

ORANGE BOOK

2016-2017



SCHOOL OF
MARKETING *and*
INTERNATIONAL BUSINESS

AT SPEARS BUSINESS



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 School of Marketing and International Business 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-one marketing majors, one international business major, and three marketing and international business double 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 775 Marketing majors and 179 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 School of Marketing and International Business, visit <http://spears.okstate.edu>.

Warm Regards,

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

Kevin E. Voss,
Professor
Don and Cathey Humphreys Chair
2016-2017 Orange Book Coordinator





Tiffany Alexis Thurmond

Tiffany Thurmond is a double major in Marketing and Management. She is very passionate about leadership and creating a legacy for others to follow. She lives life with an indomitable spirit. She has worked to receive the very best educational experience by completely grasping every concept presented in class. She is involved in campus organizations with leadership positions in the African American Student Association, the African American Business Student Association, the National Society of Collegiate Scholars, Phi Kappa Phi, and Beta Gamma Sigma. Tiffany wants to serve a purpose larger than herself. She aims to create a bridge for the generations coming after her. After accomplishing her goal of earning her degree in honors, she plans to attend graduate school to achieve a MBA with an emphasis in marketing. Her ultimate goal is to be CEO of a Fortune 500 company.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Edmond, Oklahoma
GPA: 4.00
Expected Graduation: May 2017

Employment:

ConocoPhillips, Bartlesville, OK,
OSU Office of the President, Stillwater, OK,

Volunteer Work:

YMCA, Stillwater, OK,
Stillwater Humane Society, Stillwater, OK,

Other:

President's Honor Roll,
Honors College,
Certified Residential Leadership Award,
RISE Leadership Award,
Multiple Scholarship Awards,
Beta Gamma Sigma and Phi Kappa Phi,
Past Vice President, National Society of Collegiate Scholars,
President, African American Student Association,
Into The Streets/Big Event,
OSU Black Alumni Association,
United Way.

“Wow! Spend just a few minutes with this wonderful person and you’ll remember her. She’s bright, goal-oriented, engaged – and engaging.”

Tom Brown, Professor

Contact Dr. Brown at 405-744-5113



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Athen Celene Andrade

Athen is pursuing a degree in Marketing. She took a study abroad trip to Italy as part of her degree program. Athen is very enthusiastic and uses marketing regularly in her every day life. As President of her sorority, she is constantly using marketing to encourage her sisters to participate in activities. She also uses her marketing abilities when planning philanthropy and other events for the University community. Athen had the opportunity to polish her skills during a summer internship with Deloitte. After achieving her degree Athen hopes to get a job in the Marketing field and eventually intends to attend graduate school to earn her MBA.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Dallas, Texas

GPA: 3.75

Expected Graduation: December 2016

Employment:

Deloitte, Dallas, TX,
Celebrations Catering, Stillwater, OK,
Main Event Entertainment, Plano, TX,

Volunteer Work:

International Student Volunteers: Costa Rica,

Other:

President's Honor Roll,
Dean's Honor Roll,
President, Gamma Phi Beta Sorority,
Center for Customer Interface Excellence,
Mark and Jennifer Allen Scholarship,
Roger and Cindy Cagle Scholarship,
James M. Jackman International Study Scholarship,
Girls on the Run,
Into the Streets/Big Event,
Cowboython.

“Athen is a true professional. Passionate, goal oriented, with a strong work ethic. Athen will coordinate, juggle priorities, and get the job done.”

Kevin Voss, Professor

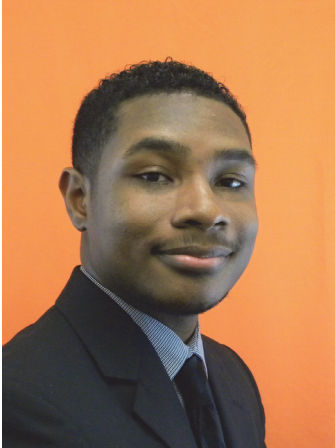
Contact Dr. Voss at 405-744-5106



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Joshua Benjamin Alexander

Joshua is a Marketing major working hard towards his degree with minors in finance and management. He has been successful in accomplishing his goal to maintain a 4.0 grade point average. He chose marketing as his major because of his fascination with company representation and how organizations can be perceived by stakeholders. Joshua knows that effective marketing and management of company image sets apart organizations in the minds of consumers. Joshua is a leader on-campus including serving as Vice-President in two student organizations. He also will earn a certificate in Customer Interface Excellence. Diverse job experiences and an internship with ConocoPhillips have strengthened his understanding of business. Joshua intends to work for a company that will allow him to utilize his strong work ethic and talents in a fulfilling career.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 4.00

