

ORANGE BOOK

2014-2015



DEPARTMENT OF
MARKETING



Spears School OF BUSINESS

201 Business Building
Stillwater, Oklahoma 74078-4011

P 405-744-5064

F 405-744-8956

<http://spears.okstate.edu>

Dear Friend,

Since 2010 the Department of Marketing has acknowledge 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.

Twenty-five marketing majors and two international business majors 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 772 Marketing majors and 187 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,

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

Kevin E. Voss,
Professor
2014-2015 Orange Book Coordinator





Erin Scanlan

Erin Scanlan is double majoring in Marketing and Management. Originally from Portales, New Mexico, She is very involved in the Spears School and will serve as President of the Ambassadors organization and Vice President for Business Student Council in the fall. She is also in the mentoring program and scholar leader program. After graduation, Erin is seeking a marketing position within the sports industry or with an international corporation. She has a passion for challenges, creativity, service, and philanthropy.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Portales, New Mexico
GPA: 4.00
Expected Graduation: May 2015

Employment:

Williams, Pittsburgh, PA,
Southwest Real Estate, Clovis, NM,

Volunteer Work:

Missionaries of the Poor, Kingston, Jamaica,
Special Olympics, Tulsa, OK,

Other:

Phi Kappa Phi and Beta Gamma Sigma Honor Societies,
SPIRIT Scholar,
Scholar Leader for the Spears School of Business,
McKnight Scholar Leader Award,
University of South Australia Scholarship,
Business Student Council,
Business School Ambassadors,
Student Alumni Board,
Fellowship of Catholic University Students,
Spears School Scholar Leaders.

“An exemplary student: bright, enthusiastic, and highly involved. Erin has a promising future.”

*Zac Arens,
Assistant Professor*

Contact Dr. Arens at 405-744-6349



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Andrew Charles Romans

Andrew has a passion for scholarship and will graduate with degrees in Marketing, Management and Psychology. Andrew has taken advantage of a wide range of creative and academic opportunities. He has studied subjects as varied as travel narratives at Cambridge University in England, the atomic bomb in New Mexico, and health promotion for children in Belize. Andrew believes that psychology and marketing synergize well, and expects to use his psychological knowledge often in his marketing career. After graduating Andrew plans a career at a marketing or advertising agency, where he will channel his creative and intellectual energy creating both professional and social value.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, Oklahoma
GPA: 4.00
Expected Graduation: May 2015

Employment:

OSU President's Office, Stillwater, OK,
OSU Marketing Department, Stillwater, OK,

Volunteer Work:

Payne County Youth Services, Stillwater, OK,
OSU College of Education, Stillwater, OK,

Other:

Phi Kappa Phi International Honor Society,
Beta Gamma Sigma Honor Society,
Psi Chi International Honor Society,
Phi Eta Sigma Honor Society,
Wentz Research Award,
American Marketing Association @ OSU,
Student Union Activities Board,
Psychology Club.

“Andrew possesses a great ability for introspection that allows him to grow and prosper in a manner seldom seen at any age.”

*Todd Arnold,
Associate Professor*

Contact Dr. Arnold at 918-594-8596



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Jayna Bianca Haggerty

Jayna aspires to work in the marketing industry. She has used her charisma and leadership ability while interning with the Athletic Marketing and Promotions Office. After obtaining degrees in Marketing and Management with an emphasis in Sport Management, her goal is to become a marketing liaison for a corporation; connecting the organization to collegiate and professional athletic industries.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Dallas, Texas

GPA: 3.10

Expected Graduation: May 2015

Employment:

GE Capital Equipment Finance, Dallas, TX,
Leerfield Sports, Stillwater, OK,
Ruffalo Cody, Stillwater, OK,
University Payroll Services, Stillwater, OK,

Volunteer Work:

Student Success Academy, Stillwater, OK,
Athletics Marketing & Promotions, Stillwater, OK,

Other:

Sigma Alpha Lambda,
Delta Sigma Theta Sorority Inc.,
American Marketing Association @ OSU,
Sport Management Club,
Residential Leadership Conference,
Freshmen Business Students.

“We’re so proud of Jayna. She has a strong will to achieve and has proven a winner everywhere she has worked.”

