



executive management briefings

**2017-2018**



Dear Sponsors, Table Sponsors, Special Guests and Friends:

The Spears School of Business at Oklahoma State University is pleased to be celebrating its 30th year of presenting the Executive Management Briefings series. The series, made possible only through the support of corporate sponsors, has provided Oklahoma City and the area business community the opportunity to interact with many of the world's most influential business and political leaders in an effort to enhance quality leadership in Oklahoma City and the state.

There have been 79 business speakers and world leaders who have traveled to Oklahoma City to participate in the Executive Management Briefings, including 16 world leaders, eight speakers from economics and finance, 14 from the field of media and communications, and 45 from business and government.

The Executive Management Briefings continues to play a prominent role for area business leaders, many of whom have been attending since 1989. The well-known outreach program has received national acclaim for attracting world-renown speakers to Oklahoma City.

Our hope is that by bringing these speakers to our state, you have gained knowledge to use in making your daily business decisions as well as gaining a better understanding of world affairs. It is also our desire that you will continue to network with business leaders across the area to improve business relations that will enhance the economic development of Oklahoma City, surrounding communities and the state of Oklahoma.

We appreciate your support of the Executive Management Briefings, the Spears School of Business, and Oklahoma State University. We are looking forward to continued partnerships with the Oklahoma City business community and many more years of presenting the Executive Management Briefings.

Sincerely,

A handwritten signature in black ink that reads "Ken Eastman".

Dr. Ken Eastman  
Dean  
Spears School of Business  
Oklahoma State University



## 2017-2018 Sponsors

### **American Fidelity Group**

[www.americanfidelity.com](http://www.americanfidelity.com)

### **Arvest Bank**

[www.arvest.com](http://www.arvest.com)

### **Ascent Resources**

[www.ascentresources.com](http://www.ascentresources.com)

### **Bank of America**

[www.bankofamerica.com](http://www.bankofamerica.com)

### **Bank of Oklahoma**

[www.bankofoklahoma.com](http://www.bankofoklahoma.com)

### **Crowe & Dunlevy**

[www.crowedunlevy.com](http://www.crowedunlevy.com)

### **Devon Energy Corporation**

[www.devonenergy.com](http://www.devonenergy.com)

### **Dolese Bros. Co.**

[www.dolese.com](http://www.dolese.com)

### **Enable Midstream**

### **Partners**

[www.enablemidstream.com](http://www.enablemidstream.com)

### **Express Employment**

### **Professionals**

[www.expresspros.com](http://www.expresspros.com)

### **EY**

[www.ey.com](http://www.ey.com)

### **Francis Tuttle Technology Center**

[www.francistuttle.edu](http://www.francistuttle.edu)

### **Frankfurt Short Bruza Associates**

[www.fsb-ae.com](http://www.fsb-ae.com)

### **FOX/Sinclair**

### **Grant Thornton LLP**

[www.grantthornton.com](http://www.grantthornton.com)

### **HoganTaylor**

[www.hogantaylor.com](http://www.hogantaylor.com)

### **KOSU**

[www.kosu.org](http://www.kosu.org)

### **Le Norman Operating LLC**

[www.lenormanoperating.com](http://www.lenormanoperating.com)

### **Love's Travel Stops**

[www.loves.com](http://www.loves.com)

### **MassMutual Oklahoma**

[www.oklahoma.massmutual.com](http://www.oklahoma.massmutual.com)

### **National Cowboy & Western Heritage Museum**

[www.nationalcowboymuseum.org](http://www.nationalcowboymuseum.org)

### **OGE Energy Corp.**

[www.oge.com](http://www.oge.com)

### **OSU Foundation**

[www.osugiving.com](http://www.osugiving.com)

### **Rockgate Financial Partners**

[www.rockgatefinancial.com](http://www.rockgatefinancial.com)

### **RSM**

[www.rsmus.com](http://www.rsmus.com)

