



## Thinking Big

### Community program tackles development by pooling resources

by Gregory Potts (BA '92)

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Tom Loy, Oklahoma MetaFund Community Development Corp. Founder

Tom Loy doesn't think small.

Loy wants to make Oklahoma a better place, but not by solving one little problem at a time.

He wants to work with bankers across the state to tackle the big problems. To that end, he has founded the Oklahoma MetaFund Community Development Corp.

"Most good citizens are so overwhelmed by what I call the macro — the big problems — that they decide to just focus on the micro," said Loy, director of the Conn Graduate School of Community Banking at Oklahoma City University. "And they say, as Mother Teresa did, 'I'm going to do what I can with what I've got where I am right now.'"

But Loy points out that no individual working alone could have built a Boeing 747 or sent a man to the moon. Instead, such projects require a huge team sharing a bold vision.

It's the same kind of vision and teamwork that economic development in Oklahoma demands, Loy said. Target

populations for loans and investments will include low- to moderate-income home or business borrowers, and minority- and women-owned businesses.

Loy's MetaFund is based on a unique, untested model. The fund could support loans smaller than banks usually bother with, and it could support projects larger than some small banks might be able to handle.

For example, the fund could support everything from a \$1,000 loan for a middle-aged seamstress to

buy a sewing machine, to a multimillion dollar loan for something as grand as the renovation of the run-down Skirvin Hotel in downtown Oklahoma City.

Some of the small loans will require applicants to take classes in home buying or entrepreneurship.

And people seem to trust Loy's vision. Although the MetaFund only officially formed Jan. 3, it already has \$8.5 million from 20 investors, all but one of which are banks. Loy expects the number to top \$10 million within a month.

What is attracting these investors? It didn't hurt to receive a unanimous endorsement from the board of the Oklahoma Bankers Association.

Terry Hague, the Oklahoma Bankers Association's chairman and chief executive of Farmers Exchange Bank in Cherokee, said Loy's leadership gives him confidence in MetaFund.

"He is extremely well thought of in Oklahoma," Hague said. "He is bright, experienced and energetic. Tom's

leadership drive will make Oklahoma MetaFund a nationwide model for success."

Pete Pierce, president of the holding company of First Bethany Bank & Trust, also has been a major supporter.

"I'm extremely excited about it," he said. "Last summer, Tom started putting his vision on paper and I had the pleasure of being a sounding board."

Another major coup: Loy has gotten commitments from several government agencies that banks investing in MetaFund

will receive guaranteed Community Reinvestment Act credit.

Passed in 1977, the Community Reinvestment Act requires banks and

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***"Tom's leadership drive will make Oklahoma MetaFund a nationwide model for success." — Terry Hague***

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# Message From the Dean

## *Focus Breeds Success*

Since January, when I became new dean of the Meinders School of Business, I have met and spoken with business leaders in Oklahoma City and around the state. Many of those with whom I have spoken have expressed surprise about the impressive scope and size of our programs. Most know about the quality of our undergraduate business degree and its reputation for producing graduates with true entrepreneurial spirit. Our master of science in accounting degree is also well known for producing several Gold Medallists on recent CPA exams. However, many are surprised upon learning about the dramatic size and character of our MBA programs and our executive education initiatives.

OCU is Oklahoma City's leading source for executive education. The impact of the leadership provided by our MBA graduates on the Oklahoma economy is extensive. The MBA program began in the early 1960s. In the last decade alone, more than 6,500 individuals earned an MBA from OCU. The MBA programs have a strong and traditional Oklahoma based presence as well as an enviable multi-national presence.

Currently, there are more than 800 graduate students enhancing their business leadership skills and potential by studying at four sites in the Oklahoma City area. Our full-time students are on our main campus, while others are pursuing their MBAs as part-time students at our executive education sites in either northwest Oklahoma City, at Tinker Air Force Base or Lucent Technologies. Another 110 students are earning their OCU MBAs at our Tulsa executive education site.

During the last decade, the Meinders School has become an innovator and leader in the development and delivery of international MBA programs. Our MBA with emphasis in international business and global management is available both on the main campus and abroad. Our international MBA has been earned by students studying at sites in nations that include: Singapore, Malaysia, Taiwan, China and Great Britain. This spring, we also have students enrolling for graduate study in Vancouver, Canada.

