Research Scholarship Creative Activities

An event hosted by the
John Massey School of Business
School of Arts and Sciences
School of Education and Behavioral Sciences
Dr. Lucretia Scoufes,
Executive Dean for Academic Affairs
Southeastern Oklahoma State University

April 13-25, 2015

Southeastern Campus
1405 N. Fourth Avenue
Durant, Oklahoma
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Welcome and Appreciation
From the Dean

Welcome to BrainStorm 2015. This is the fifth annual BrainStorm that will take place over twelve days and nights of various programs and presentations centering on scholarship and creative works by Southeastern students, faculty and staff, along with visiting artists and speakers. Our hosts and participants for BrainStorm are the John Massey School of Business (JMSB), the School of Arts and Sciences (A&S), and the School of Education and Behavioral Sciences (E&BS).

Beginning at 9:00AM on Monday, April 13, BrainStorm is featuring events through Saturday, April 25. Presented by Southeastern Oklahoma State University, the events include oral presentations, lectures, workshops, competitions in musical and visual arts, original monologues, public forums, demonstrations across the disciplines, dance and musical performances, an avant-garde theatre festival, and an exhibit of 72 posters, authored by 115 students and faculty. Because some of the posters have multiple authors, and some of the students and faculty are authors on multiple posters, the posters represent the work of 95 individuals. Sixteen individuals have co-authored from 2 to 4 posters. This is also the case with some of the programs’ presenters. However, without including the repeated authors and participants, this year’s BrainStorm events represent the individual work of more than 170 students and faculty.

BrainStorm 2015 promises to entertain, educate and inspire audiences of all tastes and interests. Along with being entertained, audiences have the opportunity to become involved in the public forums, lectures and demonstrations. As with any major event, this one, too, requires the attention and work of those individuals who have spent countless hours meeting, planning, implementing and producing Brainstorm 2015. Therefore, I especially appreciate all that they have done to bring BrainStorm from ideas to realities. With great respect and gratitude, I applaud the faculty and staff who made BrainStorm 2015 happen.

Dr. Layne Heitz (Mathematics) and Kathleen Hardgrove (Theatre) have served with distinction as the coordinators of BrainStorm 2015. Together with our outstanding coordinators, the SE department chairs are also a significant part of this growing success; and they are Larry Prather: Accounting & Finance; Dell McLain: Art, Communication & Theatre (ACT); Stan Alluaisi & George Jacox: Aviation; Ed Mauzey: Behavioral Sciences; Teresa Golden: Biological Sciences; Kitty Campbell: Business, Management & Marketing; Tim Smith: Chemistry, Computer & Physical Science; Vivian Guarnera: Educational Instruction & Leadership; Randy Prus: English, Humanities & Languages; Vicki Hudson: Health, Physical Education & Recreation; Charles Matthews: Mathematics; Stacy Weger: Music; Glenn Melancon: Social Sciences; and Wayne Jones: Occupational Health & Safety. Special recognition and appreciation go to Derek Coker and Will Stacy (ACT), and Jason Hicks (SOSU Printing Services) whose time, skills and talents are essential to the success of this event.

This year we are especially grateful to Southeastern’s President Sean Burrage who has taken an active part in BrainStorm. Additionally, we are pleased and honored to have Lynne Porter and Terri Talley from Oklahoma City, who are presenting a 20th Anniversary Remembrance program in memory of the OKC Bombing and the spirit of the Oklahoma Standard.

Without our presenters and participants, we would have no BrainStorm 2015; and without our audiences, we would have no reason for BrainStorm 2015 – therefore, thank all of you who have been a part of these events.

Lucretia C. Scoufos, Ph.D.
Executive Dean for Academic Affairs
Schedule of Events
Brainstorm Presentations

Key: A&S........School of Arts and Sciences
E&BS........School of Education and Behavioral Sciences
JMSB........John Massey School of Business

Monday, April 13

9:00-5:00 VPAC

STUDENT ART EXHIBITION

2:00-3:00 p.m. R100

OKLAHOMA INVENTORS CONGRESS: AN INTRODUCTION
Richard Braley and Halet Poovey

3:00-4:00 p.m. R100

THE ODD AND UNUSUAL FROM THE HISTORY OF SAFETY
Richard Braley and Halet Poovey

4:00-4:30 p.m. R100

THE AMERICAN PHILOSOPHY: HOW I TEACH PRAGMATISM TO MY FOUNDATIONS CLASSES
William Lloyd Fridley

4:30-5:00 p.m. R100

SAFETY TRAINING VIDEO CREATION
Mellena Nichols

5:00-6:00 p.m. R100

WHEN RUNNING, SECOND WINS THE RACE: EXAMINING THE BENEFITS OF SECOND-MOVER ADVANTAGE
Martin Bressler

7:30 p.m. The Playhouse

HAiku PROJECT
Dell McLain and Randy Prus

Theatre at Southeastern and the department of English, Humanities and Languages collaborate on this annual performance project.

