Culture Summit
JANUARY 29, 2020
TULSA DOWNTOWN DOUBLETREE

CONNECTING THE DOTS:
BRIDGING THE GAP BETWEEN BUSINESS SUCCESS AND EMPLOYEE SATISFACTION

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OKLAHOMA STATE UNIVERSITY SPEARS SCHOOL OF BUSINESS
AGENDA

8:30-9 a.m.  REGISTRATION AND CONTINENTAL BREAKFAST

9 a.m.  WELCOME
Bryan Edwards, Ph.D.
Joe Synar Chair and Associate Professor of Management,
Spears School of Business, OSU, Stillwater, OK

9:15-10 a.m.  THE NEXT GENERATION OF LEADERS: ATTRACTING & RETAINING QUALITY EMPLOYEES THROUGH INCLUSIVE AND DIVERSE PRACTICES
Shane Fernandez
Executive Vice President, South Region, Nabholz Construction, Tulsa, OK

10-10:45 a.m.  THE EXECUTIVE ENTREPRENEUR: IF YOU’RE NOT GROWIN’, YOU’RE DYIN’
Paula Marshall
Chief Executive Officer, The Bama Companies, Tulsa, OK

10:45-11 a.m.  BREAK

11-11:45 a.m.  CREATING A CULTURE THAT MATTERS
Piyush Patel
Speaker, Angel Investor, and Best-Selling Author of Lead Your Tribe, Love Your Work,
Oklahoma City, OK

11:45 a.m.-12:30 p.m.  CREATING A PEOPLE DEVELOPMENT CULTURE: MAKING ‘SHOP-FLOOR-TO-MANAGEMENT’ COMMONPLACE
Dana Weber
President and Chief Executive Officer, Webco Industries, Tulsa, OK

12:30-1:15 p.m.  LUNCH
1:15-2 p.m.  
**CREATING A GROWTH MINDSET CULTURE**  
Abbey Davis  
MBA, PHR, SHRM-CP, Director, Eastin Center for Career Readiness, Spears School of Business, OSU, Stillwater, OK

2-2:45 p.m.  
**GATHERING PLACE, ONE YEAR LATER**  
Tony Moore  
Executive Director, Gathering Place, Tulsa, OK

2:45-3 p.m.  
**BREAK**

3-4:15 p.m.  
**ACHIEVING BETTER BUSINESS OUTCOMES: ALIGNING YOUR ORGANIZATION’S PURPOSE WITH YOUR CULTURE**  
**PANELISTS:**  
Lance Haffner  
Vice President, Human Resources, Heartland, Oklahoma City, OK  
Sandra Quince  
Senior Vice President, Global Diversity and Inclusion, Bank of America, Tulsa, OK

4:15 p.m.  
**WRAP UP AND ADJOURN**

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**SPEAKERS**

**Abbey Davis**  
Abbey Davis is currently the Director of the Eastin Center for Career Readiness in the Spears School of Business at Oklahoma State University. Before joining OSU, Abbey worked as a fulltime corporate HR professional specializing in the areas of talent development, organizational development, performance management and compensation. She has supported internal business clients with these specializations in both energy and manufacturing industries. Abbey received her bachelor's degree in human resources and MBA from OSU. In 2016, Abbey was recognized as an Outstanding Young Alumni for the Spears School of Business. Outside of the Eastin Center and teaching, Abbey also stays connected with students through the Spears mentoring program and serving on the OSU MBA Advisory Board.

**Shane Fernandez**  
Shane Fernandez was born in Hollywood, California as a first-generation US Citizen to a Danish mother and Filipino/Spanish father. With 28 years of professional experience as an executive leader, community advocate and entrepreneur, Shane brings a unique perspective to driving innovation in both the community and the workplace through diversity and inclusion. He is the founder of Mosaic- the Tulsa Metro Chamber's council on Diversity and Inclusion, Leadership Native Oklahoma, a founding member of Tulsa’s Young Professionals, and immediate past Chairman of Oklahoma's Center for Community and Justice. His programs have gained national attention and earned Shane recognition from the White House and US Small Business Administration as the ‘Minority Business Champion of the Year’ for the states of Texas, Arkansas, Oklahoma, Louisiana, and New Mexico.

**Lance Haffner**  
Lance Haffner has almost 20 years' experience working in or leading all functions of HR. He is currently the Vice President of Human Resources for Heartland, a financial technology firm providing software and technology solutions in the payment and payroll processing industry, along with its parent, Global Payments, it is the fifth largest payments technology firm in the world. Prior to Heartland, Lance was Vice President of Human Resources for Patterson-UTI, the fourth largest energy services company in the United States; Patterson acquired Seventy Seven Energy, a spin-off of Chesapeake Energy, where Lance led HR and Learning and Development and prior to that he spent eight years in HR leadership with Chesapeake Energy. In addition, Lance has worked in the healthcare, wholesale distribution and staffing industries and was principal of his own healthcare recruiting firm in the early 2000s.
Paula Marshall | Paula Marshall is the Chairman and CEO of The Bama Companies. Bama is an innovator of wholesale bakery products. It counts some of the largest and most well-known restaurants and retail chains among its customer base.