Our extensive commitment to multi-national teaching opportunities and the multi-national student body have enabled us to build a splendid international business faculty. The number of our faculty with international business specialties and experience is

extensive. Together, these faculty members constitute one of the nation's, indeed the world's, finest international business faculties, an increasingly valuable strength in an increasingly global economy.

Unlike many schools, we have taken a programmatic rather than haphazard approach to the continuing business education of those already holding degrees. We try to practice what we teach. Our focus is on coherent and thorough preparation for special and specific careers, with specific focus on financial services.

The Conn Graduate School of Community Banking is one of the nation's pre-eminent sources of preparation for community bankers and bank directors. In discussions with Oklahoma bankers, the Conn School's contribution to the Oklahoma banking community is always recognized. After visiting with Oklahoma bankers, I wonder if there is more than a handful of Oklahoma banks without at least one executive or director who has studied with the Conn School.

Our newest program in financial services, the Financial Planning Program, began in 1998. This program consists of five courses taught in 10-week cycles. It is registered with the Certified Financial Planner (CFP) Board of Standards and enables participants to complete the educational requirements to take the CFP exam. To date, almost 50 students have completed the program.

Unlike many business schools, we focus on producing relatively few programs and we do them well. If you or someone you know is interested in enhancing their executive leadership potential, please consider the Meinders School of Business.



Dr. Bart Ward

*Bart Ward*

Dr. Bart Ward

## Alumni News

**John Bell** (MBA '91) was recently named vice president, senior portfolio manager by The Chicago Trust Company. He assists the firm in its continued efforts to become a premier provider of personal investment management and trust services. The Chicago Trust Company is an investment management firm with full trust powers to manage more than \$11 billion in assets.

**Christy Bell** (BSB '98) was selected as a post audit clerk with Fleming Companies, Inc. in March 2000. Fleming is a

leader in the food marketing and distribution industry. Bell invoices vendors for Fleming at their Oklahoma City location.

The Anaheim City Council appointed **Stan Sewell** (BSB '68) vice chairman of the Budget Advisory Committee for the City of Anaheim, Calif. Sewell was also chosen to participate in the Leadership Anaheim Class 2000.

Send alumni news to Sandra Dean at [sdean@okcu.edu](mailto:sdean@okcu.edu).

# High-Speed Access to the Internet

Ken Carlton, Visiting Assistant Professor of Information Technology

*Last week I was driving along 23rd street in Oklahoma City and noticed on the back of a bus stop seat: "Get high speed access to the Internet using DSL." A cable modem is supposed to do the same thing. I decided to look into the matter and see which I would choose.*

## Cable Modem

Cable modems use coaxial cable to connect to the Internet. The cable modem may either be rented from the cable provider or purchased at a local retail shop. Cable modems are approximately \$200. However, that cost will decline as popularity and technology advance. You must use your cable company as your Internet service provider (ISP). One cannot go to America On-Line, Comp-u-Serv or any other service provider to acquire Internet access. Instead of 56K bit per second speeds, the cable network operates at 1.5 megabits per second or 30 times faster than the normal hook-up. Additionally, you are always connected to the Internet, avoiding the hassle of signing on and off.

The monthly cost of this service is around \$45, which includes the cable modem, and about \$22 if you buy your own cable modem. The provider normally offers three e-mail addresses, which can be an advantage to families "who surf together."

## Digital Subscriber Line

DSL or Digital Subscriber Line technology pushes data at high bandwidth to PCs in homes, using ordinary copper telephone lines. Theoretically, data rates could be as high as 8.4 megabits per second. Typically, however, the data rate is 500Kb to 1.5 megabits per second, which is competitive with cable modem connections without the need for a coaxial cable to a desktop PC.

This technology also provides dedicated, always-on access to the

Internet. It's ideal for remote workers and telecommuters who want to send e-mail or browse the Web. It is comparable to those available to workers at corporate offices.

It is not likely that many corporations will use DSL for their connections, since most corporations already use higher speed T1 connections obtained from their local telephone companies. Still, because DSL depends upon phone lines, it may be more natural for a small business or small branch office to consider than a cable modem connection, simply because coaxial cable has been installed principally in residential areas.