*Kevin Voss,
Professor*

Contact Dr. Voss at 405-744-5106



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Kimberly Ventura

Kimberly Ventura is pursuing a degree in Marketing with a minor in International Business and Sports Management. She is placing herself in positions where she continues to grow as a leader. Her campus involvement includes the founding class of Alpha Omicron Pi, Net Impact, National Society of Collegiate Scholars, and the Sports Management Club. After graduation, Kimberly will apply her knowledge, skills, and leadership in her marketing career.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Irving, Oklahoma

GPA: 3.60

Expected Graduation: December 2014

Employment:

Dealertrack Technologies, Dallas TX,
The Reserve on Perkins – Student Housing, Stillwater, OK,
OSU POSSE, Stillwater, OK,

Volunteer Work:

Habitat for Humanity, Stillwater and Dallas, OK & TX,
Ronald McDonald House, Ft. Worth, TX,

Other:

National Society of Collegiate Scholars,
Dean's List,
Alpha Omicron Pi,
Net Impact,
National Society of Collegiate Scholars,
Sports Management Club.

“Demonstrated, outstanding leadership ability. Kimberly has the rare talent to manage diverse groups while upholding the goals of the organization”

*Jim Mason,
Clinical Assistant Professor*

Contact Dr. Mason at 405-744-5106



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Taylor Madison Kolbeck

Taylor Kolbeck is a marketing major and a french minor. Due to her love of traveling, living, and studying abroad Taylor will also obtain a Diploma in Business Management from the University of Limoges in France. Taylor holds leadership positions in marketing club and Delta Sigma Pi business fraternity and enjoys being involved on campus. Taylor's internship with Hilti further developed her knowledge of the marketing field. Taylor demonstrated her creativity in the Spears Business Engagement Group where she developed elements of a marketing program for a firm that produces night vision goggles. After graduation, Taylor intends to work for an international company where she can use her unique background to produce tangible results.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Wichita, Kansas
GPA: 3.72
Expected Graduation: May 2015

Employment:
Hilti, Tulsa, OK,
Genesis Health Club, Wichita, KS,

Volunteer Work:
Special Olympics, Wichita, KS,
Wings of Hope, Stillwater, OK,

Other:
President's and Dean's Honor Rolls,
National Society of Collegiate Scholars,
Spears Business Engagement Group,
Non Resident Achievement Scholarship,
Fred and Mary Koch Scholarship,
American Marketing Association @ OSU President,
Delta Sigma Pi Honor Society - Fundraising Chair,
American Marketing Association,
Alpha Chi Omega.

“Taylor is a true leader with a global orientation. Her personal integrity and strong work ethic will win out.”

*Kevin Voss,
Professor*

Contact Dr. Voss at 405-744-5106



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Victoria Lauren Pereira

Victoria is a marketing major. A particular strength is her determination and focus. Victoria is highly motivated to achieve her goals. After graduation she intends to continue progressing as a marketer.

 **2014-2015 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Flower Mound, Texas
GPA: 3.70
Expected Graduation: May 2015

Employment:
Sports Authority, Lewisville, TX,
Family Wellness Chiropractic, Grapevine, TX,
Tween Brands, Justice, Grapevine, TX,

Volunteer Work:
Oklahoma Blood Institute, Edmond, OK,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
Paddle People,
American Marketing Association @ OSU.

“Smart, sincere and hardworking, Tori has the strength of character that comes from overcoming adversity. She will do well.”

*Ajay Sukhdial,
Associate Professor*

Contact Dr. Sukhdial at 405-744-5085



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Jessalyn Paige McAlister

Jessalyn is pursuing a major in Marketing. She has been extensively involved on campus at OSU, holding leadership positions in the Spears School of Business, Student Government Association Senate, and The Big Event. Additionally, she was in the Honors College and studied abroad through the Spears School in Germany. After completing her studies at OSU, Jessalyn plans on attending law school and working toward a career in public service.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Flower Mound, Texas

GPA: 3.30

Expected Graduation: May 2015

Employment:

DCI Group, Washington, DC.
Office of the Governor, Oklahoma City, OK,
Karsten Creek Golf Course, Stillwater, OK,

Volunteer Work:

The Saville Center, Stillwater, OK,
Pi Beta Phi, Stillwater, OK,

Other:

Nonresident Achievement Scholarship,
Spears School of Business International Travel Scholarship,
The Big Event - Vice Chair of Sponsorship,
SGA Senate University Chair,
SGA Senate Vice Chair,
SGA Spears School of Business Senator.

