinions, forecasts, and analysis of the current market.

**21st Century Business Topic & Trends**

As part of our 21st Century Topics and Trends series, students participated in either Dr. Nim Razook's session on "Leadership and Ethics," Dr. Robert Zmud's session on "Harnessing Technology to Achieve your Business Goals," or Dr. Mark Sharfman's session on "Does Being Green Pay Off?" Dr. Razook, Professor of Legal Studies, stressed the importance of ethics of in the business environment and contrast between legal and moral ethics. Dr. Robert Zmud, Professor of MIS, explained the emerging technology trends and the necessity of technologically proficient employees. Dr. Sharfman, Director of the Division of Management, challenged students to think about how increased environmental conversation and awareness is affecting how companies conduct business.



4/3/09 Dr. Mark Sharfman, "Does Being Green Pay Off in the Stock Market?"



11/14/08 & 3/6/09 Dr. Nim Razook, "Leadership and Ethics"



Mike Utsler, BP

**4/17—4/18 BP Asset Simulation Game**

This April, BP hosted an Asset Simulation course for OU students. JCPenney's energy-minded associates teamed up with students from other disciplines to make investment decisions on oil and gas projects and then present these strategies to their peers and company representatives. The top teams with the soundest investment decisions and thus earnings were rewarded with generous prizes from the company. This one-day course, delivered by top company executives, is the first of its kind to be held on a college campus.

## Professional Development

### **2/10 The Recruiting and Internship Process**

KPMG partner, Scott Wilson, made a presentation to Leadership Students where he shared insights and imperatives regarding recruiting and internships. This insider information helped empower students with information to help them land a good internship and maximize their time there to possibly turn the internship into a job offer.



### **Resume Writing Critique and Interview Skills**

Helping Associates better present themselves to employers in order to increase their job opportunities and likelihood for success is one of the Leadership Center's primary goals. Toward this goal, the Center partners with Career Services to help improve students' resumes and interviewing skills. All Associates sign up to participate in small group sessions with the Assistant Director of Career Services, Whitely Graham, who gives feedback and answers questions regarding each Associate's resume. Whitley serves as a guide for students conducting their career exploration as well as providing concrete advice on interviewing and job search strategies.

## Additional Professional Development Opportunities

**9/17 Job Offers & Salary Negotiations with Robert Harper**

**9/29, 10/30, 2/13 Mock Interviews with Robert Harper**

**2/6 Career Fair Strategies with Robert Harper**

**2/24 Greater Grads Career Fair sponsored by OKC Chamber of Commerce**

### **Leadership Conference**

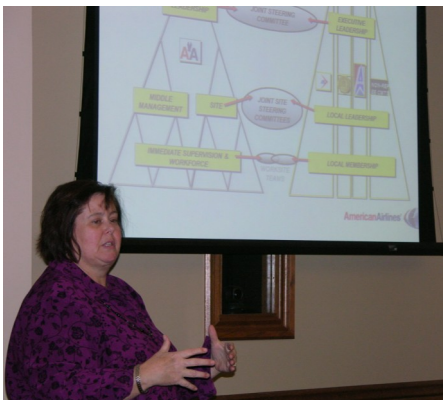
In the Spring, the Leadership Center sponsored the attendance of associates John Wood and Hamid Pezeshkian to the Hatton W. Sumners Student Leadership Conference held by the Center for Ethical Leadership at the University of Texas from February 26th-March 1. The conference included high level speakers, trained facilitators and students from all over the U.S. and Mexico. Both students commented that this was an incredible experience that they will always remember.

**10/03 “Communication: The Foundation of Effective Leadership”**

Mr. Kelly Riggs, founder and owner of VMax Consulting, presented his third leadership workshop, which demonstrated situations where poor communication within companies has had catastrophic consequences. What truly illustrated the importance of workplace communication was the hands-on experience, during which volunteering associates were unable to speak while collectively piecing together puzzles.

