

ORANGE BOOK

2012-2013



Spears School
OF BUSINESS

Department of Marketing



DEPARTMENT OF
MARKETING

312A Business Building
Stillwater, OK 74078-4011
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spears.okstate.edu/marketing

Dear Friend,

For the third consecutive year the Department of Marketing acknowledges the importance of our seniors' achievements by celebrating our students who have been selected by the faculty as outstanding students in marketing and international business. Each of the recipients has gone beyond the traditional college experience of taking courses to voluntarily participate in opportunities that truly broaden their education. Selection to the Orange Book honors those graduating OSU marketing and international business seniors who are academically outstanding, demonstrate service to their departments, university and/or community, or are active in extracurricular, academic or professional activities.

Nine marketing majors, one international business major, and one double major in marketing and international business have been named to this year's Orange Book. The Orange Book that you hold in your hands showcases these outstanding individuals. It is our expression of appreciation for our students' valuable contributions to the campus and to the community during their undergraduate tenure. This year's honorees are student leaders who have positively impacted the organizations with which they are involved and have represented Oklahoma State University and the Spears School of Business very well.

Our program currently has 471 Marketing majors and 158 International Business majors. Selection to the Orange book honors students by recognizing that their excellence reflects positively on the Spears School of Business and Oklahoma State University. We will miss them; we always do, but the OSU family is a tight one – our graduates tend to stay in touch. To learn more about the work of the Department of Marketing, visit <http://spears.okstate.edu>.

Warm Regards,

A handwritten signature in black ink that reads "Josh Wiener".

Joshua L. Wiener,
Department Head
Professor of Marketing
Carson Professor of Business Administration

A handwritten signature in black ink that reads "Kevin E. Voss".

Kevin E. Voss,
Associate Professor
2012-2013 Orange Book Coordinator





Tracie Marie Dickerson

Tracie is a creatively driven marketing student with experience in marketing, research, design, promotions and branding. After graduating Valedictorian of her high school and enrolling at Oklahoma State, Tracie continued to push herself for excellence. She maintains active participation in six student organizations, in four of which she holds executive positions. Her experience includes multiple internships including OSU Athletics, American Diabetes Association, and M&N Holdings, LLC. She's working toward a double degree in Marketing and Advertising with a minor in Economics. Upon graduation, she will strive to boost industry-wide morale and creativity by using what she has learned at OSU. Because she loves the rich heritage and traditions of Oklahoma State, Tracie will eventually earn a Masters Degree from OSU.



2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Muskogee, OK

GPA: 3.34

Expected Graduation: December 2012

Employment:

The Daily O'Collegian,
Baker Hughes, Inc.,

Volunteer Work:

Habitat for Humanity,
Coaches vs. Cancer,

Other:

Dean's Honor Roll,
Lahoma Scholarship,
President's Distinguished Scholarship,
Alpha Delta Sigma,
Delta Sigma Pi,
Sigma Alpha Lambda,
Alpha Omicron Pi,
Advertising Club,
Innovative State.

“Unusual combination of technical and people skills; excellent with numbers; excellent with people. Create a database, communicate with customers, she can do it all.”

*Josh Wiener,
Professor*

Contact Dr. Wiener at 405-744-5192



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Emily Ruth Doty

Over the past four years, Emily has had the privilege of participating in many opportunities that have shaped her view of the world. After spending time in Greece through a study abroad program and through being the president of her National Sorority, Emily has been able to see the world from a philanthropic perspective. Oklahoma State University has equipped her with the education, experiences, and mindset needed to make a lasting impression upon any leadership position that she may obtain. Upon her impending graduation with a degree in Marketing and Management, Emily plans to secure a job with a company that challenges her, as well as encourages her to utilize her talents to help others.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Wayne, OK

GPA: 3.77

Expected Graduation: December 2012

Employment:

First Baptist Church Lexington,

Volunteer Work:

Turning Point Ranch,
Stillwater Mobile Meals,
Domestic Violence Awareness,

Other:

Spears School of Business Top 7.5%,
Dean's Honor Roll,
President's Honor Roll,
Phi Kappa Phi, National Society of Collegiate Scholars,
Golden Key International Honor Society,
National Panhellenic Sorority President and V. P. Finance.

