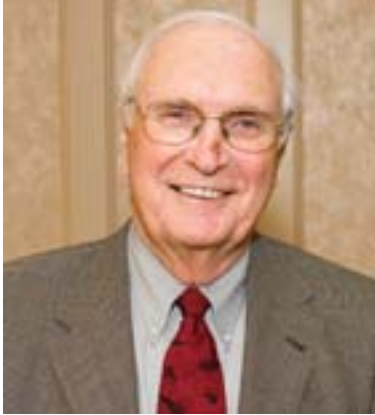


KU SCHOOL OF BUSINESS
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WILLIAM M. HOUGLAND



Bill Houglan has risen to the top in his every endeavor—and has always taken the University of Kansas with him. His penchant for giving his all brought dramatic results when he helped his KU team win the 1952 NCAA championship as co-captain. That same year, he graduated from the KU School of Business and earned his first Olympic gold medal in basketball, a feat he repeated four years later as the captain of the 1956 U.S. Team.

Bill's leadership and winning instincts have helped him succeed. As president of Koch Oil and a member of the School of Business Board of Advisors, he encouraged the Koch-KU partnership that has rewarded student and faculty achievements and has produced curriculum innovations.

Bill was presented the Fred Ellsworth Medallion in 1995 for his enduring record as a champion of KU.

