BRINGING NATIONAL BUSINESS LEADERS AND IDEAS TO OUR STATE

Tulsa Business Forums

2019-2020

SPEARS SCHOOL OF BUSINESS
DISTINGUISHED SPEAKER SERIES

JONATHAN MILDENHALL
FORMER CHIEF MARKETING OFFICER | AIRBNB

A PURPOSEFUL BRAND:
THE POWER BEHIND AIRBNB

Thursday, October 31, 2019
Breakfast and Presentation | 8-9:30 a.m.
Tulsa Downtown DoubleTree Hotel

See biography, page 5

DAN COCKERELL
FORMER VICE PRESIDENT
MAGIC KINGDOM | WALT DISNEY WORLD

THE MAGIC BEHIND DISNEY:
SECRETS TO SUCCESS

Wednesday, February 26, 2020
Lunch and Presentation | Noon-1:30 p.m.
Tulsa Downtown DoubleTree Hotel

See biography, page 6

MARTHA STEWART
AMERICAN BUSINESSWOMAN,
FOUNDER OF MARTHA STEWART LIVING OMNIMEDIA, CREATOR OF MARTHA STEWART’S LIVING MAGAZINE

A CONVERSATION WITH
MARTHA STEWART

Wednesday, April 1, 2020
Presentation | 9:30-11 a.m.
Tulsa Performing Arts Center

See biography, page 7
## SPONSORS

### PREMIER SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Years</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>RIDDLE FINANCIAL GROUP, LLC</td>
<td>2000-2020</td>
<td>Bruce T. Riddle</td>
</tr>
<tr>
<td>WEBCO INDUSTRIES, INC.</td>
<td>1999-2020</td>
<td>Dana S. Weber</td>
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### SUPPORTING SPONSORS

<table>
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<tr>
<th>Sponsor</th>
<th>Years</th>
<th>Contact Information</th>
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<tr>
<td>ACCOUNTING PRINCIPALS</td>
<td>1993-2020</td>
<td>Kimberly Nation</td>
</tr>
<tr>
<td>ACCTKNOWLEDGE</td>
<td>2004-2020</td>
<td>Chris Jacobi</td>
</tr>
<tr>
<td>AMERICAN RESIDENTIAL GROUP</td>
<td>2010-2020</td>
<td>Jay Helm</td>
</tr>
<tr>
<td>BANK OF AMERICA MERRILL LYNCH</td>
<td>2017-2020</td>
<td>Karl Bovee</td>
</tr>
<tr>
<td>BANK OF OKLAHOMA</td>
<td>1989-2020</td>
<td>Steven Bradshaw</td>
</tr>
<tr>
<td>CHEROKEE NATION BUSINESSES</td>
<td>2018-2020</td>
<td>Shawn Slaton</td>
</tr>
<tr>
<td>GRANITE MOUNTAIN</td>
<td>1999-2020</td>
<td>Bob Austin</td>
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<td>HELMERICH &amp; PAYNE, INC.</td>
<td>1988-2020</td>
<td>John Lindsay</td>
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<tr>
<td>HILLCREST HEALTHCARE SYSTEM</td>
<td>2003-2020</td>
<td>Kevin Gross</td>
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<td>INFINEDI, LLC</td>
<td>2002-2020</td>
<td>Brad Cost</td>
</tr>
<tr>
<td>KOSU</td>
<td>2008-2020</td>
<td>Rachel Hubbard</td>
</tr>
</tbody>
</table>
THANK YOU TO OUR SPONSORS WHO HAVE MADE THE 2019-2020 FORUMS SERIES POSSIBLE THROUGH THEIR GENEROUS FINANCIAL ASSISTANCE

