

5 questions with 'Shak' Khedri Geiser

Shekoofah "Shak" Khedri Geiser is the lead designer and co-owner of GreyHorse Associates LLC, a Tulsa-based provider of design services for custom home and remodeling projects, as well as general urban design projects. Before moving to Tulsa in 2004, she designed a number of buildings in Dubai, United Arab Emirates.

1 Why have you shifted from commercial and mixed-use development in Dubai to custom home development in Tulsa?

In Dubai, I had the privilege of being involved with many interesting and iconic projects, such as Dubai International City, Jumeriah Lake Towers, The Palm-Jumeriah and The Palm-Deirah among others. My projects varied from large mixed-use and commercial to residential.

I've had a passion for residential design since I worked on the beachfront homes at The Palm-Jumeriah and The Palm-Deirah. When I moved to Tulsa, I wanted to share my design experience through my own business. I started GreyHorse Associates with co-owner Jane Bullock on the idea that residential design would be a core offering. My design experience, combined with Jane's project management and remodeling experience, positions us well in the Tulsa market.

Since I do have a lot of experience in commercial and mixed-use development, we plan to increase our focus in that direction over the next 18 months.

2 What do Dubai builders look for in their architecture? How do commercial centers there differ from commercial centers in the U.S.?

Whether you're in Dubai or in Tulsa, builders are always looking for opportunities to maximize their profit through creating architectural attraction. Standing out during Dubai's economic boom was critical to builders' success, which resulted in extreme projects such as Dubai commercial centers with indoor ski slopes. Most of the commercial centers are indoor facilities due to the hot, arid climate and are located within walking distance of surrounding neighborhoods, creat-

ing a tight urban fabric.

In contrast to typical American commercial centers, there is an emphasis on indigenous architecture that is climate-responsive. It is common to see narrow alleys, shaded courtyards and other design features that help keep consumers cool. There is also a big emphasis on energy-efficient designs, which I'm glad to see gaining popularity here.

3 How are you able to incorporate your international experience to buildings in the Tulsa area?

Growing up in Dubai allowed me to interact with various cultures from all over the world — Indian, Australian, British, American and South African, for example. That amount of exposure forces you to listen carefully to the client because each client has extremely unique requirements.

At GreyHorse, we are trying to move towards more interesting and more dynamic layouts like I designed in Dubai. At first, I was nervous about presenting such plans, but we soon realized that it was extremely successful and people are embracing the designs.

4 What are some of the features people now ask for in larger custom homes?

People are continuing to ask for high ceilings, outdoor kitchens with fireplaces, open kitchens and ground-floor master suites. We've been very successful with moving beyond those designs with courtyards, wet-rooms and other spaces that allow people to bring entertainment to their personal spaces.

What we try to do differently at GreyHorse Associates is to create a storyline. Each story is built around our clients' personal requirements that are derived from their lifestyle, needs and desires.



Shak Geiser is co-owner of GreyHorse Associates LLC, a custom home design firm. SHERRY BROWN/Tulsa World

5 What challenges have you experienced in starting up a business in a down economy?

It sounds a little crazy to start a residential design business during the worst housing market since the Great Depression. However, the economy constantly reminds us

to simply stay nimble and keep on our creative toes. Our strategy from the beginning was to stick with our fundamental business principals — delivering designs that exceed client expectations, providing professional service and completing projects on time.

Interview conducted by Robert Evatt, Tulsa World staff writer.

GM makes \$1.3 billion; CEO to exit

ASSOCIATED PRESS

DETROIT — In a signal moment for the turnaround of the American auto industry, General Motors is edging toward a public stock sale, and its profits are now solid enough that the demanding CEO will step aside, saying his work is done.

GM said Thursday that it made \$1.3 billion from April through June, its second straight quarter in the black and a complete reversal from last year, when it was forced into bankruptcy and the U.S. government took a majority stake.

CEO Ed Whitacre said he would leave his post Sept. 1. He said the GM board knew all along that he would do so after the company returned to health, and industry analysts said it was an important step leading up to the stock sale.