Expected Graduation: May 2017

Employment:

Conoco/Phillips, Bartlesville, OK,
BPL Plasma, Stillwater, OK,
Oklahoma State University, Stillwater, OK,

Volunteer Work:

Tiny Paws Kitten Rescue, Stillwater, OK,
BIG Event/Into the Streets, Stillwater, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
Vice President, African American Business Student Assn,
Vice President, AMA@OSU,
National Society of Collegiate Scholars,
Golden Key International Honour Society,
Customer Interface Excellence Certificate Program.

“Josh Alexander is extraordinarily focused and motivated, he will get results.”

Ted Matherly, Assistant Professor

Contact Dr. Matherly at 405-744-5139



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2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 3.50

Expected Graduation: December 2016

Employment:

Macy's, Tulsa, OK.

Abraham Saah Ganawah

Abraham was born in Monrovia, Liberia but has lived in Tulsa, for over ten years. He is a Marketing major and a Management minor. After graduating from OSU, he intends to utilize his knowledge in the field of marketing to benefit his employer. He also intends to run his own business sometime in the future.

“Abraham is a real people person and a tenacious leader who is going places. Get on board the A-train and enjoy the ride.”

Kevin Voss, Professor

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Sara Victoria Leguizamon Schippner

Originally from Bogota, Colombia, Sara grew up in Hassfurt, Germany. She felt welcomed and at home ever since her first day here her freshman year. As a double major in Marketing and International Business, Sara works extremely hard to make the most out of her time. She is very involved on campus first as a Peer Mentor, then as an assistant for Professor Urich. She is also involved in the Customer Interface Excellence program. She joined Beta Gamma Sigma at the end of her third year here at OSU, placing her in the top 10% of the graduating class. Sara always strives to go the extra mile to achieve bigger and better things. After graduation, she intends to pursue a career in retail marketing.

❖❖❖ **2016-2017 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Hassfurt, Germany
GPA: 3.90
Expected Graduation: May 2017

Employment:
Dillard's, Tulsa, OK,
Oklahoma State University, Stillwater, OK,
McDonald's Restaurant, Rossbach, Germany,

Other:
President's Honor Roll,
Dean's Honor Roll,
Beta Gamma Sigma,
Phi Alpha Delta,
Center for Customer Interface Excellence,
Spears School of Business Peer Mentor.

*"I was very impressed at how Sara is able to set and achieve her ambitious goals, from her determination to receive a scholarship to OSU, to learning multiple languages."
Steven Shepherd, Assistant Professor*

Contact Dr. Shepherd at 918-594-8165



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Tyler Bradley O'Bar

Tyler O'Bar is earning a degree with a double major in Marketing and Management. He is pursuing a career in sales and marketing, and he believes his summer internship with Hilti as a Marketing Trade Project Manager Intern will further develop this foundation. In addition to his degree, Tyler is also earning his Certificate in Customer - Employee Interaction.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Flower Mound, Texas

GPA: 3.50

Expected Graduation: May 2017

Employment:

Hilti, Plano, TX,
Business Student Success Center, Stillwater, OK,
M.A.C. Sports, Lewisville, TX,

Volunteer Work:

Great American Cleanup, Plano, TX,
Food Bank, Tulsa, OK,
The Wells Project, Stillwater, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
Customer Interface Excellence Certificate Program,
National Society of Collegiate Scholars,
Sigma Alpha Lambda,
Recruitment Chair, Beta Theta Pi Fraternity,
AMA@OSU.

