



Oklahoma State University
Alumni Association presents
Homecoming 2014:
'The Experience'

MEDIA KIT

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General Information

The Oklahoma State University Alumni Association is proud to present the 93rd edition “America’s Greatest Homecoming Celebration” at OSU.

Homecoming 2014: ‘The Experience’ promises to be another successful year as alumni, families, community members and visitors gather in Stillwater, Oklahoma, for this year’s festivities. OSU’s Homecoming is presented by the OSU Alumni Association and planned by students in the Homecoming Executive and Steering committees.



The 2013 House Decoration winning entry by the men of Fiji and the women of Kappa Delta.

“America’s Greatest Homecoming Celebration” has come a long way since its beginning as a small-town Harvest Carnival. Since OSU’s first Homecoming beginning with the Harvest Carnival a century ago, the celebration has grown with the support of the OSU Alumni Association and the student body into a weeklong collection of events, drawing more than 80,000 people to Stillwater each fall.

The OSU Alumni Association began fundraising in 2010 for the \$8 million Homecoming and Student Programs Endowment as part of the \$1 billion Branding Success campaign. This year’s them, ‘The Experience,’ is a tribute to the endowment allowing “America’s Greatest Homecoming Celebration” to continue to grow for future generations.

The OSU Alumni Association presents OSU’s Homecoming festivities each year with support from its corporate partners ConocoPhillips and the OSU Foundation along with numerous community donations.

For more information, contact the OSU Homecoming office at 405.744.5410, email info@orangeconnection.org or visit orangeconnection.org/homecoming.



Homecoming Facts



- Homecoming began at Oklahoma Agricultural and Mechanical College in 1913 with the Harvest Carnival, which is still held today.
- The OSU Alumni Association sponsored its first Homecoming in 1920.
- Homecoming's premier event, Walkaround, began in the 1920s when sororities decorated their doorways.
- The first Homecoming parade was held in 1930 and was a mile long.
- Major events of today's Homecoming include the Harvest Carnival, Hester Street Painting, Walkaround, Homecoming & Hoops and the Sea of Orange Parade.
- Homecoming engages every college within the OSU System, which includes five campuses and more than 35,000 students.
- Last year, more than 75,000 OSU alumni and friends returned for Walkaround.
- The Harvest Carnival serves as Homecoming's premier philanthropy, collecting canned goods for Harvest II.
- Homecoming has been recognized by the Council for Advancement and Support of Education with its Circle of Excellence Award.
- OSU's Homecoming is nationally recognized as "America's Greatest Homecoming Celebration".



Schedule of Events

Friday, Oct. 17 - Saturday, Oct. 19

- Football Frenzy • OSU Intramural Fields • 4:30 p.m. Friday; 8:00 a.m. Saturday
- *Weather Permitting

Sunday, Oct. 19

- Football Frenzy Finals • Boone Pickens Stadium • 12:00 p.m.
- Sign Competition • Library Lawn • 5:30 p.m.

Monday, Oct. 20

- Homecoming Tailgate • The Village Courtyards • 5:00 - 7:00 p.m.

Tuesday, Oct. 21

- Harvest Carnival and Chili Cook-Off • Payne County Expo Center • 6:00 - 8:00 p.m.

Wednesday, Oct. 22

- Hester Street Painting • Hester St. on the OSU Campus • 5:00 p.m.

Thursday, Oct. 23

- All-Night Pomp • University Greek Houses and Residence Halls

Friday, Oct. 24

- Walkaround • University Greek Houses and Residence Halls • 5:30 - 9:00 p.m.
- Homecoming & Hoops • Gallagher-Iba Arena • 9:00 - 10:30 p.m.

Saturday, Oct. 25

- Sea of Orange Parade • Main Street • 9:00 am
- Cowboy Corral • ConocoPhillips OSU Alumni Center • 11:00 a.m.
- West Virginia University vs. OSU Football Game • Boone Pickens Stadium • 2:30 p.m.
- Homecoming Winners Announced • Boone Pickens Stadium • Halftime



Event Descriptions

- **Football Frenzy**

“America’s Greatest Homecoming Celebration” begins every year with the Football Frenzy tournament. Teams from Greek life, residential life and campus organizations compete in the Greek and open brackets. The championship game in each bracket is held at Boone Pickens Stadium. This year’s event will take place over the weekend of Oct. 17, 2014.