Whitacre, who will stay on as chairman through the end of this year, will be replaced as CEO by Daniel Akerson, a 61-year-old former telecommunications executive who sits on the GM board.

While executives would not discuss the stock sale Thursday, GM is expected to file its initial paperwork with federal regulators as early as Friday.

"Things look good. There's a foundation in place, a good foundation," said Whitacre, who was drafted out of his first retirement by the government to fix the troubled GM. "I believe we've accomplished what we set out to do."

Last year, GM lost nearly \$13 billion in the second quarter alone. In the first six months of this year, GM made \$2.2 billion as



General Motors Co. CEO Ed Whitacre said Thursday he's stepping down on Sept. 1, his mission accomplished as the company reported its second straight quarterly profit. The former CEO of AT&T Inc. will be replaced by GM board member Daniel Akerson. PAUL SANCYA/Associated Press

cost cuts took full effect, sales in China grew and people paid more for GM's revamped vehicles in the U.S.

For example, GM's crossovers, which are similar to SUVs but built on car undercarriages, are fetching \$3,000 more this year than last. Crossovers such as the Chevrolet Equinox and Buick Enclave have sold well, and the company has high hopes later this year for the Chevy Cruze, its first decent compact, and the Volt, a \$41,000 rechargeable electric car.

The federal government got a 61 percent stake in GM in exchange for \$43 billion in aid to keep it alive. It could sell some or all of that when GM makes its public stock offering, perhaps as early as November.

GM must first reveal to the Securities and Exchange Commission how many shares it intends to sell on the open market and at what price. The government would then tell GM how much of its stake it will sell, and GM would disclose that in another filing.

If GM's shares sell for too little, the government and other stakeholders are less likely to get their money back and GM is less likely to raise money to pay off debt.

The environment for new stock offerings is less than welcoming. Six initial public offerings have been postponed since June 1, in part out of fear that they wouldn't fetch a high enough share price, said Matt Therian, an analyst with Renaissance Capital, a Greenwich, Conn., firm specializing in public stock offering research.

OU course recognized by Forbes

BY JAY F. MARKS
The Oklahoman

One facet of the University of Oklahoma's energy-focused master's degree program has caught the eye of the folks at Forbes.

The magazine this week tabbed OU's Energy Accounting and Regulation course for its list of the 10 most innovative business school courses.

"It was a very pleasant surprise," said Dipankar Ghosh, executive director of OU's MBA program.

Ghosh said the course, which was offered for the first time last year, is one of several that were designed with insight from energy industry experts, with an eye toward making students more marketable once they graduate.

He said the energy MBA program is the only one of its kind in the country.

The accounting course — covering federal and state regulations affecting natural gas and oil producers and developers, power transmission and generating companies and intrastate and interstate pipelines — was spearheaded by OU alumna Deborah Kitchens, chief financial officer of Dallas-based Peregrine Group.

"It got tremendous kudos from the students," Ghosh said.

This fall, the course will be taught by Danny Heatly, senior vice president of accounting at Devon Energy Corp., who intends to recruit several of his colleagues at the Oklahoma City-based company to help with the course.

jmarks@opubco.com

FOREIGN EXCHANGE

The dollar continued to gain as more reports from the U.S. and Europe pointed to slowing economic growth. Both the dollar and the Japanese yen have taken on appeal as safe havens recently.

MAJORS	CLOSE	CHG.	%CHG.	6MO. AGO	1YR. AGO
USD per British Pound	1.5569	-0.103	-6.6%	1.5669	1.6511
Canadian Dollar	1.0444	-0.022	-2.1%	1.0509	1.0879
USD per Euro	1.2824	-0.058	-4.5%	1.3612	1.4214
Japanese Yen	85.88	+64	+75%	89.96	96.23
Mexican Peso	12.7170	-0.237	-1.9%	12.9820	12.9455

EUROPE/AFRICA/MIDDLE EAST					
Israeli Shekel	3.7979	+0.028	+0.7%	3.7600	3.8340
Norwegian Krone	6.1881	+0.038	+0.6%	5.9177	6.0863
South African Rand	7.2993	+0.107	+1.5%	7.7083	8.0615
Swedish Krona	7.4074	+0.436	+5.9%	7.2674	7.2046
Swiss Franc	1.0513	-0.068	-6.5%	1.0773	1.0772



