



Stocknotes

Commerce Club Publication for the College of Business

Fall 2009

RBC Bank Creates \$500,000 Endowment

The College of Business at East Carolina University announced the creation of a \$500,000 endowment from RBC Bank in April 2009.

The charitable gift will support students enrolled in a new course called "Strategy First," an innovative freshman-level class. The course is designed to introduce students to business strategy, and it focuses on current events using Business Week magazine as the "textbook" for the class.

Thanks to RBC Bank's endowment, students enrolled in Strategy First will pay nothing for textbooks or course materials.

"We are pleased to announce this gift to the ECU College of Business," said Steve Jones, former RBC Bank market president for the Carolinas and Virginia. "The mission of the Strategy First program strongly aligns with RBC Bank's commitment to education, and we are glad to be able to show our support."

Dr. Frederick Niswander, dean of the College of Business, said, "Textbook cost is a concern at ECU and in the UNC System. RBC Bank's generous gift will not only help expose business students to timely and relevant issues, it will also eliminate the cost of textbooks for students in this class. RBC Bank should be commended on its foresight and its support of higher education. The purpose of this gift is groundbreaking in the state and the nation."

Every year, RBC Bank's endowment will positively affect more than 700 undergraduate students who take Strategy First – a key component of the College's recently revamped curriculum. More information about the College of Business's new curriculum can be found on page 3 in Stocknotes.



Steve Jones, former RBC Bank market president for the Carolinas and Virginia, speaks to a Strategy First class during the endowment announcement. (Photos courtesy of Cliff Hollis)



Students in Strategy First applaud during the RBC Bank announcement. Thanks to RBC Bank's endowment, students will pay nothing for textbooks or course materials in Strategy First.



(Left to right) College of Business Dean Rick Niswander, former RBC Bank market president for the Carolinas and Virginia Steve Jones, ECU Chancellor Steve Ballard, and Strategy First instructor Ralph Flanary.



College of Business *notes*

National Survey Ranks ECU Best Online Business College for Cost and Credibility

GetEducated.com, a consumer group that rates and ranks online colleges for cost and credibility, gives the College of Business at East Carolina University top marks in its latest national survey. Released July 14, 2009, the survey ranks ECU as the number one most affordable online business degree in the U.S. for both its undergraduate and graduate programs.

According to GetEducated.com, an undergraduate business degree earned online at ECU costs only \$11,880 for state residents, while the average cost nationwide for a regionally accredited, online business bachelor's degree is \$43,241.

Likewise, earning a master of business administration at ECU costs only \$7,848 as an in-state student. According to GetEducated.com's National Survey of Online MBAs, the average cost of a program accredited by the Association to Advance Collegiate Schools of Business (AACSB) is \$32,200.

"Value is the difference between what you pay and what you get. We provide high quality, flexible undergraduate and graduate business degrees

that offer tremendous value. That is exactly what we need to do, especially in these tough economic times," Dr. Frederick Niswander, dean of the College of Business, said. "As an AACSB-accredited business school for more than 40 years, we are increasingly recognized as a national leader. Every day we continue to build on our strong value-proposition here at ECU."

Online bachelor degree rankings were based on GetEducated.com's Spring 2009 survey of affordable online business and management degrees. The group compared and ranked the publicly posted tuition rates at 83 distance-learning Bachelor's of Management or Administration programs offered through regionally accredited universities in the U.S.

MBA rankings were based on a GetEducated.com survey of publicly posted tuition and fee rates for more than 390 online MBAs offered by 168 accredited distance-learning MBA programs in the U.S. Tuition rates were for the entire MBA degree and typically reflect the least expensive option. Surveys are undertaken every two years.

ECU to Host Bestselling Author and 'Leadership Guru'



Steve Farber

The College of Business will host bestselling author and "leadership guru" Steve Farber as its seventh speaker in the Cunanan Leadership Speaker Series on Thursday, Sept. 24.

Farber currently serves as president of Extreme Leadership, Incorporated, an organization devoted to the cultivation

and development of Extreme Leaders in the business community. His latest book, "Greater Than Yourself: The Ultimate Lesson In Leadership," was a Wall Street Journal and USA Today bestseller. He has also written two other critically acclaimed books: "The Radical Edge: Stoke Your Business, Amp Your Life, and Change the World" and "The Radical Leap: A Personal Lesson in Extreme Leadership." The latter received Fast Company magazine's Readers' Choice Award and was named one of the 100 Best Business Books of All Time. Farber also serves on ECU's National Leadership Advisory Council.

Farber's presentation, titled "Greater Than Yourself: Three Steps to Attaining the New Gold Standard of Leadership," is free and open to the public. It will be held in ECU's Wright Auditorium on Sept. 24 at 3:00 p.m.

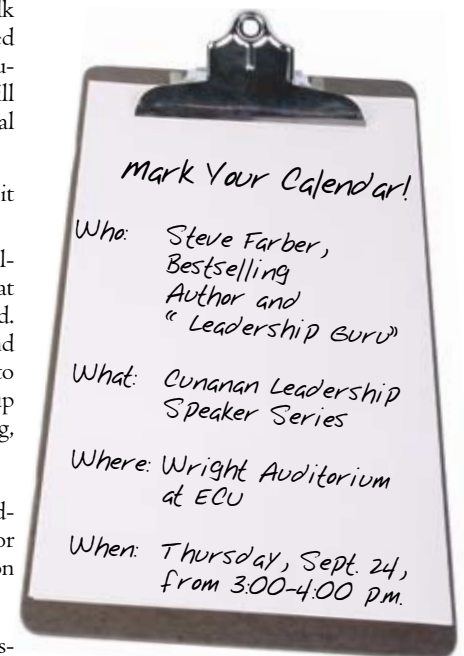
Dr. Frederick Niswander, dean of the College of Business, said, "As a recognized national speaker, expert in business leadership, and frequent guest on news-talk shows around the country, Farber's insight will shed light on how to be a leader of substance and influence. I believe anyone who hears his presentation will discover tools to deepen and expand their personal capabilities."

For more information about Steve Farber, please visit his web site at www.stevefarber.com.

Free campus parking and shuttle service will be available at the Carol Belk Park and Ride Lot, located at the intersection of Greenville Blvd. and Charles Blvd. The permit requirement for the lot will be waived and special shuttles will transport participants directly to the event at Wright Auditorium. Shuttles will pick up and drop off on the north side of the Belk Building, the side closest to the baseball stadium.

Another upcoming installment of the Cunanan Leadership Speaker Series will feature Betsy Myers, a senior advisor to Barack Obama's presidential campaign, on Jan. 26, 2010.

The Cunanan Leadership Speaker Series is made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds are also provided by the Johnson & Johnson Foundation.



College of Business Launches New Undergraduate Program

Beginning Fall 2009, all undergraduate business students will participate in a new Leadership and Professional Development Program. The program, novel in its inclusiveness and broad in its scope, will ensure that leadership development is a focus of the core program of study.

“This new program involves teaching ‘the rest of the student’ – providing every student the strategic, leadership, professional, communications, and life skills they need to succeed in our global 21st century world. We are fundamentally redefining what it means to be a College of Business graduate,” Associate Dean Stanley Eakins said.

Eakins also served on the committee to review and make recommendations concerning the quality and continuous improvement of the new undergraduate curriculum.

“For more than 50 years, the College of Business has done an excellent job of teaching the nuts-and-bolts of business. Time and again, employers tell us that our students know the technical material and how it is applied in business – and they work hard. Those abilities are important, but no longer sufficient,” Dr. Frederick Niswander, dean of the College of Business said.

The new Leadership and Professional Development Program includes several new components, including new courses.

One of the first courses freshman business students will take, Strategy First, is designed to create enthusiasm for the study of business and instill a vision of a unified and integrated business structure. Throughout the course, students will investigate the factors that contribute to a firm’s ability to survive long-term in a competitive environment. The course will be cross-disciplinary and will use Business Week magazine as the primary text. Thanks to RBC Bank’s \$500,000 endowment, students enrolled in Strategy First will pay nothing for textbooks or course materials.

