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.

Thirty-two marketing majors, one international business major, and two marketing and international business double major 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 928 Marketing majors and 175 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 https://business.okstate.edu/marketing.

Warm Regards,

Tom J. Brown,  
Head, School of Marketing and International Business  
Professor of Marketing  
Noble Foundation Chair in Marketing Strategy

Kevin E. Voss,  
Professor  
Don and Cathey Humphreys Chair  
2019-2020 Orange Book Coordinator
Garrett A Wies

Garrett Wies is from Sapulpa, Oklahoma and is a Marketing and Management dual Major. Garrett is extremely involved on campus and hopes to use his experience after graduation. Upon graduation, Garrett will be pursuing a career in a company with which he hopes he can help grow through his experience and expertise. Garrett hopes to jump right into the workforce as soon as he can and start building his life.

Garrett A Wies

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Justine Elizabeth Gramling

Justine is pursuing a double degree in marketing and strategic communications. She has obtained internships in ministry and the energy industry over the past two years. She knows that she enjoys having a diverse background in various activities and experiences. At Oklahoma State University, she has been able to expand her experiences and step out of her comfort zone. She worked two jobs throughout college to finance her education. Justine realizes she is much more than just a student, she has the ability to impact others and her surroundings. She hopes to continue involving herself in many of the opportunities that life after college has to offer.

Hometown: Edmond, Oklahoma
GPA: 3.90
Expected Graduation: May 2020

Employment:
- OSU Undergraduate Admissions, Stillwater,
- O’Colly Creative Media, Stillwater,
- TD Williamson Pipeline, Tulsa,

Volunteer Work:
- Life Church, Stillwater,

Other:
- President’s Honor Roll,
- Dean’s Honor Roll,
- OSU Honors College,
- OSU Campus Tour Guide,
- Marketing Executive Chair, Wine Forum of Oklahoma,
- Spears School of Business SGA Senate Chair,
- Spears School of Business Student Council,
- AMA @ OSU,
- The National Society of Leadership and Success,
- National Society of Collegiate Scholars,
- Spears School of Business Mentor Program,
- Study Abroad: Italy and China.

“Justine is just awesome. Definite winner.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Jenna Marin Householder

Jenna is a double major in International Business and Marketing. She is also completing the Customer Sales and Service Excellence certificate program. During her time here she has studied abroad in London and Japan. After graduation she hopes to find an opportunity to work in a corporate position in international marketing or sales.

Hometown: Leawood, Kansas
GPA: 3.35
Expected Graduation: May 2020

Employment:
- Sewell Automotive
- 3&2 Baseball Complex, Lenexa, Kansas
- YMCA, Overland Park, Kansas

Volunteer Work:
- Save Inc., Kansas City
- Another Chance Cat Rescue

Other:
- Dean’s Honor Roll
- Spears School of Business Peer Mentor
- Cagle Study Abroad Scholarship
- Kasey Waychoff Memorial Scholarship
- Cultural Exchange club
- Intramural athletics
- London Study abroad
- Japan Study abroad

"Jenna never shies away from a new experience—imminently adaptable."

Todd Arnold, Professor

Contact Dr. Arnold at 405-744-8596
Madeline Ann Betts

Madeline is currently studying both management and marketing while working at the Oklahoma State University Foundation as a donor relations intern. Madeline is passionate about her involvement within Gamma Phi Beta, the Oklahoma Intercollegiate Legislature, Mortar Board, and the Blue Key Society. After achieving her goal of earning two degrees from OSU, Madeline intends to attend law school. Madeline wants to use her knowledge from both the Spears School of Business and law school to pursue a career in either contract law or non-profit development. She is passionate about people, education, and the foster care system and hopes to someday be able to give back or serve them in some capacity.

Hometown: Calumet, Oklahoma
GPA: 3.83
Expected Graduation: Dec 2019

Employment:
- OSU Foundation, Stillwater,
- E Foundation for Oklahoma, Oklahoma City,

Volunteer Work:
- Our Daily Bread, Stillwater,
- Oklahoma GOP, Oklahoma City,

Other:
- President's Honor Roll,
- Dean's Honor Roll,
- Phi Kappa Phi,
- Mortar Board,
- National Society of Collegiate Scholars,
- Spears Scholar Leader,
- Secretary, Blue Key Honor Society,
- Director of Fundraising, Oklahoma Intercollegiate Legislature,
- Education VP, Gamma Phi Beta,
- Steering Committee, Varsity Revue,
- Into the Streets.

