

ORANGE BOOK

2010-2011



Spears School
OF BUSINESS

Department of Marketing



Spears School OF BUSINESS

201 Business Building
Stillwater, Oklahoma 74078-4011

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<http://spears.okstate.edu>

Dear Friend,

Beginning this year the Department of Marketing will 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.

Eight marketing majors, two international business majors, 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 435 Marketing majors and 141 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,
Associate Professor
2010-2011 Orange Book Coordinator





Keith Richardson

Keith Richardson, was born in Ireland, and spent his childhood in Ireland, England and the United States. As a junior at OSU he won the OSUccess scholarship for a written essay and has taken that motivation and began volunteering with Habitat for Humanity and Junior Achievement. He served as an intern with Oklahoma Magazine in the Advertising & Marketing Department. Eventually, he intends on applying to graduate school.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Broken Arrow, OK.

GPA: 3.00

Expected Graduation: May 2011

Employment:

V.C.A Woodland Central Animal Hospital,
Tulsa, OK.,

Volunteer Employment:

Habitat for Humanity,

Other:

Junior Achievement.

“Keith has discovered within himself the motivation to achieve any goal. His future is limitless.”

*Kevin Voss,
Associate Professor*

Tel: 405-744-5106



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Jay White

After achieving his goal of earning a degree from OSU, Jay intends to get an MBA, work for a big corporation and have a career to be able to support his family. Internationally focused, Jay would enjoy a career which involved overseas travel. A hard worker, Jay is also motivated to improve his own skills and capabilities. Jay feels like he can accomplish any goal that he sets for himself.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Yukon, OK.

GPA: 3.11

Expected Graduation: May 2011

Employment:

Chesapeake Energy,

Oklahoma Bankers Association,
Oklahoma City, OK.,

YMCA, Bethany, OK.,

Other:

Academic Excellence, 25th Annual Division
Institutional Diversity Honors Convocation,

Delta Sigma Pi,

Asian American Student Association,

Tagalog.

“Jay is very personable. He is comfortable in typically stressful situations, and can handle questions like a much more experienced manager.”

Gary Frankwick, Associate Professor

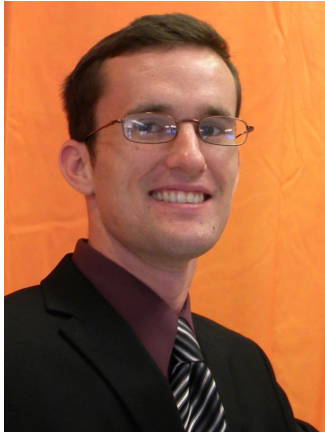
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Michael Ward

Michael is from Stillwater and intends to graduate from Oklahoma State University with a degree in marketing/management in December 2010. He intends to work for two years before returning to school to receive an MBA degree. During his time at Oklahoma State, Michael held numerous leadership roles on campus and in his social fraternity. He was an outstanding leader who was a servant to people under his responsibility. Eventually Michael would like to earn a Ph.D. degree.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, OK.

GPA: 3.06

Expected Graduation: May 2011

Employment:

Bridgestone/Firestone Retail Operations, Oklahoma City, OK.,

Sports Illustrated, Stillwater, OK.,

Other:

OSU Distinguished Transfer Scholar,

AT&T Presidential Scholar,

West Corporation Scholar,

President's Honor Roll (summer 2009),

OSU College Republicans,

Marketing club,

Social Fraternity.

“Mike is a hard-working student who is ambitious and ready for a challenge. Mike is filled with lots of passion, dreams, and goals for his career and life.”

*Susan Wei
Assistant Professor*

Tel: 918-594-8183



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Hannah Flynt

Hannah Flynt is from Stillwater Oklahoma. After graduating with a major in Marketing and a minor in Economics, her goals are to succeed in a marketing field that best combines her past job experience as a market manager for the Stillwater Farmers' Market, with the education obtained from OSU. She has a drive to succeed and the intelligence to ably learn from new experiences.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Perkins, OK.

GPA: 3.80

Expected Graduation: May 2011

Employment:

Payne County Fruit and Vegetable Growers
Association, Stillwater, OK.,

Lafollete, Perkins, OK.,

Other:

Presidential Transfer scholarship,

National Society of Collegiate Scholars,

Cowboy Cousins,

International Student Association.

“Hannah has a tremendous ability to overcome, adapt, and excel. Her future is limited only by her imagination.”

*Alex Zablah,
Associate Professor*

Tel: 405-744-5089



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Chelsea Muncil

Chelsea is originally from Sugar Land, Texas but enjoys the friendly atmosphere that Oklahoma State offers. As Academic Excellence Executive Chair for her sorority, she was a leader that helped her fellow students improve their academic performance at OSU. Within the next 5 years after graduation from OSU, Chelsea plans on attending Graduate School. Chelsea is very hard working and driven. Eventually, Chelsea would like to get her PhD in business and become a professor.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Skiatook, OK.

GPA: 3.57

Expected Graduation: May 2011

Employment:

Oklahoma State University Foundation,

Other:

Alpha Kappa Psi,

Phi Mu Sorority,
Academic Excellence Executive Chair,

Honors College,

Small Coed Cheer Fall 2007.

“A lot of people talk about leadership, Chelsea walks the talk.”

