

A black and white portrait of Michael F. Price, a middle-aged man with short, light-colored hair, smiling warmly. He is wearing a dark suit jacket, a light-colored striped dress shirt, and a dark tie with a white star pattern. The portrait is framed by a thin white border.

MICHAEL F. PRICE  
1951 – 2022



# CELEBRATING THE LIFE AND LEGACY OF MICHAEL F. PRICE

Thursday, November 3 | 2 p.m.  
Michael F. Price College of Business, Norman, OK

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Welcome & Introductions

College Roommate and Life Long Friend Jim Barnes

Price College of Business Dean Corey Phelps

University of Oklahoma President Joseph Harroz, Jr.

OU Athletics Director Joseph Castiglione

Special Presentation

Price Family Remarks

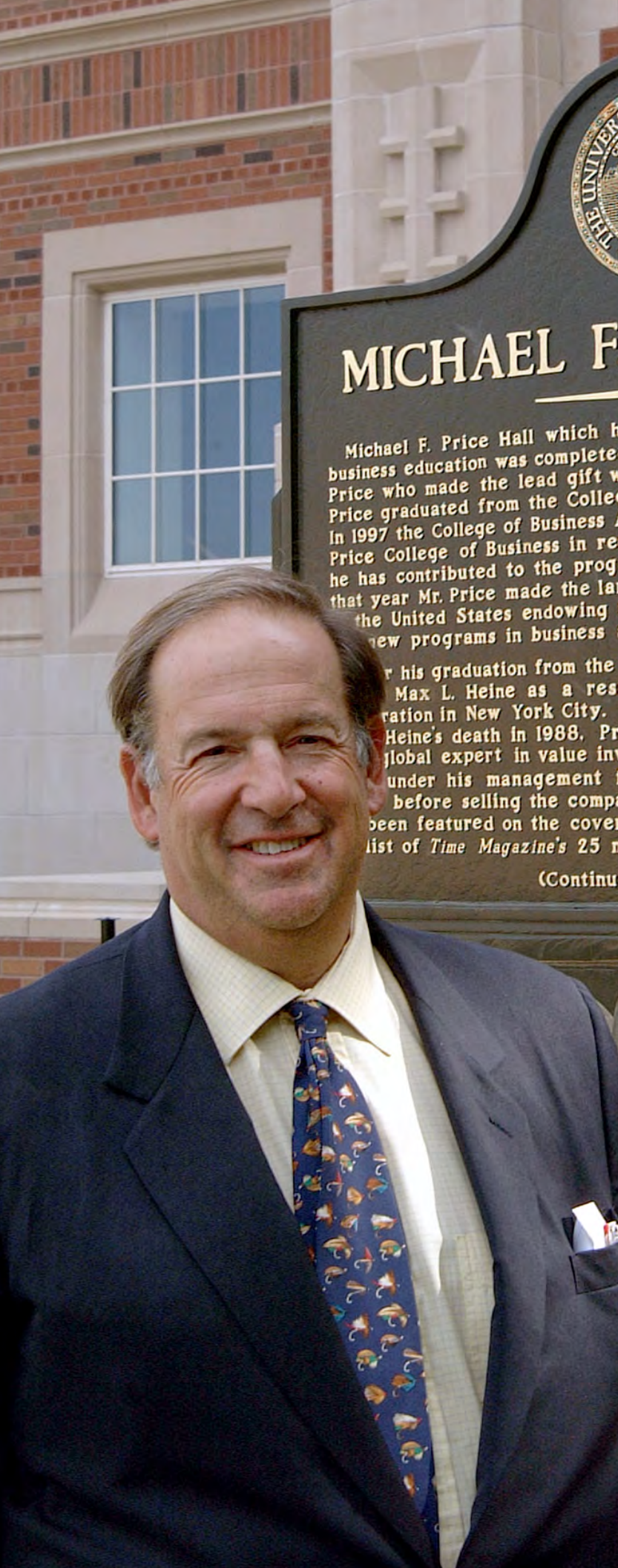
OU Chant

Closing

**ATTENDEES ARE INVITED TO JOIN THE PRICE FAMILY  
FOR A RECEPTION IMMEDIATELY FOLLOWING THE CEREMONY.**

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## MICHAEL F.