“Madeline’s unique vision for her future is reflected in a well thought out plan. We are very proud of her accomplishments and service to Spears and OSU.”
Miriam McGaugh, Assistant Professor of Practice

Contact Dr. McGaugh at 405-744-2208
Rylea N Wertzberger

Rylea is from Edmond Oklahoma where she graduated from Edmond Santa Fe High School. She pursued a degree in Marketing and Management with a minor in Sales. Her involvement in the business school includes: Marketing Club, Center for Sales and Service Excellence (CSSE), and Freshmen Peer Mentor Program. She has spent the last three summers as a Counselor/Wrangler for Camp Cowboy where she loves to engage and get to know the incoming Freshman. This past summer she had the honor of interning at Southern Glazers Wine and Spirits in Houston. After achieving her goal of earning a degree from Oklahoma State, she hopes to continue her career in the beverage industry.

Hometown: Edmond, Oklahoma  
GPA: 3.68  
Expected Graduation: May 2020

Employment:  
Southern Glazers Wine & Spirits, Houston,  
Colvin Center, Stillwater,  

Volunteer Work:  
Kappa Christmas, Stillwater,  

Other:  
President’s Honor Roll,  
Dean’s Honor Roll,  
President, Kappa Kappa Gamma,  
Camp Cowboy Staff,  
CowboyThon,  
Into the Streets,  
National Society of Leadership and Success,  
AMA @ OSU,  
Freshmen Orientation Peer Mentor,  
Center for Sales and Service Excellence,  
Order of Omega,  
Varsity Revue Philanthropy Steering,  
Spring Sing Ticket and Sales Committee,  
Creative Director, Freshmen Follies,  
Philanthropy Committee Chairman, Freshmen Follies.

“Companies will want to talk to Rylea, a real team builder.”  
Todd Arnold, Professor

Contact Dr. Arnold at 916-594-8596
Kate Amanda Carson

Kate is majoring in marketing and management. Kate currently is a marketing teaching assistant for the Spears School of Business. Kate is actively involved in her sorority and finishing up her role of alumnae relations. Kate participated in a study abroad trip through OSU, traveling around Greece for two weeks. Kate interned with Hilti serving a role in training and development in Tulsa, Oklahoma.

Hometown: Bixby, Oklahoma
GPA: 3.66
Expected Graduation: May 2020

Employment:
Hilti, Inc., Tulsa,
Dr. Maribeth Kuzmeski, Stillwater,
Dupree Sports, Stillwater,

Volunteer Work:
Backpacks for Kids, Tulsa,

Other:
Honors College,
President’s Honor Roll,
Dean’s Honor Roll,
B. Curtis Hamm Endowed Scholarship,
Center for Sales and Service Excellence,
Study Abroad,
Varsity Revue,
Freshmen Follies,
Junior Greek Life.

“She is GREAT leader, and doesn’t know it”
Maribeth Kuzmeski, Assistant Professor of Practice

Contact Dr. Kuzmeski at 405-744-3983
Katherine Elizabeth Aycock

Katherine is a double major in International Business and Marketing with a minor in French. She is an active member of the Center for Service & Sales Excellence as well as the American Marketing Association at OSU. She has served in various leadership roles in her sorority, including Vice President of Finance. Katherine studied abroad during the Spring 2019 semester in Dijon, France where she had the opportunity to improve her French language skills. After graduation she wants to pursue a career in marketing and event management. She progressed towards this goal by interning with Textron Aviation as well as Organizational Services Inc. during the summer.

Hometown: Conway Springs, Kansas
GPA: 3.39
Expected Graduation: May 2020

Employment:
Textron Aviation, Wichita,
OSU Office of Student Affairs, Stillwater,
Organizational Services Inc., Ann Arbor, Michigan,

Volunteer Work:
Stillwater Humane Society, Stillwater,

Other:
Don & Cathey Humphrey's Travel Grant Recipient,
Provost's Study Abroad Scholarship,
American Legion Scholarship,
Business Perks Scholarship,
Dean's Honor Roll,
VP Finance, Alpha Chi Omega Sorority,
AMA @ OSU,
VFW Voice of Democracy Finalist.

“From event planning to promotions management, Katy can do it all.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Andra Leigh Eve

Andra is double majoring in marketing and management. She is currently in the Center for Sales and Service Excellence certificate program. Andra is actively involved in her sorority serving as the social chair. She values her time spent giving back to organizations such as Oklahoma Miracle Network Hospitals, Wings of Hope, Girl Scouts of America, and Prevent Child Abuse America. Andra participated in a study abroad trip to Greece two years ago and last summer was the communications intern for OSU Center for Health Sciences in the marketing department.

2019-2020 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Tulsa, Oklahoma
GPA: 3.55
Expected Graduation: May 2020

Employment:
Dr. Maribeth Kuzmeski, Stillwater,
OSU Center for Health Sciences, Tulsa,
Fresh Prints, New York City,
Kanakuk Kamps, Lampe, Missouri,

Volunteer Work:
Into the Streets, Stillwater,
Regional Food Bank of Oklahoma, Oklahoma City,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
Center for Sales and Service Excellence,
CowboyThon,
CAGLE Study Abroad Greece,
Freshman Follies,
Varsity Revue,
Spring Sing.