“Jessalyn is role model for how to blend academics, service, community involvement and leadership. She has made the most of her college experience”

*Jerry Rackley,
Executive-in-Residence*

Contact Mr. Rackley at 405-744-4769



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Monica Paige Kreymer

Monica Kreymer is an International Business major with minors in Middle Eastern Studies and Marketing. She is fascinated by Middle Eastern Studies, Economics, and Marketing and how they impact business. Monica's intensive intermediate Arabic program at the American University of Sharjah sparked an interest in promoting cultural sensitivity at OSU. As a Wentz Undergraduate Research Scholar she focused on improving cultural sensitivity of students through study abroad programs. She also worked on a program to facilitate language proficiency for her fellow students. Monica intends to gain full proficiency in Modern Standard Arabic in a one-year scholarship program. With the skills and insights gained at Oklahoma State University, alongside her skills in the Arabic language, she hopes to promote



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Outstanding Seniors in Marketing and International Business.

Hometown: Bixby, Oklahoma
GPA: 3.77
Expected Graduation: May 2015

Employment:

LASSO Center, Stillwater, OK,
Poe and Associates, Tulsa, OK,

Volunteer Work:

Honors College, Stillwater, OK,
North Monroe Apartments Treasurer, Stillwater, OK,

Other:

Presidents Honor Roll,
Phi Kappa Phi Honor Society,
General Honors Award,
Wentz Undergraduate Research,
Freshman Research Scholar,
BRIDGES International,
National Residence Hall Honorary
Golden Key and Phi Eta Sigma Honor Societies.

“Goal driven and setting high expectations for herself— Monica then meets and exceeds these goals. Her unique skills and experience will lead to success.”

*Jim Mason,
Clinical Assistant Professor*

Contact Dr. Mason at 405-744-4084



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Stacey Nicole Stevens

Stacey Stevens will earn a degree in Marketing with a minor in Sports Management. She intends on working for an advertising/marketing firm or a sports marketing department at the professional or college level. Stacey loves her home state of Oklahoma and would love to pursue a job here.

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Outstanding Seniors in Marketing and International Business.

Hometown: Perry, Oklahoma
GPA: 3.40
Expected Graduation: May 2015

Employment:

KFOR-TV, Oklahoma City, OK,
Exchange Bank, Perry, OK,
Self-Employed Dance Teacher & Choreographer , Perry, OK,

Volunteer Work:

The Oklahoma Heart Association, Oklahoma City, OK,
Make-A-Wish Foundation,

Other:

OSU Academic Scholar,
OSU Honor's College,
Dean's Honor Roll,
National Buick Scholar,
Mortar Board,
Homecoming Steering,
President's Leadership Council,
Chi Omega Sorority,
Student Government Association,
Oklahoma Heart Association.

“Stacey is calm, cool, and collected. With clear goals and a can-do spirit, the sky is the limit.”

*Kevin Voss,
Professor*

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Paige Lynn Warner

Paige is working toward a degree in Marketing with a minor in Management. She intends to be a Sales Representative because she is an outgoing individual who loves to spend time communicating and building relationships with others. Paige is always fully invested in whatever task she does, and will find a career doing what she loves with people she loves being with.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Colleyville, Texas

GPA: 3.71

Expected Graduation: May 2015

Employment:

Prosper Financial, Dallas, TX,

OSU Fraternity and Sorority Affairs, Stillwater, OK.

Volunteer Work:

Race for the Cure, Tulsa, OK.

Special Olympics, Grapevine, TX,

Other:

Deans Honor Roll,

Presidents Honor Roll,

General Honors Award,

Zeta Tau Alpha,

Phi Eta Sigma,

National Society of Collegiate Scholars,

Panhellenic Council.

“I see a bright future for this highly motivated, very personable leader. Paige gets deeply involved and achieves.”