ASIA/PACIFIC					
Australian Dollar	1.1186	+0.053	+4.7%	1.1265	1.1951
Chinese Yuan	6.7889	+0.092	+1.4%	6.8359	6.8361
Hong Kong Dollar	7.7760	+0.060	+0.8%	7.7699	7.7509
Indian Rupee	46.948	+2.19	+4.7%	46.468	48.144
Singapore Dollar	1.3626	-0.031	-2.3%	1.4120	1.4428
South Korean Won	1182.50	+6.00	+0.5%	1159.50	1247.50
Taiwan Dollar	32.05	+10	+31%	32.15	32.87

ENERGY FUTURES

EXP.	OPEN	HIGH	LOW	SETTLE	CHG
HEATING OIL (NYMEX) 42,000 gal. cents per gal					
Sep 10	202.00	207.17	199.75	200.15	-7.37
Oct 10	204.83	210.25	202.90	203.26	-7.44
Nov 10	207.86	213.10	205.88	206.24	-7.36
Dec 10	210.62	215.72	208.50	209.11	-7.23
Est. sales 149,042. Wed's sales 116,665 Wed's open int. 302,389; +639					
LIGHT SWEET CRUDE (NYMEX) 10,000 bbl.-dollars per bbl.					
Sep 10	76.27	77.97	75.47	75.74	-2.28
Oct 10	76.76	78.43	75.90	76.15	-2.34
Nov 10	77.27	79.05	76.47	76.73	-2.40
Dec 10	77.82	79.69	77.01	77.31	-2.47
Est. sales 876,416. Wed's sales 809,661 Wed's open int. 1,283,746; +9,141					
NATURAL GAS (NYMEX) 10,000 mm btu's, \$ per mm btu					
Sep 10	4.303	4.363	4.264	4.296	-0.30
Oct 10	4.317	4.374	4.281	4.315	-0.16
Nov 10	4.561	4.604	4.535	4.573	+0.27
Dec 10	4.828	4.852	4.767	4.848	+0.71
Est. sales 321,732. Wed's sales 353,744 Wed's open int. 644,028; +1,990					
NY HARBOR GAS BLEND (NYMEX) 42,000 gallons-dollars per gallon					
Sep 10	1.9622	1.9660	1.9490	1.9548	-0.428
Oct 10	1.9093	1.9500	1.8922	1.8975	-0.573
Nov 10	1.9133	1.9550	1.8964	1.9010	-0.568
Dec 10	1.9250	1.9700	1.9083	1.9136	-0.602
Est. sales 139,682. Wed's sales 206,329 Wed's open int. 241,907; -2,620					

AGRICULTURE FUTURES

EXP.	OPEN	HIGH	LOW	SETTLE	CHG
CORN (CBOT) 5,000 bu minimum-cents per bushel					
Sep 10	400.75	414	394.75	406.25	+10.75
Oct 10	420	429.50	410	421.75	+10.75
Nov 10	430	442.50	423	434.75	+10.50
Dec 10	444	449.50	430.50	442	+10
Est. sales 888,501. Wed's sales 364,598 Wed's open int. 1,295,385; -1,225					
COTTON 2 (ICE) 50,000 lbs.-cents per lb.					
Sep 10	84.21	86.90	84.21	86.75	+2.53
Oct 10	80.85	83.90	79.69	83.55	+2.65
Nov 10	79.80	82.21	78.89	81.77	+1.88
Dec 10	79.20	82.10	79.20	81.77	+1.73
Est. sales 27,395. Wed's sales 11,404 Wed's open int. 193,543; +1,362					
OATS (CBOT) 5,000 bu minimum-cents per bushel					
Sep 10	275.50	276.50	268.25	272	+2.75
Oct 10	279.50	289.50	279.50	285	+3
Nov 10	290.25	297.25	290.25	293.50	+3.25
Dec 10	305	305	300	300	+2.75
Est. sales 2,145. Wed's sales 805 Wed's open int. 10,941; +162					
SOYBEAN MEAL (CBOT) 100 tons-dollars per ton					
Sep 10	316.00	318.90	309.10	315.40	+4.90
Oct 10	300.80	302.20	293.90	301.40	+6.90
Nov 10	295.60	296.30	287.50	296.20	+8.10
Dec 10	295.60	296.60	287.30	296.20	+8.30
Est. sales 110,830. Wed's sales 45,500 Wed's open int. 195,934; -1,543					