“Andra is a proven performer. High energy, committed, and goal-oriented.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Breanna Toland

After earning her degree in marketing, Breanna plans to head straight to the work force. Breanna has enjoyed being part of the Center for Sales and Service Excellence program. Through that program she has competed in sales competition and grown in her marketing and people skills.

“Breanna is a highly motivated student with a strong desire to learn and grow. She is also a great team player who is enthusiastic about working with others.”

Xiang Fang, Associate Professor

Contact Dr. Fang at 918-594-8194

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2019-2020 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Beggs, Oklahoma
GPA: 3.80
Expected Graduation: Dec 2019

Employment:
United Rentals, Tulsa,
Finish Line, Tulsa,

Volunteer Work:
Night Light, Tulsa,
Paws & Claws, Skiatook,

Other:
Center for Sales and Service Excellence,
Puppy Haven Rescue,
Broken Arrow Rescue Community.

Contact Dr. Fang at 918-594-8194
McKenzie Loffer

McKenzie is a proud member of the Muscogee (Creek) Nation. After achieving her goal of earning a degree in marketing with a minor in international business, McKenzie intends to pursue an MBA degree while beginning a career in advertising sales.

“McKenzie is a highly intelligent, articulate, goal-driven professional who is destined to be a leader. Carried an overload schedule with a full time job to finish the degree early. But she is not done yet.”

Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106

Hometown: Collinsville, Oklahoma
GPA: 2.90
Expected Graduation: Dec 2019
Employment:
- Chuys, Tulsa,
- J.C. Penney, Tulsa

Oklahoma State University
School of Marketing and International Business
Spears School of Business
Oklahoma State University
Stillwater and Tulsa
Phone: 405-744-5192
Fax: 405-744-5180
Rylee Elisabeth Peterson

Rylee is double majoring in marketing and entrepreneurship and minoring in sports management. She enjoys spending time with her family and friends and is very thankful for their unconditional love and support. Aside from her classes at OSU, she works at Peeks Lodge as a sales associate and volunteers at Turning Point Ranch during the week. She likes to play guitar and piano in her spare time. Last summer she interned with Eli Lilly as a pharmaceutical sales representative. After her hard work of earning a degree, she intends to pursue a career in business that allows her to make a positive difference in others lives as well as grow into a successful businesswoman.

Hometown: Owasso, Oklahoma
GPA: 3.60
Expected Graduation: May 2020

Employment:
Eli Lilly, Tulsa,
Peck’s Lodge, Stillwater,

Volunteer Work:
Turning Point Ranch, Stillwater,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
National Society of Leadership and Success,
Intramural athletics.

“Rylee will become deeply engaged in the business, build relationships, and make a difference. We look forward to seeing her succeed.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106

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Oklahoma State University
Stillwater and Tulsa
Phone: 405-744-5192
Fax: 405-744-5180
Lauryn Rylee McAdam

Lauryn McAdam is a Marketing and Management major. Lauryn plans to graduate with enhanced knowledge to further her interests in Marketing. After obtaining exceptional work experience, Lauryn was an Intern at the McGranahan Barn working as an event coordinating assistant. She has become quite fond of Event Coordinating and has high hopes to further her interests after graduation.

Hometown: Kingfisher, Oklahoma
GPA: 3.20
Expected Graduation: May 2020

Employment:
- McGranahan Barn Venue, Yukon,
- Walter Building Center, Kingfisher,

Volunteer Work:
- Compassion Care Clinic, FBC, Kingfisher,

Other:
- President's Honor Roll,
- Pi Beta Phi Women's Fraternity,
- American Association of University Women,
- AMA @ OSU,
- Spears School Peer Mentor.

“Small town values, top tier talent. Lauryn has faced significant obstacles, but she persevered and accomplished her goals. I recommend you talk to her.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106

Oklahoma State University
SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS
Spears School of Business
Stillwater and Tulsa
Phone: 405-744-5192
Fax: 405-744-5180
Lauren Alexandra Fike
Lauren is pursuing a double degree in Human Resource Management and Marketing. During her time here at OSU, she has been involved with the Spears Scholar Leader group, which has given her many opportunities to grow in her business adventures, and with Alpha Delta Pi, a social sorority that is dear to her heart. In her free time, she has also been a part of furthering the growth of the Oklahoma State Hillel group, a group for Jewish students. After finishing school, she plans on working in Texas either with her family’s company or with a human resource firm where she can thrive in what she loves to do. She has thoroughly enjoyed every minute at OSU and cannot wait for what the future is about to bring.

2019-2020 Orange Book
Outstanding Seniors in Marketing and International Business.

Hometown: Houston, Texas
GPA: 3.54
Expected Graduation: May 2020

Employment:
HR & P Solutions, Inc., Houston, Texas

Volunteer Work:
Regional Food Bank of Oklahoma, Oklahoma City,

Other:
President's Honor Roll,
Dean's Honor Roll,
Membership Chair, Oklahoma State Hillel,
New Member Coordinator, Alpha Delta Pi,
Spears Scholar Leaders.