- **Sign Competition**

The Edmon Low Library Lawn is decorated each year for Homecoming with signs created by the Greek houses, residence halls and campus organizations. Each sign reflects the group’s theme for Homecoming. The signs are judged and awards given to each of the three different communities.

- **Harvest Carnival and Chili Cook-Off**

The Harvest Carnival is the tradition that began Homecoming and is an event created just for kids. The OSU student body, including Greek houses, residential halls and student organizations, put on the event every year. This year’s event will be Tuesday, Oct. 21, from 6:00 to 8:00 p.m. at the Payne County Expo Center east of Stillwater on Highway 51. The Chili Cook-Off will also be held in conjunction with the carnival. Admission is one canned good per person.

- **Hester Street Painting**

Since the creation of the Spirit Walk, Hester Street Painting has given the OSU family and Stillwater community members an opportunity to express their orange spirit by painting Hester Street on campus. The Cowboy Football team and coaches walk down Hester Street each game day to reach Boone Pickens Stadium. Supplies are provided by the OSU Alumni Association. This year’s event will be Wednesday, Oct. 22, at 5:00pm. If it rains on Wednesday, the event will take place on Thursday, Oct. 23.

- **House Decorations and Walkaround**

The house decorations built by OSU’s Greek community and the OSU residence halls bathed in orange are the headliners of Walkaround - the premier event of “America’s Greatest Homecoming Celebration”. Each year, pairs of sororities and fraternities spend months planning and constructing the “house decs,” which are completed and installed during “all-night pomp” the Thursday night and Friday morning of Homecoming. The decs are judged Friday evening during Walkaround, when more than 80,000 alumni and friends pack the six square blocks in the heart of campus to see the decorations, eat and listen to music during Homecoming’s biggest event. This year’s event will be Friday, Oct. 24, from 5:30 to 9:00 p.m.



Event Descriptions

- **Homecoming & Hoops**

The Homecoming Spirit Rally and annual Basketball Bash events have combined into the Homecoming & Hoops event held annually after Walkaround to showcase “America’s Greatest Homecoming Celebration” and the upcoming Cowboy and Cowgirl basketball seasons.

Several of Homecoming’s awards are announced throughout the evening at Homecoming & Hoops and fans also have the opportunity to hear from OSU coaches and players. The year’s event will be Friday, Oct. 24 from 9:00 to 10:30 p.m and will be nationally televised.

- **Sea of Orange Parade**

Main Street plays host to thousands of OSU alumni, friends and family for the Sea of Orange Parade. Entries by OSU Greek houses, residence halls, student organizations and community members fill the parade, which begins Saturday, Oct. 25 at 9:00 am as scheduled. The parade is also broadcast on Suddenlink cable by the OSU School of Media and Strategic Communications and streamed online by OStateTV.

OSU’s Homecoming plays host to many more events, including college and departmental reunions. For more information on “America’s Greatest Homecoming Celebration,” visit <http://orangeconnection.org/homecoming>. Visitors can read about Homecoming events, watch a live webcam of festivities and a live broadcast of the Sea of Orange parade or see the results of the various Homecoming competitions.



Executive Team

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Executive Quotes

On what Homecoming means to OSU, **Executive Director Taylor Collins** states:

“All the cowboys and cowgirls that have come before us have each been a part of what OSU represents today. It is exciting to know that we are able to present “America’s Greatest Homecoming Celebration” to our alumni every year. It is a time that the most important parts of our University’s past, present and future can gather in Stillwater, Oklahoma, to share tradition, pride and one another’s OSU ‘Experience.’”

On the theme, ‘The Experience,’ **Executive Taylor Collins** states:

“Our theme for Homecoming 2014, ‘The Experience,’ allows us to remember our time at OSU. As you remember your experience, think of all of the opportunities created, lessons learned and relationships built. Each experience is unique, and we can all appreciate the influence Oklahoma State has in our lives.”