A series of three leadership courses will also be required. At the completion of BUSI 2200 – Leadership 1, students will demonstrate their self-awareness and interpersonal skills by being able to define and communicate a goal, organize and motivate a team, and lead a team to successful achievement of the goal. The course will focus on applied leadership skills.

In BUSI 3200 – Leadership 2, students will learn to conduct themselves appropriately in business settings, continuously upgrading their skills so that they can adapt to changing environments. They will learn to appreciate the value of diversity, how to address complex ethical dilemmas, and professional business norms.

BUSI 4200 – Leadership 3 is designed to encourage students to reflect upon their own leadership experiences, as well as those from various organizations, to demonstrate their knowledge of applied leadership. They will study successful and unsuccessful historic leaders to further broaden their leadership perspective.

In addition to the new coursework, all business graduates will complete a Leadership and Professional Development Portfolio. The elements in the portfolio will complement the content of the leadership courses and encourage students to stretch their own personal leadership development.



The College of Business web feature, pictured above, is available online at www.ecu.edu/cs-admin/mktg/college_of_business_feature.cfm.

“The portfolio will contain examples and evidence of the activities and accomplishments directly related to the leadership training students experienced during their college career. A significant benefit of the portfolio is that it provides students an advantage in a competitive job market by allowing them to accumulate and display their best work for prospective employers,” Eakins explained.

Finally, from beginning to end, students will be continuously supported by the Center for Student Success in the College of Business, which houses Academic Advising, the Business Communication Center, and Career Services.

The Center for Student Success serves as a one-stop-shop, assisting business students before they arrive on campus and also after they graduate. The goals of the Center for Student Success are to help students identify their life-paths, improve their interpersonal skills, encourage them to be successful in school, and help start their careers on the right foot with the right job.

In Academic Advising, advisors are responsible for recruiting students at high school College Days, providing new student orientation, coordinating student events, offering guidance on concentration decisions, serving as a central resource for campus information, as well as providing academic advising.

The Business Communication Center offers students the opportunity to assess and refine their oral and written communication skills – helping them communicate in a business setting. Communication Center professionals work one-on-one with students to revise written assignments and strengthen presentation skills. They also work closely with faculty members to enhance the curriculum and student classroom experiences, helping develop meaningful assignments with constructive feedback.

The College of Business Career Services office will continue to help students assess their strengths and weaknesses, provide career planning guidance, assist with resume building and preparation, coordinate Career Fairs, conduct interviewing skills workshops, promote students to high quality employers, help match students with internship opportunities, and offer networking events.

“With the new Leadership and Professional Development Program, the College of Business is a fundamentally different place,” Eakins concluded. “We have an integrated curriculum and an interconnected support structure that fully prepares students for their careers and professional lives. We give students the tools to succeed from the moment they step into the business world.”

To learn more about the new undergraduate curriculum, please visit an interactive web feature at www.ecu.edu/cs-admin/mktg/college_of_business_feature.cfm.

College of Business notes

ECU to Host Senior Advisor to Obama's Presidential Campaign

Betsy Myers, a senior advisor to Barack Obama's presidential campaign, will speak at East Carolina University's Wright Auditorium on Tuesday, Jan. 26, 2010, at 3:00 pm. The event, which is part of the College of Business Cunanan Leadership Speaker Series, is free and open to the public.



Betsy Myers

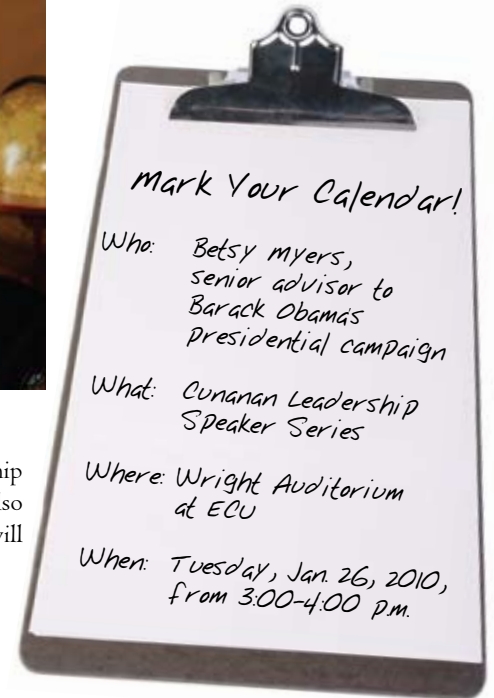
Myers holds more than two decades of executive leadership positions in the public sector. Most recently, she served as chief operating officer and senior advisor to Barack Obama's presidential campaign, and she chaired the Women for Obama organization. Prior to this appointment, she was executive director of the Center for Public Leadership (CPL) at Harvard's Kennedy School of Government. She also served as President Clinton's senior advisor on women's issues and was the first director of the White House Office for Women's Initiatives and Outreach (1995-1997).

Dr. Frederick Niswander, dean of the College of Business, said, "Betsy Myers brings a wealth of leadership experience, and we are pleased to host such a notable speaker who has achieved personal success while also working with people of great accomplishment. Her inside view of leadership in the political arena will prove both interesting and invaluable."

For more information about Betsy Myers, please visit her web site at www.betsymyers.com.

The next installment of the Cunanan Leadership Speaker Series will feature bestselling author and "leadership guru" Steve Farber on Sept. 24.

The Cunanan Leadership Speaker Series is made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds are also provided by the Johnson & Johnson Foundation. The Series brings distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics, and the role of business in modern society.



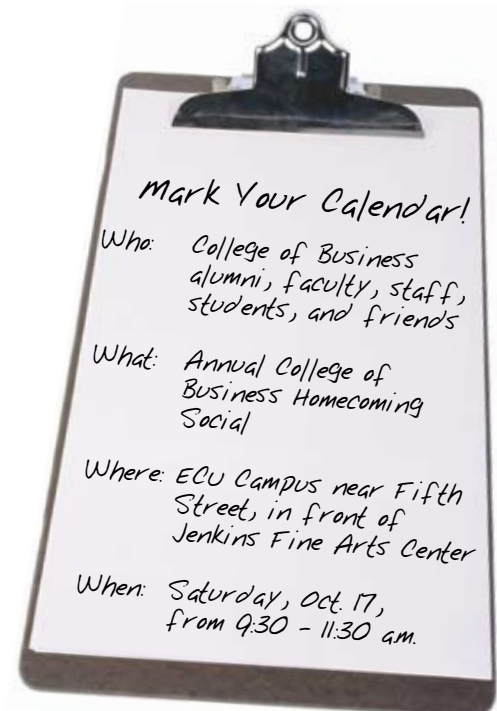
Homecoming Social Planned for October 17

Join us for the annual College of Business Homecoming Social!

The College of Business will host a Homecoming Social for alumni, faculty, staff, students, and friends during the Homecoming Parade on Saturday, Oct. 17. Constituents and their families are invited to stop by for coffee, continental breakfast, and Pirate hospitality – and enjoy the Homecoming Parade.

The College of Business tent will be located across from the ECU Chancellor's residence on Fifth Street, in front of Jenkins Fine Arts Center.

The event is free and is scheduled for 9:30 a.m. – 11:30 a.m. No RSVP is necessary.



Spirit AeroSystems Yields Valuable Job Experiences

When Gov. Mike Easley announced in early 2008 that Wichita-based Spirit AeroSystems Inc., the world's largest independent supplier of commercial airplane assemblies and components, would open a manufacturing plant at the N.C. Global TransPark (GTP) in Kinston, Jim Westmoreland in the College of Business took note.

Soon afterward, as associate dean for external affairs, Westmoreland participated in the September 2008 groundbreaking ceremony for Spirit's new 500,000 square foot manufacturing facility – and he sought out Spirit representatives to learn about the company's need for student workers, both full-time and internship opportunities.