“Lauren is poised and professional. I am confident that she will succeed in the future.”
Karen Flaherty, Professor

Contact Dr. Flaherty at 405-744-8611
Kenneth Tauch attended Tulsa Tech during high school where he fell in love with Marketing. The idea of sales, advertising and contributing to the well-being of a company ignites excitement and joy. To further pursue this utopian world that is competitive and sometimes sporadic, OSU was the next goal. After graduating with a major in Marketing and minor in International Business his intentions are to further his education. Kenneth plans to enter the masters program for Business Analytics and achieve greater success for his future.

Hometown: Broken Arrow, Oklahoma  
GPA: 3.70  
Expected Graduation: May 2020

Employment:  
Walmart, Stillwater,  
QuikTrip, Broken Arrow,

Volunteer Work:  
LifeChurch, Stillwater,  
Tulsa Tech, Owasso,

“Ken has a rare combination of analytical skills and business acumen.”

Todd Arnold, Professor

Contact Dr. Arnold at 916-594-8596
Brooke Elizabeth Lackey
Brooke is currently pursuing a degree in marketing. In addition to this, she is also securing minors in international business and management. After graduation, Brooke is planning on going back to Dallas to pursue a career in marketing. She is excited to see where her career will take her.

Hometown: McKinney, Texas
GPA: 3.40
Expected Graduation: Dec 2019

Employment:
Cabi, Allen, Texas,
Babes Chicken Dinner House, Frisco, Texas

Volunteer Work:
Act for Justice, Dallas,
Frisco Bible Church, Frisco, Texas,

Other:
Dean’s Honor Roll.

“Brooke has a passion for people combined with the perseverance to see things through to goal achievement.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Wenceslao Ramirez
Wenceslao is from Tulsa, Oklahoma but has lived all over the United States. As a first-generation college student, Wenceslao understands the significance of obtaining and education and intends to further his educational career in pursuit of his MBA. After earning a degree from OSU, he plans to intern for certain companies to develop the necessary knowledge and experience while simultaneously attending graduate school.

Hometown: Commerce, Oklahoma
GPA: 3.89
Expected Graduation: May 2020

Employment:
- Best Buy, Stillwater,
- Downstream Casino and Resort, Quapaw,

Volunteer Work:
- Humane Society of Stillwater, Stillwater,
- Bell Ringing Salvation Army, Miami,

Other:
- President's Honor Roll,
- Dean's Honor Roll,
- Phi Theta Kappa Honor Society,
- Delta Sigma Pi,
- Intramural athletics.

“Wences has risen above adversity, but he is not done rising.”
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Makenna Marie Stuckey

Makenna is a fourth generation legacy to OSU and was extremely excited to attend the same school as many of her family members. The connection to the school was the deciding factor in attending, and it was the best decision she has made. Currently, she is actively involved in Delta Sigma Pi as the Senior Vice President. After graduation, Makenna is planning to attend graduate school to gain a marketing MBA.

Hometown: Plano, Texas
GPA: 3.19
Expected Graduation: May 2020
Employment:
Direct Energy, Tulsa,
Volunteer Work:
Cowboy Strong Run, Stillwater,
Humane Society, Stillwater,
Ronald McDonald House, Tulsa,
Other:
Honors College,
McKnight Scholar Leader,
Freshman Business Scholar Leader,
RT Merrill Scholarship,
John W. and Sue Taylor President's Distinguished Scholarship,
National Society of Leadership and Success,
Senior Vice President, Delta Sigma Pi.

“Sharp young person with demonstrated leadership abilities and a great sense of humor”
Tom Brown, Professor

Contact Dr. Brown at 405-744-5192
Audrey Zinn

Audrey is currently pursuing degrees in both Marketing and Management. At OSU, she is a proud member of the Cowboy Marching Band, and has served on their leadership team for three years. She has also been involved in the Greek community and participated in other activities on campus. After graduation, Audrey hopes to work for a company that encourages her to follow her passions and be creative.

Hometown: Piedmont, Oklahoma
GPA: 3.76
Expected Graduation: December 2019

Employment:
Walt Disney World Resort, Orlando,

Volunteer Work:
Humane Society, Stillwater,
Children’s Miracle Network Hospital, Stillwater,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
Phi Kappa Phi,
Color Guard Director, Cowboy Marching Band,
Academic Excellence Scholarship,
Paul and Ruth Jonas Endowed Scholarship,
National Society of Leadership and Success,
Pets and People Humane Society,
Night to Shine – Tim Tebow Foundation,
Special Olympics of Oklahoma.