## Cable Modems vs. Digital Subscriber Line

Currently, there are approximately 1.5 million cable modem lines installed in the United States, which is three times the number for DSL, which runs to about 450,000 homes and businesses. Both of these technologies are anticipated to grow, estimated at 10 million cable modem lines and 7.5 million DSL connections by the end of 2002. Despite all the hype of fast Internet connections, DSL and cable modems are currently available to only one-third of the nation.

The present problem with DSL connections is that the user needs to be within three miles of a service provider's central office. Signal loss and static problems for voice calls running over the same copper line can be experienced when the distance is exceeded. However, this limitation is in the process of being corrected, with the upgrade of wire and DSL provider equipment. The average DSL installation cost is about \$100 and monthly service charges are in the \$40-\$60 range, which is comparable to cable modem fees.

Despite all the promises of speed from cable and DSL, some users who expect 2 megabit per second speeds will be disappointed to find that portions of the Internet backbone might only reach a speed of 500K bits per second. The cable modem and DSL technologies only speed up connections for the "last mile" from a

service provider's central office to a home or business. A second issue is traffic. If everyone in your neighborhood has a cable modem using the same cable, you will slow down because of the amount of traffic.

If you are evaluating either a cable modem connection or a Digital Subscriber Line for Internet access, you should ask questions. Is the bandwidth guaranteed? Is there a 24 hour hot line? What is the experience with up-time? Can you afford the cost?

What am I personally going to do? I, like most others will flip a coin and choose one of these two technologies for my home, and if I don't like it I will switch to the other. Real scientific, isn't it?



Ken Carlton



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# Who Wants to be a Dot-com Millionaire?

by Dr. Irvine Clarke III, Associate Professor of Marketing & International Business, Henry J. Freede Professorship in Teaching Excellence in Business Administration

The Internet gold rush is hitting the world with a promise of instant riches. Everyone with minor high-tech exposure is posting Web pages in the hope of hitting it rich. Last year, Beerud Sheth, 29, and Srini Anumolu, 35, quit their middle-management financial services jobs to start eLance.com, "The Global Services Marketplace." Starting with little more than an idea, brain-stormed over racquetball and family dinners, and a few high-tech contacts from the Indian Institute of Technology, they landed \$12 million in financing within one year from venture capitalist John Doer of Kliener, Perkins, Caulfield & Byers—the same people who launched Netscape and Amazon.com (Iwata 2000). Rags-to-riches stories like eLance.com abound in the vibrant environment of Internet start-up companies.

Today there are more than 500 active Internet venture capital firms, and

thousands of "angel" investors—people who invest their money in ventures—actively pursuing opportunities in this virtual marketplace. In the first three quarters of this year, venture capitalists poured almost \$22 billion, in more than 2,720 deals, into U.S. computer networking and Internet companies, according to a Pricewaterhouse Coopers Money Tree Survey (Marks 2000).

With networking and Internet companies enjoying a triple growth rate and venture capital firms averaging a return between 25-35 percent per year with some returning 100-200 percent, gold rush fever has overtaken the Internet community. The potential of these astounding returns has lead venture capitalists to raise even greater funds with Internet entrepreneurs benefiting from the higher buy-in prices caused by this glut of capital. In the current market, capital is relatively easy to access, especially for

