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.

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
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.

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
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.

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
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 alongside 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.

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
Tel: 405-744-5109
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.

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

Tel: 405-744-8609
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.

“I am impressed by how Kyle inspires his peers on campus. He is a strong leader.”
Karen Flaherty
Associate Professor

Tel: 405-744-8653
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.

“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
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.

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

Tel: 405-744-8653
2011-2012 Orange Book
Outstanding Seniors in Marketing and International Business.

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 pursing an MBA.

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
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.

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.

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
Tel: 405-744-3109
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.

“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

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

2011-2012 Orange Book
Outstanding Seniors in Marketing and International Business.
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.

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

Tel: 405-744-5192
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
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