“As I met leaders from Spirit and Airbus, I found out Bill Wallace – controller of the North Carolina business unit – was going to be our primary contact, and I invited him to ECU,” Westmoreland said. “The next morning, he was here on campus, where I introduced him to Dr. Niswander and other faculty members.”

Wallace shared that his first need would be people with accounting backgrounds, and by December, Spirit executives were back on campus conducting interviews coordinated by College of Business Career Services. Two graduate students from East Carolina were hired in spring 2009: Michelle Beracha and Byron Murphy.

Beracha worked as a summer intern in Wichita for the finance department of the Airbus A350 XWB program – the first customer for the Kinston plant. Originally from Kansas, she is an MSA student in the College of Business.

“As a finance intern, I worked with managers from many different departments – including supply chain, tooling, facilities, operations, human resources, and IT – to create a pro forma profit and loss schedule for the Kinston plant, including ways to estimate Kinston-specific costs,” Beracha explained. “I have had to learn a lot about the aerospace industry to be able to ask the correct questions and understand the data that I'm given. A lot goes on behind the scenes to create an airplane, and it has been a great experience to be a part of a brand new project.”

Murphy, who graduated in December 2008, is a full-time employee with Spirit working as a cost management financial analyst. He will stay at the company's headquarters in Wichita for one year and will then return to North Carolina to work at the Kinston site.

“This is the best of both worlds for me,” Murphy said. “I have been given the chance to work for a large company with so many opportunities, which has always been a dream of mine. I have also been given the chance



Byron Murphy and Michelle Beracha at Spirit AeroSystems' headquarters in Wichita.

to move away and gain a new experience with the promise of returning to eastern North Carolina, the place I grew up and love, in a year.”

Bill Wallace, supervisor to both Beracha and Murphy, said, “The faculty and staff at ECU have been incredibly welcoming and helpful. Beyond that, I was very pleased with the depth of talent in the students we interviewed. Byron and Michelle have been great finds, so that gives me the confidence to continue to recruit from ECU as we build and grow our team in Kinston.”

In addition to ECU students, Spirit has hired approximately 10 engineering interns from N.C. State University, with backgrounds ranging from aerospace engineering to materials science. The internship program, which began when the company did four years ago, not only helps students gain real world work experience, but it also helps Spirit play an integral role in shaping its future workforce, as many interns return to Spirit to work full-time after graduation.

Spirit is currently building a state-of-the-art facility on 300 acres at the GTP, set to open in mid-2010. The facility will serve as a composite manufacturing Center of Excellence, using advanced technology in its production processes. Project plans call for total investment of more than \$570 million and the creation of 1,031 jobs during the next six years at the GTP site.

The GTP is a multi-modal transportation business park created by the state. Located in Kinston, N.C., the 2,400-acre park offers commercial real estate, shipping capabilities, and warehouse space. It is also the site of the Kinston Regional Jetport and its 11,500-foot runway.

College of Business *notes*

Chairman of TD Ameritrade Visits ECU

TD Ameritrade Chairman and former CEO Joseph H. Moglia presented “U.S. Economic and Marketing Perspectives” on February 19 at East Carolina University. Moglia’s appearance was hosted by ECU’s Entrepreneurial Initiative and sponsored by the Clinical Trial Management Group, Inc. (CTMG, Inc.) While on campus, he also spoke to a group of 200 students and faculty at the College of Business.

During his presentation, Moglia declared as “phenomenal” the fact that eastern North Carolinians had the ability to close the gap between its agricultural beginnings and the commercial hub it has become.

“Moving forward, there will be pockets of the country with greater leadership and greater spirit that can overcome the economic challenges. Eastern North Carolina is in that position now. It may not be recognized now, but in another generation it will be. The connection between the hospital and university is probably close to unparalleled, and is proof of the progress eastern North Carolina has made,” said Moglia.

He also discussed the factors leading up to the nation’s current economic situation, including the decline in home prices and rise in foreclosures, dismal market performance, and drop in consumer spending and confidence. Sixty-five percent of economists, Moglia said, believe that the economy will improve by the end of 2009. He also said that technological advancement will help strengthen the economy, beginning with research and development-driven innovation, which will improve productivity that will drive economic growth.



TD Ameritrade Chairman Joe Moglia speaks at the College of Business in February.



(Left to right) Dr. Anton-Lewis Usala with CTMG, College of Business Dean Rick Niswander, TD Ameritrade Chairman Joe Moglia, and ECU Department of Finance Chair Scott Below.

Moglia was visiting Greenville to attend the annual shareholder meeting of CTMG, Inc., a Greenville-based company providing clinical trial management services to physician practices across eastern North Carolina. In addition, he served as guest speaker at the monthly meeting of the Eastern Carolina Investor’s Network, a group of regional angel investors facilitated by Marty Hackney, director of the Entrepreneurial Initiative.

Moglia was elected chairman of TD Ameritrade’s board of directors effective October 1, 2008. From March 2001 through September 2008, he served as the company’s chief executive officer. He was previously with Merrill Lynch, where he served as senior vice president and head of the investment performance and product group for Merrill’s private client division.

Prior to entering the financial services industry, Moglia was the defensive coordinator for Dartmouth College’s football team. He coached various teams for 16 years, authored a book on football, and wrote 11 articles that were published in national coaching journals. Moglia serves on numerous boards and received an M.S. in Economics from the University of Delaware and a B.A. in Economics from Fordham University.

Harrell Receives Vocational Service Award

The Greenville Noon Rotary Club presented Della Harrell with the 2009 Gino Abessinio Vocational Service Award.

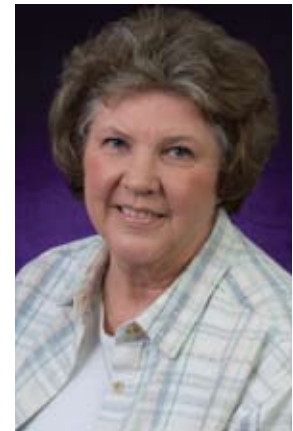
The award is given annually to a non-Rotarian who has provided outstanding vocational service to the community. The award is named for Gino Abessinio, a local school teacher who was killed in a traffic accident.

Recently retired, Harrell served as the administrative support specialist in the College of Business Graduate Programs Office. She had worked with the College of Business since 1976 and had been in the Office of Graduate Programs since 1980. Prior to the College of Business, she worked in the N.C. Secretary of State's Office.

As part of her role in the College of Business, Harrell provided valuable guidance and assistance to graduate students, while supporting and mentoring others within the department.

"Della has mothered generations of successful graduate business students, and a few assistant deans during her tenure here," Len Rhodes, former assistant dean for graduate programs, said. "I personally owe her a debt of gratitude for making my time here enjoyable and productive."

Harrell is a graduate of East Carolina University and holds a B.S. in Education.



Della Harrell

CAREER SERVICES IS NOW ON TWITTER

Now you can stay up-to-date with the latest job postings, application dates, recruiting events, and more using Twitter! Twitter is a free online social messaging service that helps keep you connected to others. Visit the College of Business Career Services site at <http://twitter.com/ECUCareerServc>. Both alumni and students are encouraged to use this tool.

Why Twitter and how will this be helpful in your job search?

We can help with your job search by:

- Immediately notifying you when new jobs become available
- Reminding you about application deadlines in real time so you don't miss an opportunity
- Sending reminders about Career Fairs and other upcoming events

How you can help your job search:

- Network with various Twitter contacts
- Connect with others in your industry
- Meet a variety of people on Twitter, such as hiring managers, recruiters and more!

Other job search tools are available through our web site, including job postings for alumni and our very own blog, so be sure to visit us online at www.ecu.edu/cs-bus/careers/.

Gibson and Harris Honored for Excellence in Teaching

East Carolina University recently recognized two College of Business professors for their excellence in teaching.

