**OSU STUDENT BECOMES RETAIL ENTREPRENEUR**

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**Whitley Benham**

It was a Sunday afternoon and Jordan Donahue was working vigorously at her sewing machine.

In less than a week she would be making her debut at the statewide craft show “An Affair of the Heart” in Oklahoma City, which would possibly be her big breakthrough in her business, “Pretties for Hair”.

“This has been so stressful for me, but I just know that I have a deadline to make, and school right now comes second,” Donahue said.

Jordan, a business and fashion-merchandising sophomore at OSU, has been sewing and crafting her entire life. Her home-based business, “Pretties for Hair” consists of homemade bejeweled headbands that come in all colors and even college themed such as OSU, OU, TCU and Texas A&M.

“I have been speaking with other universities to get a license so that my business can grown even more,” Donahue said.

Obtaining a license to market a product can be a difficult task. According to The Collegiate Licensing Company, obtaining a license through CLC for one of its member institutions is a process that will require a great deal of thought, research, and commitment. Only those companies or vendors that can exhibit a commitment to the collegiate market and/or offer a new or unique product will be granted the opportunity to obtain a license, according to the Web site.

Donahue, who maintains a 4.0 GPA, takes on a full load of 15 hours with class only two days a week. She is involved on campus and holds down two jobs. Some might say she is a smart kid with a head on her shoulders. “My grandma was the one who encouraged me to start this business,” Donahue said. “She is the one who sent me to sewing school when I was only eight years old and so much credit goes toward her.”

 Donahue not only sews for her business, but her friends as well. She is always there to lend a helping hand to a friend who needs a dress cut off, a pair of jeans patched, or a button sewn back on a coat.

“If I have a bad day, it’s nice to come home and be able to sew,” Donahue said. “It relaxes me and helps sort out my thoughts.”

As I spoke with Jordan at her home, many of her friends were coming in to ask different favors or clothing advice.

 “Jordan is always wanting to benefit her friends and family first,” Johnna Buchanan, OSU sophomore and close friend said. “I have asked to buy headbands from her, but she just won’t let us.”

Donahue grew up in McKinney, Texas, which is a suburb of Dallas. She spent many summers and holiday breaks working at the World Market selling children’s clothes to buyers and modeling in fashion shows every now and then. She also has worked at the intern program at Nordstrom.

“Jordan was very dedicated to her jobs when we were growing up,” Morgan Johnson, a close high school friend, said. “She still lived the typical teenage life, but working and helping others is her forte.”

According to ACE Center for Policy Analysis, in recent academic years, 78 percent of undergraduates worked while they were enrolled. The share of students who work has remained virtually unchanged since the federal government first began asking students detailed questions about their employment in the mid-1990s, according to the site.

Research has shown that working 15 or fewer hours per week-ideally, on campus or in a position to one’s related academic interests- has a positive effect on persistence and degree completion, according to American Council on Education.

These facts reflect Jordan Donahue perfectly. Jordan is a hard-working student who juggles a personal business, teaches gymnastics to young children, all while maintaining a 4.0 GPA.

“I don’t know how she does it all,” Amanda Ybarra, close friend, said. “I wish I had the drive and energy that she has”.

Jordan Donahue has a lot going on, but still makes time for the people who mean the most to her.

“Sometimes I will sit and keep her company or see if there is anything I can help out with when she has a deadline or an overload of school work to make the job so faster,” Buchanan said.

It seems that Donahue has a team of friends and family behind her and everyone is willing to help out in some way to help her pursue her dreams.

Donahue knows the steps she needs to take to get where she wants to be in her future career.

“Working on my headbands or somewhere in retail, and doing things to benefit others makes me happy,” Donahue said. “And to me, that is what it is all about.

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