**LUXA ENTERPRISES** 2017-2020
Frauke Quiroga | Chief Executive Officer
and Managing Partner

**MAPCO PLAZA BUILDING - NEAS INVESTMENTS** 1989-2020
John Neas | Owner

**OMNI AIR INTERNATIONAL, LLC** 2009-2020
Jeffrey Crippen | President and Chief Executive Officer

**OSU FOUNDATION** 1998-2020
Kirk Jewell | President

**OSAGE CASINO HOTEL** 2019-2020
Byron Bighorse | Chief Executive Officer

**OKLAHOMA STATE UNIVERSITY-TULSA** 2010-2020
Dr. Pamela Fry | President

**PROSPERITY BANK** 1988-2020
Stephen R. Wright | Chairman, Tulsa Area

**SEMGROUP CORPORATION** 2016-2020
Carlin Conner | Chief Executive Officer

**T.D. WILLIAMSON** 2008-2020
Robert McGrew | President and Chief Executive Officer

**TULSA REGIONAL CHAMBER** 1990-2020
Mike Neal | President and Chief Executive Officer

**TULSA TECH** 2005-2020
Steve Tiger, Ph.D. | Superintendent and Chief Executive Officer

**WILLIAM S. SMITH CHARITABLE TRUST** 2019-2020
William S. Smith | Trustee

**WPX ENERGY** 2013-2020
Linda Garhart | Human Resources Director
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Years of Support</th>
<th>Sponsor</th>
<th>Years of Support</th>
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<tr>
<td>ARVEST BANK</td>
<td>2019-2020</td>
<td>MARINER WEALTH ADVISORS</td>
<td>2016-2020</td>
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<td>B+T GROUP</td>
<td>2015-2020</td>
<td>RCB BANK</td>
<td>2006-2020</td>
</tr>
<tr>
<td>DOUBLETREE BY HILTON</td>
<td>2019-2020</td>
<td>TULSAPEOPLE</td>
<td>2003-2020</td>
</tr>
<tr>
<td>TULSA DOWNTOWN</td>
<td></td>
<td>TULSA TUBE BENDING COMPANY</td>
<td>2003-2020</td>
</tr>
<tr>
<td>EY</td>
<td>2017-2020</td>
<td>WESTERN PRINTING</td>
<td>2011-2020</td>
</tr>
<tr>
<td>GRANT THORNTON, LLP</td>
<td>2010-2020</td>
<td>COMPANY INCORPORATED</td>
<td></td>
</tr>
<tr>
<td>JOCO</td>
<td>2015-2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In 1990, Jonathan Mildenhall joined McCann London as a graduate trainee - he was the first ever ethnic minority to join the agency as a graduate trainee. Over the next 16 years, Jonathan broke through many glass ceilings by working at several of the world's hottest ad agencies and by running some of the world's most value creating and creatively awarded accounts.

In 2006, Jonathan joined The Coca-Cola Company as VP, Global Advertising Strategy and Creative. In 2007, he led the team that introduced the world to Coca-Cola’s global marketing platform “Open Happiness.” This platform contributed to Coke’s most profitable growth period in 20 years.

In 2014, Jonathan met the Airbnb co-founders and decided that it was his mission to help them, as CMO, transform the industry-disrupting property rental platform into the next global iconic superbrand. In just three and a half years, Airbnb grew from having 400,000 homes on the platform to having over 4,500,000 homes in 191 countries. During Jonathan’s tenure at Airbnb, the company’s 2014 $1 billion valuation was increased to more than $31 billion in 2017.
Dan Cockerell first joined Disney in 1989 as a participant of the Walt Disney World’s College Program, where he worked in resort parking and front desk guest services at hotels. Upon graduation from Boston University, he was selected into Disney’s Management Trainee Program and joined the task force to open Disneyland Paris. He was transferred to France and worked in various management positions in guest relations, main entrance operations, food and beverage, and attractions.

After five years in France, Dan returned to Walt Disney World Florida where he held successive executive positions in both resort hotels and theme parks. These roles grew from General Manager of the All Star Resort to later becoming Vice President of Disney’s Epcot Center theme park, followed by serving as Vice President of Disney’s Hollywood Studios theme park, and culminating in becoming Vice President of the Magic Kingdom. Responsible for the daily operations of the largest theme park in the world, Dan oversaw the experiences of 12,000 cast members and over 20 million annual visitors.