7:30 p.m. The Playhouse

POETS COFFEE HOUSE
Kathleen Hardgrove

Poets and poetry lovers are invited to enjoy coffee, snacks and poetry in a relaxed supportive atmosphere. Write your own poetry... come read it. Have a favorite poem... come share it. Just like to listen... come do that, too.

Tuesday, April 14

9:30-11:00 a.m. SU 323/SU 303

NATIVE AMERICA: WHAT DOES IT MEAN TO LIVE, LEARN AND WORK HERE?
Honors Humanities and Lisa Coleman
11:00-12:00 p.m. Montgomery Auditorium
**MASSEY FAMILY LECTURESHIP**

1:00-2:00 p.m. R100
**OKLAHOMA’S POST OFFICE MURALS: A STUDY OF AMERICAN INDIAN IMAGES**
Shannon McCraw and Austin Weaver

3:00-4:00 p.m. R100
**MAKING DRACULA’S MONSTER**
Samantha Brownlee

4:00-5:00 p.m. R100
**THE POTTERY TRADITION OF MATA ORTIZ, CHIHUAHUA MEXICO**
Gleny Beach

5:00 p.m. SE Ballroom
**SET UP FOR POSTERS**

7:00-8:00 p.m. R100
**ECO-ADVENTURE ON AN ARCTIC RIVER, ALASKA**
Tim Patton

7:30 p.m. Montgomery Auditorium
**SYMPHONIC WINDS AND CONCERT BAND CONCERT**

7:30 p.m. The Playhouse
**PRESENTATION OF THE 24 HOUR PLAY AND FILM FESTIVAL**
Dell McLain and Randy Prus
Student directors, filmmakers, playwrights, and screen writers will get their prompt to create original plays and films that must be presented the next night to the public. A co-production of the departments of Art, Communication & Theatre; and English, Humanities & Languages.

**Wednesday, April 15**

9:00-5:00 SE Ballroom
**POSTER EXHIBITION**

2:00-2:30 p.m. R100
**WELCOME**
President Sean Burrage

**OKLAHOMA STANDARD PROJECT**
Lynne Porter

**OKC BOMBING: A SURVIVOR’S STORY**
Terri Talley
This presentation is a 20th Anniversary Remembrance program in memory of the OKC Bombing on April 19, 1995, and the spirit of the Oklahoma Standard.

2:30-3:30 p.m. R100
**MATHEMATICA**
Chris Moretti

3:30-4:30 p.m. R100
**MATHEMATICA - APPLICATIONS FROM DIFFERENT AREAS**
Chris Moretti
7:00 p.m.  VPAC

**THE ART OF FORENSICS**

Ally Shafer, Dayton Thibodeaux, Anthony Hill, Jonathan Lucas, Jacobi Crowley, Gwendolyn Harper

Speech and debate competitors performing individual and duo competition pieces along with a truncated competitive style debate.

**Thursday, April 16**

9:00-2:00  SE Ballroom

**POSTER EXHIBITION**

12:30-1:30 p.m.  Frost Chambers

**SCHOLARLY BROWN BAG LUNCH**

1:30-2:00 p.m.  FA Recital Hall

**EXAMPLES OF COLLABORATION BETWEEN TWO GREAT ARTISTS: MAESTRO ARTURO TOSCANINI AND PIANIST VLADIMIR HOROVITZ**

Ekaterina Chernaya Oh

2:00-4:00 p.m.  SE Ballroom

**POSTER JUDGING**

4:30-6:00 p.m.  VPAC Art Gallery

**SENIOR ART EXHIBITION**

Reception

7:30 p.m.  FA Recital Hall

**PERCUSSION ENSEMBLE CONCERT**

Southeastern Percussion

**Friday, April 17**

3:00-4:00 p.m.  FA Recital Hall

**MUSIC COMPOSITION CONCERT/COMPETITION**

Tristan Eggener and Music Theory Students

**Sunday, April 19**

2:30 p.m.  FA Recital Hall

**UNIVERSITY SINGERS CONCERT**

**Monday, April 20**

7:30 p.m.  The Playhouse

**KALEIDOSCOPE PROJECT**

Dell McLain and Tristan Eggener

Students from the Department of Art, Communication & Theatre and the department of Music will collaborate to present a collage evening of music, video, dance and oral interpretation. This 20-minute presentation will surely be thought provoking.