AGRICULTURE FUTURES

EXP.	OPEN	HIGH	LOW	SETTLE	CHG
SOYBEAN OIL (CBOT) 60,000 lbs.-cents per lb.					
Sep 10	41.40	41.60	41.06	41.09	-54
Oct 10	41.54	41.85	41.13	41.21	-56
Nov 10	41.69	42.01	41.32	41.39	-56
Dec 10	41.83	42.46	41.76	41.83	-55
Est. sales 124,771. Wed's sales 77,749 Wed's open int. 307,407; -1,067					
SOYBEANS (CBOT) 5,000 bu minimum-cents per bushel					
Sep 10	1060	1063.50	1038	1057	+12.50
Oct 10	1032	1037.50	1012	1026	+9.50
Nov 10	1025	1038	1011.50	1028.50	+13
Dec 10	1039.50	1044	1017.25	1035	+13.50
Est. sales 230,152. Wed's sales 90,653 Wed's open int. 508,968; +199					
WHEAT (CBOT) 5,000 bu minimum-cents per bushel					
Sep 10	688.50	734.50	688.50	713	+18.25
Oct 10	722	765	718.50	743.75	+18.75
Nov 10	764.25	774	734.75	756.25	+17.50
Dec 10	753	760.75	720	747	+26.75
Est. sales 391,340. Wed's sales 207,105 Wed's open int. 501,803; -8,000					
WINTER WHEAT (KCBT) 5,000 bu minimum-cents per bushel					
Sep 10	730	749	716	725	+15
Oct 10	745	764.50	730	740	+15.50
Nov 10	755	769.50	747.75	747.75	+13.25
Dec 10	744	744	736.25	736.25	+15.75
Est. sales 35,689 Wed's open int. 207,508; -1,497					

EXP.	OPEN	HIGH	LOW	SETTLE	CHG
CATTLE (CME) 40,000 lbs.-cents per lb.					
Aug 10	94.32	94.62	93.75	94.20	+25
Oct 10	95.65	96.22	95.00	95.30	-05
Dec 10	97.35	98.10	97.10	97.50	+13
Feb 11	98.85	99.60	98.67	99.15	+18
Est. sales 28,655. Wed's sales 42,315 Wed's open int. 335,266; -3,296					
FEEDER CATTLE (CME) 50,000 lbs.-cents per lb.					
Aug 10	112.00	112.62	111.65	111.97	-58
Sep 10	112.50	112.50	111.70	111.72	-83
Oct 10	112.37	113.20	112.00	112.27	-95
Nov 10	113.50	113.50	112.60	112.62	-105
Est. sales 6,602. Wed's sales 7,961 Wed's open int. 33,020; -677					
HOGS-Lean (CME) 40,000 lbs.-cents per lb.					
Aug 10	82.20	82.30	81.15	82.20	+75
Oct 10	74.75	75.12	73.70	74.62	+97
Dec 10	73.30	73.50	72.12	73.10	+108
Feb 11	75.82	76.10	74.60	75.92	+117
Est. sales 22,281. Wed's sales 24,587 Wed's open int. 209,834; -2,805					
PORK BELLES (CME) 40,000 lbs.-cents per lb.					
Aug 10	141.00	141.00	140.50	140.50	+4.00
Oct 10	107.00	107.50	104.50	105.25	-2.75
Nov 10	107.00	107.50	104.50	105.25	-2.75
Dec 10	107.00	107.50	104.50	105.25	-2.75
Est. sales 8. Wed's sales 8 Wed's open int. 21; -3					