“Audrey is goal-oriented and compassionate. Both personality traits will continue to serve her well and provide for a bright future.”
Richie Liu, Assistant Professor

Contact Dr. Liu at 405-744-8641
Victoria Harris

Victoria is a double major in marketing and management with an option in human resource management. During her time at OSU, Victoria has been involved in several organizations and held several leadership positions within those organizations. Following graduation, Victoria plans to enter the workforce while pursuing her master’s degree.

2019-2020 Orange Book
Outstanding Seniors in Marketing and International Business.

Hometown: Arlington, Texas
GPA: 3.94
Expected Graduation: Dec 2019

Employment:
OSU Athletics, Stillwater,
Camp Thurman, Pantego, Texas,

Volunteer Work:
Habitat for Humanity, Arlington, Texas,
Mission Arlington, Texas,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
Human Resource Management Association,
AMA @ OSU,
Panhellenic Diversity and Inclusion Committee,
Beta Gamma Sigma,
Phi Kappa Phi,
A.O. Savage Scholarship.

“Victoria shines in academics balancing campus engagement with classroom excellence. She demonstrates passion for the people and organizations she works with.”
Marlys Mason, Professor

Contact Dr. Mason at 405-744-5064

SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS
Spears School of Business

Oklahoma State University
Stillwater and Tulsa
Phone: 405-744-5192
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Rachel Elizabeth Stephens

Rachel began her college experience during high school through concurrent enrollment. Earning early credits allowed her to graduate in just two years. Rachel plans to take her degree in marketing, and multiple minors, back to her hometown of Tulsa, becoming a career woman, and giving back to the community that gave her family the opportunity to thrive.

“Rachel is a diligent and motivated student, who is passionate about pursuing a marketing career in her hometown of Tulsa.”
Karen Flaherty, Professor

Contact Dr. Flaherty at 405-744-8611
Trevor Witt Holley

Trevor is pursuing a degree in marketing and finance. After graduating, Trevor plans on finding a job that utilizes his skills and lessons acquired from OSU.

Hometown: Frisco, Texas
GPA: 3.50
Expected Graduation: Dec 2019

Employment:
- ISN, Dallas,
- Spears School of Business, Stillwater,
- Clay Cooley Rockwall Hyundai, Rockwall, Texas,

Volunteer Work:
- CowboyThon, Stillwater,

Other:
- Dean’s Honor Roll,
- Center for Sales and Service Excellence,
- CowboyThon,
- Relations Officer, Sigma Chi,
- Junior Greek Life Member.

“Motivated and goal-driven, Trevor will not settle for average.”
Jihoon Jhang, Assistant Professor

Contact Dr. Jhang at 405-744-8613
Anna Mae Stallings

Anna is pursuing degrees in marketing and nonprofit management. At Oklahoma State, she has been dedicated to service in all areas of her life. Anna has been involved in Greek life as well as several on-campus service organizations. Anna is a passionate and hard-working young woman who is always striving for personal growth. In the summer of 2019, Anna interned with Cintas in Oklahoma City, working in all areas of the business. After she earns her undergraduate degree, Anna plans to take her knowledge and dedication with her into a marketing or management career.

Hometown: Blanchard, Oklahoma
GPA: 3.67
Expected Graduation: May 2020

Employment:
Cintas, Oklahoma City,
LASSO Center, Stillwater,

Volunteer Work:
Into the Streets, Stillwater,
Alpha Omicron Pi, Stillwater,

Other:
President's Honor Roll,
Dean's Honor Roll,
American Marketing Association,
Into the Streets,
Certificate in Sales and Service Excellence,
Freshmen Business Student Leaders,
Student Volunteer Center,
Supplemental Instruction Leader.

“Anna has demonstrated strong interpersonal skills and solid work ethic. I am confident that she will succeed in the future.”
Karen Flaherty, Professor

Contact Dr. Flaherty at 405-744-8611

2019-2020 Orange Book
Outstanding Seniors in Marketing and International Business.
Machenzie Lyn Coffman

Machenzie is double majoring in marketing and management. She is involved in the Student Alumni Board and loves being able to connect students and alumni back to campus. Machenzie is an extremely dedicated and hardworking individual, who is always willing to learn and improve. Upon graduation, she will pursue a career that allows her to continually learn and grow into a strong business person.

Hometown: Frisco, Texas
GPA: 3.35
Expected Graduation: May 2020

Employment:
Real Equity Management, Stillwater, Hawaiian Falls Parks, The Colony, Texas,

Volunteer Work:
Soul Church, Dallas,

Other:
Dean’s Honor Roll,
Student Alumni Board,
Frisco Education Foundation Scholarship,
Stephen Coit Endowed Scholarship,
Choctaw Nation Higher Education Scholarship.