7:30 p.m.  The Playhouse

**SHORT FILMS PREMIERE**

Dell McLain

Two short films made this year will be shared with the public. Family Rating PG.
Tuesday, April 21

12:00-2:00 p.m. Morrison Hall Front Lawn  
**Games, Food and Live Music**
*Earth Day Activities*
Games include Bocce Ball, Bean Bag Toss, Stick Ball, “Trigonometry,” and Plant-A-Plant. Other games are being developed.

1:30 p.m. Morrison Hall Front Lawn  
**Sustainability at Southeastern**  
Ross Walkup

7:30 p.m. The Playhouse  
**Take Five: The Movie Premiere**
*Dell McLain*
ACT presents its full-length film. Running time: 1 hour, 40 minutes. Family Rating R.

7:30 p.m. FA Recital Hall  
**Chorale and Men’s Choir Concert**

Wednesday, April 22

7:30 p.m. FA Recital Hall  
**Senior Recital - Percussion**  
Rocky Grant

Thursday, April 23

7:30 p.m. Montgomery Auditorium  
**Choreographer’s Showcase**

Friday, April 24

6:00 p.m. FA Recital Hall  
**Junior Recital - Saxophone**  
James Carter

7:30 p.m. FA Recital Hall  
**Senior Recital - Tenor**  
Taylor Hunt

7:30 p.m. Montgomery Auditorium  
**Spring Show**  
Sparks Dance Team

Saturday, April 25

All Day Sports City Café  
**Jazzfest**

1:00 p.m. Montgomery Auditorium  
**Oklahoma Shakespearean Festival’s After School Program’s Spring Fling 2015**
MANAGING RETIREMENT PORTFOLIOS
Billy Haugen and Chad Cormell

INVENTORY CONTROLS CONSULTING WITH RESTORE DURANT
Sara Henagar, Darius Johnson, Bill Martin and Jennifer White

CASH CONTROLS CONSULTING WITH RESTORE DURANT
Raylee Dill, Kyrstan Glasco, Sara Helms, Kati Howard and Shannon Minchey

INTERNAL CONTROLS CONSULTING WITH SHELTERED WORKSHOP DURANT
Greg Johnson, Shavonne Sherman, Micah Slaten, Amanda Thompson and Crystal White

MANAGEMENT & MARKETING

ANIMALS IN THE WORKPLACE
C.W. VonBergen and Martin Bressler

WHEN RUNNING, SECOND WINS THE RACE: EXAMINING THE BENEFITS OF SECOND-MOVER ADVANTAGE
C.W. VonBergen and Martin Bressler

The School of Arts & Sciences (A&S)

ART

LOGO DESIGN DEVELOPMENT AND STYLE
Josh Burkham

LOGO DESIGN DEVELOPMENT AND STYLE
Nick Lambert

LOGO DESIGN DEVELOPMENT AND STYLE
Creighton Newfarmer

ART? ARTIFACT? AN ART UNIT CURRICULUM
Thelma Scribner, Cassi Sheppard, Kelly Blue, Jessica Spearman and Gina Salazar

LOGO DESIGN DEVELOPMENT AND STYLE
Emily Williams
**BIOLOGICAL SCIENCES**

**THE STUDY OF BLOOD-BASED POTENTIAL MOLECULAR MARKERS FOR MAJOR DEPRESSIVE DISORDER DIAGNOSIS**
Rebecca Teafatiller, Landi Munholland, Kailyn Ward, Jeanea Mitchell and Ning Wu

**FUNCTIONAL ANALYSIS OF MAJOR DEPRESSIVE DISORDER RELATED HUMAN GENES**
Hannah Bourne, Madison Stanglin, Ashley Floyd, Maria Bonilla and Ning Wu

**ESTABLISHMENT AND VALIDATION OF CHRONIC UNPREDICTABLE MILD STRESS MOUSE MODEL**
Heather Wyrick, Patrick Sharp, Stephanie Gunter, Danielle Khoury and Ning Wu

**EFFECTS OF FLUOXETINE ON CORTICOSTERONE-INDUCED NEUROTOXICITY IN PC12 CELLS**
Baylee Holbert, Sarah Reagan, Jonathan Newsome and Ning Wu

**EFFECTS OF ALTERED PROTEIN PHOSPHATASE 5 (PP5) IN CANCEROUS AND NON-CANCEROUS CELLS**
Kathryn Cuevas and Teresa Golden

**AUTOFLUORESCENCE IN C. ELEGANS CAN BE USED AS AN INDIRECT MEASURE OF PORE-FORMING TOXIN ACTIVITY**
Laci LeFlore and Brad Ludrick

