

# ORANGE BOOK

2011-2012



Spears School  
**OF BUSINESS**

**Department of Marketing**



# Spears School OF BUSINESS

201 Business Building  
Stillwater, Oklahoma 74078-4011

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F 405-744-8956

<http://spears.okstate.edu>

Dear Friend,

For the second 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.

Seven marketing majors and six 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.

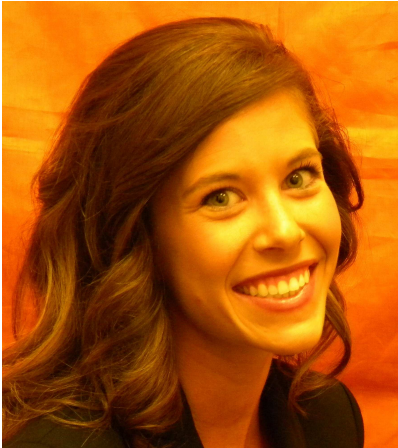
Our program currently has 435 Marketing majors and 141 International Business majors. Selection to the Orange book honors students by recognizing that their excellence reflects positively on the Spears School of Business and Oklahoma State University. We will miss them; we always do, but the OSU family 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  
2011-2012 Orange Book Coordinator





### **Lauren Elizabeth Martin**

*Lauren is a fun-loving, energetic, motivated student who thoroughly enjoyed her time at Oklahoma State. She was involved in a number of different campus organizations including, Gamma Phi Beta Sorority, Alpha Kappa Psi Business Fraternity, Golden Key, Beta Gamma Sigma, and the Honors College. Lauren also went on two study abroad experiences through the Spears School of Business. After graduation from Oklahoma State, Lauren plans on applying her knowledge and experience to succeed in business.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Oklahoma City, OK

GPA: 3.80

Expected Graduation: May 2012

#### Employment:

New West Group PR Firm, Oklahoma City, OK

Turner Oil and Gas Co., Oklahoma City, OK

NBanC, Oklahoma City, OK

Ross Seed Company, El Reno, OK

#### Volunteer Work:

United Way, Stillwater, OK,

R. Leonard for A.G. Campaign, Oklahoma City, OK

#### Other:

Golden Key International Honor Society Member

Honors College

Provost's Study Abroad Scholarship

Beta Gamma Sigma

Alpha Kappa Psi Business Fraternity

Gamma Phi Beta Sorority

Sports Management Club

Marketing Club

Ad Club

Homecoming Committee Publication Team.

*“Lauren has the intellectual ability, work ethic and motivation to excel in her professional life.”*

*Alex Zablah*

*Associate Professor*

**Tel: 405-744-5089**



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**Sara Elizabeth Shidell**

*Sara is from Tulsa and is an International Business major with minors in Management and Marketing. After earning her degree from OSU, Sara intends to go to law school at the University of Oklahoma .*

 **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Broken Arrow, OK  
GPA: 3.15  
Expected Graduation: May 2012

Employment:

Rib Crib, Tulsa, OK  
Gloria Jeans Coffee, Tulsa, OK  
Salvation Army , Tulsa , Ok

Other:

Delta Sigma Pi  
Business Student Council  
SGA Senate  
SGA Representative  
Kappa Kappa Gamma  
OSU Wrestling Mat Maids

*“Sara has demonstrated leadership ability both on campus and at work. She is independent and thoughtful. The go-to-person if you want to get the job done.”*

*Kevin Voss  
Associate Professor*

**Tel: 405-744-5106**



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**Moises Echeverria**

*Moises is a native of Mexico but an Oklahoman at heart and has made the Tulsa area his home. He actively volunteers for many organizations such as the Oklahoma Center for Community and Justice, the East Tulsa Prevention Coalition, and the Tulsa Hispanic Resource Center. He believes in building and giving back to the community that shaped him. He is the Hispanic Community Outreach and Spanish Media Specialist for Scissortail Group PR. After completing his degree he seeks to enter international business focused on Latin America.*

**2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Broken Arrow, OK  
GPA: 3.86  
Expected Graduation: December 2011

Employment:  
Scissortail Group PR, Tulsa, OK

Volunteer Work:  
Oklahoma Center for Community and Justice, Tulsa, OK  
Boy Scouts of America - Eagle Scout, Tulsa, OK

Other:  
President's Honor Roll  
President, Hispanic Student Association  
Library Advisory Committee  
Native Spanish Speaker.