*Josh Wiener,
Carson Professor of Business Admin.*

Tel: 405-744-5192



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Erica Tyler

Erica is from Shawnee, KS a suburb of Kansas City. After graduating from Shawnee Mission Northwest High School, Erica decided that going out of state would help her achieve the goals she has set out to accomplish. After completion of her double major in International Business and Marketing in May 2011 Erica would like to start working in the business world to gain experience before heading back to school to get her Masters in Business.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Shawnee, KS.

GPA: 3.43

Expected Graduation: May 2011

Employment:

Intern, ISNetworld, Dallas, TX.,

Volunteer Employment:

Nursery, Lifechurch, Stillwater, OK.,

Other:

Remember the Ten Run (promotions),

Vice-President, Panhellenic Council,

Top Panhellenic Member (Junior year),

Summer in Barcelona,

Studies Spanish.

“Erica exhibits a high degree of social and emotional intelligence suggesting she will work equally well with customers and fellow employees.”

*Tracy Suter,
Associate Professor*

Tel: 918-594-8394



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Mary White

Mary is from Woodward, Oklahoma, and is double-majoring in International Business and Psychology with a minor in Economics. While committed to her studies, Mary has also made a real contribution to life on campus. Mary enjoys playing the piano, reading a good book, or diving into a craft project. Upon graduation, Mary hopes to work for a company that challenges her and allows her to utilize her talents to help others.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown:

Woodward, OK.

GPA: 3.96

Expected Graduation: May 2011

Employment:

OSU Department of Residential Life,

Other:

Marketing Ambassador, Residential Life,

Psi Chi, National Society of Collegiate Scholars,

Officer, National Residence Hall Honorary,

Cowboy Cousin,

Alpha leader,

Team Captain, Relay for Life,

President's Leadership Class.

“Mary is one of our top students. She has been a leader on the OSU campus. Mary is a diligent and charismatic person. I am confident that she will be successful in the future ”

*Karen Flaherty,
Associate Professor*

Tel: 405-744-8653



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Kelsey Beesley

Kelsey is from McKinney, Texas and is planning on graduating in May of 2011. She is obtaining a degree in Marketing and a minor in Merchandising. She is affiliated with Delta Sigma Pi, an international business fraternity organized to foster the study of business at OSU and is on the Dean's Honor Roll. After earning a degree from OSU, Kelsey hopes to travel and be offered a steady job either internationally or close to home. She is also considering graduate school but would like to work a few years first.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown:

McKinney, TX.

GPA: 3.11

Expected Graduation: December 2011

Employment:

Dallas Cowboys Stadium, Arlington, TX.,

Mass Group Marketing, Richardson, TX.,

U Name It Bracelets, McKinney, TX.,

Into the Streets, Stillwater, OK.,

Relay for Life,

Other:

Dean's Honor Roll,

Delta Sigma Pi.

“Kelsey is a flexible, adaptable, and very friendly person. With her high level of creativity I think she will be able to solve problems that befuddle others.”

Marlys Mason, Associate Professor

Tel: 405-744-5109



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Christine Miklosko

Christine is a marketing major with minors in English and Sociology. She has lived in six states so far and plans to continue traveling in the future. Christine is detail oriented and exhibits a great deal of poise. By earning promotions during her summer employment with Aramark, Christine demonstrated that she is a natural leader and an energetic go-getter.



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Outstanding Seniors in Marketing and International Business.

Hometown: Grove, OK.

GPA: 3.17

Expected Graduation: May 2011

Employment:

Oklahoma State University, Stillwater, OK.,

ARAMARK Mesa Verde, Cortez, CO.,

Other:

Voting Member, Residence Hall Association,

Vice President of Villages C/D Residence Hall,

Marketing Club Membership Officer,

Marketing Club Vice President.

“Christine will be successful in her business career. She demonstrates a strong work ethic and is a pleasant person.”

*Karen Flaherty,
Associate Professor*

Tel: 405-744-8653



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Jorge Delgado

Jorge Angel Delgado is from Tarapoto Peru. Jorge moved to the U.S in 1993 and currently lives in Tulsa Oklahoma, and is currently employed by ONEOK, Inc. After achieving his goal of earning a degree from OSU, Jorge intends to take a year off to enjoy his family and then return to OSU to earn his masters degree. Jorge is interested in business especially in international relations.



2010-2011 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, OK.

GPA: 3.30

Expected Graduation: May 2011

Employment:

ONEOK, Inc., Tulsa, OK.,

Amon & Goumas CPA,

ONEOK Volunteers With Energy,

Mid West Measurement Society,

Other:

Spanish.

“Jorge is a confident student who is poised for success. We are very proud of Jorge’s dedication to his academic and professional endeavors.”

*Karen Flaherty,
Associate Professor*

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Faculty
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Oklahoma State University



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



Todd Arnold
Associate Professor
Ph.D. Program Coordinator



Tom Brown
Ardmore Professor of Business
Administration and Professor
of Marketing



Goutam Chakraborty
Professor



Xiang Fang
Associate Professor



Karen Flaherty
Associate Professor



Gary Frankwick
Associate Professor



Lee Manzer
Professor



Marlys Mason
Associate Professor



John Mowen
Regents Professor
Noble Chair of
Marketing Strategy



Ajay Suhkdial
Associate Professor



Tracy Suter
Associate Professor



Kevin Voss
Associate Professor



Susan Wei
Assistant Professor



Alex Zablah
Assistant Professor

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

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