Dr. Michael Harris, assistant professor in the Department of Management, was honored with the 2009 Board of Governors Distinguished Professor for Teaching Award. Harris was one of six campus-wide faculty members to receive the award, which recognizes and supports excellent teaching at ECU and also includes a \$1,000 award from the UNC System.

Dr. Shanan Gibson, assistant professor in the Department of Management, received the 2009 Max Ray Joyner Award for Faculty Service through Continuing Education. The annual award honors outstanding faculty members who have shown commitment and enthusiasm in teaching and mentoring off-campus students – and also demonstrate excellence in the delivery of courses offered through distance education. Gibson was awarded a \$1,750 cash prize and a plaque.

In addition to the Max Ray Joyner Award, Gibson received the 2009 Robert L. Jones Award – one of three annual teaching awards given through the East Carolina Alumni Association.

Twenty-two College of Business faculty members were nominated for various 2009 teaching awards. Finalists included Dr. Kenneth MacLeod (MSCM), Dr. Frederick Schadler (FINA), Dr. Douglas Schneider (ACCT), Dr. Brett Cotten (FINA), and Dr. John Kros (MSCM).

The teaching awards were presented on April 28.



Dr. Shanan Gibson (MGMT) and Dr. Michael Harris (MGMT)

Harris Inducted into ECU Engagement and Outreach Scholars Academy

The ECU Engagement and Outreach Scholars Academy (EOSA) inducted 10 faculty members – including College of Business Assistant Professor Michael Harris – into its inaugural class in February 2009.

EOSA participants attended workshops and meetings throughout the spring as part of the semester-long program, which is designed to cultivate scholars who serve as leaders while working to improve quality of life and economic prosperity. During these events, the scholars learned about community-based research, discovered resources available to them on campus, and worked with a coach to develop their research plans.

Harris developed a research proposal that aims to increase the level of engagement between the Small Business Institute program at ECU, which he directs, and the minority business community in eastern North Carolina.

“Small businesses are more likely to be located in rural areas with less access to resources,” Harris explained. “Ultimately, we plan to develop a more integrated system that allows for better service to the minority business community. The minority business community will also become more aware of the assistance programs available within the area, and therefore more aspiring business owners will actually start a business due to the increased support.”

Harris said his research proposal ties in closely with ECU Tomorrow and UNC Tomorrow strategic objectives – including the strengthening of entrepreneurial activities and community partnerships, as well as meeting the needs of rural and underserved areas of the state.

A selection committee chose the EOSA scholars through a competitive application process.



Dr. Michael Harris (center) stands with Chancellor Steve Ballard (left) and Associate Vice Chancellor of Engagement, Innovation and Economic Development Ted Morris at the EOSA induction ceremony.

Weitzel Recognized with University Leadership Award

East Carolina University honored Mark C. Weitzel (FINA) with a leadership award given during the 2009 Centennial Founders Convocation for his work on improving financial literacy.

The Chancellor’s Award for Excellence was one of 22 Centennial Awards bestowed in 2009, with winners in the categories of leadership, service, spirit, and ambition. As part of the award, Weitzel was given a certificate, a medallion, and a \$500 cash prize.

Weitzel, who teaches in the Department of Finance, is also director of the Financial Wellness Institute (FWI) in the College of Business, an entity designed to introduce basic personal finance to students, the university community, and beyond.

Led by Weitzel, the student outreach arm of FWI is primarily achieved through a for-credit personal finance class, Finance 1904, which is open to all majors. The course strives to teach practical, real-world information that students can apply to their everyday lives – such as developing a personal budget, understanding the dangers of credit cards, and learning how to be a smart consumer.

Finance 1904 is quickly becoming one of the more popular classes offered at ECU. When the personal finance course began seven years ago, 60 students enrolled. In the 2009-2010 academic year, approximately 1,000 students will take the course.

Weitzel also guest lectures to student organizations and other classes throughout the semester, helping students better understand the complexities of their personal finances – and hopefully sparking an interest in business.

In the future, the FWI plans to continue expanding into the ECU community, offering another 10-week financial wellness seminar to ECU faculty and staff. Ultimately, Weitzel plans to offer FWI lectures and services to the general public, although details are still under development. Plans are also underway to seek grants and other donations this fall, so the FWI can continue expanding its work.

“It’s exciting to see how our work with financial literacy is making a difference in the lives of others – some have even called it life-altering,” Weitzel said. “Earning this leadership award was thrilling, especially to see the university recognize the contributions of our faculty and staff.”



Mark Weitzel (FINA)

Cotten Honored with Distance Learning Award

Assistant Professor Brett Cotten (FINA) recently earned top honors for his accomplishments in distance education.

The N.C. Distance Learning Association (NCDLA) awarded Cotten the 2009 NCDLA Excellence in Distance Learning Teaching Award – the premier award for the distance learning industry. Cotten and other award winners were recognized at NCDLA’s virtual conference in April via a special video presentation online.

Cotten teaches Financial Management, the introductory corporate finance class, online for East Carolina University. Although he teaches the course through distance education, Cotten lectures using Camtasia, a screen video capture program. In these recorded lectures, Cotten walks his students through many financial topics – oftentimes combining applications such as Excel, PowerPoint, and the Internet. He also fosters class participation through online discussion boards and team projects.

“I take my teaching responsibilities seriously and believe that teaching is the most important part of my job,” Cotten said, explaining his teaching philosophy.

He continued, “I do not really have a separate philosophy for online teaching. My goals are the same as face-to-face classes – although some of my methods may change – and I cover the same material and give the same types of projects and exams. I firmly believe students completing my online course should have the same knowledge and preparedness for future courses and careers in business as my face-to-face students, and I work hard to achieve this outcome.”

The NCDLA is a chapter of the U.S. Distance Learning Association – the nation’s top distance learning association. The NCDLA partnered with USDLA to present its 2009 Distance Learning Awards.



Dr. Brett Cotten (FINA) is presented an award by NCDLA president Kay Zimmerman.

Dickins' Offshoring Study Earns National Attention



**Dr. Denise Dickins
(ACCT)**

After being published in The CPA Journal in January 2009, Assistant Professor Denise Dickins (ACCT) has garnered national attention in Compliance Week, the leading information service on corporate governance, risk, and compliance.

Stories in the February 10 and March 3 issue of Compliance Week discussed Dickins' recent research on offshoring the independent audit function – examining how audit firms are outsourcing certain auditing procedures to foreign locations. Dickins' work, which was co-authored by Brian Daugherty at the University of Wisconsin-Milwaukee, raises questions about compliance with auditing standards, audit quality, and the transparency of the audit work to regulators.

"This is very cutting-edge," Dickins told Compliance Week. "The pilot of offshore audit procedures has been going on now for at least a year.

They're testing it with a limited number of clients to see whether it works." As part of Dickins' research, she interviewed audit partners at "Big 4" firms and discovered that all four companies – Deloitte & Touche, Ernst & Young, KPMG, and PricewaterhouseCoopers – engaged in offshoring initiatives to some extent.

Dickins and Daugherty are now extending their study by investigating whether jurors increase their liability assessments and recommend damage awards when auditors fail to detect financial statement errors – and when certain related auditing procedures are offshored. Their initial findings suggest jurors' perceptions of the judgment required by the auditing task, together with their views on the appropriateness of staff location and supervision, influence assessments and awards.

Before returning to school in 2002 to earn her Ph.D., Dickins was the partner in charge of Arthur Andersen's South Florida Audit Practice. She earned her PhD in Accounting from Florida Atlantic University in 2006, and she has taught auditing and internal auditing courses at East Carolina University since Fall 2006.

College of Business Launches New Faculty Exchange Program



Outside the HAN Arnhem Business School, located in the Netherlands

The College of Business began a new faculty exchange program this past spring, working in tandem with the HAN Arnhem Business School in the Netherlands.

Coordinated by Dr. Tope Bello, a professor in the Department of Management, the faculty exchange program is similar to the student exchange model, allowing faculty to teach abroad while sharing international perspectives on ideas and events.