**03/12-03/13 “Developing Your Leadership Potential,”  
Presented by JCPenney Company**

Jeff Allison, Executive Vice President and General Merchandise Manager of the Home Division of JCPenney, facilitated an interactive workshop for new associates, focusing on key traits of leaders and overall leadership development. During the workshop, associates learned about defining a vision, trust, and candor, and even practiced coaching and feedback exercises. Mr. Allison's personal stories of his career development kept students engaged.



**04/03 “Back From The Brink – An Experiential Journey”**

American Airlines gave JCPenney associates an unprecedented opportunity to experience crisis management when they simulated the events of September 11, 2001. During this workshop, Associates gained a sense of how to conduct themselves and manage others during a major catastrophe through a role playing exercise.

**04/10 “Maximizing Performance in Sports and Business”**

Stephen Long, PhD and president of the Institute for Level 6 Leadership, facilitated a workshop for JCPenney Leadership students, Honors College students, and OU athletics. The focus of the workshop was to show how strong character and high performance are on-and-the-same, therefore making character development vital to students' leadership development.





Volunteering at the University of Oklahoma and in the Norman community offers our Associates opportunities to make a difference, understand the importance of their efforts, and interact with each other. Leadership Associates volunteered and participated in the following events for the 2008-2009 academic year:



#### East Main Place Shelter

As the holiday season approached, Leadership Associates lent a hand at the East Main Place homeless shelter in Norman. Around 60 associates worked hard to help clean and organize the grounds, offices, and storage rooms in the complex and to move furniture where needed.

#### Eggstravaganza

The Sam Noble Oklahoma Museum of Natural History and the JCPenney Leadership Program hosted the 11th annual, area-wide Eggstravaganza celebration in the Spring. This event gave Leadership Associates the opportunity to spend time with children and families from the Norman community. This year, the event included an egg hunt, crafts games, cookie walk, moonwalk, face painting, pictures with the Easter Bunny, and of course, a plethora of children.



## Networking

At the JCPenney Leadership Center, we are constantly seeking opportunities to expand interaction between Leadership Associates, the business community, the university community, state leaders, and the Price College of Business faculty and staff. The following programs offer invaluable opportunities for career-building and networking throughout the year.

### Meet the Dean

The Dean of the Business College is the administrative head of the university's business program. Their responsibilities include developing the curriculum, staffing the department, reviewing faculty performance, and creating an atmosphere conducive to scholarly pursuits. The objective of meeting the deans is to provide students the opportunity to interact and build relationships with the Dean of the Business College. During the discussion, Leadership Associates learn more about the goals of the College, upcoming events, and future plans. They also have the opportunity to share their opinions and ideas about Price College of Business.



### Meet Mr. A



Meet Mr. A is a group roundtable discussion which serves two purposes: fraternity building and professional development. With over 900 alumni, The JCPenney Leadership Program has a rich history and Mr. A has been an important part of it. Students learn how the program started, how it evolved and its importance in the lives of many successful alumni. Meet Mr. A also serves as an Associate professional development session. Often during a student's job search and even in the early years of their careers, both students and professionals are asked about their career interests and goals. Meet Mr. A is an opportunity for students to explore, reflect on, and articulate these goals. As a former Director of the University of Oklahoma's Career Services Office and founding Director of the JCPenney Leadership Center, Mr. A has poignant wisdom and insight regarding career decisions to share with students. It is worth noting that because of his leadership and talent, the Career Services Office earned a national reputation for excellence. Also, throughout his many years of service to the University of Oklahoma, he has consistently earned high praise for his mentoring abilities with outstanding OU students.

### Alumni Mentoring

As mentoring and networking become increasingly important, the JCPenney Leadership Program is re-establishing ties with its alumni network. The Student Advisory Board spearheaded the creation of an Alumni Mentoring Program, in which the JCPenney Leadership Program's distinguished alumni will be matched with a current associate beginning in the fall of 2009.



Each year at the JCPenney Leadership Center, students are given the opportunity to attend a wide variety of corporate information sessions and learn about exciting internship and job opportunities in many fields. The Center's connections include and extend beyond the companies listed—many of whom look first at the Program when recruiting bright, talented, and motivated interns and graduates. The following pages contain an outline of the information sessions presented during the 2008-09 year.

