

Walt Disney Executives Meet with SWOSU Officials About Future Partnerships

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It's just natural that SWOSU's Brandy the Bulldog would pose for pictures with officials from Disney. Patrick Fitzgerald (left), executive vice president of Disney's Worldwide Sales, Distribution, Operations and Trade Marketing, and Bob Miller, vice president of Worldwide In-store Solutions, were recently on the campus of SWOSU in Weatherford to visit about future partnerships.

Taking a break from a lunch meeting between Disney and SWOSU officials are (from left): Tom Fagan, Larry McKee, John May, Brad Fitzgerald, Brandi Gateley, Patrick Fitzgerald, Brandy the Bulldog, Jim Waites, Bob Miller, Brian Adler, Rouben Tourian, Blake Sonobe, Gary Bell, Elizabeth Ferrell and Ken Rose

Executives from Walt Disney Studios Home Entertainment recently visited the Southwestern Oklahoma State University campus in Weatherford to hold meetings about possible future partnerships.

Patrick Fitzgerald, executive vice president of Worldwide Sales, Distribution, Operations and Trade Marketing; and Bob Miller, vice president of Worldwide In-store Solutions, spent an entire day at SWOSU.

According to Fitzgerald and Miller, there are several opportunities within the university for students from various disciplines to work on projects with In Store Solutions, an integral part of Disney Home Entertainment. One of the most prominent areas for partnership at the moment is working with Dr. Gary Bell and the faculty in the Department of Industrial Engineering and Technology.

Dr. Larry McKee, associate dean for the School of Business and Technology, said the experience would help solidify classroom concepts in the minds of students by encouraging them to apply those concepts in real-life situations. Upon graduation, the students would also reap the benefits by having a competitive edge once they enter the job market.

"Through the partnership, students would be able to attain real-world experience working with cutting edge technology, while also benefiting the company," McKee said.

Both Fitzgerald and Miller are SWOSU graduates and Fitzgerald is the brother of Brad Fitzgerald, an instructor in the SWOSU Department of Industrial and Engineering Technology.