In March, the College hosted Edwin Vermeulen, a lecturer in marketing and business at the Arnhem Business School, for 2 ½ weeks. Vermeulen visited numerous classrooms at ECU as a guest lecturer, while also seeing the sights in North Carolina.

In May, College of Business lecturer Jane Lang visited the Netherlands for 2 ½ weeks.

"I first toured the campus of HAN Arnhem Business School and the city of Arnhem," Lang said. "In the classroom, most of my guest lectures involved teaching distribution and promotion from an American perspective. The students were very excited to have a guest lecturer from the United States and asked lots of questions. I learned a lot, too."

Lang said she also enjoyed learning about history and culture in the Netherlands – noting that the Dutch are very frugal and efficient, and they mostly ride bicycles as a primary mode of transportation. She also enjoyed a side trip to Paris over a holiday weekend.

Lang said that during her last week of guest lectures, she discussed the "American dream," the U.S. economy, U.S. education systems, and U.S. heroes.

"When it was time to go, I was a little sad to leave all the wonderful people who made my visit such a memorable experience," she said. "After a long but safe flight back, I reflected upon my visit to the Arnhem Business School and realized that I have many great ideas to implement in my classes – and also many experiences I cannot wait to share with my students."



ECU's Jane Lang (left) and Edwin Vermeulen, lecturer at the Arnhem Business School, root for the Pirates at a baseball game in Greenville.

Four Inducted into ECU Servire Society

East Carolina University has inducted four College of Business faculty and staff members into the 2009 Servire Society, an organization that honors those who have demonstrated a commitment to volunteer service – contributing 100 or more hours to the community in the previous year.

Assistant Director for Graduate Programs Robin Armstrong, Assistant Director for Graduate Programs Tina Williams, Dr. Beverly Wright (MSCM), and Dr. Robert Zinko (MGMT) all received recognition at the 2009 Centennial Founders Convocation for their extensive community service.

Armstrong’s volunteer work revolves around two arts organizations – Magnolia Arts Center and Farmville Community Arts Council. She has been involved with Magnolia Arts since 2005, when she helped create the organization. She also serves on the board and spends the majority of her time on administrative tasks – creating season and show marketing, requesting donations, tracking financials, and making website updates. During 2008, she served as producer for one of the summer shows, “An Ideal Husband.” For Farmville Community Arts Council, she serves on the board and stage manages productions. Last year, she worked on “Jesus Christ Superstar” and “The Sound of Music.”

Williams logged 770 hours of service in 2008 to three charitable organizations: the Humane Society of Eastern Carolina (HSEC), which serves as a safe haven for homeless and neglected pets; Annabelle’s Second Chance, an organization dedicated to rescuing pit bulls; and The Magoo Room, a blind cat sanctuary. Williams also serves as chairperson of the Humane Society’s annual Canine Crawl, a one mile fun walk for dogs and their owners that is one of HSEC’s largest fundraisers. It was Williams’ second year in the Servire Society; in 2007, she volunteered 570 hours of service.

Wright serves several groups with her volunteer time, including Pitt County Schools and Covenant Church in Winterville, N.C. With Pitt County Schools, Wright tutors middle school math, assists a literacy coach, works with Partners for the Advancement of Gifted Education (PAGE), and helps other teachers and students as needed. She also donates her time to build the drama ministry at Covenant Church, emphasizing values such as kindness, humility, generosity and other personal characteristics that enhance community spirit and well-being. In addition, Wright serves as faculty advisor for Community Partnerships for United Way of Pitt County.

Zinko volunteers his time with Interact of Wake County, a private, non-profit, United Way agency that provides safety, support, and awareness to victims and survivors of domestic violence and rape/sexual assault. As part of his volunteer work, he serves on the agency’s speaker’s bureau, which deals with education and community outreach. He also works on a committee that is supported by a grant from the CDC to examine rape myths.

Membership in the Servire Society is for a period of one year. Membership for subsequent years is earned by participating in 100 or more hours of service each year.



Robin Armstrong works as stage manager for a production

Tina Williams holds her rescue from July 4th, Liberty

Dr. Beverly Wright (right) volunteers at Hope Middle School

Dr. Robert Zinko

Most of U.S. Survives Housing Crash, Study Says



Dr. Eli Beracha
(FINA)

Homeowners in North Carolina and the majority of the nation fared relatively well when the housing bubble burst, say two college professors in a new study.

Eli Beracha, assistant professor of finance at East Carolina University, and Mark Hirschey, Anderson Chandler professor of business at The University of Kansas, have published a paper saying the drop in housing prices, while serious in some areas of the country, had limited or no effect on homeowners in 34 states, or two-thirds of the nation.

In fact, the professors said, housing prices increased 6.5 percent on average in North Carolina throughout the past two years – making it one of the more robust states.

“North Carolina never had a boom so therefore we did not have a bust,” Beracha explained. He said areas that suffered include Arizona, California, Florida, Nevada, and Virginia, where the housing prices rose sharply relative to average income and are now correcting to reach more sustainable levels. That didn’t happen in North Carolina.

“We have seen fewer buyers and less volume due to the sluggish economy, so it’s not as easy to sell your home – but the average pricing itself has not been affected in most of our state,” Beracha said.

Despite stunning drops in a handful of high-profile markets, the study concluded, it is important to recognize that the housing market remains relatively stable throughout much of the nation. Low and falling interest rates also give reason to be optimistic for a near-term recovery in the U.S. housing market – perhaps as early as the first quarter of 2010.

Alumni notes

2009

Jacob Alphin (FINA) has joined the staff of Nease Personnel Services in Greenville as payroll and accounting coordinator. He is responsible for receivables and payables as well as weekly payroll administration. He specializes in working with top-tier companies in the Pitt County area, matching administrative, medical, and professional candidates with career-track positions. Jacob will begin the MSA program at ECU in the fall.

William J. Ulmer III (FINA) recently invested in ownership of a Jersey Mikes Subs franchise in the greater Savannah area and is in the process of opening a second location in the area.

2008

Eric Anthony (MKTG) was hired by RJ Reynolds Tobacco, the second largest tobacco company in the U.S., in July 2008. He is currently a Territory Manager in Des Moines, Iowa.

Lauren Boone (MGMT) is living in Raleigh and working at Biogen Idec, a pharmaceutical company for MS and Crohn's Disease patients. She helps get patients started on their therapies and look into insurance and financial assistance, if needed. She plans to pursue her masters degree in the near future.

Kim Brewer (FINA) is working for Carolinas Healthcare System in Charlotte.

Michael Crooke (FINA) is a Credit Analyst for Trust Atlantic Bank in Raleigh.

Sarah M. Elder (BSA/MSA) is an Audit Associate for Grant Thornton LLP in Charlotte.

Brent Falcon (MKTG) is Operations Analyst – Listed Derivatives for Credit Suisse in Raleigh.

Kenneth Fischer (MBA, MKTG '07) is a Credit Analyst for Regional Acceptance Corporation in Raleigh.

Christopher Freed (MGMT) is a 2nd Lieutenant in the U.S. Air Force and began pilot training this June. He and wife Aimee live in Del Rio, Tex.

Crystal Gullede (ACCT) is an accountant for the N.C. Department of Health and Human Services in Raleigh.

Janine Harrison (MGMT) is an Administrative Associate for the Office of University Development at East Carolina University. She and her husband, Robert, have a daughter, Rylee Paige Harrison, born in August 2008.

Allison Henkel (MBA and FINA) graduated with a Masters of Accounting degree from UNC – Chapel Hill in May 2009. She has accepted a position with Ernst & Young in Washington, D.C.

David Holmes (MBA) is a Financial Analyst with Liberty Medical Specialties in Whiteville.

Angela Ianuzzi (MBA) is Marketing Communications Coordinator for Digital Solutions/Inmate Telephone, Inc. in Altoona, Pa.

Christie Johnson (FINA) is Accounts Payable Specialist for Buffets, Inc. in Edgan, Minn.