DAN COCKERELL
FORMER VICE PRESIDENT
MAGIC KINGDOM
WALT DISNEY WORLD

THE MAGIC BEHIND DISNEY:
SECRETS TO SUCCESS

Wednesday, February 26, 2020 | Noon-1:30 p.m.
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Martha Stewart, American businesswoman, founder of Martha Stewart Living Omnimedia, and creator of *Martha Stewart’s Living Magazine*, is America’s most trusted lifestyle expert and teacher. Millions of people rely on her as a source of useful “how-to” information for all aspects of everyday living – cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, holidays, healthy living, and pets.

Her namesake company, Martha Stewart Living Omnimedia, which she founded in 1996, reaches approximately 66 million consumers across all media platforms each month and has a growing retail presence with 8,500 products in thousands of retail locations. In addition, the company offers television and video programming, award-winning magazines, best-selling books, innovative websites and apps. Martha was named as one of Forbes’ “100 Greatest Living Business Minds” in 2017.
DISTINGUISHED SPEAKERS IN REVIEW

BUSINESS / GOVERNMENT

Commander, U.S. Cyber Command and Director National Security Agency, Chief, Central Security Service

Frank Abagnale 2019
Renowned Cybersecurity and Fraud Prevention Expert, Best-Selling Author and Subject of Catch Me If You Can

Kenneth Blanchard 1990
Chairman of Blanchard Training and Dev., Inc.

Bob Bowlsby 2013
Big 12 Conference Commissioner

Norman Brinker 1995
President and CEO, Brinker International

Marcus Buckingham 2002, 2008
Author of First Break All the Rules

Herman Cain 1998
Chairman and CEO, Godfather’s Pizza

James D. Carreker 1996
President and CEO, Trammell Crow

Jim Clifton 2014
Chairman, Gallup, Inc.

Robert Crandall 1987
Chairman, President and CEO, American Airlines, Inc.

Daniel Coyle 2019
New York Times Best-selling Author of The Culture Code

Mary Cunningham 1987
President and CEO, Semper Enterprises, Inc.

Alfred C. DeCrane, 1993
Chairman, Texaco, Inc

Alexander Douglas, Jr 2010
President of Coco-Cola North America

Tim DuBois 2018
President of Tim DuBois Music and Award-winning Songwriter, Producer and Legendary Music Executive

Archie Dunham 2004
Chairman and CEO, ConocoPhillips

Carly Fiorina 2016
Former Chairwoman and CEO, Hewlett Packard and 2016 Presidential Candidate

Moira Forbes 2018
President and Publisher — Forbes Woman

Thomas F. Frist, Jr., M.D. 1998
Chairman and CEO, Columbia/HCA Healthcare Corp.

Phyllis George Brown 1989
Chairwoman, Chicken By George
DISTINGUISHED SPEAKERS IN REVIEW

Newt Gingrich 2000
Former Speaker of the House of Representatives

Malcolm Gladwell 2006
Author, *Blink* and *Tipping Point*, and Staff Writer for the *New Yorker* Magazine

Gary Heil 2003
Author of *The Leader’s New Clothes*

Collins Hemingway 2001
Former Director of Business Development, Microsoft

John Hofmeister 2007
President of Shell Oil Company

Lou Holtz 2003
Author of *Winning Every Day: A Game Plan for Success*

Karen Hughes 2015
World-wide Chair, Burson-Marsteller and Counselor to President George W. Bush, 2001-2002

Lee Iacocca 1994
Former Chairman, Chrysler Corporation

John Kemp 1996
Republican, 1996 Vice Presidential Candidate and Former Secretary of HUD

Robert F. Kennedy, Jr. 2011
Attorney

Rollin King 1992
Founder, Southwest Airlines

Harvey Mackay 2000
Author and Syndicated Columnist

David McCullough 1996
Author of the Pulitzer Prize Winning Book *Truman*

Richard Morrow 1988
Chairman and CEO, Amoco Corporation

John Naisbitt 1995
Author of *Megatrends*

Paul Orfalea 2006
Founder and Chairman, Kinko’s, Inc.