### **Chickasaw Nation**

[www.chickasaw.net](http://www.chickasaw.net)

### **The State Chamber of Oklahoma**

[www.okstatechamber.com](http://www.okstatechamber.com)

### **W&W/AFCO Steel**

[www.wsteel.com](http://www.wsteel.com)

	executive management briefings			

“America Under President Trump:  
A View From Washington”

# Chris Wallace

Award-Winning Veteran Journalist &  
Host of FOX News Sunday

Wednesday, November 1, 2017

4–5:30 p.m. Presentation

National Cowboy & Western Heritage Museum



As one of the country’s most seasoned journalists, **Chris Wallace** draws from his decades at the news desk to deliver valuable insight and perspective on the unprecedented election that put Trump in the White House, what America will look like under our 45th president and what business organizations and individuals can expect during his administration. With an expert’s eye and a historian’s perspective, Wallace illustrates various potential scenarios to provide audiences with a more in-depth understanding of how to prepare for the future. From the federal deficit to healthcare reform and tax cuts to international trade, Wallace breaks down the day’s headlines and news stories impacting individuals and industry with the clarity and distinction that have established him as a go-to source for the most important political issues of today and tomorrow. Wallace also offers behind-the-scenes anecdotes about Washington and perspective on the critical and evolving role of the media in the national dialogue.

	executive			
	management			
	briefings			

“The Future of Innovation”

# George Blankenship

Former Executive at Tesla Motors,  
Apple Computer and GAP Inc.

Thursday, March 8, 2018

8–9:45 a.m. Breakfast Presentation

National Cowboy & Western Heritage Museum



Former executive at Tesla Motors, Apple Computer and GAP Inc., **George Blankenship** brings 30 years of international strategy, retail and real estate experience to his audiences. In his executive capacities at Tesla Motors, Blankenship successively served as vice president of design and store development, vice president of worldwide sales and ownership experience, and vice president of worldwide retail. In these roles, he redefined the car-buying experience, and in turn revolutionized the auto industry. Tesla’s Model S was named the Motor Trend “Car of the Year” in 2013, only a year after its introduction. It was the first electric car to ever receive this recognition. Prior to his achievements at Tesla, Blankenship served as the senior executive of real estate at Apple. Recognized as the architect of Apple’s brand-building retail methodology, he formulated and executed one of the most successful retail growth strategies in history. His international “Smart Growth Hit List” encompassed major cities throughout Asia, Europe and North America. Apple also saw a material, sustained increase in sales, profit and consumer loyalty following Blankenship’s focus on reformulation of the consumer experience, the building of brand awareness, and ongoing accessibility to customers. Blankenship has also functioned as a real estate consultant for Microsoft and served as a senior executive for real estate strategy at GAP Inc.

	executive management briefings			

“Leading through Power Change”

# Moira Forbes

President & Publisher, *ForbesWoman*

Wednesday, April 18, 2018

12–1:30 p.m. Luncheon Presentation

National Cowboy & Western Heritage Museum



The Executive Vice President of Forbes Media, **Moira Forbes** is responsible for programming and branding Forbes events worldwide and driving new business initiatives across the company’s diverse media platforms. She is currently the host of *Success with Moira Forbes*, a video series on the Forbes Video Network featuring candid, one-on-one interviews with today’s top women leaders.

# 1989-2017 Speaker Review

## Business/Government

**Gen. Keith Alexander**, Commander, U.S. Cyber Command (2010-14) and Director, National Security Agency/Chief, Central Security Service [2005-14] (2016)