“Machenzie is well-spoken, hard-working, and a natural leader. I predict a bright future.”
Richie Liu, Assistant Professor

Contact Dr. Liu at 405-744-8641
Caleb Adam Steidley

Caleb is a marketing and entrepreneurship major. He has spent his college career building friendships, getting involved and creating opportunities for his future. He was heavily involved in a fraternity, acting as the risk manager his sophomore year. He learned a lot about leadership and community through this experience. After Caleb achieves his goal of earning a degree from OSU, he intends to go work in Dallas and gain experience in marketing. He eventually wants to start his own trade school in Dallas helping those who need valuable skills but maybe can’t afford college or would rather go into a trade.

Hometown: Murphy, Texas
GPA: 3.87
Expected Graduation: Dec 2019

Employment:
Eastin Center for Career Readiness, Stillwater, Kanakuk Kamps, Lampe, Missouri,

Volunteer Work:
KLIFE, Stillwater, IM THIRD, Branson, Missouri,

Other:
President’s Honor Roll, Dean’s Honor Roll, Honors College Participant, Executive Member, Beta Theta Pi, Eastin Center for Career Readiness.

“To ensure that success is achieved, Caleb takes a challenge and breaks it down into accomplishable goals. Whether he is working for a company or himself, Caleb will go far.”

Miriam McGaugh, Assistant Professor of Practice

Contact Dr. McGaugh at 405-744-2208

2019-2020 Orange Book
Outstanding Seniors in Marketing and International Business.
Makaly Don Cranford

Makaly came to OSU to follow in the footsteps of her mother. In her free time, she enjoys writing short stories and poems. She is working towards a degree in marketing with a minor in psychology. After graduating from OSU, Makaly intends to pursue a job in marketing research analytics. Makaly looks forward to everything that her bright future holds for her.

“Makaly is complex, active, and willing to get out of her comfort zone.”

Contact Dr. Xu at 405-744-8660
Brandon DeBakey Solcher

Brandon realized that he could make a big difference in the world doing business to business sales for a company. Since he transferred to the Spears School of Business, he has had at least a 3.8 GPA in every semester. After earning his degree in marketing with an international business minor, he wants to make a difference in the world of business to business sales. While he cares about the profits he generate, he is highly motivated to help each customer company become a better company.

Hometown: Sugar Land, Texas
GPA: 3.41
Expected Graduation: May 2020
Employment:
Schneider Logistics, Dallas,
Volunteer Work:
Higher Achievement Program (HAP), Houston,
Houston Food Bank, Houston,
Other:
President, Business News Club,
AMA @ OSU,
Buy and Sell club,
Business Student Council.

“Brandon is a determined sales enthusiast and will no-doubt be very successful in his career.”
Justin Lawrence, Assistant Professor

Contact Dr. Lawrence at 405-744-5064
Jonathan Albert Williams

Jonathan is double majoring in marketing and management. He has been involved in the Greek community along with other campus organizations. After achieving his goal of earning a double degree, he intends to have a day job in business while ranching in his free time. Coming from a long line of ranchers, Jonathan possesses traditional and conservative values that shape the way he lives his everyday life. Jonathan will enter the workforce with great ambition and commitment to success while continually looking for opportunities to improve his social network.

Jonathan is a very goal-oriented person with a strong work ethic. He has a bright future.”
Xiang Fang, Associate Professor

Contact Dr. Fang at 918-594-8194
Tiffany Tran Bui

Tiffany is pursuing a double major in marketing and management. Growing up in Stillwater, she didn’t have to go very far to realize OSU was the place for her. As a student, Tiffany has gained valuable knowledge that has given her a passion for marketing. Marketing is a field that emphasizes creativity and that is what she loves most about it. Tiffany has a love for travel and has taken advantage of the study abroad opportunities OSU provides. She hopes to do business on a global scale one day and utilize her love for travel to work in a position that will give her the global competence to do so.

2019-2020 Orange Book

Outstanding Seniors in Marketing and International Business.

Hometown: Stillwater, Oklahoma
GPA: 3.60
Expected Graduation: May 2020

Employment:
O’Colly Media Group, Stillwater,
Cox Communications, Oklahoma City,
Student Union Bookstore, Stillwater,
Camp War Eagle, Rogers, Arkansas,

Volunteer Work:
Into the Streets, Stillwater,
Humane Society, Stillwater,

Other:
President’s Honor Roll,
Dean’s Honor Roll,
Joe Fowler Endowed Scholarship Recipient,
A. R. Hedden Endowed Scholarship Recipient,
James M. Jackman International Scholarship Recipient,
CAGLE International Travel Scholarship Recipient,
Spears School Ambassador,
CowboyThon,
Into the Streets,
National Women’s Sorority.

“A courageous heart with the desire to encourage others, Tiffany has big dreams and the boldness to make them all come true.”

Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Jared David Kerr

Jared is a marketing and management major with a minor in sports management. He has a strong passion for helping others and being a leader in the local community. During his time at OSU he has completed a semester abroad in Europe and plans to take another school trip through CAGLE. He has also been involved on campus with the Athletics Department and in the local community through the Payne County judicial system. Following graduation he plans to pursue a marketing job while pursuing his MBA online.

