

# OSU TODAY

NEWS FROM THE STATE'S UNIVERSITY

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## Congratulations, Outstanding Seniors

The OSU Alumni Association has selected 16 seniors as the 2006 OSU Outstanding Seniors. The award recognizes students who have excelled in academic achievement and campus and community activities. From left to right: Melanie Marks, Monica Dudley, April Orr, Summer Branum, Will Hua, Todd Mollet, Daniel Branum, Taylor Gilpin, Ashleigh Boggs, Nick Rasmussen, Mike Albert, Lauren Detten, Nicole Stec. Not Pictured: Jordan Russell, Kyle Jones, Mariena Hargrave

## OSU students win big with "Cold Bottle Designs"

Oklahoma State University seniors Joseph Pruitt and Blake Ferrell have won big, earning the \$20,000 top prize at the statewide Governor's Cup competition for a concept and business plan that could help change the way cold drinks are bottled. Finalists and winners were recognized at an April 20 banquet in Oklahoma City.

The Stillwater natives placed first in the undergraduate division of the entrepreneurial competition with a proposal for an insulated, environmentally-friendly, disposable bottle that keeps beverages cold much longer than existing containers.

"For example, the bottle of Coke you buy at the convenience store will have extra insulation already built in that will keep your beverage cold for up to four times longer," said Pruitt. "The beautiful thing about the bottle is that you don't have to pay any extra for it because no new equipment is needed in making the improved product."

Pruitt, a mechanical and aerospace engineering major at OSU, came up with the idea for "Cold Bottle Designs" while employed as an intern with Stillwater research and development firm Strategic Solutions International, LLC. He enlisted one-time roommate Ferrell, an accounting major, to help write the business plan. The technology allows plastic bottle manufacturers to add thermal insulation

to disposable beverage bottles with no additional equipment or production costs. A provisional patent application that includes Pruitt's name was filed by SSI on the concept in November 2005, and a Patent Cooperative Treaty application was filed in February 2006.

Both Pruitt and Ferrell say winning the contest was an excellent promotion of the Cold Bottle concept and may help in its business development.

"We've made some great contacts already with people in industry that wouldn't have been possible without the Governor's Cup," Pruitt said.

Ferrell added, "The feedback has been very positive. The Governor's Cup has been a great experience that could possibly help lead to bigger and better things for Cold Bottle Designs in the very near future."

Dr. Tom Brown, Ardmore Professor of Business Administration and professor of marketing in the Spears School of Business at OSU, served as competition advisor for Pruitt and Ferrell.

"I really wish I could take some credit for what these young men have accomplished, but my job was mostly to just stay out of their way," Brown said. "This is a remarkable achievement for them."

Designed to instill the lesson that innovations leading to new business are valued and lucrative, the Governor's Cup competition is

funded by the Donald W. Reynolds Foundation, a national philanthropic organization founded in 1954 by the late media entrepreneur. i2E Inc., a private not for profit corporation, manages the entrepreneurial contest.



Due to President Bush's visit to

OSU to serve as keynote speaker, several changes have been made in the itinerary of spring commencement events on Saturday, May 6.

All candidates for undergraduate, graduate and professional degrees are invited to participate in the general commencement scheduled to begin at 10 a.m. at Boone Pickens Stadium. Degree candidates will be seated on the playing field in areas designated for their colleges, but due to security concerns, there will be no student procession. Also, plan to arrive at the west end between 8:30 and 9:30 am in order to clear security and take your seat for the ceremony. Candidates arriving after 9:45 will not be allowed to enter the field and participate in the ceremony.

For the latest, check the 2006 spring commencement web site at <http://osu.okstate.edu/commencement/>

## Perspective

### To OSU students, faculty and staff...



As I wrote earlier this month, the Oklahoma legislature is working with a record revenue surplus this year and we had hoped it would fund higher education at a level that would allow us to address a number of priorities, such as growing our faculty, while holding down any tuition increase for students. It is a golden opportunity to make a real impact, but I continue to have serious concerns.

There are many important and deserving needs in our state, but I can't think of a wiser investment than higher education. Beyond funding increased mandatory costs, Oklahoma is in a position to support higher education at a level that would help increase the number of college graduates, make our colleges and universities stronger and thereby bolster our state economy.

The House has passed a bill that calls for only \$24 million in new money for higher education; an amount that provides no money to address mandatory costs. The Senate bill is much better, calling for \$87 million in new funding for state universities and colleges. The Senate plan would mean about \$7.7 million in appropriations for OSU and would cover our mandatory cost increases - utilities, health insurance, retirement benefits and other expenses.