**Koch Industries**

September 11, 2008

Based in Wichita, Kan., Koch Industries owns companies involved in refining and chemicals; process and pollution control equipment and technologies; minerals and fertilizers; fibers and polymers; commodity and financial trading and services; and forest and consumer products. With \$110 billion in revenue, Koch companies have a presence in nearly 60 countries and employ about 80,000 people.

**Pricewaterhouse Coopers**

September 22, 2008

Formed in 1998 from a merger between Price Waterhouse and Coopers & Lybrand, PwC has a history in client services that dates back to the nineteenth century. Today, PwC serves 16 industry sector concentrations. PwC has industry-focused professionals in the fields of assurance, tax, human resources, transactions, performance improvement, and crisis management to help resolve complex client and stakeholder issues worldwide.

**ConocoPhillips**

November 10, 2008

ConocoPhillips uses its pioneering spirit to responsibly deliver energy to the world. As the third-largest integrated energy company in the United States—based on market capitalization, oil, and natural gas reserves—the company understands its responsibility to deliver energy in a safe, environmentally and socially responsible manner. With more than 30,000 employees worldwide and operations in over 30 countries, ConocoPhillips is committed to contributing to social, economic, and environmental improvements in all the communities in which it operates.

**OKC Chamber of Commerce**

November 19, 2008

The greater Oklahoma City Chamber is the voice of Business and the visionary organization in Oklahoma City. The Chamber's goal is to create a business climate that attracts new businesses and enhances growth and expansion opportunities for existing businesses. It also seeks to create a community with an irresistible quality of life and to create value-added membership opportunities and benefits.

**KPMG**

February 10, 2009

KPMG operates as an international network of member firms offering audit, tax, and advisory services. The company works closely with clients, helping them to mitigate risks and grasp opportunities. KPMG's network of member firms in over 140 countries worldwide share the same values. KPMG's reputation is created by the way the people within its member firms act with clients, colleagues, and their communities.

**Protiviti**

March 2, 2009

Protiviti is a leading provider of independent internal audit and business and technology risk consulting services. They help clients identify, assess and manage operational and technology-related risks encountered in their industries and assist in the implementation of the process and controls to enable their continued monitoring. They also assist companies with Sarbanes-Oxley and corporate governance compliance, and offer a full spectrum of internal audit services, technologies and skills for business risk management.

**Proctor & Gamble**

April 2, 2009

The P&G community consists of over 138,000 employees working in over 80 countries worldwide, providing products and services of superior quality and value to consumers in over 180 countries. P&G has one of the largest and strongest portfolios of trusted brands, including Pampers, Tide, Ariel, Always, Pantene, Bounty, Pringles, Charmin, Downy, Iams, Crest, Actonel, and Olay.

**Pepsi Bottling Group**

April 14, 2009

The Pepsi Bottling Group is the world's largest manufacturer, seller, and distributor of Pepsi-Cola beverages, generating nearly \$14 billion in annual sales. It operates in the United States, Canada, Greece, Mexico, Russia, Spain, and Turkey, accounting for more than one-half of the Pepsi-Cola beverages sold in North America, and about 40 percent of Pepsi-Cola system volume worldwide.

## Team-Building

In August, the Student Advisory Board headed north to Sky Ranch Cave Springs on their Fall Retreat. Between team building exercises and intense planning sessions, the SAB not only set the vision for the year, but also defined the goals to realize this vision. Armed with fresh ideas, the SAB strategically assessed the strengths and weaknesses of the Leadership Program, challenging convention, and charging ahead into another successful year.

In the Spring, the SAB team held an overnight retreat in OKC to take stock of the years progress and plans for the semester ahead.



## Leadership Meetings

Every month, leadership associates gather to take a break from their fast paced schedules. These monthly meetings provide time to discuss business topics, the program's upcoming events, and even soft skills, like non-verbal communication. Most of all, however, it is a time for associates to reconnect and strengthen relationships with one another.