Jennifer Kidd (MKTG) is a Financial Services Officer for the State Employees Credit Union in Youngsville.

Ashley Dail Landvater (MBA, MKTG '06) is a Teaching Instructor in the Management Information Systems Department at East Carolina University.

Rachel Matthews (MBA, ACCT '07) is living in Hoboken, N.J., and working for Friedman LLP.

Meredith McHattie (DSCI) is a Technical Support Specialist for Blue Cross and Blue Shield of North Carolina in Durham. She works as an administrator for Serena Dimensions software and is being trained to work on the websphere administration team.

Mamta Parekh Melton (MBA, FINA '05) is Manager/Bookkeeper for The Bellamy Apartments in Greenville.

Lauren Mitchell (MBA) completed the Administrator in Training Program at Medical Facilities of America in Roanoke, Va. She is now doing a residency, operating a skilled health and rehabilitation facility in Roanoke.

Canaan Sewell (MBA, FINA '06) began working at Coldwell Banker Chicora Real Estate in Myrtle Beach as a REALTOR® in September 2008. She is licensed in both South Carolina and North Carolina. Her web site is www.cbchicora.com/canaansewell.

2007

Fiorella Becker (MGMT) completed her year-long operations training with Kuehne + Nagel, Inc. in Charlotte in the end of 2008. She was selected, out of employees at 45 branches throughout the U.S., to spend the first three months of 2009 in Buenos Aries, Argentina, in a global exchange program. Upon her return to Charlotte, she started a new position in Customer Solutions, where she visits customers all over the Carolinas and Georgia.

Elizabeth Robertson Davis (MSA) was recently licensed as a certified public accountant. Davis, who lives in Fuquay Varina, is employed by the Raleigh office of Grant Thornton LLP.

Brandon Jared Hales (BSA/MSA) of Greenville, was recently licensed as a certified public accountant in North Carolina.

Will Hardison (MBA, MKTG '05) is involved in four different businesses: 1) He is owner and designer for MEDIAPLUG (www.mediaplug.biz), a creative agency in Indiana specializing in web development, graphic design, and event marketing. 2) Networks!, a networking website in Indiana, where the idea is to network and build your business without the feeling of working, 3) Capture Carolina (www.capturecarolina.com), an online social network for business professionals in North and South Carolina, and 4) Online golf lessons offered at a monthly subscription rate.

Steven Frank Johnson II (BSA/MSA) of Greenville is among 75 applicants approved for licensure as certified public accountants in North Carolina, according to the NC State Board of Certified Public Accountants.

2006

Jessica Pool English (MSA) and her husband, TJ English (ECU '06), live in Virginia Beach. Jessica is an accountant with Cherry, Bekaert & Holland.

Megan Handy (ACCT) is a Financial Analyst for Sony Electronics in Escondido, Calif. She and her husband Samuel Handy welcomed their first baby, Samuel Mark, on March 23, 2009. He weighed 7 pounds, 12 ounces and was 20 ½ inches long.

Melonie Henke (MBA) is a Cost Analyst for Anadarko Petroleum in Castle Rock, Colo.

David Leich (FINA) was recently hired as Finance Manager of Ticketing Operations for the Washington Redskins. He and his wife Celeste Amstutz Leach (MKTG '05) live in Washington, D.C.

Frank Preto (MBA, MGMT '05) is an Account Executive for Six Flags Great Adventure in Jackson, N.J. In 2008, he was named Sales Representative of the Year for the local park and was also named National Sales Representative of the Year for the entire Six Flags Inc. sales team of over 140 representatives. He has been with the company for 2 ½ years.



Frank Preto

Joe Reeves (MSA, MBA '99) is the owner of Joe Reeves Accountant in Macclesfield and teaches Accounting at Edgecombe Community College in Tarboro.

Donetta Steiner (MBA, MKTG '04) joined Addus Healthcare Inc. in July 2008 as North Carolina State Director. Addus Healthcare is a national home care agency with 114 locations in 16 states and rapidly growing through acquisitions and organic growth. Donetta oversees operations of the four N.C. branches (Kinston, Scotland Neck, Washington, and New Bern) and focuses on community outreach/marketing, as well as advocacy and business development. She and her husband, Michael Godwin, reside in Greenville.

2005

Kenny Barrett (FINA) is a Financial Services Officer for the State Employees' Credit Union in Warsaw, N.C.

James Blalock (MBA, DSCI '02) is Loan Servicing Manager for BB&T in Greenville.

Justin Brinkley (FINA) is an Account Executive for JRW Associates Inc. in Raleigh.

Amanda Calfee Fleming (MBA, DSCI '02) and her husband Brian (ECU '01) had their first child, Bailey Cara Fleming, on January 3, 2009. Amanda is Associate Registrar at East Carolina University.

Kevin P. Gaffney Jr. (MBA, DSCI '03) is a Software Engineer for The Haverford Trust Co. in Radnor, Penn. He and his wife Erica have two daughters, Riley, born July 10, 2007, and Mary, born January 21, 2009.

Ryan B. Greenwood (MKTG) is a Private Financial Advisor for BB&T in Arlington, Va.

Ryan Steven Miller (ACCT) is Controller for Tyson Foods, Inc. in Fort Worth, Tex. He and his wife Amanda live in Burseson, Tex.

Dale Thomas Millns III (BSA/MSA) is Intermediate Accountant for ITC Holdings in Novi, Minn.

Amanda Nimmer (MKTG) is Contracts Administrator for Lincoln Group in Arlington, Va.

Christopher John Therkildsen (MBA, MKTG '03) recently left the sports marketing firm that he was with for two years and accepted a position as Director of Marketing for an e-commerce photofinishing website named Nations Photo Lab. His duties include leading his marketing team in all advertising/marketing and public relations ventures. He was also recently named to "B" newspaper's list of "35 Under 35 Most Influential Business People in Baltimore." Chris and his wife Ashley Reeder reside in Baltimore.

Justin Wagaman (DSCI) is IT and Analytic Consultant for Davies Consulting Incorporated in Chevy Chase, Md.

2004

Richard Hourigan (BSA/MSA) has been promoted to manager with KPMG, one of the Big 4 accounting firms, effective July 1, 2009. Richard works in the Norfolk, Va. office of KPMG.

Pam Juranas (MKTG) is executive assistant in the N.C. High School Athletic Association's sports department, where she has worked for four years. She is pursuing an MBA at The Citadel, concentrating in sports management.

Nate Wood (MBA, MGMT '03) has been promoted to vice president with BB&T. Nate joined BB&T in 2005 and is a business services officer in BB&T's Commercial Department. He lives and works in Fredericksburg, Va.

Ryan Swisher (DSCI) is a Sales Representative for Consonus Technologies in Cary. He and his wife Sharra live in Raleigh.

Michael Scott Underwood (MKTG) is District Sales Manager for Glaceau, a Coca-Cola Company. He and wife Ashley Hartis Underwood (MKTG '04) live in Raleigh. Ashley is a Medical Device Specialist for Johnson & Johnson.

Anna Battle Wilkinson (MBA) and **David Chadwick Stinson (MBA)** of Leland were married October 4 in Sanford. She is a business services officer with BB&T in Shallote, and he is a research coordination specialist with PPD in Wilmington.

2003

Scott Calise (MBA, MKTG '01) recently started a job with MTV Networks managing the digital research for ComedyCentral.com (Southpark Studios, The Daily Show, and Colbert Report), TVLand.com, and Atom.com. Scott was previously employed by Martha Stewart Living Omnimedia, where he got his first job in the field of web analytics. He and wife Jessica live in New York City.

Dustin Hall (MBA, Hispanic Studies '01) and **Kathy Burns, CPA (ACCT '83)** have been working together for four years and recently started a practice together in Cary, called Hall & Burns Wealth Management. Kathy is also a partner in Burns & Bynum CPA, PA.