Tom Peters 2001
Author of *In Search of Excellence*

T. Boone Pickens 2011
Energy Entrepreneur

Dr. Kyu Rhee 2017
Chief Health Officer, IBM

John Rossman 2017
Author of *The Amazon Way*, Former Director of Enterprise Services at Amazon.com and Managing Director with Alvarez and Marsal
# Distinguished Speakers in Review

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben Sasse</td>
<td>2011</td>
<td>U.S. Assistant Secretary of Health and Human Services, 2007-09</td>
</tr>
<tr>
<td>Peter Sheahan</td>
<td>2012</td>
<td>Founder and CEO, ChangeLabs™</td>
</tr>
<tr>
<td>Craig Silliman</td>
<td>2016</td>
<td>Executive Vice President, Public Policy and General Counsel, Verizon</td>
</tr>
<tr>
<td>Hedrick Smith</td>
<td>1992</td>
<td>Author of <em>The New Russians</em></td>
</tr>
<tr>
<td>Mark B. Sutton</td>
<td>2005</td>
<td>Chairman and CEO, UBS Americas</td>
</tr>
<tr>
<td>Peter Ueberroth</td>
<td>1988</td>
<td>Former Commissioner, Major League Baseball</td>
</tr>
<tr>
<td>Robert Waterman</td>
<td>1989</td>
<td>Author of <em>The Renewal Factor</em></td>
</tr>
<tr>
<td>Chuck Watson</td>
<td>2003</td>
<td>Former Chairman and CEO, Dynegy, Inc.</td>
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<tr>
<td>Rick Webb</td>
<td>2014</td>
<td>Sr. Vice President, Walmart</td>
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<tr>
<td>Jack Welch</td>
<td>2011</td>
<td>Former Chairman, General Electric</td>
</tr>
<tr>
<td>Thomas Wheeler</td>
<td>1993</td>
<td>President and CEO, Mass Mutual</td>
</tr>
<tr>
<td>Steve Wozniak</td>
<td>2015</td>
<td>Chief Scientist, Fusion-io and Co-founder, Apple Computer</td>
</tr>
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</table>
### Distinguished Speakers in Review

#### Finance/Economics

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
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<tbody>
<tr>
<td>William F. Buckley, Jr.</td>
<td>1991</td>
</tr>
<tr>
<td>Former Secretary of Labor</td>
<td>1992</td>
</tr>
<tr>
<td>Author, Columnist, Politician and Host of “Firing Line”</td>
<td></td>
</tr>
<tr>
<td>Kevin P. Phillips</td>
<td>1992</td>
</tr>
<tr>
<td>CBS Political Analyst</td>
<td>1992</td>
</tr>
<tr>
<td>Jose Pinera</td>
<td>1999</td>
</tr>
<tr>
<td>Former Chilean Secretary of Labor and Social Security</td>
<td>1999</td>
</tr>
<tr>
<td>Jane Bryant Quinn</td>
<td>1988</td>
</tr>
<tr>
<td>Economics and Finance Editor, Newsweek</td>
<td>1988</td>
</tr>
<tr>
<td>Louis Rukeyser</td>
<td>1989</td>
</tr>
<tr>
<td>Host of “Wall Street Week”</td>
<td>1989</td>
</tr>
<tr>
<td>L. William Seidman</td>
<td>1992</td>
</tr>
<tr>
<td>Fourteenth Chairman, FDIC</td>
<td>1992</td>
</tr>
<tr>
<td>Martin Feldstein</td>
<td>1987</td>
</tr>
<tr>
<td>Past Chairman of the Council of Economic Advisers and President Reagan’s Chief Economic Adviser</td>
<td>1987</td>
</tr>
<tr>
<td>Thomas Friedmann</td>
<td>2008</td>
</tr>
<tr>
<td>Author of The World is Flat</td>
<td>2008</td>
</tr>
<tr>
<td>William Cohan</td>
<td>2010</td>
</tr>
<tr>
<td>Author of House of Cards and The Last Tycoons</td>
<td>2010</td>
</tr>
<tr>
<td>Alan Greenspan</td>
<td>1986</td>
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<tr>
<td>President, Townsend-Greenspan and Company, and Chairman, Federal Reserve Board</td>
<td>1986</td>
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<td>Ricki Tigert Helfer</td>
<td>1997</td>
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<tr>
<td>Chairman, FDIC</td>
<td>1997</td>
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<tr>
<td>Carla Hills</td>
<td>1994</td>
</tr>
<tr>
<td>James R. Jones</td>
<td>1990</td>
</tr>
<tr>
<td>Chairman and CEO, American Stock Exchange</td>
<td>1990</td>
</tr>
<tr>
<td>Henry Kravis</td>
<td>1990</td>
</tr>
<tr>
<td>Founding Partner, Kohlberg, Kravis, Roberts &amp; Co.</td>
<td>1990</td>
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**DISTINGUISHED SPEAKERS IN REVIEW**