“Emily is a dedicated student with a strong work ethic. She will work hard to achieve her career goals.”

*Karen Flaherty,
Associate Professor*

Contact Dr. Flaherty at 405-744-8653



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James Paden Ferguson

Paden Ferguson is very active in the OSU community by being a member of Chi Alpha Outreach, Lambda Chi Alpha Fraternity, and Delta Sigma Pi Professional Business Fraternity. Paden is also currently the secretary for Durant Masonic Lodge #45. After obtaining his degree from OSU, Paden intends to work for a company in their marketing and sales department.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Durant, OK

GPA: 3.05

Expected Graduation: May 2013

Employment:

Caribou Coffee,
AXA Advisors,
Green Spray,
Taco Casa,
Wal-Mart,

Volunteer Work:

New Life House,
Humane Society of Stillwater,

Other:

Durant Masonic Lodge,
Lambda Chi Alpha,
Delta Sigma Pi,
OSU Cowboy Marching Band,
TOMS Club,
Chi Alpha Outreach,
Kyle and Lucina Thompson Scholar 2012-2013,
Eitel Scholar 2012-2013,
Chuck and Kim Watson Scholar 2012-2013.

“Paden is a confident student, with his experience and leadership ability the future looks bright.”

*Xiang Fang,
Associate Professor*

Contact Dr. Fang at 918-594-8194



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Brittani Kay Hale

Brittani will graduate with a double major in International Business and Marketing. She plans to move to Nashville to achieve her dream of working in the music industry. Her dream is to work in the International Sales and Marketing department of a company within the music industry.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Grove, Oklahoma

GPA: 3.60

Expected Graduation: December 2012

Employment:

EMI Christian Music Group,
OSU Residential Life,
Target,

Volunteer Work:

Rocketown,
Stillwater Junior High, Volunteer Cheer Coach,
The Big Event,

Other:

National Society of Collegiate Scholars,
Orange Peel Marketing Director,
Cowboy Cousin Director,
Playing for Change Day Exec. Director and Founder,
Spears School of Business Ambassador elected Treasurer.

“Brittani will not stop until she achieves her objectives. As a result, she gets the job done—always”

*Kevin Voss,
Associate Professor*

Contact Dr. Voss 405-744-5106



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Ariel Mae Litwer

Ariel is a passionate, hardworking, and goal-oriented student, she decided to attend OSU after falling in love with the campus, the people, and the Marketing and Honors programs. While at OSU Ariel has received multiple honors, joined several national honors societies, remained an active member of the Honors College as she pursues her Honors Degree, and worked as a tutor with the Academic Services for Student Athletes. In studying her major—Marketing, and minors—Sociology and Management, she has developed a well-rounded knowledge base of how humans interact with each other and connect to the material world. After receiving her degree from OSU, Ariel intends to work in the marketing and communications industry before pursuing a MBA.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Leawood, KS

GPA: 3.93

Expected Graduation: May 2013

Employment:

OSU Academic Services for Student-Athletes,
Children International,

Volunteer Work:

Stillwater Humane Society,

Other:

President's Honor Roll,
Dean's Honor Roll,
Institutional Diversity Honors Award,
Phi Kappa Phi Honor Society,
Golden Key International Honor Society,
Honors College,
Oklahoma State University Singers (2009 & 2010).

“Ariel is very smart, articulate, and knows where she is going. She will be successful.”

*Kevin Voss,
Associate Professor*

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Sarah Elizabeth Mathews

Sarah is a member of Phi Beta Lambda, which is more formally known as the Future Business Leaders of America. Sarah has held several offices on both the local and state levels. Sarah is also a member of Beta Gamma Sigma and Phi Kappa Phi. After completing her degrees in management and marketing, Sarah plans to enter the graduate school at OSU seeking a masters degree in business administration.