Paula has significantly grown Bama during her three plus decades as CEO. While setting a precedent on quality, Bama is hailed as a leader in the baking industry, and has even been recognized by the United States Department of Commerce as a winner of the prestigious Malcolm Baldridge Award for Quality. The Bama Companies also recently became the first manufacturer in Oklahoma to become B Corp certified.

Tony Moore | Tony Moore is a hospitality executive with over 30-years of experience in theme parks, water parks, public parks, zoos and aquariums. Served in leadership capacities for some of the most respected entertainment brands including: SeaWorld, Universal Studios and Tampa's Lowry Park Zoo. Tony owned and operated hospitality consulting firm, Attractions Management Group Inc. and now serving as the Executive Director for Gathering Place, a one of a kind, world class park in Tulsa, Oklahoma.

Piyush Patel | With over 20 years of experience, Piyush Patel is an innovator of corporate culture. He grew his company, Digital-Tutors, into a leader of online training, educating over 1.5M students globally. Piyush is an avid member of the Entrepreneurs' Organization and has won numerous awards acknowledging his entrepreneurship as a trend-setter in our community.

Sandra Quince | Sandra Quince is a Bank of America Diversity & Inclusion Executive responsible for the Global Diversity & Inclusion Council as well as the Global Diversity and Inclusion Awards. In this role, she supports the CEO and Chief Diversity and Inclusion Officer in developing and delivering the global D&I strategy for the company. In 2014, Sandra took on expanded responsibilities as Market President Human Resource Executive for Oklahoma, responsible for driving employee engagement and retention efforts as well as performance planning for the Tulsa and Oklahoma City markets. Sandra is a graduate of Florida State University.

Dana Weber | Dana S. Weber, of Webco Industries, began her full-time career at Webco in 1977 and has held various positions in accounting, finance, production planning and IT. She was appointed CFO and Vice Chairman of the Board in 1986, Executive VP and COO in 1989, President in 1995, and CEO in 2011. Ms. Weber became Chairman of the Board in 2018.

Dana earned a B.S. in Accounting and a J.D., both from TU, a PMD from Harvard Business School and studied industrial engineering at OSU.

Dana is currently Chairman of the Oklahoma Turnpike Authority Board, serves on the Board of the Oklahoma City Branch of the Kansas City Federal Reserve, the Executive Committee of the Tulsa Chamber Board, the Oklahoma State Chamber Board, and Vice Chair of the Board of the University of Tulsa.
SPONSORSHIP OPPORTUNITIES FOR CULTURE SUMMIT

☐ $4,500 | GOLD LEVEL - Jan. 29, 2020
(Gift- $1,620 Non-gift- $2,880)*

☐ $3,500 | SILVER LEVEL - Jan. 29, 2020
Includes 4 registrations to the Summit, 4 registrations to the Executive Management Briefing in OKC or the Tulsa Business Forum featuring Dan Cockerell, 4 copies of Piyush Patel's book, Lead Your Tribe, Love Your Work, and prominent recognition in promotion and at the conference.
(Gift- $2,060 Non-gift- $1,440)*

☐ $2,500 | BRONZE LEVEL - Jan. 29, 2020
Includes 2 registrations to the Summit, 2 registrations to the Executive Management Briefing in OKC or the Tulsa Business Forum featuring Dan Cockerell, 2 copies of Piyush Patel's book, Lead Your Tribe, Love Your Work, and prominent recognition in promotion and at the conference.
(Gift- $1,780 Non-gift- $720)*

NOTE: Only sponsorship opportunities include the Executive Management Briefing in OKC, Feb. 25, 2020, or Tulsa Business Forum, Feb. 26, 2020, with Dan Cockerell.

OTHER SPONSORSHIP OPPORTUNITIES - Jan. 29, 2020
All sponsorship amounts listed below are considered gift/deductible and for more information regarding sponsorship opportunities visit business.okstate.edu/cepd.

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* The amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money contributed over the fair market value of goods or services provided. We estimate the fair market value of the goods or services received to be the non-deductible portion shown above.

INDIVIDUAL REGISTRATION
☐ Culture Summit | $275 per person

A check payable to the OSU Foundation (for sponsorship) or Oklahoma State University (for individual) is enclosed for the amount of $__________.

Mail sponsorship form and check to:
OSU Center for Executive and Professional Development
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294 Business Building, Oklahoma State University
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Cristina Alsip, Program Coordinator,
Center for Executive and Professional Development
phone: 405.744.9065 | email: cristina.alsip@okstate.edu

REGISTRATION
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Culture
SUMMIT

JANUARY 29, 2020
TULSA DOWNTOWN DOUBLETREE

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