## New Member Orientation and Spring Retreat

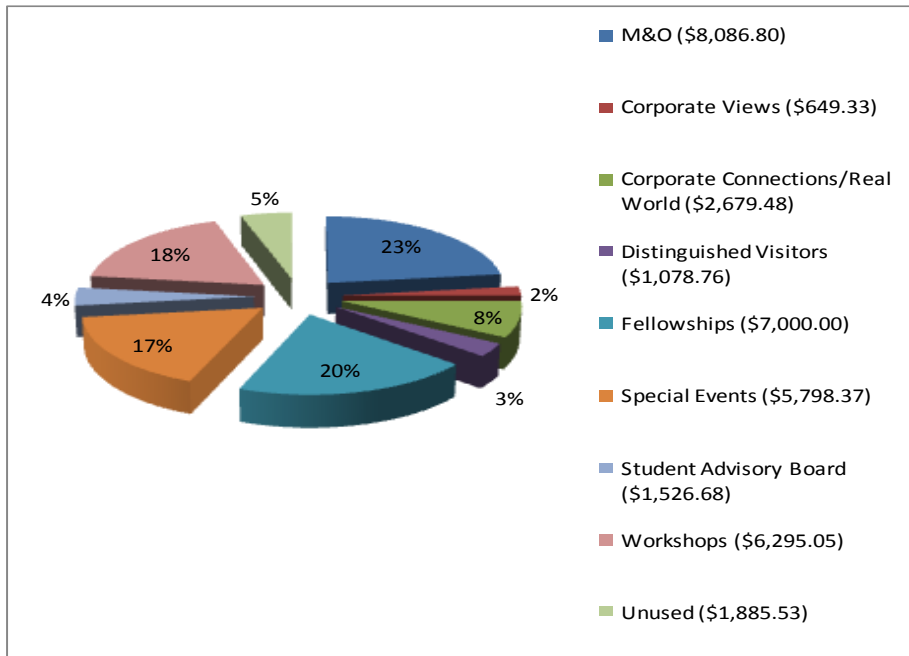
The Leadership Program welcomed 61 new associates on board during the fall orientation. During this event, they learned about the myriad of opportunities available to them as an associate and about what it takes to be a leader. Students also participated in icebreaker exercises led by lead team. As current and future leaders, students also learned about importance of knowing their strengths and about emotional intelligence through a presentation given by David Williams, Director of the Business Communications Center.

The Leadership Program held a New Member lock-in at Journey Church in January where associates again participated in ice breaking games and business networking exercises. Robert Harper, Director of Undergraduate Career Development and External Relations, was the featured speaker, challenging students to combine a mixture of their career ambitions and personal information into one "elevator speech."