“Tyler’s energy and involvement suggest the promise of a potential leader.”

Zac Arens, Assistant Professor

Contact Dr. Arens at 405-744-6349



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Kari Beth Payne

Kari is earning degrees in Marketing and Management. She hopes to work for a non-profit organization. Kari has always had a passion for non-profit work, especially within healthcare. She hopes to be able to use the skills to help market local non-profits within the surrounding community. Marketing and communication have always been very important to furthering her career. Kari hopes to be able to use the knowledge she has gained from to truly impact her community and the lives of others.

Hometown: Colony, Oklahoma
GPA: 3.80
Expected Graduation: May 2017

Employment:

BLUSOURCE, Guthrie, OK,
College of Education, Stillwater, OK,
Kanakuk Kamps, Branson, MO,

Volunteer Work:

Big Brothers Big Sisters of Oklahoma, Stillwater, OK,
Missions of Hope, Stillwater, OK,

Other:

President's Leadership Council,
President's Distinguished Scholarship Recipient,
President's Honor Roll,
Dean's Honor Roll,
Phi Beta Lambda,
Phi Kappa Phi,
Phi Eta Sigma,
Beta Gamma Sigma,
AMA@OSU,
Dance Marathon,
Greece Study Abroad.

“Kari is a talented leader who demonstrates both passion and commitment through her campus leadership and volunteer service activities.”

Marlys Mason, Assistant Professor

Contact Dr. Mason at 405-744-5109



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Hannah Lea Sieler

Hannah is pursuing a double major in Marketing and International Business and has completed her minor in Spanish. She intends to graduate with Honors. Her study abroad experience with Semester at Sea, sailing to thirteen countries on four continents, helped solidify her goal of working and living internationally. Hannah's internship with Virtuoso, a luxury travel consortium, is a step toward achieving that goal. Her past internships in the marketing helped her realize her passion for supporting non-profit organizations as well. Her ultimate goal is to become the Chief Marketing Officer for an international non-profit organization.

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Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 3.86

Expected Graduation: May 2017

Employment:

George Kaiser Family Foundation, Tulsa, OK,
Virtuoso, Ft. Worth, TX,
Parent Child Center of Tulsa, OK,
Riverfield Country Day School, Tulsa, OK,

Other:

Honors College,
President's Honor Roll,
Dean's Honor Roll,
Founder, B'nai Emunah Hillel,
Vice President, National Panhellenic Sorority,
Global Ambassador, Semester at Sea.

“Hannah Sieler is one of our best students, the future looks bright.”

Ji-Hoon Jhang, Assistant Professor

Contact Dr. Jhang at 405-744-8613



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Caden Carlton

Caden is a business-minded individual who will earn degrees in Marketing and Management with a minor in Sports Management. His passion for the business world formed while enjoying his marketing classes. Caden is eagerly looking forward to taking on the real world. He has been an active leader on campus. Among other things he was elected as the Eminent Warden, the Head Texas Recruitment chair, and also served as a Freshmen Follies Director for his fraternity. Caden also took advantage of OSU's study abroad programs taking a class in Berlin and Amsterdam while learning about the integration process of the European Union. Upon graduation, he plans to use his knowledge and experience to earn a management position on a marketing or sales team. He has loved his time at this university and truly bleeds orange.

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Outstanding Seniors in Marketing and International Business.

Hometown: Southlake, Texas

GPA: 3.70

Expected Graduation: May 2017

Employment:

Goodman Networks, Plano, TX,

Volunteer Work:

Habitat For Humanity, Dallas, TX,

Youth Men's Service League, Dallas, TX,

Other:

Present's Honor Roll,

Dean's Honor Roll,

Out-of-State Achievement Scholarship,

Alumni Association.

"I have confidence that Caden's drive and interpersonal skills will lead him to success in the future."

Steven Shepherd, Assistant Professor

Contact Dr. Shepherd at 918-594-8165



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Alex Douglas Teran

Alex will receive his degree in International Business with minors in Marketing, Management, and Chinese. He will find a job in the marketing field. Alex demonstrated his dedication and work ethic by achieving the honor of being on the Dean's list for the Spears' school of business two semesters in a row. Alex would like to find a challenging career that will stretch him, allow room for growth and provide a quality standard of living for him and his family.