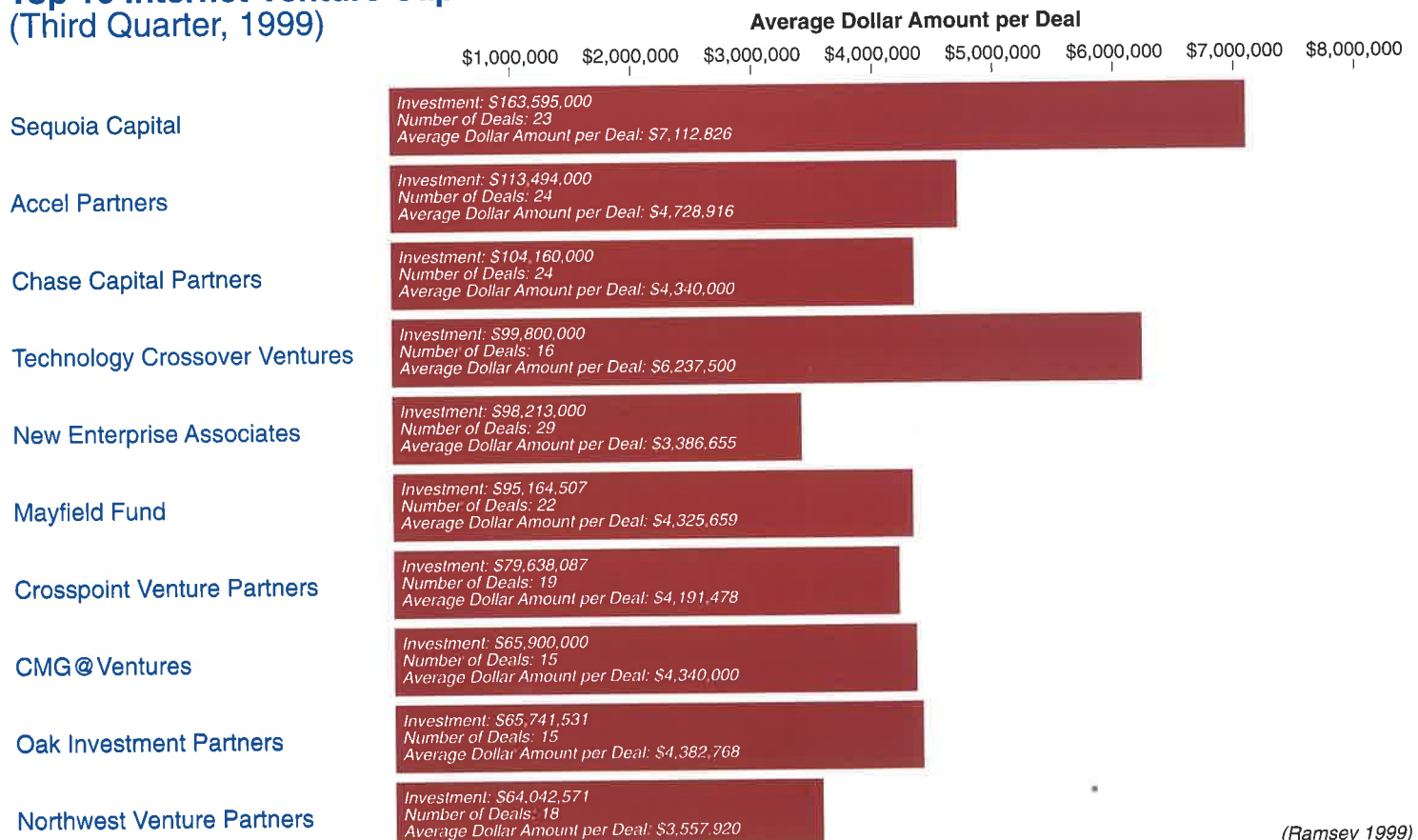
high-tech ventures. Fifty-six percent of all technology investments are going directly to Internet start-up companies. Monies available for Internet start-up companies continue to soar, with the trend likely to accelerate. Venture capital funds invested in Internet firms increased by 67 percent in 1998 and account for one-fourth of all investments (Ramsey 1999).

Interestingly, 80 percent of all venture dollars have gone to those Internet start-up firms doing business-to-consumer (B2C) rather than business-to-business (B2B) Internet sales. As the competition intensifies in the B2C markets and the



Dr. Irvine Clarke III

## Top 10 Internet Venture Capital Dealmakers (Third Quarter, 1999)



(Ramsey 1999)

B2B Internet start-ups mature, the B2B ventures are expected to attract a greater portion of the venture capital. "Plumbers," companies that are taking advantage of the new broad-band technologies to service global B2B commerce, are becoming especially attractive targets of venture capital. Venture capitalist Jim Atwell said, "Every facet of the Internet industry showed record increases, including business-to-business and business-to-consumer e-commerce, infrastructure, content and software" (Ramsey 1999).

"Today there is no shortage of venture capital," says Rayna Brown of Softbank Venture Capital. "But there is a shortage of all the services and value-adds to help a young company get started" (Lau 2000). Just as the pool of capital is increasing, the competition for these monies intensifies, and only the best proposals survive. Internet start-up companies are facing greater competition and must find ways to stand out from the hundreds of proposals presented to potential venture capital investors. "Incubators" are fast becoming the most viable differentiation tool for Internet start-ups to gain the access and credibility in this competitive venture capital market.