Michael F. Price Hall which houses major programs in business education was completed in 2005. The Hall honors Michael F. Price who made the lead gift which made possible the College of Business Administration in 1973. Price graduated from the College of Business Administration in 1973. In 1997 the College of Business Administration was named the Michael F. Price College of Business in recognition of many ways in which he has contributed to the progress and excellence of the College. He showed his love by pushing OU to be better for our students and the state of Oklahoma, and by enabling us to be better by generously giving of his time, expertise and treasure. An extraordinary business dealmaker and value investor, Michael's substantial investments in OU were a declaration of confidence in the university and what it could become. His generosity inspired others to contribute in ways the university had never experienced. Michael was our biggest champion, deeply involved in helping us with no regard for recognition. His legacy will live on in his children and grandchildren, in OU and the Price College of Business, and in the future generations of Sooners his generosity will support."

Under his management before selling the company to Franklin Securities in 1986. He has been featured on the cover of *Fortune Magazine* and included in *Time Magazine's* 25 most influential people in America.

(Continued on other side)

"Michael Price was an extraordinary friend and benefactor of the university. His generosity transformed OU — both at the College of Business, which bears his name, and all across our campus. He has left an indelible impact from which generations of Sooners will benefit. We celebrate with the Price family today, but we know that Michael's remarkable legacy won't soon be forgotten at OU. His is a legacy of ardent love for our university and our people, and we're so thankful for how his entire family, including his children, made OU their home."

**PRESIDENT JOSEPH HARROZ, JR.**  
*University of Oklahoma*

"Michael Price loved the University of Oklahoma and his namesake, the College of Business. He showed his love by pushing OU to be better for our students and the state of Oklahoma, and by enabling us to be better by generously giving of his time, expertise and treasure. An extraordinary business dealmaker and value investor, Michael's substantial investments in OU were a declaration of confidence in the university and what it could become. His generosity inspired others to contribute in ways the university had never experienced. Michael was our biggest champion, deeply involved in helping us with no regard for recognition. His legacy will live on in his children and grandchildren, in OU and the Price College of Business, and in the future generations of Sooners his generosity will support."

**DEAN COREY PHELPS**  
*Price College of Business*

"Every chance any of us had to spend time with Michael Price inspired and energized us. He had such a great way with people. His passion and love for all things Oklahoma was clearly evident. He was a visionary and saw greatness in many opportunities long before most could. Moreover, his action-oriented leadership style made great things happen and in a big way. His journey to OU to play football started a legacy that will live on forever and his constant support of student-athletes will endure."

**JOE CASTIGLIONE**  
*Director of Athletics, University of Oklahoma*



# The LIFE & LEGACY of MICHAEL F. PRICE



**MICHAEL F. PRICE** grew up on Long Island in New York as a Sooner football fan, which led him to Norman where he earned a Bachelor of Business Administration degree in 1973. Upon graduating, he worked for Max L. Heine as a research assistant at Heine Securities Corp. in New York. By 1982, Michael and Heine formally became business partners, and upon Heine's death in 1988, Michael bought the company. Michael increased the value of the company's mutual funds to more than \$17 billion before selling Heine Securities to Franklin Securities in 1996. He stayed on to manage the funds for five years as a stipulation of the sale. In the first year alone, the funds reached \$28 billion.

Michael's business success earned international attention. He was frequently featured in global publications and appeared on the covers of *Fortune* and *Mutual Funds Magazine*. He was named one of *TIME* magazine's "25 Most Influential People" in 1997. Amid these achievements, Michael decided to invest in a new commodity – the education of tomorrow's business leaders.

In 1997, Michael returned to his alma mater to make history with the announcement of an \$18 million gift to the College of Business Administration. At that time, Michael's contribution was considered the single largest gift to a public university or any Oklahoma higher education institution. The OU Board of Regents officially designated the college as the Michael F. Price College of Business, making it the first college in OU history to be named for an individual.