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Outstanding Seniors in Marketing and International Business.

Hometown: Sandy, Utah

GPA: 3.30

Expected Graduation: December 2016

Employment:

Bank SNB, Stillwater, OK,
Jordan Credit Union, Sandy, UT,

Volunteer Work:

The Church of Jesus Christ of Latter Day Saints, UT,

Other:

Dean's Honor Roll,
Eagle Scout.

“Alex possesses a background filled with experiences that give him a solid perspective that goes beyond his years.”

Todd Arnold, Professor

Contact Dr. Arnold at 918-594-8596



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Hailey Dawn Wright

Hailey is pursuing a degree in Marketing with a minor in Entrepreneurship. Throughout her college career she has been working as a part-time employee, and also done freelance marketing. Highlights of her college career include being recognized on the Dean's Honor Roll, and traveling to Greece on a study abroad. After achieving her goal of earning a marketing degree, she plans to work for a company that allows her to utilize her knowledge and experience while building a successful career. She plans to continue traveling, in order to become a more well rounded person and a better business person.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Talala, Oklahoma

GPA: 3.30

Expected Graduation: December 2016

Employment:

Digital Doc, Stillwater, OK,

Payless ShoeSource, Stillwater, OK,

Volunteer:

Stillwater Human Society, OK,

Wild Heart Ranch, Claremore, OK,

Other:

President's Honor Roll,

Dean's Honor Roll,

OSU Transfer Scholarship,

Greece Study Abroad Scholarship.

"If I were still in industry and overseeing personnel, I would want Hailey in my group "
Richie Liu, Assistant Professor

Contact Dr. Liu at 405-744-8641



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Kelsey Shea Hopson

Kelsey is pursuing a degree in Marketing with minors in MIS and Business Sustainability. The summer after her sophomore year she had the privilege to intern for Dr. Spears' company, Cenergistic. This experience taught her the importance of gaining real world experience and professional etiquette. During spring break of her Junior year, she studied abroad in Italy through the Spears School of Business. This past summer she interned with Dialexa, a software and hardware innovation company in Dallas. She hopes to continue her work in marketing to not only positively impact the lives of her clients, but also better the community as a whole.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: The Colony, Texas

GPA: 3.96

Expected Graduation: May 2017

Employment:

Cenergistic, Dallas, TX,
Gleneagles Country Club, Plano, TX,
QMACS, Richardson, TX,

Volunteer Work:

Into the Streets/Big Event, Stillwater, OK,
Girls on the Run/Early Head Start, Stillwater, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
Phi Eta Sigma,
Net Impact,
James M. Jackman International Study Scholarship,
Cagle Study Abroad Scholarship.

“Bright, confident, organized, Kelsey presents herself with clarity and thoughtfulness.”

Zac Arens, Assistant Professor

Contact Dr. Arens at 405-744-6349



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Lauren Elizabeth Chan Davenport

Lauren will earn a degree in Marketing with a minor in Management. She is routinely on the Dean's Honor Roll and/or the President's Honor roll. She is also hoping to complete the CORD program with 400 hours of service to her community. Lauren's semester abroad in Scotland taught her to work collectively with individuals of various cultures, adapt to new environments, and gain new business insights from a global perspective. Lauren has exceptional organizational, time management, and interpersonal skills and took the initiative to put learned concepts into practice by freelancing website design and development. She is also experienced in sales, customer service, and office management. Her career goal is to conduct marketing for great organization. She will be involved in helping her community as well.



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Outstanding Seniors in Marketing and International Business.

Hometown: Dallas, Texas,
GPA: 3.95
Expected Graduation: December 2016

Employment:

The Coffee House, Stillwater, OK,
Davenport Safes & Solutions, Dallas, TX,

Volunteer Work:

Stillwater Humane Society, Stillwater, OK,
LifeChurch.tv, Stillwater, OK,

Other:

Honors College,
President's Award for Educational Excellence,
Dean's Honor Roll,
Wentz Honors College Scholarship,
Humphrey's International Study Scholarship,
OSU Non-Resident Achievement Scholarship,
AMA@OSU,
The National Society of Collegiate Scholars,
Semester Abroad at Heriot Watt University, Scotland.