Hometown: Stillwater, Oklahoma
GPA: 3.15
Expected Graduation: May 2020

Employment:
Payne County District Attorney's Office, Stillwater,
Oklahoma State Athletics, Stillwater,

Volunteer Work:
Insomnia Cookies, Stillwater,
Operation Gratitude, Chatsworth, California,

Other:
Presidents Honor Roll,
Study Abroad,
Academic Excellence Scholarship,
Camp Cowboy,
Study Abroad Scholarship.

“Jared’s leadership ability and strong work ethic will make him a sought-after candidate.”
Justin Lawrence, Assistant Professor

Contact Dr. Lawrence at 405-744-5064
Yang Hu

Yang is a marketing and accounting double major and an honors student. She has soft personal skills and a willingness to talk to different people. Her easy going characteristics make her a strong leader. After graduation, she wants to build a career in marketing. She has done many pieces of research for different companies, so she knows different selling strategies for different types of companies. She really wants to cover the gap between the company and the customers, to make more customers know the products or services that the company sells and also help the company to success.

“Wow! Impressive young professional with fantastic energy, loads of work experience, and a really interesting combination of majors. ‘Unique’ in a very good way.”

Tom Brown, Professor

Contact Dr. Brown at 405-744-5192
Abbey Kate Cosper

Abbey Cosper is a hospitality and tourism management and marketing double major. She is a member of a Greek organization where she has been the Director of Social Enrichment and planned many events for her sorority. She is a lab assistant at Taylor’s Restaurant where she assists students in serving at a fine dining restaurant and does all promotion and marketing. She is a committee member for events such as Wine Forum of Oklahoma, Craft Beer Forum of Oklahoma, Hospitality Days, and is a manager for the Distinguished Chef Series Event. Abbey is also a member of Eta Sigma Delta, the hospitality honors society.

Hometown: Fort Collins, Colorado
GPA: 3.56
Expected Graduation: May 2020

Employment:
- Taylor’s Restaurant, Stillwater,
- Professional Sports Catering, Oklahoma City,

Volunteer Work:
- Alpha Delta Pi, Stillwater,

Other:
- Eta Sigma Delta,
- President’s Honor Roll,
- Dean’s Honor Roll,
- Wine Forum of Oklahoma Committee,
- President, Craft Beer Forum of Oklahoma,
- Distinguished Chef Series Manager,
- Club Management Association,
- Most Outstanding New Member, Alpha Delta Pi.

“Abby is a driven leader who knows the value of planning for the future. She will persevere to achieve her goals while remaining flexible to adjust and add new learning experiences to enrich her already successful career.”

Miriam McGaugh, Assistant Professor of Practice

Contact Dr. McGaugh at 405-744-2208

Oklahoma State University
Stillwater and Tulsa
Phone: 405-744-5192
Fax: 405-744-5180
Henry Ingalls Cannon

Henry Cannon is a marketing and management major, and will receive bachelors degrees in both subjects. Additionally, Henry has earned General Honors, and will graduate with an Honors Degree after completing his Honors Thesis this fall. After having served as the Executive Vice President of the Marketing Club his junior year, Henry is excited to take on his new role as President during his last year at OSU.

Hometown: Lenexa, Kansas
GPA: 3.80
Expected Graduation: May 2020

Employment:
- Arthur J. Gallagher, Oklahoma City,
- Atonix Digital, Overland Park,

Volunteer Work:
- Our Daily Bread, Stillwater,
- Helping Hands, Stillwater,

Other:
- President's Honor Roll,
- Dean's Honor Roll,
- B. Curtis Hamm Endowed Scholarship,
- President, AMA @ OSU,
- Student Alumni Board,
- President’s Partners,
- Student Foundation,
- Freshman Representative Council,
- Junior Greek Council,
- NSF I-Corps Program,
- Riata Center Incubator.

“Henry is a true leader with big ideas. I am confident that he will be successful in whatever he chooses to do.”
Lidan Xu, Assistant Professor

Contact Dr. Xu at 405-744-8660
Jacob Mitchell Parsons

Jacob is pursuing a double major in marketing and management. He is currently employed by QuikTrip and is looking to pursue a career in the oil and gas industry. Jacob is a leader at Oklahoma State, being a member of Center for Sales and Service Excellence and is involved with his fraternity off of campus as well. Oklahoma State has helped Jacob gain experience in many different aspects and has assisted him in becoming a better individual and a better leader.

2019-2020 Orange Book
Outstanding Seniors in Marketing and International Business.