Alumni notes

Larry Melton (MBA, DSCI '01) is an Account Executive for SCA Collections, Inc. in Greenville, where he lives with his wife Valentine Howell-Melton (ECU '89).



Karina Fine

2002

Karina Fine (BSA/MSA) is now a Tax Manager with CBIZ in Boca Raton, Fla.

Tara Lilley Hardison (MBA) has been promoted to vice president at BB&T in Wilson. Hardison, who joined the bank in 2003, is a bankcard services online products manager with BB&T Financial based in Wilson. She and her husband Herbert reside in Winterville.

Adam G. Mitchell (MBA, FINA '00) is the Town Manager for Ayden, N.C.

Cornelius Muchineuta, CPA (MSA) is the Finance Manager at MillerCoors' Eden Brewery in Rockingham County, N.C. He and his family live in Greensboro, N.C.

Matthew Murchison (FINA) married Leigh Shana Greer in Greenville on May 2, 2009. He is Sales Manager at Greenville Nissan.

Martin Pease (MBA, HHP '00) started a new position in November 2008 as Business Development Officer with Fidelity Bank in Apex and Holly Springs, N.C. He was formerly a Small Business Banker with Wachovia. He and wife Kerri live in Apex.

Christian Robinson (DSCI) is IT Relationship Manager – AVP with BB&T in Wilson. He and wife JoAnna Carman Robinson (MBA '00, MKTG '98) live in Winterville with their two children, Luke, 5, and Carman, 3. JoAnna is a Teaching Instructor in the Management Department at ECU.

Melissa Robinson (ACCT) is Audit Manager for Dixon Hughes PLLC in Greenville. She and her husband Jeffrey live in Winterville.

Bud Wawner (MBA) is Compliance Manger for Coty, Inc. in Wilmington, N.C.

Stephanie Martin Yoder (MBA, PSYC '96) is Principal Research Coordination Specialist for PPD, Inc. in Wilmington.

2001

Jeremy David Andrews (MGMT) is Project Manager (Technical) for CACI International, Inc. in Norfolk, Va. He and his wife Jackie reside in Chesapeake, Va.

Paula Banning (MBA) is Senior Financial Analyst for Blue Cross Blue Shield of North Carolina in Chapel Hill.

Marybeth Petteway Eason (MBA, MKTG '00) and husband **Tommy Eason (BS' 97, MAED '99)** are the proud parents of twin girls, Mary Roberts and Elizabeth Hayes, born January 14, 2009.



The Eason Twins

Darren Kerr (DSCI) is an Account Executive for INPUT of Reston, Va. He and wife Karen live in Hickory, N.C.

2000

Doug Smith (MKTG, Prof. Communication '07) is the ECU Alumni Association's director of membership and marketing. He received the 2009 Council of Alumni Association Executives (CAAE) Tardy New Professional Award, which provides an opportunity to visit other CAAE member alumni associations and the CAAE summer institute.

1999

John Kevin Finch (DSCI) is Software Test and Delivery Manager for Stella Nova Technologies in Wake Forest. He and wife Julie Becker Finch reside in Raleigh.

Karen Oakley Moore (DSCI) is a Software Engineer for GE Healthcare in South Carolina. She and husband Danny Moore reside in Summerville, S.C.

Hirokichi Shirai (MBA) is a consultant for Omron Transaction Systems, Inc. in St. Charles, Ill. He and wife Hisae live in Barrington, Ill.

1998

Sequoya Borgman (BSA/MSA) recently transferred to KPMG LLP's Milwaukee office as managing director in the tax practice. In this new role, he will be leading the financial service tax practice in Wisconsin, which provides services to banks and insurance clients throughout the state. He is transferring to Milwaukee from KPMG's office in Honolulu, where he also served as tax managing director.



Sequoya Borgman

Tanya Hale (MSA) recently took the position as Technical Manager – Professional Ethics for the American Institute of CPAs in Durham.

Jerry West Taylor Jr. (DSCI) is Strategic Account Manager for Softmart, Inc. He and his wife Susan Rigsbee Taylor live in Winterville.

1997

Eddie Baldree (MKTG) is General Manager for Enchanted Forest Nursery and Stone in Chesapeake, Va. He and wife Andi Mendelsohn Baldree (ECU '99) reside in Virginia Beach.

Chad Newton (MGMT) was named to the Carolina's PGA board of directors. Originally from Winston-Salem, he is the head pro at Ashboro's Pinewood Country Club. There since 2004, he previously worked at Forsyth and Bermuda Run country clubs.

D. Brooke Pfautz (FINA) is President of Vantage Resort Realty (www.vantageresortrealty.com) with its corporate office in Millersville, Md. Prior to this, he was President and CEO of First Commonwealth Funding.

Denise Hare Rogers (MGMT), a former senior business analyst at Wachovia and Progress Energy, was named executive director of Girls, Inc. of the Albemarle in Elizabeth City, one of four North Carolina branches of a national organization with hundreds of chapters in the U.S. Denise also founded a nonprofit that delivered more than 40,000 meals to deserving children in Pasquotank and Perquimans counties during the summer of 2008. The Wal-Mart Foundation recently funded a proposal by Rogers to teach girls in the two-county region to take charge of their own health.

1996

Hillary Kevin Gaskins (MGMT) is Information Logistics Engineer for B.L. Harbert International, LLC in Birmingham, Ala., where he resides with his wife Angela.

Charles M. Heath (MKTG), owner of Health Creations Studio and Gallery in Bryson City, will have three of his art images released on three bottles of Hinnant Vineyards wine this summer. Hinnant Vineyards, one of the oldest and largest muscadine vineyards in North Carolina, is located in Pine Level. The company's wine is distributed throughout the Southeast.

Robin Parker Wynne (MKTG) is involved in Marketing and Dealer Support with Parker Marine Enterprises Inc. She and husband Michael live in Beaufort, N.C.

1995

Michael Carnes (MKTG) is Vice-President of Sales and an Investor with Marechi in Allen, Tex. He and his wife Leigh reside in Frisco, Tex.

Jeff Hansen (MKTG) is director of FLEETPARTS Division for Uni-Select USA, Inc. in Moorestown, N.J. He completed his MBA with a concentration in Operations Management and Marketing at Rutgers University in May 2009. Jeff and wife Tara reside in Delran, N.J.

Candy W. Tillery (ACCT) is Vice-President and Chief Financial Officer for Albemarle Smart Start Partnership in Elizabeth City. She and husband Todd live in Hertford, N.C.

1994

Jeff Bradley (DSCI) is Enterprise IT Architect for Progress Energy in Raleigh.

Keith Frazier (MKTG) is Assistant Vice-President of Audit and Control for the American Kennel Club in Raleigh.

Kevin S. Joyner (MBA, FINA '93), a labor and employment attorney in the Raleigh office of Ogletree, Deakins, Nash, Smoak & Stuart, was elected as one of 244 shareholders with Ogletree Deakins, a nation-wide company that employs more than 430 lawyers in 34 offices and serves more than half of the U.S.'s Fortune 50 companies.

John "Mike" Magouirk (MGMT) is now serving as VP for Operations and Chief Operating Officer for Colt Defense LLC in Hartford, Conn.

Dianne Beamon Saieed (MGMT) is Financial Analyst for University Health Systems of Eastern Carolina in Greenville.

1993

Merrill Glenn Jones II (MBA) is an Attorney and Business Section Leader with Ward and Smith, PA in Greenville, where he lives with his wife Anne Parker Jones.

1992

Scott Arthur Stanberry (ACCT) has had his book "Federal Contracting Made Easy" published in its Third Edition by Management Concepts in 2009. He has worked with government contractors for more than 15 years and specializes in auditing and

accounting services for commercial clients. The 352 page book explains federal government contracting and is written to show the opportunities while explaining how to market to the government and how to set up the types of contracts.

Donna Thomas Tedder (FINA) is Business Services Coordinator for the East Carolina Heart Institute in Greenville. She and husband Billy reside in Winterville.