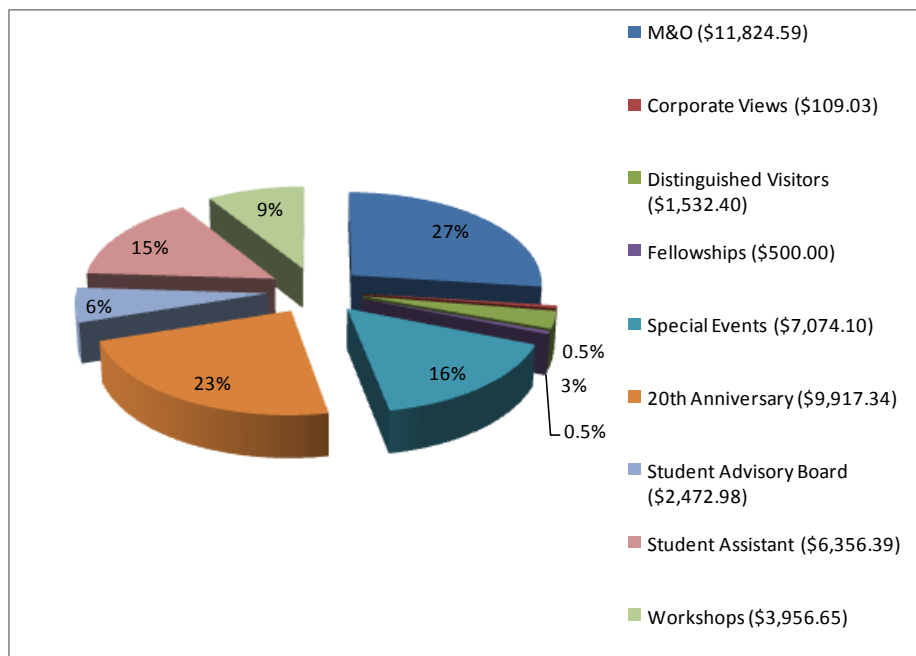


# JCPenney Leadership Program Budget Distribution FY2008 & FY2009

## JCPenney Leadership Program FY2008 Budget Distribution



## JCPenney Leadership Program FY2009 Budget Distribution



# The 2008-2009 JCPenney Leadership Alumni Advisory Board

**Stephanie Dhimmar**, the current Chairman of the Board, is a Sr. Assistant Buyer in the Home Division of JCPenney Co. She graduated from The University of Oklahoma with a Bachelor of Business Administration degree in May of 2004.

**Jeffrey J. Allison** is Executive Vice President and General Merchandise Manager of home and custom decorating. Jeff joined JCPenney in 2000 and previously served as executive vice president and director of planning and allocation. Before joining the company, he was vice president of finance at Express, Inc., a division of The Limited, Inc. Jeff received his BBA in finance from OU in 1985.

**William R. Audas** (alias "Mr. A"), retired, is the former director of the University of Oklahoma's Career Services Office and adjunct Assistant Professor of Marketing. He is also the founding Director of the JCPenney Leadership Center and mentor Emeritus. He has been serving the OU community since 1978.

**Danny Broadfoot** is a 2004 graduate of OU, earning degrees in MIS and Letters. Danny found his current employment at Nexus Media through the JCPenney Leadership Program. He joined Nexus in its second year of business, helping build the company from a small start up in Oklahoma City to a global, multi-million dollar corporation, serving various roles in operations, project management, and product development. Recently, Danny decided to pursue his MBA full time and will be returning to Price College this fall.

**Bryan Burke** is Senior Vice President and Director of the Retirement/Insurance channel for Federated Investors. Bryan joined Federated in 2002 and helped start the National Account Group. Before joining the company he was Regional Vice President at Merrill Lynch. Bryan serves on the Presidents Council for the University of Oklahoma. He graduated from OU with a degree in Accounting in 1994.

**Mary Cochran** is a Partner in Ernst & Young's Assurance and Advisory Business Services practice, Mary has more than 18 years experience serving publicly-held and private companies primarily in the manufacturing, energy and retail industries. Mary is the Accounting Division Chair for the United Way for the Oklahoma City Area and serves on the Board of Visitors for the University of Oklahoma School of Accounting. She is also a member of the AICPA and the Oklahoma Society of CPAs.

**Katie Eidson Griffin** is the Director of the Office of Professional & Career Development for the University of Oklahoma College of Law. She is Co-Chair for the YWCA Purple Sash Gala and serves on the Executive Board for Norman NEXT, the Executive Board for the YWCA, and as a liaison for the Oklahoma Bar Association Professionalism Committee. Katie graduated from the Michael F. Price College of Business in 2002 with degrees in Finance and Marketing and from the OU College of Law in 2006.

**Kelley J. Grace**, CPA, is a Tax Senior Manager with Eide Bailly LLP in Norman, Oklahoma. She currently serves as Treasurer and Finance Chair for the Cleveland County YMCA, the Treasurer of Norman NEXT, is a member of the President's Club Committee for the Norman Chamber of Commerce and a board member for the Exchange Club of Norman. Kelley graduated from the University of Oklahoma in May 2000 with majors in Accounting and Finance.