Hometown: Claremore, Oklahoma
GPA: 3.47
Expected Graduation: May 2020

Employment:
  - Tulsa Centerless Bar Processing, Tulsa,
  - QuikTrip, Tulsa,

Volunteer Work:
  - Trimble Strong Foundation, Tulsa,
  - Folds of Honor, Owasso,

Other:
  - Dean’s Honor Roll,
  - Creek Nation Scholarship,
  - Sigma Nu National GPA Scholarship,
  - Center for Sales and Service Excellence.

“Jacob has the strong communication skills and ambition that form the essential core of leadership.”
Zac Arens, Associate Professor

Contact Dr. Arens at 405-744-6349
Aubrey Choate

Aubrey is pursuing degrees in marketing and American Sign Language, and wants to attain her interpreters license for ASL. In the summer of 2019, Aubrey interned for Dell Technologies in Round Rock, TX. After graduation, she hopes to do marketing in the tech industry, where her goal is to be an advocate for deaf people and help companies better engage the deaf community.

“Aubrey is fearless, has long-term goals, sees the path, and follows through.”
Josh Wiener, Professor

Contact Dr. Wiener at 405-744-7281
Aaron is a servant leader who is not afraid to drive change.

Kevin Voss, Professor

Hometown: Seoul, Republic of Korea
GPA: 3.57
Expected Graduation: Dec 2019

Volunteer Work:
Pohang convalescent home, Pohang, Korea,

Other:
President's Honor Roll,
Dean's Honor Roll,
President, Korean Student Association,
Korean Culture and Language Program,
Leadership and Professional Development Program.

"Aaron is a servant leader who is not afraid to drive change."
Kevin Voss, Professor

Contact Dr. Voss at 405-744-5106
Faculty
School of Marketing and International Business
Spears School of Business
Oklahoma State University

Tom Brown
Department Head
Professor
Noble Foundation Chair in Marketing Strategy

Todd Arnold
Raymond A. Young Chair, Director of the Center for Sales and Service Excellence and Professor

Goutam Chakraborty
SAS Professor of Marketing and International Business and Professor

Karen Flaherty
William S. Spears Chair in Business Administration and Professor

Marlys Mason
Associate Dean of the Spears School of Business William S. Spears Chair in Business Administration and Professor

Kevin Voss
Don and Cathey Humphreys Chair and Professor

Joshua Wiener
Carson Professor of Business Administration, Director of the Center for Social & Services Marketing and Professor
The Faculty is pleased to recognize the outstanding seniors in the Orange Book.

GO COWBOYS!

Ajay Sukhdial
Associate Professor

Justin Lawrence
Assistant Professor

Richie Liu
Assistant Professor

Ji-Hoon Jhang
Assistant Professor

Miriam McGaugh
Assistant Professor of Practice

Steven Shepherd
Assistant Professor and Spears Fellow

Lidan Xu
Assistant Professor

Aditi Grover
Clinical Professor

Maribeth Kuzmezski
Assistant Professor of Practice

Miriam McGaugh
Assistant Professor of Practice
Professional Instructor

Jerry Rackley
Executive-in-Residence

Emeritus Faculty

Lee Manzer
John Mowen
# Orange Book Alumni

## 2018-2019

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<th>Year</th>
<th>Alumni Names</th>
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## 2017-2018

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<tr>
<td>2017-2018</td>
<td>Katelyn Avery, Annie Olson, Mercedes Mace, Gloria Perez, Constance Campbell, Carter Clancy, Natalie Draeger, Mayela Estrada, Chandler Fuller, Makenna Gowan, Samantha Gray, Garrett Hall, Britton Hart, Erin Hart, Andrew Lemoine, Luis Martinez, Katlyn McCracken, Christie McMeans, Malik Miller, Cody Moore, Gonzalez Morillas, Hayden Mosby, Cameron Oliver, Rachel Olsen, Brandon Patocka, Catherine Pendleton, William Riphahn, Jayci Robison, Hannah Schwartz, Sophia Short, Savannah Sinclair, Robert Snyder, Bridget Steele, Connor Strachan, Erik Sundstrom, Meagan Terry, Christopher Vasquez, Erik Williams, Darcy Worth, Kamber Crowe</td>
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## 2016-2017

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## 2014-2015

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## 2012-2013

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<tr>
<td>2012-2013</td>
<td>Tracie Dickerson, Emily Doty, Paden Ferguson, Ariel Litwer, Kirby Reber, Angela Miller, Rachel Noland, Sarah Mathews, Sarah Thursby, Brittanii Hale, Patrick Combs, Lauren Martin, Sara Shidell, Moises Escheveria, Rachel Hoelscher, Megan Saltink, Kyle Buthod, Gabby Grijalva, Julie Hildebrand, Megan Wynn, Taylor Foster, Jordan Pace, Jessica Reid, Chad Little, Keith Richardson, Jay White, Michael Ward, Hannah Flyn, Chelsea Muncil, Erica Tyler, Mary White, Kelsey Beesley, Christine Miklosko, Jorge Delgado</td>
</tr>
</tbody>
</table>
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