“Lauren is a very pleasant, hardworking, and creative person. Her dedication to community service makes her stand out among peers.”

Xiang Fang, Associate Professor

Contact Dr. Fang at 918-594-8194





Austin Cole McCarthick

After receiving his degree in Marketing, Austin hopes to find a job in the areas of Marketing, Sales, and Finance or through entrepreneurship. After excelling in these areas, Austin aspires to create innovative ways to aid others who are in need.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Ardmore, Oklahoma

GPA: 3.75

Expected Graduation: May 2017

Employment:

Oklahoma State Athletics, Stillwater, OK,
AmeriCorps, Ardmore, OK,

Volunteer Work:

D & D Collectibles, Davis, OK,
OrthoOklahoma, Stillwater, OK,

Other:

President's Honor Roll,
Choctaw Nation Business & Leadership Scholarship,
Marketing Club,
Center for Customer Interface Excellence Program.

*“Austin is incredibly well-rounded and seems adaptable to many different environments.”
Todd Arnold, Professor*

Contact Dr. Arnold at 918-594-8596



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Sara Mackenzie Reding

Always wanting to make her own path in life, Sara had thought about attending other colleges to be different from her family. But, alas she could not escape the love for the Cowboys that had been instilled in her from the time she was born. She will fondly look back on the life lessons and friendships that living in Stillwater has brought. Because of her love for adventure, Sara is open to trying new things and moving to new places. This is part of the reason why she recently did a study abroad course in Munich. This Marketing and Entrepreneurship double major, hopes to find a job that requires continuous growth as a person and gives back to society.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Aledo, Texas

GPA: 3.83

Expected Graduation: December 2016

Employment:

LW7, Aledo, TX,
District Attorney's Office, Stillwater, OK,
ISN, Dallas, TX,
Agape Coffee House, Aledo, TX,

Volunteer Work:

Stillwater Humane Society, OK,

Other:

Honors College,
Phi Kappa Phi,
Nonresident Achievement Scholarship,
North Texas Brightest Orange Scholarship,
Customer Interface Excellence Program,
National Women's Social Fraternity,
Eastin Center for Talent Development,
The Big Event.

"Sara is a bright and caring student who is ready for new challenges."

Steven Shepherd, Assistant Professor

Contact Dr. Shepherd at 918-594-8165



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Paulina Medrano

Paulina Medrano will earn a degree in Marketing. Paulina is an Acatic, Mexico native who considers Enid her second home. After completing her undergraduate degree, Paulina intends to continue her career aspirations by pursuing an MBA.

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Outstanding Seniors in Marketing and International Business.

Hometown: Enid, Oklahoma
GPA: 3.26
Expected Graduation: May 2017

Employment:
Pepsico N.A. Beverages, Tulsa, OK,
Housing and Residential Life, Stillwater, OK,
JC Penney, Stillwater, OK,

Volunteer Work:
Service - Learning Volunteer Center, Stillwater, OK,

Other:
Dean's Honor Roll,
Entrepreneurship Club,
Hispanic Student Association,
Residential Leadership College.

“Paulina sets her goals and puts in the work to achieve them. She's going to be a great asset wherever she finds herself.”

Ted Matherly, Assistant Professor

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Morgan Alise Hearrell

Morgan is an outgoing girl who will earn degrees in Marketing and in Sports Management. No one in her family attended OSU, so she wanted to be the first because she couldn't help but fall in love the second she stepped foot on campus. A hard working leader, Morgan works 25 hours a week at Karsten Creek, takes 15 or more credit hours a semester, is a Homecoming Executive, and is involved in other clubs on campus. She's slowly but surely learning to take life one day at a time and not take the beautiful things this world has to offer for granted.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Keller, Texas

GPA: 3.20

Expected Graduation: May 2017

Employment:

Karsten Creek Golf Course, Stillwater, OK,
Dallas Cowboy's Golf Club, Grapevine, TX,

Volunteer Work:

Humane Society, Stillwater, OK,
Read> Lead> Achieve>, Stillwater, OK,
Pro Players Foundation, Southlake, TX,

Other:

President's Honor Roll,
Non-Resident Achievement Scholarship,
Homecoming Executive: Promotional Design Committee,
Homecoming Steering Committee,
Treasurer, Tennis Posse,
Reading Buddies,
Spear's School of Business Peer Mentor,
Spring Sing,
Varsity Revue.