#### Internet Start-up Investment Opportunities

	High		
Capital Requirement	High	"Angel" Investment	Venture Capital
	Low	No Investment Required	"Incubator" Investment
		Low	High
		Business Development Assistance	

"Incubator" companies screen potential Internet ideas and develop the most dynamic enterprises into viable, functional companies before exposing them to the cut-throat world of the capital markets. The key ingredient of a successful incubator is access to its Keiretsu, or family of companies, which can assist each other. "Incubators" like The Cambridge Incubator, Orbit Capital Corp., VenCatalyst and Startech Venture Capital Network, provide

an environment whereby Internet start-ups can develop and build the company. "Incubators" typically take one company every month or so and provide them with the funds, management skills, technology and business services required to allow an Internet start-up to develop. Resources are shared among the companies "to take it to the next level" faster and more efficiently. Since only 10 percent of the Internet business ideas are even considered for incubation, dot-com companies emerging from these fertile "incubators" will have greater access to the riches of the venture capital markets. Rick Powell, managing director of the Washington, D.C. based incubator VenCatalyst, explains: "When they are ready for the big leagues, we walk them to the venture firms and say, 'Hey, here's a company that came out of VenCatalyst, and they know these guys must have their act together. Venture capitalist love that, and they know the risk is a lot lower'" (Lau 2000). A company that has proven itself within a known "incubator" will have a competitive advantage in the Internet venture capital market.

So what will attract venture capital to your dot-com company? Carlos Bhola of Credit Suisse First Boston looks to evaluate the following conditions for investment in Internet start-up companies: (1) How big is the opportunity you are targeting? (2) How compelling is the service? (3) How compelling is the business model? (4) What are the expansion opportunities? and (5) What is the quality of management and investors? (Turton 2000). Proposals short on any of these ideas are returned for refinement. A creative idea and technological savvy are no longer enough to attract venture capital. Internet venture partners are demanding sexy ideas that the market cannot live without, opportunities for minimal three to four-times annual returns, flexible expansion opportunities and stability and experience in

management and partner investors. Dot-com companies that have developed these criteria may find endless opportunities for capital, and owners may find access to a modern day gold-rush of Internet capital.

**Opportunities abound for those with vision in this emerging industry and the ability to fully develop their Internet business idea.**

Perhaps there is not currently another industry in which so many individuals have achieved their goal of starting a viable business. Opportunities abound for those with vision in this emerging industry and the ability to fully develop their Internet business idea. As these new opportunities present themselves, venture-capital firms appear increasingly eager to finance these entrepreneurs chasing their dreams of becoming dot-com millionaires. Gordon Ritter of the Whistle Communication Corporation summarizes that "venture capitalists need smart entrepreneurs with great ideas as much as we need them" (O'Brien 1998). Enterprising business-persons with the right answers may be the next dot-com millionaire.

*For more information on this topic, contact Dr. Clarke at [iclarke@okcu.edu](mailto:iclarke@okcu.edu).*

#### References

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- Lau, Debra (2000), Incubators Abound in the Land of Internet Deals, Venture Capital Journal, January 1, p. 37-39.
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# National Symposium on the Great Plains Tornado Coming to Oklahoma City

by Dr. Kevin M. Simmons, Assistant Professor of Economics

On May 3, 1999, central Oklahoma and parts of southern Kansas were struck by some of the worst tornadoes in recent history. The F-5 tornado, which passed through the Oklahoma City metro area, had a width of up to one mile and remained on the ground for 19 miles. Top wind speeds for this storm were estimated at 300 mph. By any measure, this was a major event. Despite the size and intensity of this storm, the loss of life was minimized by the use of sophisticated tracking systems, which provided tornado warnings to the communities 30 minutes in advance of the tornado. That was the good news. The bad news was that property damage and the emotional toll inflicted on the victims was severe.

As a result of such a large disaster, partnerships began to form between academia, industry and government to analyze this event and make plans to assist communities for another. One

initiative was an effort by the Oklahoma Civil Emergency Management Agency in cooperation with the Federal Emergency Management Agency (FEMA) to encourage the construction of storm shelters by area residents. Storm shelters,

meteorology, civil engineering and the social sciences.