**Vaughn Graham** joined Bank of Oklahoma (BOK) through its ACT training program in Tulsa in 2003 and is now the Relationship Manager/Commercial Lender in the Healthcare/Corporate Banking group. Vaughn has served on the Cystic Fibrosis Foundation Junior Board, Committee for the Waltz on the Wild Side Tulsa Zoo fundraiser, and coached a local middle school basketball team for the past five years. He graduated from the University of Oklahoma in the spring of 2003 with a degree in Finance.

**Greg Lovasz** is a Principal with SCP Capital, an investment group that specializes in single tenant real estate projects nationwide. Greg has completed over \$5 billion of acquisitions and works directly with corporate users of real estate to optimize the economics and overall structure of their holdings. He graduated from OU with a degree in Accounting in 1992.

**Keith E. Peters** is an attorney with the Oklahoma City law firm of McAfee & Taft, where he practices in the firm's Tax and Family Wealth group. An accounting graduate, Keith is a 2002 alumnus of the University of Oklahoma and a Certified Public Accountant. Keith holds a JD from Harvard Law School and an LLM in Taxation from New York University.

**Elizabeth Willie Pigg** is the Campus Recruiting Manager for KPMG, LLP in Dallas, TX. She graduated from the University of Oklahoma in 2002 with a degree in accounting. She is excited about the opportunity to serve on the board and get more involved in the program.

**Daniel Pullin**, University of Oklahoma Vice President for Technology Development and Business Development, directs the commercialization operations of the Office of Technology Development and manages Business Development efforts for the University including the administration of OU's Center for the Creation of Economic Wealth (CCEW). Pullin holds undergraduate degrees from OU in finance and accountancy and an MBA degree from Harvard Business School. Prior to joining OU in 2006, Pullin served as vice president of strategy and business development for Home Interiors & Gifts.

**Doug Sterk** is the Vice President of Finance for Simons Petroleum, Inc., one of the largest fuel and lubricant distributors in the U.S. He previously worked with Arthur Andersen, Pricewaterhouse Coopers and as controller for Medley Material Handling Company. He is a CPA and serves on the Board of Advisors to the Women's Studies program at the University of Oklahoma.

**Dr. Nim Razook** is the Associate Dean for Undergraduate Programs at Price College of Business, the David Ross Boyd Professor of Legal Studies and the Robert Zinke Chair in Energy Management. His teaching interests include the legal environment, ethics and commercial law. He is currently the staff editor of the *American Business Law Journal*.

**Dr. Michael R. Buckley** is the JCPenney Company Leadership Chair and Professor of Management and Psychology at Price College of Business. His teaching interests are in the area of human resources management and management principles. He has published more than 70 refereed journal articles.

**Cindy Lopez** is the Director of the JCPenney Leadership Center. Her career has principally been in international development as a consultant to the World Bank. She has also instructed both undergraduate and graduate students in the area of international relations.

**Christine Seay** is an economics and international business major and the 2008-2009 Chair of the JCPenney Leadership Center Student Advisory Board.



# JCPenney Leadership Principal Activities and Attendance for 2008-2009

## FALL 2008 ACTIVITIES

	PARTICIPATION
Student Advisory Board Fall Retreat	8
Organizational Meeting #1	47
PCB Kanaly Executive Mentoring Sessions -Dr. Steve Kerr	19
PCB Kanaly Lecture Series -Dr. Steve Kerr	29
Koch Industries Information Session	6
Job Offers & Salary Negotiations with Robert Harper	5
PricewaterhouseCoopers Information Session	8
JCPenney Company Mentoring Session	5
Distinguished Visitor -Jeff Allison, JCPenney Co.	21
Mock Interviews with Robert Harper (various sessions)	12
Career Services-Resume Critiquing (all 3 sessions)	24
Meet Mr. A (all 2 sessions)	14
Meet The Deans (all 2 sessions)	12
Workshop #3 -Kelly Riggs	56
Organizational Meeting #2	53
21 <sup>st</sup> Century Business Topics/Trends -Dr. Robert Zmud	10
21 <sup>st</sup> Century Business Topics/Trends -Dr. Nim Razook	21
Sooner Showcase	10
New Member Orientation	60
PCB Distinguished Speaker Series -Archie Dunham	18
PCB Executive-In-Residence -Chuck Doyle	12
Distinguished Visitor -W.R. Howell, Former Chair & CEO JCPenney Co.	91
Energy Entrepreneur Symposium	9
Organizational Meeting #3	69
Philanthropy -East Main Place Homeless Shelter	60
ConocoPhillips Information Session	12
Greater OKC Chamber of Commerce Information Session	10
Distinguished Visitor -J. Rufus Fears & Leadership Program's 20 <sup>th</sup> Anniversary Celebration	103
Special Guest Speaker -Steve Burrage, State Auditor	5
Special Guest Speaker -Doug Lattner	5