"I have no doubt that Morgan's experiences and personal growth will make her a valuable asset for any organization."

Richie Liu, Assistant Professor

Contact Dr. Liu at 405-744-8641



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Sarah Anne Hufnagel

Sarah is pursuing a double major in Marketing and Management, along with a double minor in International Business and Sports Management. Sarah loves holding leadership positions in her sorority, for example as New Member Coordinator. She has given back to the community of Stillwater through volunteer work like The Big Event. Sarah also loves serving the Spears School of Business by working in the School of Marketing and International Business. She has a talent for planning, creating, innovating and encouraging others. After graduating, Sarah is going to find a job that combines her love for Marketing and International Business.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Olathe, Kansas

GPA: 3.40

Expected Graduation: May 2017

Employment:

School of Marketing and International Business, OK,
Kaleo Summer Project, Destin, FL,

Volunteer Work:

Read Lead Achieve, Town and Country, MO,
Wondertorium, Stillwater, OK,

Other:

Dean's Honor Roll,
Panhellenic Sorority,
Study Abroad Italy,
Homecoming Big Committee for 3 years,
Big Event,
Toys for Cowboys,
Treasurer, Student Mobilization.

“Sarah is a great person full of positive energy.”

Ji-Hoon Jhang, Assistant Professor

Contact Dr. Jhang at 405-744-8613



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Outstanding Seniors in Marketing and International Business.



Christopher Paul Ritchey

Chris is from Broken Arrow and has worked hard at balancing a full time job, family, and schoolwork. Upon graduating with a major in Marketing and minor in Management. Chris plans to utilize his new education and past work experience to continue advancing his career and help his future employer. Chris believes that examining and challenging old ideas and maintaining a student mindset throughout life are keys to success and vital to any business that wishes to be a company for the ages.

Hometown: Broken Arrow, Oklahoma

GPA: 3.82

Expected Graduation: December 2016

Employment:

BizJet International Sales and Support, Inc., Tulsa, OK,
Webco Industries, Sand Springs, OK,
United States Navy,

Other:

Dean's Honor Roll.

“Chris is one of the most mature students I have met, with great experience to go along with motivation and a terrific outlook.”

Tom Brown, Professor

Contact Dr. Brown at 405-744-5113



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Andrew Fletcher Christian Blye

Andy was born in southern California, but upon graduating high school he knew he wanted to experience other parts of the country. Move-in day was his first time on campus and from the start he knew he had found a new home. Through studying marketing, Andy has learned he enjoys the psychology of marketing and observing how people react to marketing tactics. He has received numerous scholarships, been inducted into Beta Gamma Sigma honor society, and lost his voice cheering on the Cowboys. He is a double major in Marketing and Entrepreneurship and plans to graduate with Honors. Andy has been invited to serve as a Peace Corps Volunteer in Zambia.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Rancho Santa Margarita, California

GPA: 3.60

Expected Graduation: December 2016

Employment:

OSU Speech and Hearing Clinic, Stillwater, OK,
OSU Interlibrary Services, Stillwater, OK,
Global Benefits Group, Foothill Ranch, CA,
Chandler Chicco Agency, Santa Monica, CA,

Volunteer Work:

Residential Life, Stillwater, OK,

Other:

Beta Gamma Sigma,
Honors College.

“Andrew’s desire for the betterment of those less fortunate will have a strong influence on others around him.”