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Outstanding Seniors in Marketing and International Business.

Hometown: Catoosa, OK

GPA: 3.75

Expected Graduation: December 2012

Employment:

Kohl's,
Directors Inc.,
HSBC,
Tulsa Boat Sales,

Volunteer Work:

United Way - Success by Six,
The Ronald McDonald House,
Red Cross,
March of Dimes,
Jim Giles Coats for Kids,

Other:

Presidents Honor Roll,
Phi Kappa Phi,
Beta Gama Sigma,
Phi Beta Lambda, State President-Oklahoma.

“Sarah combines a wealth of work experience with a lot of maturity and is a great person.”

*Xiang Fang,
Associate Professor*

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Angela Rae Miller

Angela Miller is a Marketing major at Oklahoma State University. One of four children, all of whom attend or have attended OSU, she has a twin brother, and two sisters. She works at the OSU Ticket Sales and Marketing office where she does a number of jobs including, but not limited to, selling and promoting season tickets for all major sports. She loves sports and hopes to pursue a career in the sports industry one day.

 **2012-2013 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Enid, OK.

GPA: 3.73

Expected Graduation: May 2013

Employment:

OSU Athletics Ticket Sales and Marketing,
State Farm Insurance Internship,
The Commons Assisted Living,

Volunteer Work:

Horn of Plenty,
The Salvation Army,
Temple Baptist Church,

Other:

Spears School of Business Academic Excellence Scholarship,
President's Distinguished Scholarship,
Charles R. Eitel Scholarship,
Kyle and Lucina Thompson Scholarship,
Harry and Maxine Wiese Scholarship,

“Life-long competitor–life-long winner. Angela plays to win & does. Driven to be the best.”

*Josh Wiener,
Professor*

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Rachel Elizabeth Noland

Rachel is pursuing a double major in Marketing and Public Relations. She has been extensively involved on campus at OSU, holding leadership positions in various organizations including Student Alumni Board, Spears School of Business Student Council and Student Government Association. Additionally, she was in the Honors College and studied abroad through the Spears School of Business in Greece. Rachel also serves as the Chapter President for Pi Beta Phi. After completing her studies at Oklahoma State, she intends to pursue a career in the marketing industry.

 **2012-2013 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Lake Quivira, KS

GPA: 3.64

Expected Graduation: May 2013

Employment:

Cerner Corporation,
Variety Children's Charity of Greater Kansas City,

Volunteer Work:

Variety Children's Charity,

Other:

Top 20 Freshman Woman,
President's Honor Roll,
American Women in Communications,
Student Alumni Board Executive Council,
Spears School of Business Ambassador & Student Council,
Pi Beta Phi Chapter President,
Order of Omega Honor Society,
OSU Women's Running Team Member,
Outstanding Panhellenic Junior.

“Rachel is enthusiastic and mature beyond her years. She is forward-thinking and ready to make an impact in the business community.”

*Tom Brown,
Professor*

Contact Dr. Brown at 405-744-5113



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Kirby Rose Reber

Kirby will graduate with a degree in International Business and minors in Spanish and Human Resource Management. While attending Oklahoma State University she has demonstrated superior leadership through the various organizations in which she has been involved. Kirby is a dedicated and hard working student. After achieving her goal of earning a degree from Oklahoma State University, she intends to achieve success in business.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Oklahoma City, OK

GPA: 3.42

Expected Graduation: May 2013

Employment:

Learning and Student Success Opportunity Center,

Other:

President's Leadership Award,
Vice-President, Student Union Activities Board,
Provost Scholarship,
Mortar Board,
Kappa Alpha Theta Sorority,
American Association of University Women,
National Society of Collegiate Scholars,
Social Officer for MADA,
Remember the Ten Steering,
Hall President,
Cowboy Cousins,

“Terrific young lady with clear objectives and the experience and training to start reaching those objectives.”