In 2005, OU honored Michael at the dedication of Michael F. Price Hall, a 55,000-square-foot building dedicated entirely to student learning, for which he provided the lead gift. His earlier gift funded several faculty positions, a library endowment, scholarships and graduate assistantships, as well as an MBA student support center and many



other initiatives. This gift also created the Price Scholars program, which provides an opportunity for OU MBA students to travel to New York to participate in internships on Wall Street and take courses and live at NYU.

In addition to his tremendous gift of resources, Michael also gave generously of his time to aid in the development of OU's business students. When he visited campus, he took a hands-on approach with the Student Investment Fund class, offering his advice and critiquing the performance of their stock choices.

Michael's generosity and willingness to give went far beyond the College of Business. In 1997, Michael created the Price Family Foundation to focus on causes related to education and health. Foundation grants provide opportunities for young people in New York communities with the highest concentration of poverty and support medical research at the Broad Institute of Harvard and MIT, New York Presbyterian Hospital, and the Albert Einstein College of Medicine. In addition to the College that proudly bears his name, Michael and his family foundation have supported a variety of initiatives at OU, including a gift to establish the Price Family Foundation Institute of Structural Biology at the Stephenson Life Science Research Center to advance biomedical research.

Michael also supported the program that first drew him to OU – the Athletics Department. Most recently, Michael made a gift to create the Michael F. Price Sooner Wellness System to provide comprehensive support and strengthen a holistic wellness system for student-athletes, including sports performance, sports nutrition, sports medicine and psychological resources programs. Michael was also a longtime supporter of scholarships for student-athletes who are members of the football team. OU legend Roy Williams was the founding recipient of the Michael F. Price Family Football Scholarship.

Michael served as a trustee for the University of Oklahoma Foundation Inc. from 2002 to 2009 and was awarded with an honorary degree – the university's highest honor – in 1998. He served as commencement speaker that same year.

Michael passed away on March 14, 2022 and is survived by his wife, Jenny, his six children, and ten grandchildren. His legacy lives on in them and at the University of Oklahoma.





Michael F. Price  
Hall

MICHAEL F. PRICE HALL

# A Legacy of Impactful PHILANTHROPY



*Comprehensive Generosity Exceeding \$50 Million*

## PRICE COLLEGE OF BUSINESS IMPACT

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**First Major Gift – Student Investment Fund (1996)**

**Transformational gift to elevate the Business School to the Michael F. Price College of Business (1997)**

- Endowed 5 Chairs and 4 Professorships
- Created the Dean's Enrichment fund
- Created the Student Support Center
- Scholarships for undergraduate and graduate students from each major
- Stipends for research fellowships, Ph.D. program support, and summer grants for students and faculty
- MBA Price Scholars

**Provided lead principal gift to build Price Hall (2003)**

**Endowed a Chair in Entrepreneurship (2017)**

## OU ATHLETICS IMPACT

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**Price Family Football Scholarships**

- Provides scholarship support for three football student-athletes each year

**Salute to Stoops (2018)**

- Raised funds for all OU Athletics sport programs in recognition of Coach Stoops as he closed out his remarkable career at the helm of the OU Football team

**Price Family Sooner Wellness System (2020)**

- Provides comprehensive support to strengthen the holistic wellness program for student-athletes, including sports performance, nutrition, medicine and psychological resource programs

**Multiple contributions to student-athlete experience and well-being through support of the Sooner Club.**

## UNIVERSITY-WIDE IMPACT

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**Anaerobic Structural Biology endowed fund which created the OU-Einstein Research Consortium**

**Multiple contributions to the Help OUr Neighbor fund (1999 & 2003)**

- Supported OU's faculty, staff, and students devastated by historic tornado outbreaks

**Generously supported the Reforestation Campaign following a destructive ice storm (2008)**

**Created the Michael F. Price Sooner Heritage Scholarship fund**

- Provided financial support for students across OU's campus, regardless of the college or major they are pursuing



The UNIVERSITY of OKLAHOMA  
**PRICE**  
COLLEGE OF BUSINESS



For more information on Michael F. Price, including today's video and opportunities to continue his legacy, scan the above QR code or visit [price.ou.edu/mfplifelegacy](http://price.ou.edu/mfplifelegacy).