A symposium is planned for April 30 through May 3 so researchers and policy makers can evaluate the lessons learned from the tornado. Experts from all over

***Faculty members from Oklahoma City University have been invited to serve on the Steering Committee and to serve on panel discussions as well as present related tornado research.***

***Media coverage will include a Web broadcast, CNN, the Weather Channel and local media.***

particularly in-residence shelters, received a great deal of publicity following the storm. FEMA provided \$10 million to encourage residents to construct these shelters in their homes. Other partnerships developed in the fields of

the country will attend to present their research. Policy makers including Gov. Frank Keating and members of the state's Congressional delegation will have an opportunity to review recommendations

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## Faculty Member of the Quarter

This issue's featured Meinders School of Business faculty member is Dr. Jeri Lynn Jones, associate professor of marketing. Dr. Jones has been affiliated with Oklahoma City University since 1993. She began teaching as an adjunct faculty member and in 1995 joined the full-time faculty.

Jones received her bachelor's degree in general management and her MBA in marketing from the University of New Mexico. She continued her education at Oklahoma State University, receiving a Ph.D. in marketing and management.

Jones specializes in the service, strategy and research areas of marketing. Her research focuses primarily on factors influencing customer satisfaction, attitude evaluations in service organizations and research methods related to domestic and international topics. She teaches courses in marketing research, marketing strategy, consumer behavior and logistics and physical distribution.

Jones is a member of the American Marketing Association, the Academy of Business Disciplines and the Midwest Business Administration Association. She also consults with private organizations on business plan development and independent marketing research projects. She has worked as a marketing director for a regional Certified Public Accounting firm and has served as a guest speaker on business plan development at various community and professional organizational functions.

Dedicated to making OCU and the Meinders School of Business an excellent environment in which to work and study, Jones is active in committee work for the School and the University. She has served on the School's Faculty Life Committee for five years and chaired the committee for two years. She has also served on the



**Dr. Jeri Lynn Jones in the classroom**

University's Academic Programs and Standards Committee as well as the University's Faculty Life Committee.

Jones also finds time to volunteer at her children's school and actively participates in events at her church. Her enthusiasm for life and learning is another reason why the Meinders School of Business is a special place to work and study.

# The Written Word

## Recent Scholarly Publications and Activities

### Faculty Publications

**Cawthon, David L.**, "Leadership and the Coding of Our Souls," *The St. Croix Review*, Vol. 32, No. 6, December 1999.

**Cawthon, David L.**, "Aristotle on Leadership: Free from the Tyranny of Passion," *The St. Croix Review*, Vol. 33, No. 1, February 2000.

**Clarke, Irvine**, Mahesh N. Shankarmahesh and John B. Ford. 2000. "Consumer Ethnocentrism, Materialism and Values: A Four Country Study," *Marketing Theory and Applications*, vol. 11. Proceedings of the 2000 AMA Winter Educator's Conference, February 5-8, San Antonio, Texas.

**Monnot, Charles "Bo,"** "Bank Marketing: Essential Part of Sales," *Oklahoma Banker*, January 2000.

### Faculty Presentations and Proceedings

**Alli, Ali M.** 2000. "The Economics of Bidding in Project Management," Southwestern Economics Association Conference, March 15 -18, Galveston, Texas.

**Clarke, Irvine** and H. Stanley Hart. 1999. "Symbolic Consumption in Economic Integration." Proceedings of the 1999 Academy of International Business Western Regional Conference, September 17-18, Stockton, Calif.

**Clarke, Irvine.** 1999. "Extreme Response Style in International Marketing Research: An Empirical Comparison of Australia, England, France and the United States." Proceedings of the 1999 Annual Conference of the Irish Academy of Management, September 9-10, University of Limerick.

**Fitzgerald, Patrick.** 2000. "Ethics and Economic Theory: The History of Economic Thought Relating to Ethics: Impact on the Business Curriculum,"

Academy of Business Administration National Conference in Vancouver.

**Jones, Jeri L.** 1999. "The Impact of Order of Positive/Negative Information on the Evaluations of Service Encounters: Theory and Empirical Study," Academy of Business Disciplines Proceedings, Ft. Myers Beach, Fla.

**Jones, Jeri L.** 1999. "Will the Real University Business School Customer Please Stand Up!" Academy of Business Disciplines Proceedings, Ft. Myers Beach, Fla.