### MEDIA/COMMUNICATIONS

<table>
<thead>
<tr>
<th>Name</th>
<th>Year(s)</th>
<th>Role/Position</th>
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<tbody>
<tr>
<td>Rich Karlgaard</td>
<td>2005</td>
<td>Publisher</td>
<td>Forbes Magazine</td>
</tr>
<tr>
<td>Sherry Lansing</td>
<td>1990</td>
<td>Past President</td>
<td>20th Century-Fox Productions</td>
</tr>
<tr>
<td>Mary Matalin</td>
<td>2004</td>
<td>Former Host</td>
<td>CNN’s Crossfire</td>
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<tr>
<td>Andrea Mitchell</td>
<td>1997</td>
<td>NBC Chief</td>
<td>Foreign Affairs Correspondent</td>
</tr>
<tr>
<td>Susan Packard</td>
<td>2009</td>
<td>Co-founder</td>
<td>and President of Branch Outreach, HGTV</td>
</tr>
<tr>
<td>Tim Russert</td>
<td>2007</td>
<td>Managing Editor and Moderator</td>
<td>of NBC’s Meet the Press</td>
</tr>
<tr>
<td>Bozoma Saint John</td>
<td>2018</td>
<td>Chief Marketing Officer</td>
<td>for Endeavor and former Chief Brand Officer for Uber</td>
</tr>
<tr>
<td>Chris Wallace</td>
<td>2018</td>
<td>Award-winning Veteran Journalist and Host of FOX News Sunday</td>
<td></td>
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<tr>
<td>George Will</td>
<td>2000</td>
<td>Syndicated Columnist</td>
<td>Washington Post</td>
</tr>
<tr>
<td>Randi Zuckerberg</td>
<td>2012</td>
<td>Former Head of Marketing</td>
<td>Facebook</td>
</tr>
<tr>
<td>Patrice Adcroft</td>
<td>1991</td>
<td>Former Editor</td>
<td>OMNI</td>
</tr>
<tr>
<td>Cathleen Black</td>
<td>1994</td>
<td>President and CEO</td>
<td>American Newspaper Publishers Association</td>
</tr>
<tr>
<td>Tom Brokaw</td>
<td>2013</td>
<td>Television Journalist</td>
<td>NBC News</td>
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<tr>
<td>David Brooks</td>
<td>2014</td>
<td>New York Times Columnist and Commentator, NPR and PBS Newshour</td>
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<tr>
<td>Catherine Crier</td>
<td>1995</td>
<td>Broadcast Journalist</td>
<td></td>
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<tr>
<td>Ann Compton</td>
<td>2016</td>
<td>Legendary ABC News’ White House Correspondent</td>
<td></td>
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<tr>
<td>Thomas Curley</td>
<td>1990</td>
<td>President and Chief Operating Officer</td>
<td>USA Today</td>
</tr>
<tr>
<td>Malcolm “Steve” Forbes, Jr.</td>
<td>1987, 2009</td>
<td>President and CEO</td>
<td>Forbes, Inc.</td>
</tr>
<tr>
<td>James B. Hayes</td>
<td>1990</td>
<td>Publisher</td>
<td>Fortune Magazine</td>
</tr>
<tr>
<td>Reed Hundt</td>
<td>1999</td>
<td>Former Chairman of the Federal Communications Commission</td>
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DISTINGUISHED SPEAKERS IN REVIEW

