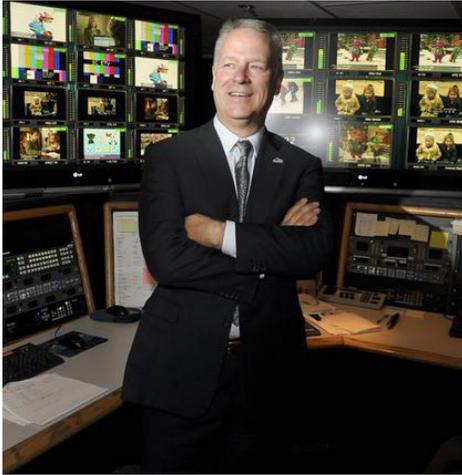


# Featured Alumni - Doug Price (PLC '74)

## November 2017



*President & CEO - Rocky Mountain PBS (Ret.)  
Founding Chairman - Qualistar Colorado*

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Coming from a humble background, Doug Price (PLC 1974) truly knows the value hard work and serving others. Price graduated with honors from CU Boulder in 1978, with a degree in finance. After graduation, Price went to work for the First Bank of Boulder, then moved to the First Bank of Denver, and finally found a home at the First Bank of Colorado before retiring from banking in 1999. Price then went on to work for non-profits including Rocky Mountain PBS and the French American Foundation. Price also went founded Qualistar Early Learning, a “Colorado non-profit that protects and promotes high quality in early childhood education by advocating for policies that advance quality and increase awareness of its importance.” (<https://qualistar.org/about/>)

Throughout his life, Doug Price constantly looks for service leadership opportunities. He strongly believes that in order for us to be successful as a unified country, we need to lift up those around us, especially those from lower socio-economic classes. Given his upbringing, he has a deep understanding and appreciation of modest, working class origins - greatly influencing his own understanding of his own success and that of those around him. He credits his long-time work with Rocky Mountain PBS as being a great chance for him to serve others while challenging him to grow as a person and to make the hard decisions that define a leader.

Reflecting on his time at PLC, Price emphasized the impact that PLC had on both his personal life and professional career. Through PLC, he gained an understanding of how to work well with others. It did not matter if he liked or disliked those he was working with - as long as everyone understood the importance of the project, everyone could find a way to work together. He recalls how the values of PLC set him up for a seamless career of both service and commerce sewn together in order to make real progress. Whether Price was working in a bank or for a non-profit, his leadership style always focused on the intersectionality of business principals and social justice - always pushed for change. He called it the “magic” of PLC - the program’s ability to find scholars of promise, giving them the opportunities to give back, and helping them develop into stronger leaders.

For PLC freshmen, Price recommends that they, “Continue to work hard, enjoy college, be urgent, but also have fun. Go to bed by 11pm unless it’s the weekend. Don’t sweat everything, but learn what is important.” Most importantly, he believes everyone should find time to reflect. He believes that stress creates lessons, but if you don’t pause to reflect, you will learn the wrong ones. “Those who achieve the most are the ones who reflect the most, and plan a good life –a good career will follow.”

Mr. Price is an avid cyclist, using his time in the saddle for reflection and contemplation. Unlike many athletes, he purposely doesn’t wear earphones so he can focus on his thoughts. Although he is a 3-time Emmy winner, he also loves moronic sit-coms like *Blackish*, *Modern Family*, and *The Big Bang Theory*. Of course, he equally enjoys highbrow PBS television – swearing *Wolf Hall*, one of his favorite shows, is even better than the fan favorite *Game of Thrones*.

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