Richie Liu, Assistant Professor

Contact Dr. Liu at 405-744-8641



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Oklahoma State University
Stillwater and Tulsa
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Fax: 405-744-5180





Erika Caroline David

Erika David is involved in many on and off campus activities and holds leadership positions in multiple organizations. Erika will be graduating as a Marketing and Management double major along with a minor in Human Resource Management. After graduation Erika intends to pursue a career in the marketing field, either working in sales or marketing research. She also intends to start working towards her goal of earning a masters degree in marketing after she completes her undergraduate education.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Wichita, Kansas
GPA: 3.84
Expected Graduation: May 2017

Employment:
Textron Aviation, Wichita, KS,
Hideaway Pizza, Stillwater, OK,
City of Wichita Parks and Recreation, Wichita, KS,

Volunteer Work:
Humane Society, Stillwater, OK,
Susan G Komen Race for the Cure, Stillwater, OK,

Other:
President's Honor Roll,
Dean's Honor Roll,
Marketing Club,
Diamond Dolls,
Honors College.

“Erika exhibits great leadership skills and strong work ethics. I am very confident that she will be successful in her career.”

Xiang Fang, Associate Professor

Contact Dr. Fang at 918-594-8194



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Hayden Reed Henderson

Hayden played competitive soccer for High Plains Drifters Soccer Club for eight years. The club team reached The Dallas Classic League Division One his junior year. This achievement afforded the opportunity to earn a college scholarship. Hayden chose Southwestern College in Kansas. He played for two years, was a full time student, and worked a full time job. After two years, Hayden transferred to Oklahoma State University where he has been involved in the student community by his volunteer work, his ability to network, all while excelling in the classroom. Hayden will earn a degree in Marketing. Hayden is actively working to pursue his dream of owning his own professional soccer team.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Amarillo, Texas
GPA: 3.50
Expected Graduation: May 2017

Employment:
Big Texan Steak Ranch, Amarillo, TX,
D&D Mattress Company, Amarillo, TX,

Volunteer Work:
Stillwater Humane Society, OK,

*“Ambitious and hard-working, Hayden is willing to roll up his sleeves to get the job done.”
Zac Arens, Assistant Professor*

Contact Dr. Arens at 405-744-6349



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Sydney Robin Bouma

Sydney is going to achieve her goal of earning a Marketing degree from OSU with a minor in Entrepreneurship. Then she intends to start a career in the field of marketing, hopefully working for an athletic apparel company.

❖❖❖ **2016-2017 Orange Book**

Outstanding Seniors in Marketing and International Business.

Hometown: Broken Arrow, Oklahoma
GPA: 3.20
Expected Graduation: May 2017

Employment:
Chili's, Stillwater, OK,
United States Beef Corp., Tulsa, OK,

Volunteer Work:
Christmas Angel Tree, Tulsa, OK,
Peer Tutors 2012-2013, Tulsa, OK,

Other:
McKinney Scholarship,
Mary Sue Herndon Scholarship,
Regional Leader in Guest Satisfaction at Chili's.

“Enthusiastic, outgoing, and personable, Sydney has a natural ability to collaborate and help others.”

Zac Arens, Assistant Professor

Contact Dr. Arens at 405-744-6349



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Evyn Alexa Kron

Evyn is currently pursuing a degree in both Marketing and Management. She is a member of the Honors College and will graduate with Honors. This past summer she participated in a study abroad course in Australia through the Spears School of Business. Evyn enjoyed exploring a new culture and learning new ways of doing business. After graduation, Evyn would like to work for an advertising agency and obtain an MBA.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma

GPA: 3.97

Expected Graduation: December 2016

Employment:

BLUSOURCE, Guthrie, OK,
Farmers Insurance, Stillwater, OK,
Tulsa Regional Chamber of Commerce, Tulsa, OK,

Volunteer Work:

Union Public Schools, Tulsa, OK,
Humane Society, Stillwater, OK,

Other:

President's Honor Roll,
Dean's Honor Roll,
Curtis B. Hamm Scholarship,
Academic Excellence Scholarship,
Terry and Barbara Pope Scholarship,
Charles Eitel Scholarship,
American Marketing Association-OSU,
Beta Gamma Sigma,
Phi Eta Sigma,
Honors College.