*“Moises is an outstanding young man. He has good direction, a strong ethical background, and is well-spoken. He has shown himself to be creative in his academic work and personal life. He will be a proactive, excellent employee.”*

*Lee Manzer  
Professor*

**Tel: 405-744-8609**



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### **Rachel Ann Hoelscher**

*A Bartlesville native, Rachel will graduate with a degree in Marketing and a minor in Sports Management. She intends to obtain an events or promotions position with a sports franchise. During her time at Oklahoma State, Rachel worked as a Special Events Assistant and as an Marketing Intern with the Athletic Department. Through these experiences she had the chance to work along side other organizations such as ESPN and the Big 12 Conference. Outside the classroom, she served as the Marketing and PR chair for American Association of University Women and was an active member of the Marketing Club. Rachel enjoys spending her free time running, cooking, volunteering at the Storehouse Food Pantry and spending time with family and friends.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Bartlesville, OK  
GPA: 3.70  
Expected Graduation: May 2012

Employment:  
OSU Athletic Department, Stillwater, OK  
66 Federal Credit Union, Bartlesville, OK

Volunteer Work:  
The Storehouse, Stillwater, OK,  
Stillwater Area United Way, Stillwater, OK

Other:  
Deans Honor Roll  
American Association of University Women  
Marketing Club  
OSU Symphonic Orchestra (2008-2009)

*“Rachel has combined her passion for people with skills in marketing and event planning and is a great person.”*

*Marlys Mason  
Associate Professor*

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### **Megan Danae Saltink**

*After obtaining her degree from OSU-Tulsa, Megan plans on pursuing her dreams in the business field. She would eventually like to run a company or have a company of her own. She is dedicated and has a strong work ethic which she believes are two qualities that are becoming obsolete in today's society. She enjoys a challenge and is constantly thinking of the next project that will help improve the company that she works for.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Tulsa, OK  
GPA: 3.97  
Expected Graduation: December 2011

Employment:  
Dolce Vita, Tulsa, OK  
Tulsa Drillers, Tulsa, OK

Other:  
President's Honor Roll  
Dean's Honor Roll

*“Megan is an impressive young woman. She appears to have excelled in every aspect of her life (academically, work, personal). She is not hesitant to share her ideas nor hesitant to perform. I believe she will be successful in her chosen career.”*

*Lee Manzer  
Professor*

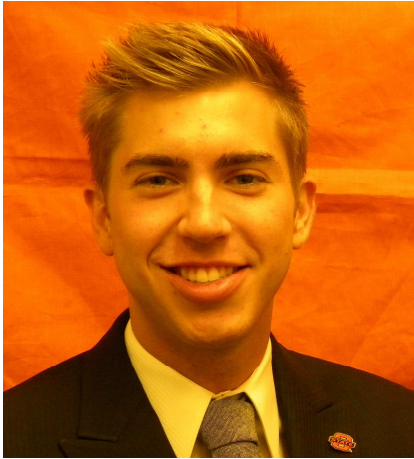
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### **Kyle Gregory Buthod**

*Kyle is from Lee's Summit, a suburb of Kansas City, Missouri. At OSU he has demonstrated leadership all across campus in student government, working for the University, and running his own business. All the while he has maintained above average grades, earned several scholarships, earned recognition such as being designated as a Frank Newman Civic Fellow. Kyle is very enthusiastic about the opportunities he was exposed to at OSU, especially his exchange student experience in Australia. After graduating Kyle expects to use his inspirational leadership skills to achieve business success for himself and his employer.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Lee's Summit, MO

GPA: 3.52

Expected Graduation: May 2012

**Employment:**

Oklahoma State University, Stillwater, OK

Kyle Buthod Photography, Stillwater, OK

ConocoPhillips, Bartlesville, OK

Daily O'Collegian

**Other:**

Vice-President, Student Government Association

President, Business Student Council

Vice-President, Residence Hall Association

Camp Cowboy Director

Dean's Honor Roll

Mortar Board

Phi Eta Sigma

Sigma Alpha Lambda

Awarded Seven Scholarships

National Residence Hall Honorary

Student Employee of the Year Nominee

*"I am impressed by how Kyle inspires his peers on campus. He is a strong leader."*

*Karen Flaherty*

*Associate Professor*

**Tel: 405-744-8653**



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**Gabby Grijalva**

*Gabby is justly proud of achieving her educational goals while holding down a full time job. She hopes to be an inspiration for her nieces and nephews.*

 **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Jenks, OK  
GPA: 3.00  
Expected Graduation: December 2011

Employment:  
Helmerich & Payne International Drilling Co, Tulsa, OK

Other:  
Hispanic Association  
Native Spanish Speaker.