**Bennett Bidwell**, former Chairman of Chrysler Motors (1991)

**Bob Bowsby**, Big 12 Conference Commissioner (2013)

**Marcus Buckingham**, author, *First, Break All the Rules*, & *Go Put Your Strengths to Work* (2003 & 2008)

**Herman Cain**, Chairman and Chief Executive Officer of Godfather's Pizza, Inc. (1996)

**Jim Clifton**, Chairman and CEO of Gallup, Inc. (2014)

**Jim Collins**, author of *Good to Great* and *Built to Last* (2004)

**Ann Compton**, Legendary ABC News' White House Correspondent [1973-2014] (2016)

**Philip M. Condit**, Chairman and Chief Executive Officer of The Boeing Company (1997)

**Roger Dow**, Vice President and General Sales Manager of Marriott Lodging (1998)

**Archie Dunham**, Chairman of ConocoPhillips (2004)

**Juan Enriquez**, Chairman and CEO, Biotechnology, and author of *As the Future Catches You* and *The Untied States of America* (2007)

**Carly Fiorina**, Former Chairman and CEO, Hewlett Packard (1999-2005) and 2016 Presidential Candidate (2017)

**Newt Gingrich**, former Speaker of the U.S. House of Representatives (2000)

**Malcolm Gladwell**, author of *Blink* and *The Tipping Point* and a staff writer for *The New Yorker* (2006)

**David D. Glass**, President and Chief Executive Officer of Wal-Mart Stores, Inc. (1995)

**Peter Guber**, Chairman of Mandalay Pictures and former CEO of Sony Pictures Entertainment (1999)

**Gary Heil**, internationally recognized author, consultant, and educator on leadership, service quality, and change management (2002)

**Lou Holtz**, legendary football coach and author of *Winning Every Day: A Game Plan for Success* (2003)

**Lee Iacocca**, former Chairman of the Board and CEO of Chrysler Corporation (1994)

**Rosabeth Moss Kanter**, Harvard Business School Professor and author of *The Change Masters* (2001)

**David Kearns**, former Chairman of the Xerox Corporation (1994)

**Rollin W. King**, founder of Southwest Airlines (2001)

**Sandra L. Kurtzig**, Chairman of ASK Computer Systems, Inc. (1992)

**Mary Matalin**, former assistant to President George W. Bush and former host of CNN's *Crossfire* (2005)

**Hugh L. McColl, Jr.**, Chairman and Chief Executive Officer of Bank of America (2000)

**Mark McCormack**, founder and Chairman of International Management Group (1990)

**Allen H. Neuharth**, founder of *USA Today* (1996)

**Paul Orfalea**, founder and Chairperson Emeritus of Kinko's Inc. (2006)

**Susan Packard**, cofounder and President of Brand Outreach, *HGTV* (2009)

**Ro Parra**, Senior Vice President of Dell Americas (2005)

**Kyu Rhee**, Chief Health Officer, IBM with global responsibilities for Watson Health (2017)

**Ann Rhoades**, current Board Member and former Executive Vice President, JetBlue Airways (2013)

**John Rossman**, Author of *The Amazon Way*, Former Director of Enterprise Services at Amazon.com, and current Managing Director with Alvarez & Marsal (2017)

**Ben Sasse**, U.S. Assistant Secretary of Health and Human Services, 2007-2009 (2010)

**Jerry Stritzke**, President and Chief Operating Officer of Coach (2012)

**Howard Stringer**, President of CBS Broadcast Group (1995)

**Jeff Taylor**, founder of Monster.com and Eons.com (2010)

**Richard Teerlink**, former Chairman, Harley-Davidson, Inc. (2002)

**Carol Cox Wait**, Carol Cox & Associates (1992)

**Chuck Watson**, former Chairman and Chief Executive Officer of Dynegy Inc. (2003)

**Caspar Weinberger**, former Secretary of Defense and Publisher of *Forbes* magazine (1991)

**Jack Welch**, former Chairman and CEO, General Electric (2011)



**Edward Whitacre, Jr.**, Chairman and CEO of AT&T Inc. (2007)  
**Steve Wozniak**, Chief Scientist, Fusion-io and co-founder, Apple Computer (2015)