WORLD LEADERS

Madeleine Albright 2002
Former Secretary of State

Tony Blair 2012
Former Prime Minister of Great Britain and Northern Ireland

George H.W. Bush 1997
Forty-first President of the United States

Vicente Fox 2008
President of Mexico, 2000-2006

General Tommy Franks 2004
Former Commander in Chief, U.S. Central Command

Former Director of the CIA and
U.S. Secretary of Defense, 2006-2011

John Glenn 2005
Astronaut and Former U.S. Senator

Mikhail Gorbachev 1996
Former President of the U.S.S.R.

Henry Kissinger 1991
Former U.S. Secretary of State

Former Prime Minister of Great Britain

General Colin Powell 1995, 2006
Former Chairman of the Joint Chiefs of Staff and
Former U.S. Secretary of State

Condoleezza Rice 2010
Former U.S. Secretary of State, 2005-2009

H. Norman Schwarzkopf 1992
Former Commander in Chief U.S. Central Command

Lady Margaret Thatcher 1993, 2001
Former Prime Minister of Great Britain

Lech Walesa 1999
Former President of Poland
The Oklahoma State University Center for Executive and Professional Development (CEPD) in the Spears School of Business offers programs to enhance your interpersonal and business skills to help you make a profound impact among your colleagues, team and organization.

**OUR PROGRAMS**
Customized Programs: Customized seminars offered on-site at your organization by OSU Spears School of Business faculty and instructors.

Conferences: Industry or topic specific conferences for Oklahoma business professionals to learn from nationally recognized experts in their industry and profession.

Public programs: Leadership and management seminars including certificate programs that are available for open enrollment.

**OUR IMPACT THIS YEAR**
Over 210 programs

13,900 people served

1,112 hours of instruction

55,540 participant hours
GET INVOLVED: 2019-2020 PROGRAMS

October 31, 2019
Data Science and AI Conference: Creating Value through Business Analytics
A conference for participants to explore with national experts how artificial intelligence and business analytics can be used effectively in their organization.

November 14, 2019
Accounting and Financial Reporting Conference
Bringing together nationally recognized experts, accounting officials, corporate financial executives and CPAs to discuss current issues in accounting.

November 15, 2019
Oil and Gas Accounting Conference
A conference designed specifically for accounting and finance professionals in the Oil and Gas industry to discuss current issues in their profession and industry.

Tribal Finance and Accounting Conference
Addressing accounting and finance issues that affect tribal organizations.

December 9 – 12, 2019
Certificate in Gaming Leadership
Develop skills in gaming management and leadership.

January – June 2020
Certificate of Leadership and Effective Management
This certificate series is designed to help you gain practical skills in managing and leading your team.

January – December 2020
OSU Leadership Development Certificate Series
A certificate series to prepare, motivate and build business leaders.

January 29, 2020
Culture Summit
Connect, network and collaborate with thought-leaders and industry peers who are building thriving company cultures in their organizations.

March 4, 2020
Women’s Business Leadership Conference
Spend a day connecting with women leaders who are making a difference in their organizations and communities and leave inspired with career advice and enhanced leadership skills.

April 7, 2020
Cyber Security Conference
Learn from cyber security experts and develop new ideas for addressing cyber security in your organization.

May 12, 2020
Energy Conference
Network with energy business professionals and learn about the current energy market, where Oklahoma stands in that market and predictions for the future.

July 27 – 31, 2020
Executive Education Partnership Program
A weeklong, customized program designed to develop the top management in your organization.