*“Gabby has worked full-time while going to school full-time. Gabby’s happy personality and positive attitude make her an excellent team player.”*

*Susan Wei  
Assistant Professor*

**Tel: 918-594-8183**



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**Julie Lane Hildebrand**

*Julie is from Jenks. After achieving her degree in International Business and International Economics, Julie intends to further her education by attending law school. Upon successful completion of law school she hopes to practice international law.*

 **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Jenks, OK  
GPA: 3.65  
Expected Graduation: May 2012

Employment:  
Pierce Couch Hendrickson, Tulsa, OK  
The Buckle, NA, OK  
Little People of America, Tustin, CA,

Other:  
Tau Sigma  
Phi Beta Lambda

*“Julie is a dedicated student, who will work hard to achieve her career goals.”*

*Karen Flaherty  
Associate Professor*

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### **Megan Marie Wynn**

*Megan is a marketing major from Muskogee. An active member in Student Alumni Board, Service Learning Volunteer Center Ambassadors and Professional Business Leaders on campus she is planning to continue her education by pursuing an MBA.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Muskogee, OK  
GPA: 3.52  
Expected Graduation: May 2012

Employment:  
OSU Alumni Association, Stillwater, OK

Volunteer Work::  
Oklahoma State University's Welcome Week  
Stillwater Humane Society  
Relay for Life

Other:  
Ambassador Executive, Student Alumni Board  
Executive Director, S.L.V.C. Ambassador Program  
Professional Business Leaders  
Financial Literacy Presenter  
Summer in London

*“Megan is an impressive young woman who has excelled at managing both her studies and her leadership roles in campus organizations. She is a natural leader who already demonstrates the tools that will lead to success in the work place.”*

*Tom Brown  
Professor*

**Tel: 405-744-5113**



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### **Taylor Marie Foster**

*Inspired by the rich and inviting culture of Oklahoma State, Taylor has been active in many student organizations, e.g. SGA's Multicultural Affairs Committee and the African American Business Student Association. In her quest to enhance her leadership skills she took on officer positions becoming President of African American Business Student Association her senior year and VP of African American Student Association her junior year. Taylor's passion and drive to help others led her to be a Student Academic Mentor and a Teaching Assistant in freshman orientation. She is a regular volunteer at the Stillwater Humane Society and the recipient of several scholarships. A Marketing and Accounting double major, she excels in the classroom developed profound relationships with professors and graduate students throughout the Spears School of Business. She is the first person in her family to graduate from college.*



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## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Oklahoma City, OK

GPA: 3.29

Expected Graduation: May 2012

Employment:

The Williams Company, Tulsa, OK

ConocoPhillips, Bartlesville, OK

Volunteer Work:

Humane Society of Stillwater, Oklahoma City, OK

Other:

Dean's Honor Roll -Spring 2009, Fall 2011

Awarded Five Scholarships

SGA Multicultural Affairs Committee

African American Student Association

African American Business Student Association

UAS Student Academic Mentors Teaching Assistant

3rd Runner-up Miss Black OSU

Freshman Action Team Student Advisor

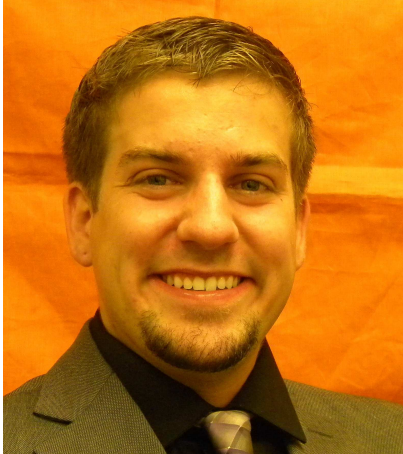
*“Taylor is a gifted young lady. Her mix of academic study, community involvement, and internships with major corporations make her an ideal job candidate.”*