**Middleton, Karen and Jeri L. Jones.** 1999. "The Relationship of Socially Desirable Response Sets and Country Culture," Southern Management Association Proceedings, Atlanta, Ga.

**Thompson, James H.** "A Study of Financial Accounting Standards Board Statement No. 130: Reporting Comprehensive Income," Western Regional Meeting of the American Accounting Association, May 13, 2000.

**Thompson, James H.** "Panel discussion: Tenured Faculty: Should They Be Subject to Continuing Review?" Western Regional Meeting of the American Accounting Association, May 13, 2000.

### Student Presentations

Marketing Senior **Chris Lorenzen** presented his paper "A Market Strategy for Portfolio Management" at the 80th annual conference of the Southwestern Economics Association in Galveston, Texas. The conference was held March 15-18, 2000.

## JOB SEARCH OR INTERNSHIP ASSISTANCE

by Dr. David B. Carmichael,  
Associate Professor of Management

As a service to our students, the Meinders School of Business has established a new, part-time service. Thanks to the addition of OCU alumnus Lynette Martin, MBA '95, a human resources professional, the School is now able to provide better employment assistance for our graduates than in the past. Martin will also work with the School in providing advice on resumes and interviewing skills.

In addition to providing help with placement and resumes, Martin will work with students and employers to provide meaningful internships for business students. Students want more practical experience and University President Stephen Jennings wants more high-quality internships for students.

Along with the placement and internship programs, Martin will help track the progress of the business school graduates' careers. She will also assist in the School's biannual Employment Seminar for students. Lastly, she will work with the faculty in providing a service that circulates resumes to top employers in this region.

Martin is available to students on Wednesdays from 3 to 6:30 p.m., in Professor Ken Carlton's office, room 204K in the School. For more information about the new service, call Martin at (405) 521-5415 or send e-mail to [lmartin@okcu.edu](mailto:lmartin@okcu.edu).

In addition to Martin, Professors Carlton, Greg Winter and Dave Carmichael are available to work with students during their office hours in the Meinders School of Business.



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The Vice President for Administrative Services, located in Room 402 of the Administration Building, telephone (405) 521-5029, serves as the University's affirmative action officer and coordinates the University's compliance with Title VI, Title VII, Title IX, Section 504-Title II, the ADA and the ADEA.

### *Thinking Big (continued from page 1)*

savings and loans to lend money to the people in the communities they serve, including some loans to those with low incomes. Banks with more than \$250 million in assets must meet other requirements, including serving and investing in local community organizations.

While the Community Reinvestment Act generally requires banks to invest in the areas near their main offices and branches, this geographic requirement can be exempted with participation in an organization such as MetaFund, Loy said. In other words, an Idabel bank can get Community Reinvestment Act credit for participating in a loan in Guymon.

"MetaFund is a potential nirvana for banks because banking regulators like what we've done in the structuring of MetaFund," Loy said.

One more appeal to banks in the MetaFund is that it allows them to share risks. The risk of a MetaFund loan will be shared by all the investors. For all of these reasons, Loy expects that support

for MetaFund will continue to boom.

"I think it's going to be to the point that anyone in Oklahoma would be ashamed not to be a partner," he said.

In fact, he thinks he has stumbled on an idea that will have an even broader appeal: "I think MetaFund will be replicated all over the United States."

MetaFund operates as a "virtual company." Loy has quit teaching and is spending the bulk of his time on the project. OCU is "incubating" the project by allowing him to run MetaFund from his OCU office.

Loan applicants will not call Loy, who still is the only MetaFund employee. Instead, they will go to one of the investing banks. Most loans will need to be approved by a MetaFund loan committee. Some of the larger loans may go before the MetaFund board of directors.

### *Symposium (continued from page 6)*

by researchers and government agencies to better prepare for wind-related disasters.

The symposium is sponsored by the National Science Foundation in conjunction with the Severe Storms Laboratory at the University of Oklahoma. Faculty members from Oklahoma City University have been invited to serve on the Steering Committee and to serve on panel discussions as well as present related tornado research. Media coverage will include a Web broadcast, CNN, the Weather Channel and local media. It is hoped that the symposium will not only accomplish the goal of increased scientific understanding of these storms, but also alert the public regarding the potential danger of tornadoes.