*Kevin Voss,
Professor*

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Amy Nicole Marx

Amy is working diligently to earn degrees in both Marketing and Management with a minor in International Business. She is striving to maintain her desired qualities of service, leadership, and commitment to being the best. Amy is involved in Marketing Club, Mortar Board, and Phi Mu Fraternity. As Phi Mu's philanthropy chair she regularly organizes events to raise money for the Children's Miracle Network and the Payne County Youth Shelter. Amy is thankful for the opportunity to study in Greece experiencing and learning about business and a new culture. Amy plans to feed her love for life-long learning.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Broken Arrow, Oklahoma

GPA: 3.45

Expected Graduation: May 2015

Employment:

OSU HRAD, Stillwater, OK

Volunteer Work:

Day Camp for Kids, Tulsa, OK,

Payne County Youth Shelter, Stillwater, OK,

Other:

Phi Mu Executive Philanthropy Chair,

Mortar Board,

American Marketing Association @ OSU,

Lion's Den Academic Award,

CPCU Scholarship,

Rotary Club Scholarship,

Academic Excellence Scholarship,

James M. Jackman Study Abroad Scholarship,

Let's Start Talking - International Club.

"Amy is organized, goal-directed, keenly aware of social responsibility, assertive without being offensive, and will graduate in three years ."

Lee Manzer,

Professor

Contact Dr. Manzer at 405-744-8609



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Chelsea Nicole Maple

Chelsea is pursuing a degree in Marketing, with a minor in Management. She will be graduating with Honors. She has a strong passion for traveling, fashion, and experiencing new places and people. Chelsea hopes to incorporate these things into her future career. She has a strong work ethic, is task driven, and motivated to succeed in every aspect of life. Chelsea is optimistic about the future.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, Minnesota

GPA: 3.63

Expected Graduation: May 2015

Employment:

The Juvo Group, Stillwater, OK,
Monsanto, St. Louis, MO,
Affina, St. Louis, MO,

Volunteer Work:

Girl Scouts of America,
Wings of Hope, Stillwater, OK,

Other:

Honors College,
President's and Dean's Honor Roll,
James M. Jackman International Study Scholarship,
Provost's Study Abroad Office Scholarship,
National Society of Collegiate Scholars,
National Panhellenic Sorority,
Delta Sigma Pi.

“Chelsea has a strong work ethic that translates into a disciplined, goal-oriented individual. She adapts to new environments and is therefore willing to take risks.”

*Lee Manzer,
Professor*

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Joshua Paul Gleason

Josh is pursuing a degree in Marketing with minors in Finance, Accounting, and International Business. Josh's internship with Textron Aviation in Wichita, Kansas provides a solid foundation in Marketing and Business Development. Josh's study abroad trip to Greece was one of his favorite memories. Josh enjoys playing sports, especially ice hockey. After graduating, Josh will work at a marketing firm and eventually pursue an MBA. His dream job would be to work at a sports marketing firm.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Edmond, Oklahoma
GPA: 3.91
Expected Graduation: May 2015

Employment:

Textron Aviation, Wichita, KS,
Oklahoma State University, Stillwater, OK,
Arctic Edge Ice Arena, Oklahoma City, OK,

Volunteer Work:

Kids First, Oklahoma City, OK,
Delta Sigma Pi, Stillwater, OK,

Other:

Honors College,
President's Honor Roll,
Beta Gamma Sigma,
Delta Sigma Pi Business Fraternity,
Ice Hockey Club.

“Josh is a polished professional ready to make an impact wherever he works.”

*Ted Matherly,
Assistant Professor*

Contact Dr. Matherly at 405-744-5139



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Gilbert Thorne Stallings III

Thorne is pursuing a Marketing Degree with minors in Economics and International Business. He will graduate with Honors. Thorne is engaging in a diverse set of activities including Greek life, student government association, Marketing Club, and a variety of philanthropic opportunities. He gained marketing experience as a consultant for the Spears Business Engagement Group. He intends on contributing to a growing company in a thriving industry, attaining a graduate degree, and traveling extensively.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Blanchard, Oklahoma

GPA: 3.64

Expected Graduation: May 2015

Employment:

Continental Resources, Oklahoma City, OK
University Directories, Chapel Hill, NC,

Volunteer Work:

Big Brothers Big Sisters of Oklahoma, Stillwater, OK,
Stillwater Humane Society, Stillwater, OK,

Other:

Regent's Distinguished Scholarship,
Russell and Florence Baugh Scholarship,
President's and Dean's Honor Rolls,
General Honors Award,
SGA Senate,
Speakers Board,
American Marketing Association @ OSU Treasurer,
Mortar Board,
Phi Eta Sigma Honor Society.

"Thorne is intelligent, well-read, conscientious, and has a strong work ethic. He will succeed."