“A resilient and independent consensus builder who has yet to perceive her own greatness.”

Josh Wiener, Professor and Chair

Contact Dr. Wiener at 405-744-5192



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Gerardo Rico Cervantes

Gerardo is a determined and self-motivated individual currently pursuing a double major in Marketing and International Business. He has remained actively involved in various organizations, especially within the Hispanic community. His competitive and independent demeanor has led him to hold several executive positions within the Honors College Student Association and Omega Delta Phi Fraternity. Upon graduation, Gerardo plans to seek a marketing career in the apparel or technology industries and later return to academia in pursuit of a master's degree.

2016-2017 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Anadarko, Oklahoma

GPA: 3.98

Expected Graduation: May 2017

Employment:

Gold River Casino, Anadarko, OK,
Ramiro's Mexican Restaurant, Woodward, OK,

Volunteer Work:

United Way, Stillwater, OK,
Fiestas de las Americas, Oklahoma City, OK,
The Big Event, Stillwater, OK,

Other:

National Society of Collegiate Scholars,
Hispanic Scholarship Fund Scholar,
Beta Gamma Sigma,
President's Honor Roll,
Phi Kappa Phi,
Hispanic Student Association,
Executive Vice-President, AMA@OSU,
HSF/Wells Fargo Scholarship,
Alan Routh Scholarship,
B. Curtis Hamm Scholarship,
Steve Miller Family Scholarship.

“Gerardo has not only excelled academically, but he has also proven to be an effective leader. Gerardo is a great representative of the Spears School of Business. We are proud of him.”

Karen Flaherty, Associate Dean

Contact Dr. Flaherty at 405-744-5064



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Faculty
School of Marketing and International Business
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



Zac Arens
Assistant Professor



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
Associate Dean of the
Spears School of Business



Aditi Grover
Clinical Professor



Ji-Hoon Jhang
Assistant Professor



Kelly Kiyeon Lee
Assistant Professor



Richie Liu
Assistant Professor



Lee Manzer
Professor



Marlys Mason
Associate Professor



James Mason
Clinical Professor



Ted Matherly
Assistant Professor



Miriam McGaugh
Clinical Professor



Steven Shepherd
Assistant Professor



Ajay Sukhdial
Associate Professor



Kevin Voss
Don and Cathey Humphreys Chair
and Professor

The Faculty is pleased to recognize the outstanding seniors in the Orange Book.

GO COWBOYS!

Emeritus Faculty



John Mowen
Emeritus Professor

Professional Instructors



Jerry Rackley
Executive-in-Residence



Don Mitchell
Executive-in-Residence

In Memoriam



Steve Miller
Beloved Teacher, Colleague, and Friend
November 18, 1940 - August 20, 2016

Orange Book Alumni

2015-2016

Chandler Nett
Jeremy Garrison
Braelyn Johnson
Madison Cotheman
Harrison Piper
Bailey Brown Miller
Morgan Smith
Lana Gabbert
Michelle Hemperly
Tyler Thompson
Chelsi Sparks
Emily Cain
Hannah McKown
Hayley Long
Megan Shaver
Lia Tripaldi
Matthew McConegly
Konner Devoto
McGregor Jones
Madeline Dean
Jamie Thill
Lauren Tyson
Minjoo Kim
Natalie Fieldsend
Nathan Woods
Rhyder Robison
Shelby Gardenhire
Taylor Schram
Taylor Sexton
Zachary Tomlinson
Hannah Henning

2014-2015

Erin Scanlan
Andrew Romans
Jayna Haggerty
Kimberly Ventura
Taylor Kolbeck
Victoria Pereira
Jessalyn McAlister
Monica Kreymer
Stacey Stevens
Paige Warner
Amy Marx
Chelsea Maple
Joshua Gleason
Thorne Stallings
Hannah Rost
Jacob Mason
Peiyu Zhu
Amber Livingston
Nicole Ralston
Katie Earman
Natalie Price
Loralyn Werkmeister
Niesha White
Adam Gleason
Katie Bourke
Mareta Krcalova
Matt Fincher

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

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