On the Harvest Carnival, **Harvest Carnival Executive Blayne Horn** states:

“In 1913, the Oklahoma A&M Harvest Carnival was organized to allow students and the Stillwater community to celebrate our agricultural roots. Now, over 100 years later, the spirit of Harvest Carnival is still the same. The annual Harvest Carnival allows members of the community to bring their children out for an afternoon of fun that is enjoyed by the families that attend and the students that put it together.”

On the Sea of Orange Parade, **Parade Executive Emma Elkins** states:

“The Sea of Orange Parade is OSU Homecoming’s longest standing tradition, and I think nothing deserves the title of that more than the parade does! It is cherished by many members of the community, student body and alumni and harbors a place for all to be surrounded and unified by the spirit of tradition!”

On Walkaround, **Walkaround Executive Kyle Kertz** states:

“After three years of undergraduate study, I have to say that Homecoming is a show of remembrance of OSU’s modest past and our recognition of its gleaming bright future. Homecoming is how we, as students, welcome home our alumni to a place that has not only changed so much since their last visit, but will continue to change for years to come.”

On Homecoming and Hoops, **Athletic Pride Executive Michael Barr** states:

“Homecoming and Hoops is about bringing together the students at OSU for one final display of school spirit and pride during the week of Homecoming. Being able to showcase our love for our various athletic teams on a national stage during our annual Homecoming Celebration epitomizes the true excellence within all aspects of this University.”



Grand Marshal

T. Boone Pickens graduated from Oklahoma A&M in 1951 with a degree in geology. He is currently the chairman of BP Capital and has had a long and pioneering career in the energy sector. “Mr. Pickens has helped transform our university with his vision, his energy and his generous philanthropic support,” says Chris Batchelder, Alumni Association president and CEO. “This year’s Homecoming theme highlights the experiences shared by all OSU graduates. Mr. Pickens’ experiences helped set him up for a lifetime of success. He is a shining example of the spirit of our alumni, and the loyalty we all share to Oklahoma State University.”

Pickens is the single largest benefactor to OSU having donated more than half a billion dollars to his alma mater. His contributions have supported both academic and athletic success at OSU, and helped propel the Branding Success campaign past its \$1 billion goal.

T. Boone Pickens is one of the nation’s most successful businessmen, first building one of the nation’s largest independent oil company, Mesa Petroleum, and later reinventing himself in his 70s as one of the most successful investment fund operators with BP Capital. In July 2008, Boone launched the Pickens Plan, a grass-roots campaign aimed at reducing this country’s crippling addiction to OPEC oil. Boone’s 2008 book, *The First Billion is the Hardest*, also detailed what this country must do to win back its energy independence. He is also aggressively pursuing a wide range of other business interests, from alternative energy options to Clean Energy, a clean transportation fuels company he founded and took public in May 2008 (the eighth entity he has helped go public in his career).

CNBC has dubbed him “Oracle of Oil” for his uncanny knack of predicting oil price movements. At a time in life when many businessmen are concentrating on golf course and ship cruises, he remains a dynamic force in his industry, as evidence by his fellow Dallas chief executives selecting him as DCEO magazine’s 2013 CEO of the Year. His many professional honors include membership in the Horatio Alger Association of Distinguished Americans, the Texas Business Hall of Fame, and the Oklahoma Hall of Fame. In 1998, the *Oil & Gas Investor* listed him as one of the “100 Most Influential People of the Petroleum Century.” During the span of his career, Pickens has given away more than \$1 billion to philanthropic causes. He is among the most generous university benefactors of all time, having contributed more than \$500 million to his alma mater, Oklahoma State University, divided evenly between academics and athletics.



Royalty

Homecoming Royalty at OSU is a tradition nearly as old as the annual celebration itself. Each year, a Homecoming King and Queen are announced and crowned during halftime of the Homecoming football game, which will feature our Cowboys against the West Virginia Mountaineers this year. As official Homecoming ambassadors, the King and Queen represent OSU and the Alumni Association at a variety of OSU and alumni events throughout the year of their reign.