*Ajay Sukhdial,
Associate Professor*

Contact Dr. Sukhdial at 405-744-5085



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Hannah Lea Rost

Hannah Rost is involved in the Cowboy Marching Band and Delta Sigma Pi, holding a variety of leadership positions in both activities. Hannah has been working at University & Community Federal Credit Union throughout college. After earning her degrees in Marketing and Management, Hannah intends on becoming a pharmaceutical representative.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Broken Arrow, Oklahoma

GPA: 3.69

Expected Graduation: December 2014

Employment:

Eskimo Joes, Stillwater, OK,
University & Community F.C.U., Stillwater, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
Regents Academic Scholarship,
Ralph Watson Memorial Marketing Scholarship,
Delta Sigma Pi,
Spears Business Engagement Group,
Cowboy Marching Band.

“Hannah exhibits poise and confidence beyond her years.”

*Todd Arnold,
Associate Professor*

Contact Dr. Arnold at 918-594-8596



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Jacob Edward Mason

Jake is a double major in Marketing and Management and serves as Co-President of the American Marketing Association Chapter at Oklahoma State University. While in school, Jake has demonstrated leadership and excellent performance while working mostly full-time in retail sales. Jake will pursue a career in advertising, brand management, or sales.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Claremore, Oklahoma

GPA: 3.16

Expected Graduation: May 2015

Employment:

AcrobatAnt, Tulsa, OK,
Best Buy, Stillwater and Owasso, OK,
Hammett House Restaurant, Claremore, OK,

Volunteer Work:

United Way, Owasso, OK,

Other:

American Marketing Association @ OSU, President.

“Jake has an amazing track record of marketing success.”

*Josh Wiener,
Professor*

Contact Dr. Wiener at 405-744-5192



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Peiyu Zhu

Peiyu will earn a double degree in Marketing and Hotel & Restaurant Management. With the unique experience of spending two years at Sun Yat-Sen University in China and two years here at OSU, Peiyu has been actively involved with activities on and off campus. After graduation, she anticipates continuing on to a graduate program in marketing.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Guangzhou, Guangdong Province, China

GPA: 3.90

Expected Graduation: May 2015

Employment:

Renaissance Hotel Tulsa Convention Center, Tulsa, OK,
Cafe Libro, Stillwater, OK,

Volunteer Work:

Humane Society, Stillwater, OK,
Chef Event, STILLWATER, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
American Hotel & Lodging Association,
Tau Sigma National Honor Society,
Malaysian 24 Seasons Drum Team.

“Besides being one of our brightest students, Peiyu is an active person who makes a difference by being involved.”

*Kevin Voss,
Professor*

Contact Dr. Voss at 405-744-5106



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Amber Nicole Livingston

Amber is a double-major in Marketing and Sports Management with a minor in Spanish. She is President of the Sports Management Club and has also put her foot in the door of the industry in which she aspires to work. For the past two years, she interned with the OSU Athletics Marketing and Promotions Department. This past summer she interned for the Kansas City Chiefs as the Marketing and Special Events intern. This year she is interning for Cowboy Sports Properties, a division of Learfield Sports as a Sponsorship intern. Amber hopes to work for an NFL team in either the marketing, special events, sponsorship, or community relations department.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Rogers, Arkansas

GPA: 3.91

Expected Graduation: May 2015

Employment:

Cowboy Sports Properties—Learfield Sports, Stillwater, OK,
Kansas City Chiefs, Kansas City, MO,
OSU Athletics Marketing & Promotions, Stillwater, OK,

Volunteer Work:

Stillwater Humane Society, Stillwater, OK,
The Community Food Network, Kansas City, MO,

Other:

President's and Dean's Honor Rolls,
American Marketing Association @ OSU
Sports Management Club,
Phi Eta Sigma Honors Society,
National Society of Collegiate Scholars,
Phi Kappa Phi Honor Society,
Beta Gamma Sigma Honor Society
University Honors Council,
Spears School Scholar Leaders.

“A dedicated and determined professional. Amber’s academic and work portfolio is outstanding— setting her above her peers.”