## SPRING 2009 ACTIVITIES

	PARTICIPATION
Distinguished Visitor Mentoring Luncheon -Sam Hinkie, VP Basketball Operations, Houston Rockets	14
Distinguished Visitor -Sam Hinkie, VP Basketball Operations, Houston Rockets	71
New Associate Lock-In Retreat	58
SAB Spring 2009 Winter Retreat	10
JCPLP Reader Leader Book Club -"Barbarians at the Gate"	9
JCPLP Reader Leader Book Club -"Winning"	4
JCPLP Reader Leader Book Club -"Three Cups of Tea"	3
Career Fair Strategies with Robert Harper	4
Career Development Session -KPMG	27
KPMG Information Session	12
Career Services-Resume Critiquing (all 2 sessions)	8
Meet Mr. A (all 2 sessions)	18
Meet The Dean (all 3 sessions)	23
Mock Interviews with Robert Harper	6
Corporate View - Devon Energy	13
Greater Grads Career Fair -OKC Chamber of Commerce	4
PCB Distinguished Speaker Executive Mentoring Session -John Carrig	15
PCB Distinguished Speaker Series -John Carrig	35
Protiviti Information Session	6
Career Services -Job Search Ethics Seminar with Whitley Graham	5
21 <sup>st</sup> Century Business Topics/Trends -Dr. Nim Razook	10
21 <sup>st</sup> Century Business Topics/Trends -Dr. Mark Sharfman	20
Organizational Meeting #4	52
JCPenney Company Workshop -"Developing Your Leadership Potential"	39
Proctor & Gamble Information Session	12
American Airlines Workshop -"Back From The Brink -An Experiential Journey"	38
11 <sup>th</sup> Annual Eggstravaganza	78
Level Six Leadership Workshop-"Maximizing Performance in Sports and Business" Pepsi Bottling Company Info Session	12
Organizational Meeting #5	5
BP Asset Game	45
PCB Executive-In- Residence -Regent Max Weitzenhoffer	14
PCB Kanaly Executive Mentoring Sessions -Gerard Arpey	12
PCB Kanaly Lecture Series -Gerard Arpey	11
Special Guest Speaker Luncheon Session -Brian Cantrell	70
JCPL Awards & Senior Recognition Ceremony	9
	42

# JCPenney Leadership Associate Profile 2008-2009

## PROFILE

Total Membership	<b>138</b>
Males	76
Females	62
Minorities	27
Honors Students	53
Average GPA	3.69
Scholarships	0
Fellowships	2

## CLASSIFICATION

Seniors	60
Juniors	52
Sophomores	26

## DECLARED BUSINESS MAJORS

Accounting	47
Economics	8
Energy Management	22
Entrepreneurship	12
Finance	49
Human Resource Management	4
International Business	15
Management	8
Marketing	18
MIS	3
Supply Chain Management	2
Undecided Business Major	4

## JCPenney Leadership Center Associate Membership 2008-2009

New Members for Fall 2008	61
Veteran members for Fall 2008	77
Members that Graduated in Fall 2008	11
Total Fall 2008 membership	<b>138</b>
Veteran Members for Spring 2009	113 (Less 8 on Study Abroad/Internship = 121)
Members that Graduated in Spring 2009	22
Total Spring 2009 membership	<b>121</b>

Note: New Members are accepted in the fall semester only.