Selection is based on scholastic excellence, campus involvement and a genuine desire to represent OSU and the OSU Alumni Association. Students with more than 60 hours and a cumulative grade point average higher than 3.0 were encouraged to submit an application to be reviewed by a judges panel of OSU faculty/staff, alumni and Stillwater community members. Interviews were held for 15 men and 15 women from that group. Following the interviews, the five candidates were selected.

This year's candidates are a qualified group of student leaders who have achieved at a high academic level and are heavily involved on the OSU campus in a variety of respected roles. The 2014 Homecoming Royalt Court candidates are:

Top 5 Women:

- Amber Livingston
Marketing and Sports Management Senior from Chicago, Ill.
- Katie Parish
Sports Media Senior from Ardmore, Okla.
- Nicole Ralston
Marketing Senior from Stillwater, Okla.
- Erin Scanlan
Marketing and Management Senior from Portales, N.M.
- Allison Slagell
Agricultural Communications Senior from Hydro, Okla.

Top 5 Men:

- Cole Griffin
Architectural Engineering Senior from Jenks, Okla.
- Brandon Hubbard
Physiology and Psychology Senior from Kingfisher, Okla.
- Cooper Page
Business Economics Pre-Law Senior from Overland Park, Kan.
- Ty Schoenhals
Agricultural Economics Senior from Kremlin, Okla.
- Chris Stockton
Finance and Management Senior from Duncan, Okla.



Editorial Style

First Reference:

The Oklahoma State University Alumni Association presents Homecoming 2014: ‘The Experience.’

“America’s Greatest Homecoming Celebration” is presented by the Oklahoma State University Alumni Association.

Please note the school name is spelled out and single quote marks are used on either side of the year’s theme - ‘The Experience.’

Double quote marks are reserved for the nationally-recognized name of OSU’s Homecoming: “America’s Greatest Homecoming Celebration”.

Homecoming and Walkaround are always one word, unhyphenated and capitalized.

Second Reference:

On second reference, OSU Alumni Association may be used along with Homecoming 2014.

Logos, Pictures, Releases and Video

Logo, printable calendars and individual event releases are available for download on the Homecoming Media website at <http://orangeconnection.org/homecomingmedia>.



A Thank to Our Sponsors

The OSU Alumni Association and Homecoming committees would like to say **THANK YOU** to those who donated their goods and services to the 2014 Homecoming Celebration: 'The Experience' and supporting "America's Greatest Homecoming Celebration".

Amanda Moore	Joseph Ballard
Amber Howell	Ken Long
Angel Riggs	Kent Boggs
Anne Greenwood	Kirk Wimberly
April Stobbe	Larry Reece
Atwoods	Larry Rhoades
Becky Schnaithman	Larry Shell
Becky Steen	Linda Lucas
Bruce Russell	Mary Lee Draper
Cake Crazy	Mary Taggart
Carmike Cinemas	McAlister's Deli
Carrie Wilhelm	Melisa Echols
Cheryl DeVuyst	Mike Grayson
Chris' University Spirit	Mr. Rogers & Stillwater High School DECA
Colvin Recreation Center	Noal Sinn
Costumes Balloons & Stuff	Office of Fraternity and Sorority Affairs
Cynda Clary	Old School Bagel Cafe
David Eck	OSU Athletics Department
David Lambert	OSU Student Government Association
Debbie McCarthy	Payne Co. Expo Center
Dough Pokes	Payne Co. Sheriffs
Dr. Lee Bird, Student Affairs Office	Residential Hall Association
Dr. Matthew Brown	Rhinestone Cowgirl
Dupree Sports & Screenprinting	Richard Eck
Eskimo Joe's	Rocky Mountain Chocolate Factory
Hall of Fame Book Trader	Steven Damron
Heather Yates	Sutton Shops
Intramural Sports	Terry Baker, University Dining Services
Ival Gregory	Texas Roadhouse
Jamaica Cannon	Tia Scott
Jamie Lloyd	Treca Baetz
Jared Sulak	University Store
Jay Albright	Wade Brorsen
Jimmy John's	Wal-Mart
Josh Sligh	Whitney Moore



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