*Jim Mason,
Clinical Assistant Professor*

Contact Dr. Mason at 405-744-4084



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Nicole Renee Ralston

Nicole is the first of her family to attend Oklahoma State University. She plans to graduate with a Marketing degree, a General Honors degree, and a Child Development minor. She intends to use the skills she has acquired to pursue a career in the administrative health field. Nicole is passionate about working with children and intends to bring her marketing skills to bear in a way that benefits kids. In the future, Nicole looks forward to being an active alumna continuing her involvement in many of the non-profit organizations she was involved with as a student.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, Oklahoma

GPA: 3.77

Expected Graduation: May 2015

Employment:

Integrity Audiology, Stillwater, OK,
Spears School of Business, Stillwater, OK,

Volunteer Work:

OkState Dance Marathon, Stillwater, OK,
Oklahoma Blood Institute, Edmond, OK,

Other:

President's and Dean's Honor Rolls,
Academic Excellence Scholarship,
Sandmeyer Scholarship,
OSU Foundation Scholarship,
Top Ten Freshmen Women,
Koch Industries Scholarship,
Spears School of Business Scholar Leader & Speakers Bureau,
Mortar Board,
Honor Society.

“Coley is very enthusiastic and a great representative of OSU. She is well positioned for a career working with people.”

*Tom Brown,
Professor*

Contact Dr. Brown at 405-744-5113



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Katherine Patricia Earman

Originally from Harrisonburg, Virginia, Katherine is pursuing degrees in Marketing and Management. Working two jobs while also being a full time student, after graduating she will start her career in marketing. A driven individual who prides herself on integrity and perseverance, Katherine believes that hard work is the key to success. Her determination will help her overcome any challenge.

 **2014-2015 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Midwest City, Oklahoma

GPA: 3.80

Expected Graduation: May 2015

Employment:

Ulta Beauty, Stillwater, OK,
Bass Pro Shops, Oklahoma City, OK,

Volunteer Work:

Turner Ashby FFA, Bridgewater, VA,
Turner Ashby DECA, Bridgewater, VA,

Other:

Dean's List.

“Katie’s experience and work ethic accentuate her academic qualifications. She will be an asset to any company from day one.”

*Jim Mason,
Clinical Assistant Professor*

Contact Dr. Mason at 405-744-4084



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Natalie Michelle Price

Natalie will graduate with a Bachelors degree in both Marketing and Management, in addition to a minor in Sociology. Natalie will be working for a large marketing firm or non-profit organization upon graduation. Using the skills she has acquired from the last four years of her education, Natalie wishes to help build a company by creating strong marketing campaigns.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Edmond, Oklahoma
GPA: 3.50
Expected Graduation: May 2015

Employment:

Undergraduate Admissions at OSU, Stillwater, OK,
Monarch Marketing Group, Oklahoma City, OK,

Volunteer Work:

The Big Event , Stillwater, OK,
Make-A-Wish Foundation, Oklahoma City, OK,

Other:

Dean's Honor Roll,
Rex Horning "Bootstrap" Scholarship,
The Wells Project- Treasurer and Publicity Committee,
American Marketing Association @ OSU,
Intramural Champion: Racquetball & Two-Ball Soccer.

“Natalie far exceeds the typical graduate in being able to apply what she has learned to real life work challenges.”

*Todd Arnold,
Associate Professor*

Contact Dr. Arnold at 918-594-8596



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OF BUSINESS**

Department of Marketing
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Oklahoma State University
Stillwater and Tulsa
Phone: 405-744-5192
Fax: 405-744-5180





Loralyn Mary Ellen Werkmeister

Originally from Iowa, Loralyn is a double major in marketing and management. Loralyn has taken advantage of many opportunities developing both personal and professional skills in the process. Loralyn has served as the Vice President of Judicial Affairs on the Panhellenic Executive council, as well as Phi Mu's Chapter President. In addition to her campus involvement, Loralyn is dedicating many hours to working for Athletics and volunteering in youth programs. Loralyn served as the Volunteer Assistant for the 2014 U.S. Senior Open at Oak Tree National. Loralyn intends on building a career in sports marketing and always taking a pop of orange with her no matter where she may go!

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Edmond, Oklahoma

GPA: 3.49

Expected Graduation: December 2014

Employment:

Bruno Event Team, Edmond, OK.
Oklahoma State Sports Medicine, Stillwater, OK,

Volunteer Work:

LifeChurch Stillwater, Stillwater, OK,
Phi Mu, Stillwater, OK,

Other:

Regents' Distinguished Scholarship,
Presidents Honor Roll,
Deans Honor Roll,
Panhellenic Executive Council,
Panhellenic Extension Committee,
Diamond Dolls.

“Loralyn has an amazing depth of experience in marketing, her motivation and ability will take her far.”