**COMMUNICATION**

**HILLARY CLINTON’S CONCESSION SPEECH: AN ANALYSIS OF INVITATIONAL RHETORIC**
Brianna Akins

**THROUGH HER EYES**
Marliss Allen

**DAIJI TANIGUCHI: AN INTERNATIONAL COLLEGIATE ATHLETE**
Kaylie Baxter

**FOXCONN’S FIASCO: A STUDY OF FAILED IMAGE RESTORATION STRATEGY**
Kaylie Baxter and Taylor Howard

**SONY HACKED: RECLAIMING AN EMPIRE THROUGH IMAGE RESTORATION**
Maggie Bergener and Haley Barnett
BARBARA JORDAN’S 1976 KEYNOTE ADDRESS: 
EMPHASIZING THE COMMON GOOD 
Savannah Burwell

BARACK OBAMA’S 2004 DNC KEYNOTE ADDRESS: 
THE RHETORICAL RECONSTRUCTION OF THE 
AMERICAN DREAM 
Alex Baillio Franklin

THE TRANSFORMATION OF CAKED UP: A STUDY OF 
ENTREPRENEURSHIP 
Cort Franklin

Tiffany Newton: Initiative, creativity, 
entrepreneurship 
Alex Franklin

RONALD REAGAN’S 1964 “THE SPEECH”: AN 
ANALYSIS “PEACE THROUGH STRENGTH” 
Elena Garcia

PEANUT PALOOZA 
Cecily George

SMALL TOWN CHARM: SURVIVING WITHOUT BIG BOX STORES 
Taylor Gregory

AL GORE’S CONCESSION SPEECH: A RHETORICAL 
ANALYSIS OF VICTORY IN DEFEAT 
Austin Hall

EXIT STAGE LEFT 
Austin Hall

GEORGE W. BUSH FIRST INAUGURAL ADDRESS: AN 
ANALYSIS OF OLD TRADITIONS AND NEW BEGINNINGS 
Kearston Halley

A ROAD WELL TRAVELED 
Elise Johnson

WHOLE FOODS CEO RUNS WILD: A STUDY OF 
IMAGE RESTORATION 
Elise Johnson and Cecily George

AN ANALYSIS OF GEORGE W. BUSH’S “AXIS OF EVIL” SPEECH 
Alec Logan
AN EVERYDAY CROWN
Shayla McDonnell

PENN STATE: A STORY FROM SCANDAL TO IMAGE RESTORATION
Shayla McDonnell and Austin Hall

I’M FEELING DANDY
Cristin Morgan

KOMEN RESTORES RELATIONSHIPS AFTER PLANNED PARENTHOOD CONTROVERSY
Cristin Morgan and Luci Dunn

MIDNIGHT SUN
Emily Quam

BILL CLINTON’S FIRST INAUGURAL ADDRESS: AN ANALYSIS OF CHANGE
Ashley Tom

FACEBOOKED: FACEBOOK’S RESPONSE TO “THE SOCIAL NETWORK”
Austin Weaver and Brianna Akins

LIVING ON THEIR OWN (BUT NOT REALLY)
Tyler Walston

PRESIDENT OBAMA IN CAIRO: A STUDY OF RELIGIOUS PEACE THROUGH PARTNERSHIP
Karen Wilson

JOURNALISM
REDESIGN OF THE SOUTHEASTERN STUDENT PUBLICATION
Tina Firquin

LANGUAGES
AN INTERVIEW WITH A LOCAL HISPANIC PROFESSIONAL
Ashley Tom

AN INTERVIEW WITH A LOCAL HISPANIC PROFESSIONAL
Crystal Klaver

AN INTERVIEW WITH A LOCAL HISPANIC PROFESSIONAL
Thomas “TC” Curry
PRODUCTION OF CONTROL
Jessica Black

SHAKESPEARE THEATRE COMPANY
Ashley Faulkner

WOMEN IN THEATRE
Rebecca Ford

FUNDAMENTALS OF DESIGN - A MIDSUMMER NIGHT’S DREAM CONCEPT
Justice Graham

OSF CHILDREN’S/TEEN THEATRE AND AFTERSCHOOL PROGRAM: PUBLICITY AND PROMOTION
Justice Graham

THE ART OF LIGHT
Will James Stacey

THE BEAUTY OF ANCIENT GREEK COSTUMES
Caroline Wright

The School of Education & Behavioral Sciences

PSYCHOLOGY/COUNSELING

THE ELDERLY AND THE SHINING STARR: THE EFFECTS OF ANIMALS ON THE ELDERLY
Rachel Callicoat and Rhiannon Feldhaus

PRIMING, MIMICRY, AND CELL PHONE USE
Nikki Howard and Jessica Carey

THE INFLUENCE OF SPIRITUALITY ON TRAUMA AND OPTIMISM
Erika Snead

VERBAL OVERSHADOWING: ARE YOU SURE THAT’S HIM?
Cheyenne Nichols
ACKNOWLEDGEMENTS

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Kathleen Hardgrove, Assistant Professor of Theatre

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