## Finance/Economics

**William D. Cohan**, author, *House of Cards* and *The Last Tycoons* (2009)  
**Lou Dobbs**, President of CNN Financial News (1999)  
**George J. W. Goodman**, Host of *Adam Smith's Money World* (1989)  
**William N. Griggs**, Griggs & Santow Incorporated (1993)  
**Jerry L. Jordan**, President of the Federal Reserve Bank of Cleveland (1994)  
**James Miller**, Chairman of Citizens for a Sound Economy (1991)  
**Ben Stein**, Financial Expert, Economist and Author (2014)  
**Lester Thurow**, MIT Professor and author, *The Future of Capitalism* and *Building Wealth* (2000)

## Media/Communications

**Ken Auletta**, Author, *Googled*, and media columnist, *The New Yorker* (2011)  
**Tom Brokaw**, Television Journalist (2013)  
**David Brooks**, *New York Times* Columnist and Commentator, *NPR* and *PBS Newshour* (2014)  
**Sam Donaldson**, 30-year news veteran and former Chief White House Correspondent (2001)  
**Thomas Friedman**, Author and Foreign Affairs Columnist, *The New York Times* (2008)  
**James B. Hayes**, Publisher of *Fortune* magazine (1989)  
**Rich Karlgaard**, Publisher of *Forbes* magazine (2005)  
**Marshall Loeb**, Managing Editor of *Fortune* magazine (1990)  
**Vladimir Pozner**, Author of *Parting with Illusions* (1993)  
**Jane Bryant Quinn**, Columnist for *Newsweek* and *The Washington Post* (1997)  
**Tim Russert**, Managing Editor and Moderator of NBC's *Meet the Press* (2007)  
**William J. (Bill) Warren**, President, Warren Theatres (2015)  
**George Will**, Author and Newspaper Columnist, *The Washington Post* (2008)  
**Randi Zuckerberg**, former Head of Marketing for Facebook, and founder & CEO of R to Z Media (2012)

## World Leaders

**Madeleine Albright**, former U.S. Secretary of State (2002)  
**Tony Blair**, former Prime Minister of Great Britain and Northern Ireland (2012)  
**President George H.W. Bush**, Forty-First President of the United States (1997)  
**Vicente Fox**, President of Mexico 2000–2006 (2008)  
**General Tommy Franks**, former Commander in Chief, U.S. Central Command (2004)  
**Robert Gates**, U.S. Secretary of Defense, 2006–2011 (2013)  
**John Glenn**, astronaut and former U.S. Senator (2005)  
**Mikhail Gorbachev**, former President of the Soviet Union (1998)  
**Ambassador Karen Hughes**, world wide chair, Burson-Marsteller and Counselor to President George W. Bush, 2001-2002 (2015)  
**Henry A. Kissinger**, former U.S. Secretary of State (1996)  
**The Rt. Hon. John Major**, MP, former Prime Minister of Great Britain (1998)  
**General Colin L. Powell**, Chairman of the Joint Chiefs of Staff (1995) and U.S. Secretary of State (2006)  
**Condoleezza Rice**, former U.S. Secretary of State and National Security Advisor (2010)  
**General H. Norman Schwarzkopf**, former Commander in Chief of the United States Central Command (1992)  
**Lady Margaret Thatcher**, former Prime Minister of Great Britain (1993)  
**Lech Walesa**, former President of Poland (1999)



	executive			
	management			
	briefings			

**The Spears School of Business** at Oklahoma State University is a comprehensive business school with instructional, research, and outreach missions. The academic arm of the Spears School is composed of seven departments with more than 100 tenured and tenure-track educational professionals. The Spears School offers nine undergraduate majors, seven master's degree programs and two doctoral degree programs. The student body is made up of more than 4,500 undergraduate students and 780 graduate students. All programs are fully accredited by the Association to Advance Collegiate Schools of Business (AACSB-International).

**The Associates** is a group of professionals who take a strong interest in the Spears School of Business. The goal of The Associates is to improve the effectiveness, efficiency, and assets of the school in carrying out its missions of teaching, research, outreach, and public service. Sponsorship of the Executive Management Briefings series carries with it a year's membership in The Associates for a designated member of the sponsoring organization.