Better yet, the Oklahoma State Regents for Higher Education has requested \$123.1 million in new funding to assure continued quality, access and affordability for college students. This plan provides the funding to increase faculty and staff pay, add faculty positions, upgrade technology and enhance the quality of a college education.

Most importantly, it would help limit any tuition increase for students and their families and could make more money available for stu-

dent financial aid at a time of rising student loan rates. It is a plan that can have a huge impact on our state.

We recognize the difficult task our legislators face and appreciate all they have done in recent years for higher education. This is an urgent matter for all of us. It is not too late for state leaders to hear from us. Students, please encourage your parents to contact their legislators. To staff and faculty, I urge you to contact your legislators as well.

We will not have final appropriation figures until this summer and will provide details about tuition and fees and faculty and staff pay as soon as we can.

As the school year comes to a close, I want to say how proud I am of what we have achieved. To our students, I want to commend you on all you have accomplished. Have a safe and productive summer. I want to congratulate our graduating seniors on earning an OSU degree. It is a first-class ticket to a successful career and future.

To our faculty, thank you for all your hard work and passion as you inspire and help our students grow. To our staff, we truly appreciate all that you do each and every day to make OSU one of the best college experiences in the nation.

To the entire Oklahoma State University family, thanks again for another historic year. I'm even more excited about the future and look forward to even greater things ahead.

Sincerely,

## OSU students rule the skies again



In between sorties, members of second-place team OSU-Orange change payloads as part of a timed flight mission to carry, alternatively, two, two-liter bottles of liquid, 48 tennis balls and a length of wood at the 2006 AIAA International Design/Build/Fly Competition last weekend in Wichita. Students from OSU's School of Mechanical and Aerospace Engineering took first and second place in the competition for the third straight year. (Photo provided by Terrabreak.org)

Independent teams representing OSU's School of Mechanical and Aerospace Engineering placed first and second for the third consecutive year in the annual AIAA International Student Design/Build/Fly Competition. Sponsored by the American Institute of Aeronautics and Astronautics, the Office of Naval Research and Cessna, this year's contest at Cessna's airfield in Wichita this weekend featured 48 university teams from North America and Europe.

Participating in the competition for nine of its 10 years, OSU teams placed first and third in 2001 and, in 2004, became the first from the same university to take both of the top spots. OSU mechanical and aerospace engineering students also took first and second in 2005.

"Simultaneously taking first and second in this contest is an accomplishment no other university can claim, and OSU has now done it three years in a row," said Dr. Andy Arena, Maciula

Professor of engineering at OSU and the teams' faculty adviser. "I am so proud of our students, especially considering the level of competition."

OSU's entries were the lightest planes in the competition, and the teams recorded the top technical report scores and fastest cargo loading and unloading times. In successfully completing the missions, both planes carried payloads almost twice their weight, a structural efficiency feat at any level of design.

## Campus Master Plan

**Project:** Donald W. Reynolds Architecture Building, which will expand and enhance facilities for OSU's internationally-renowned School of Architecture.

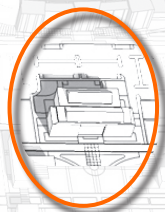
**Building Specifications:** 45,000 sq. ft. of new space and 37,000 sq. ft. of renovated space. New campus amenities include a 300-seat auditorium, multimedia classrooms, a visualization/computer lab, gallery space and an expanded architectural library. Spaces dedicated to the School of Architecture include new design studio space, a model shop and expanded administrative and multipurpose areas.

**Location:** Adjacent to the existing architecture building on Athletic Avenue.

**Budget:** \$14.8 million, funded by a gift from the Donald W. Reynolds Foundation, the single largest to OSU from a private foundation.

**Construction:** Expected to begin in August 2007 with completion by January 2009.

The campus master plan will guide a historic, unprecedented period of growth at OSU. Of the \$826.4 million in total improvements scheduled in the plan's initial five-year development period, \$314 million is earmarked for academics.



## Have you met...

### Helen Clements

Work on a master's in library science sparked Helen Clements' interest in anthropology, leading to a Ph.D. in social cultural anthropology. It also instilled in her a passion for research that she shows when assisting faculty and graduate researchers with their own scholastic endeavors in the reference area of the OSU Library.

As a Fulbright Award recipient, Clements conducted archival and field research in Oaxaco, Mexico, where she spent many hours "in small village archives with the earwigs crawling up my legs." The immersion in research in a foreign country made her a better librarian, she says.

"Staying in another country you really see how people live," says Clements, an assistant professor of humanities and social sciences. "You can't get that studying from afar."

