

SWOSU's New Event Center to be Named Pioneer Cellular Event Center

08.05.2013

During the Southwestern Oklahoma State University Athletic Department Fundraising Luau Dinner/Auction on August 3, it was announced the new Event Center on the SWOSU campus in Weatherford will be named the Pioneer Cellular Event Center.

Among those celebrating the news were (from left): Regional University System of Oklahoma Chair Richard Ogden; Oklahoma State Regents for Higher Education Chair James "Jimmy" D. Harrel; SWOSU Vice President of Public Relations & Marketing Brian Adler; SWOSU President Randy Beutler; SWOSU Executive Vice President Tom Fagan; Pioneer Cellular President Gail Parker; Pioneer Cellular Manager of Marketing Dean Carter; and SWOSU Assistant to the President and Assistant Athletics Director for External Operations Rouben Tourian.

SWOSU administrators, regents and Pioneer Telephone Cooperative employees gather for a picture after the announcement.

The new Event Center on the campus of Southwestern Oklahoma State University in Weatherford will be named the Pioneer Cellular Event Center.

Pioneer Cellular announced the joint venture with SWOSU and the City of Weatherford on Saturday. The partnership gives exclusive naming rights to the company.

Cellular Network Partnership d/b/a Pioneer Cellular is a partnership group comprised of Pioneer Telephone Cooperative, Inc.; KanOkla Telephone Association; South Central Communications of Kansas; and Hinton Cellular Company in Hinton Oklahoma. The partnership has made long term investments and commitments in both technology and advancements in education in western Oklahoma and southern Kansas for over 25 years.

"We at SWOSU are obviously very excited," said SWOSU President Randy Beutler. "This is a bold move by the Weatherford citizens to support a great, new venue for large community events. This will be a tremendous benefit for western Oklahoma and SWOSU and we are grateful to Pioneer Cellular on being a great corporate sponsor. "

The Pioneer Cellular Event Center is set to open in November of this year. An announcement of the joint venture and naming rights took place on Saturday, August 3, during the SWOSU Athletic Dinner and Auction.

"What a tremendous opportunity for Pioneer Cellular to unite innovation and technology with outstanding higher education," said Richard Ruhl, general manager of Pioneer Cellular. "The new event center will be a premier sports, education and industry tool for years to come in western Oklahoma. The City of Weatherford and SWOSU are committed to higher education and providing the best experience for both students and families. Pioneer Cellular is proud to build on a strong relationship and an alliance for the future."

Ruhl said the joint venture between SWOSU and Pioneer Cellular is the start of something new. While announcing the naming rights agreement, Pioneer Cellular will reveal a new icon to be displayed on and throughout the “Pioneer Cellular Event Center.” The new icon is an evolution of the company colors—red and black as well as the dots. The icon consists of four stacked red dots of varying sizes and the use of a bold, black font. The new icon will be phased in during the next few years.