The OSU **Center for Executive and Professional Development** in the Spears School of Business fulfills executive, management and professional educational needs of business and industry. For over 60 years, the Center for Executive and Professional Development has played a vital role in Oklahoma's economic growth by offering 200 programs to more than 14,500 individuals each year. These programs include public and on-site executive and professional development programs and conferences, and retreat and conference planning.

**Executive and Professional Development Programs and Conferences** Thousands of business professionals each year attend CEPD conferences, forums and seminars that are open to the public for enrollment. Spears School faculty members and national industry experts continually develop and adapt programs to accommodate the ever-changing needs of state and regional businesses. Instructors also custom-design programs to meet the particular needs of organizations, including communication, customer service, employee development, leadership, project management and technical issues. Annual CEPD programs offered in cooperation with Spears School departments include Executive Management Briefings, Tulsa Business Forums, Women's Business Leadership Conference, Energy Conferences, Business Analytics Conference, Cyber Security Conference, Oil and Gas Accounting Conference, Accounting and Financial Reporting Conference, Executive Education Partnership Program, and The State Executive Development Program.

**Ph.D. in Business for Executives** Oklahoma State University and the Spears School of Business is pleased to offer the nation's first Ph.D. in Business *for Executives*. For more information, visit the website at: [phdexec.okstate.edu](http://phdexec.okstate.edu)



## Sponsors and Years of Support

American Fidelity Group	1989-2018	Le Norman Operating LLC	2008, 2012-2018
Arvest Bank	2016-2018	Love's Travel Stops	2011-2018
Ascent Resources	2016-2018	MassMutual Oklahoma	2013-2018
Bank of America	1989-1995, 1997-2018	National Cowboy & Western Heritage Museum	2007-2018
Bank of Oklahoma	1989-2018	OGE Energy Corp.	1989-2018
Crowe & Dunlevy	1996-2018	OSU Foundation	1989-1993, 1995-2018
Devon Energy Corporation	2003-2018	Rockgate Financial Partners	1995-2018
Dolese Bros. Co.	1989-2018	RSM	2006-2018
Enable Midstream Partners	2015- 2018	Chickasaw Nation	2018
Express Employment Professionals	2018	The State Chamber of Oklahoma	1995-2000, 2010-2018
EY	2006-2018	W&W/AFCO Steel	2008-2018
Fox/Sinclair	2018		
Francis Tuttle Tech. Center	2018		
Frankfurt Short Bruza Associates	2009-2018		
Grant Thornton LLP	2006-2018		
HoganTaylor	2013-2018		
KOSU	2008-2018		



## Table Sponsors and Years of Support

BankSNB	<i>2018</i>
BKD LLP	<i>2015-2018</i>
Claims Management Resources	<i>2007, 2011-2018</i>
J.P. Morgan Chase Bank	<i>2018</i>
OSU Global Studies and Partnerships	<i>1991-2018</i>
OSU Spears School of Business, Department of Management	<i>2016-2018</i>
Petroleum Club, Oklahoma City	<i>2010-2018</i>
Quail Creek Bank	<i>2010-2018</i>
Tinker Federal Credit Union	<i>2001-2018</i>



# SPEARS

---

## SCHOOL OF BUSINESS

For additional information about the Executive Management Briefings series, please contact:

Oklahoma State University

Spears School of Business

Center for Executive & Professional Development

215 Business Building

Stillwater, Oklahoma 74078-4014 USA

Phone: 405-744-5208

Fax: 405-744-6143

Website: [business.okstate.edu/cepd](http://business.okstate.edu/cepd)

E-mail: [kelle.scott@okstate.edu](mailto:kelle.scott@okstate.edu)



# SPEARS

SCHOOL OF BUSINESS

**Center for Executive and Professional Development**

215 Business Building, Stillwater, OK 74078-4011