*Tom Brown,
Professor*

Contact Dr. Brown at 405-744-5113



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Niesha Nicole White

Niesha will earn a marketing degree with a minor in management. She aims to earn a position in sales or management to effectively capitalize her marketing and communication skills. Ultimately, she will pursue a career in brand consulting. Niesha is actively involved in the African American Student Association and the African American Business Student Association. Niesha is a charismatic leader who genuinely strives to positively influence those around her while leaving a significant stamp on the campus of Oklahoma State University.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, Oklahoma

GPA: 2.91

Expected Graduation: December 2014

Employment:

Frito-Lay, Irving, TX,

OSU Posse, Stillwater, OK,

Buffalo Wild Wings, Stillwater, OK,

Volunteer Work:

Habitat for Humanity, Stillwater, OK,

Stillwater Humane Society, Stillwater, OK,

Other:

Deans Honor Roll,

Excellence in Leadership Award,

African American Business Student Association,

African American Student Association.

“A talented, charismatic leader who embraces the challenges set before her with passion— all while inspiring others. Niesha will shine in her future endeavors .”

*Marlys Mason,
Associate Professor*

Contact Dr. Mason at 405-744-5109



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Adam Thomas Gleason

Adam is pursuing degrees in both Marketing and Management with an option in sports. Adam's experience working in the Marketing Department, the football program, and interning with Phillips 66 has demonstrated his ability to develop meaningful relationships that lead to success. He demonstrates his values of trust and mutual respect in a variety of ways including singing in choir and co-leading a high school men's youth group. Adam plans to pursue a career in the sports industry.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Meade, Kansas

GPA: 3.96

Expected Graduation: May 2015

Employment:

Athletics, Stillwater, OK,
Department of Marketing, Stillwater, OK,

Volunteer Work:

St. John's Catholic Church, Stillwater, OK,

Other:

President's Distinguished Scholar,
National Society of Collegiate Scholars,
Phillips 66 SHIELD Scholar,
McKnight Leadership Scholar,
Freshman Business Student Leader Scholar,
Phi Kappa Phi,
Beta Gamma Sigma,
NASCAR Kinetics Research Team,
Business Student Council,
Sports Management Club,
Protege in Spears School Mentor Program,
Top 20 Freshmen Man.

“Adam has experience and a passion for life that truly sets him apart.”

*Todd Arnold,
Associate Professor*

Contact Dr. Arnold at 918-594-8596



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Kathleen DeeAnn Bourke

After earning her degree in Marketing with a minor in Apparel Merchandising, Katie will use her enthusiasm and dedication to put her best foot forward. Her experience in marketing and sales is the foundation of a successful career in sales, event planning, promotions, or marketing. Katie is adept at balancing work, school, and family. Because Katie is diligent, hardworking, and goal-oriented, she looks forward to her future. She believes that commitment brings success.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 3.50

Expected Graduation: May 2015

Employment:

Alumni Association, Stillwater, OK,
Gap, Inc., Tulsa, OK,

Volunteer Work:

Special Olympics, Oklahoma Regionals
Asbury United Methodist Church, Tulsa, OK,
The Big Event, Stillwater, OK,

Other:

President's Honor Roll,
Academic Excellence Scholarship,
American Marketing Association @ OSU,
MADA Club
Kappa Alpha Theta,
Freshman Follies,
Varsity Revue.

"I am impressed with Katie's ability to leverage her experience to help people."