*Tom Brown,
Professor*

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Sarah Nicole Thursby

Sarah is majoring in Marketing and Management with a minor in International Business. Sarah is involved in Delta Delta Delta sorority, as well as activities on campus such as Recruitment Counselor and Homecoming Steering. Last summer, Sarah studied abroad in London and attended the LeaderShape conference in Boston. After earning her degree from the Spears School of Business, Sarah plans to gain work experience before attending graduate school to earn an MBA.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Coppell, TX

GPA: 3.23

Expected Graduation: May 2013

Employment:

Bella Flora of Dallas,
Berry Berry,

Volunteer Work:

Stillwater Humane Society,

Other:

Dean's List,
Business Honors Organization,
Marketing Club,
Homecoming Steering Committee.

“An authentic leader. Sarah has a strong track record of performance and leadership.”

*Josh Wiener,
Professor*

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Patrick Allen Combs

Patrick was raised in Flagstaff, Arizona. As an avid traveler, he hopes to find a career that allows him to work abroad. He would like to gain real world experience for 3-4 years before returning to school to obtain an MBA degree. He has held a number of leadership positions on campus, including starting a chapter of Net Impact, an organization focused on educating students about sustainable business practices.

2012-2013 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Flagstaff, Arizona

GPA: 3.02

Expected Graduation: May 2013

Employment:

Teaching Assistant, Oklahoma State University,
Enterprise Rent-A-Car,

Volunteer Work:

Journey Church,
Beta Upsilon Chi Fraternity,

Other:

Chick-Fil-A Leadership Scholarship,
Kathy Taylor Heritage Scholarship,
President Net Impact,
Vice President Ethics Club.

“Patrick is a leader. He inspires his peers to take action.”

*Karen Flaherty,
Associate Professor*

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Faculty
Department of Marketing
Spears School of Business
Oklahoma State University



Joshua Wiener
Department Head
Professor
Carson Professor of Business Administration
Director of the Center for Social & Services Marketing



Todd Arnold
Raymond A. Young Chair and
Associate Professor



Tom Brown
Noble Foundation Chair in Marketing Strategy
and Professor



Goutam Chakraborty
Professor



Xiang Fang
Associate Professor



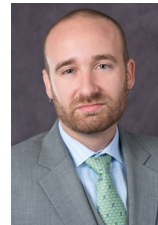
Karen Flaherty
Associate Professor



Lee Manzer
Professor



Marlys Mason
Associate Professor



Ted Matherly
Assistant Professor



Tracy Suter
Associate Professor



Ajay Suhkial
Associate Professor



Susan Wei
Assistant Professor



Kevin Voss
Associate Professor
Ph.D. Program Coordinator

The Faculty is pleased to recognize the outstanding seniors in the Orange Book.
We celebrate the graduation of all our students and wish them the best of
success in their personal and professional lives.

GO COWBOYS!

Emeritus Faculty



Bob Hamm
Emeritus Professor



Steve Miller
Emeritus Professor



John Mowen
Emeritus Professor

Dean
Spears School of Business
Oklahoma State University



Lawrence Crosby
Professor of Marketing
Norman and Suzanne Myers Endowed Chair for Excellence in Business Administration
Richard W. Poole Professor for Excellence

Orange Book Alumni

2011-2012

Lauren Martin
Sara Shidell
Moises Escheverria
Rachel Hoelscher
Megan Saltink
Kyle Buthod
Gabby Grijalva
Julie Hildebrand
Megan Wynn
Taylor Foster
Jordan Pace
Jessica Reid
Chad Little

2010-2011

Keith Richardson
Jay White
Michael Ward
Hannah Flynt
Chelsea Muncil
Erica Tyler
Mary White
Kelsey Beesley
Christine Miklosko
Jorge Delgado