*Tom Brown*

*Professor*

**Tel: 405-744-5113**





### **Jordan Lee Pace**

*Jordan is from Sallisaw and will earn his degree in International Business with a minor in leadership. While at OSU, he was a facilitator for the President's Leadership Council, vice president of pledge education for Delta Sigma Pi, and a member of the business honors fraternity Beta Gamma Sigma. After completing his degree, Jordan intends to attend law school.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Sallisaw, OK  
GPA: 4.00  
Expected Graduation: May 2012

Employment:  
The Reserve on Perkins, Stillwater, OK

Other:  
President's Leadership Council  
Delta Sigma Pi  
Beta Gamma Sigma  
Multicultural Affairs Committee  
Cowboy Cousins

*“Jordan is a focused, dedicated student who is interested in international issues and undertaking the challenge of making a difference in the world through the Peace Corps.”*

*Marlys Mason  
Associate Professor*

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### **Jessica Michelle Reid**

*Originally from Texas, Jessica will earn her degree in marketing with a minor in sports management. Jessica found her passion in sports at a young age and has played sports all her life. She has had the privilege to see the in and outs of different sport franchises by obtaining internships with the Texas Tornado Hockey and Frisco Rough Riders. Through this experience she has gained knowledge on how to be successful. Jessica is active in her sorority serving as risk management chair for two years receiving the panhellenic award for best risk management program both years. Jessica is on the Dean's honor roll and is a dedicated and hard worker when it comes to school work. One of Jessica's career goals is to earn an advanced degree.*

## **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Frisco, TX  
GPA: 3.36  
Expected Graduation: May 2012

Employment:  
Reid and Dennis, Dallas, TX  
Abligal Tubbs, Dallas, TX

Other:  
Deans Honor Roll  
Kappa Alpha Theta  
Sports Management Club  
Green Team  
Treats for Our Troops  
CASA

*“Jessica has used a variety of internships to build her business acumen. Combine this with her friendly personality and relationship building skills and it spells w-i-n-n-e-r.”*

*Kevin Voss  
Associate Professor*

**Tel: 405-744-5106**



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**Chad Little**

*Pursuing a double major in marketing and business management with minors in sports management and international business, Chad has worked hard in the classroom. His education is designed to augment his professional background in marketing and media relations. Chad's goal upon graduation is to pursue a career as a sports manager or as a marketing director for a corporate firm. He believes his experience at OSU will serve him well as he strives for continual improvement. Chad's new skills will have a great impact on his ability to help a company achieve its business and philanthropic goals. Chad says that the relationships built at O.S.U. will be invaluable to him as he steps forward into the next phase of his life.*

 **2011-2012 Orange Book**

*Outstanding Seniors in Marketing and International Business.*

Hometown: Tulsa, OK  
GPA: 4.00  
Expected Graduation: May 2012

Employment:

Green Homes, Claremore, OK  
The Body Shop, San Francisco, CA  
OSU, Tulsa, OK  
Living Water Fellowship Church, San Francisco, CA

Other:

President's Honor Roll, Spear's School of Business  
President's Honor Roll, M. W. Price School of Business  
Summa Cum Laude, Rogers State University  
OSU Ecological/Recycling Group, Charter Member  
OSU Creative Writing Award Winner  
OSU Orange Power, Charter Member  
Football and wrestling

*“Chad’s broad and deep life experience will allow him to hit the ground running.”*

*Josh Wiener  
Professor*

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Faculty  
Department of Marketing  
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



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





Lee Manzer  
Professor



Marlys Mason  
Associate Professor



Tracy Suter  
Associate Professor



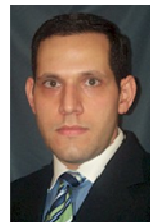
Ajay Suhkial  
Associate Professor



Kevin Voss  
Associate Professor



Susan Wei  
Assistant Professor



Alex Zablah  
Associate 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!**

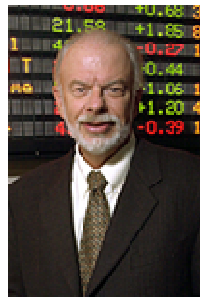
## Emeritus Faculty



Bob Hamm  
Emeritus Professor



Steve Miller  
Emeritus Professor



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