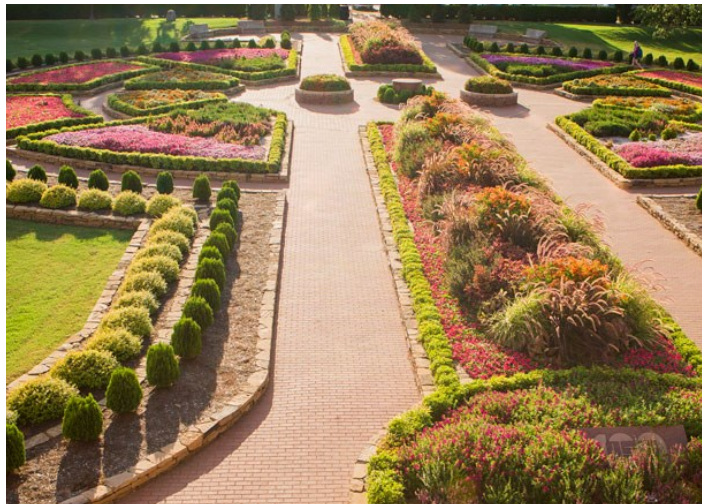
*Ted Matherly,
Assistant Professor*

Contact Dr. Matherly at 405-744-5139



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Marketa Krcalova

Originally from the Czech Republic, Marketa is a marketing major with a minor in management. Marketa's work in School of Engineering Dean's Office demonstrates her hard working nature while she prepares ads and other creative works. Her passion to succeed will be on display as Marketa finishes 46 credit hours this year. After achieving her goal of earning her degree she intends to find a marketing position that will take advantage of her adaptability, creativity, and positive outlook.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Vranov u Brna, Czech Republic

GPA: 3.30

Expected Graduation: May 2015

Employment:

CEAT Dean's Office, Stillwater, OK,
Adams Market, Stillwater, OK,
Reprofit International, Brno, Czech Republic,

Other:

Dean's Honor Roll.
Grandparent University,
Spears Business Engagement Group.

“Marketa possesses remarkable drive and courage. She exhibits a persistence to overcome obstacles. We are proud of how Marketa represents our Department and the Spears School”

*Jerry Rackley,
Executive-in-Residence*

Contact Mr. Rackley at 405-744-4769



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Matthew Charles Fincher

After obtaining his Marketing and Management degrees, Matt plans to continue his education by pursuing an MBA. After that, Matt plans to become a Sales Representative where he can interact with people on a daily basis. Matt enjoys traveling and stays busy by being active in his community. He will continue to volunteer as much as possible.

2014-2015 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 3.74

Expected Graduation: May 2015

Employment:

Charles Schusterman Community Center, Tulsa, OK,
Phi Delta Theta Fraternity, Stillwater, OK,

Volunteer Work:

Stillwater Humane Society, Stillwater, OK,
ALS Association, Stillwater, OK,
The Big Event, Stillwater, OK,

Other:

Presidents Honor Roll,
Deans Honor Roll,
Academic Excellence Scholarship,
American Marketing Association @ OSU Vice-President,
Oklahoma State Pen Pals,
National Society of Collegiate Scholars,

“Matthew is intelligent and well-spoken with an ability to build one-on-one relationships. His people skills will serve him and his employer well.”

*Lee Manzer,
Professor*

Contact Dr. Manzer at 405-744-8609



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Faculty
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Spears School of Business
Oklahoma State University



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



Zac Arens
Assistant Professor



Todd Arnold
Raymond A. Young Chair and
Associate Professor



Tom Brown
Noble Foundation Chair in
Marketing Strategy and
Professor of Marketing



Goutam Chakraborty
Professor



Xiang Fang
Associate Professor



Karen Flaherty
Associate Professor
Associate Dean of the
Spears School of Business



Ji-Hoon Jhang
Assistant Professor



Lee Manzer
Professor



Marlys Mason
Associate Professor



James Mason
Clinical Professor



Ted Matherly
Assistant Professor



Ajay Sukhdial
Associate Professor



Kevin Voss
Don and Cathey
Humphreys Chair and
Professor of Marketing

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



Steve Miller
Emeritus Professor



John Mowen
Emeritus Professor

In Memoriam



B. Curtis "Bob" Hamm
Beloved Teacher, Colleague, and Friend
December 4, 1933— February 5, 2014

Dean
Spears School of Business
Oklahoma State University



Ken Eastman
Professor of Management
Norman and Suzanne Myers Endowed Chair for Excellence in Business Administration
Richard W. Poole Professor for Excellence

Orange Book Alumni

2013-2014

Kaley Uptergrove
Austin Ervin
Alexandra Leavitt
Andrew Schram
Abby Zimbelman
Elizabeth Shaull
Cody Fuentes
Cole Burke
Amanda Cook
Emma Moseley
Zachary Cray
Tyler Randel
Sarah Hauglund
Grant Cooper
Jessica Lisenbee
Lauren Stark
Jacob Schooley
Ryan Swindell
Melinda Wright
Matthew Kennedy
Michael Chernoff
Max Wiebrecht
Gilian Barrett

2012-2013

Tracie Dickerson
Emily Doty
Paden Ferguson
Ariel Litwer
Kirby Reber
Angela Miller
Rachel Noland
Sarah Mathews
Sarah Thursby
Brittani Hale
Patrick Combs

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