Scott Tippins (MKTG) is Asset Growth and Protection Advisor for Principal Financial Group in Raleigh. His wife Kelly Kellis Tippins (MKTG '93) is Account Manager for Capital Business Forms.

1991

David Lee Bailey (MKTG) is Senior Account Executive for SAS in Cary. He and wife Robin Cross Bailey (ECU '95) reside in Durham.

Lynwood Dock Davenport II (ACCT) is a Principal with Barrow, Parris & Davenport, PA in Kinston.

Stan Turbeville (MGMT, MA in ENGL '99) is Marketing Communications and Operations Manager for Mack Trucks Inc./Volvo Trucks North America in Greensboro. Stan received an MBA from High Point University in 2008. He and his wife Cherri Erford Turbeville live in Jamestown, N.C.

1990

Greg Berry (MKTG) is General Manager for Ferguson Enterprises in Greensboro, where he lives with his wife Gina (ECU '94).

Christopher Bradford (MGMT) is Senior Project Manager for HSU Development in Rockville, Md. He and his wife Patricia live in Mount Airy, Md., with their children, Elyssa, 12, and Joshua, 7.

Debra Radcliff Coker (DSCI) is owner of Knit Bin (www.knitbin.com) in Burlington, N.C, which features a variety of yarns, knitting needles, patterns, and supplies. She is building this business while also managing the finances at a local church in Burlington.

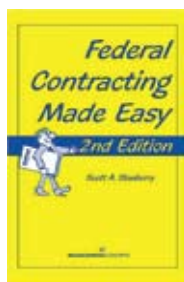
Charles Costanzo (MBA) is Associate Director for Wyeth Biotech in Collegeville, Pa.

Stephen King (ACCT) is an Account Manager for Med3000 in Tampa, Fla.

Jamie Marea Long (MBA, MKTG '80) recently made a major career change. After spending more than 20 years in corporate accounting, she moved to executive recruiting, specializing in accounting and supply chain management. She is currently an executive recruiter for Management Recruiters of Raleigh. She also serves as vice-president of membership and past president for the N.C. Triangle Institute of Management Accountants.

1989

Deborah N. Frank (MKTG) is Marketing Coordinator for Spotsylvania County Public Schools in Fredericksburg, Va. She and husband David reside in Woodford, Va.



Scott Stanberry's new book

Alumni notes

Edith Meyer (MKTG) is owner of Edith Meyer Wedding Cakes in Scotts Valley, Calif. Her company was recently voted “Best Wedding Cakes” in the entire San Francisco Bay area. Meyer’s organic focus is a strong selling point as the “green” wedding trend grows. She was also recently featured in the nationally-published *Vegetarian Times*.



Edith Meyer

Lisa Snyder Tyson (MGMT) is a Field Support Specialist for Volvo Trucks North America in Greensboro.

1988

Steven D. Dudley (MKTG) is currently serving as Vice President and Executive Client Partner for The Revere Group, a business and technology consulting firm. He and his wife Michelle Cole Dudley (ECU '88) reside in Charlotte with their three children, Kristyn, 19, who is a rising sophomore at ECU; Rachel, 12; and Jacob, 8.

1987

Angela Benjamin Straker (FINA) is a Realtor with Signature Realty Associates in Tampa.



Laura Leopardi

North Carolina and Arizona and is accredited in Business Valuation and certified in Financial Forensics by the American Institute of Certified Public Accountants.

Tim Harrell (MKTG) was recently installed as vice president of the Winterville Chamber of Commerce. He is an agent for Winterville Insurance Company.

Esther L. Smith (MKTG) is senior project manager at The Corporate Image in Bristol, Tenn. While in Greenville for 25 years, she worked at Glaxo and Pitt Community College. She was an editor and teacher in N.C. and Tennessee before joining the media and public relations firm in 2007.

1985

Stephen W. Cauley III (ACCT) of Smithfield was promoted to manager of the CPA firm Pittard, Perry & Crone.

Kim Foster (ACCT) is Managing Director— Search, for Elinvar, the Triangle’s only integrated talent management solutions company. Elinvar offers executive coaching, organizational development, and engaged search services to its clients. Kim and her husband Robert reside in Raleigh.

Don Sweeting (MKTG) is Executive Vice-President of Golf and Club Operations at Pinehurst Resort and Country Club. Don and his wife Lisa Upchurch Sweeting (MKTG '83) live in Pinehurst.

1984

Ross Rhudy (FINA) has formed Ross Rhudy Consulting to advise business owners in North and South Carolina in the real estate, construction, and development industry. He will be helping companies improve their efficiency of operations, financial performance, growth and planning. Rhudy has had a 25-year career in real estate sales and management. He resides in Raleigh with his wife Penny and two sons, Austin and Dylan.

1983

Mary Margaret Hopkins (MGMT) is the Deputy Director of Internal Operations for the South Carolina Education Lottery. In this capacity, she serves as Director of Human Resources and is also responsible for the Licensing Division. She has worked for the SCEL since the start-up of the lottery in 2001.

Carol Schacklett Johnson (MGMT) is the Co-owner of Two Sisters Cleaners in High Point.

Charles Shavitz (MGMT) is Account Manager – Public Sector for Cisco Systems in Queensland, Australia. He has lived in Australia for the past 20 years, working in sales and marketing roles with American IT companies Lexmark, 3Com, and Cisco since 1992.

Donald B. (Ben) Strickland Jr. (ACCT) is Senior Vice-President with First South Bank. He was recently promoted to Area Executive of the bank’s Tar Region to include Greenville, Rocky Mount, and Tarboro. His primary responsibilities include commercial banking, retail banking, and wealth management sales and marketing. Ben and his wife Nadene live in Greenville.

1982

Eric Evans (MKTG) is a broker with Re/Max Executive in Charlotte. He was recognized as the #1 Re/Max agent in Charlotte for 2008. He has also been ranked the #1 Re/Max agent in North Carolina for two years.

1980

Steve Doebler (MKTG) is the owner of Telecom Remarketing LLC and Avalon Homes LLC in Greensboro.

1979

Roy Robert “Bobby” Christensen (BSBA) completed a competitive 100 mile run from Squaw Valley to Auburn on June 28-29. He is President of MBF, Inc. in Greensboro.



Bobby Christensen

Dennis Duke (ACCT) owns Dennis Duke, CPA in Fuquay Varina.

Nicholas Dean Georges (ACCT) is Comptroller for Norfolk Circuit Court in Norfolk, Va.

Darrell Harrison (MBA, SOCI '74), owner of The Xerox Sales Agency in Greenville, has been awarded President’s Club designation by Xerox Corporation for 2008. President’s Club winners are recognized for superior performance in a range of sales targets across the Xerox product line and for excellence in customer satisfaction. They represent the top producing Xerox agencies in the United States. Harrison’s agency had been a winner multiple times. Darrell is also a veteran football official for the Atlantic Coast Conference, and he refereed in the BCS Bowl national

championship game in January.

Hart B. Pittard (ACCT) is Principal in Penny Longobardo & Company, P.A., a CPA firm in Raleigh. He lives in Mount Olive.

Lora Quinn (ACCT) is Partner in Beal & Quinn, PLLC in Raleigh. She resides in Beaulaville.

Mike Upchurch (FINA) is Chief Operating Officer for Fuzzy Logix, a company he founded with two partners in 2007 in Richmond, Va. Fuzzy Logix uses artificial intelligence and sophisticated quantitative techniques to solve complex business problems faced by businesses and others. The company recently released the world's first commercially available library of in-database analytics. In addition, the company was nominated for the Technology Builders Award by the greater Richmond Technology Council.

1978

John Charles Anthony Jr. (MBA) is a partner in Anthony & Tabb, PA, a Wilson CPA firm. John also serves as Chairman of the Board of Cornerstone Bank, a community bank in Wilson. He is married to Victoria Mathews Anthony.

David Bond (MKTG) is Managing Partner of Rock Solid Software, LLC. He is developing a new social community web site for student athletes from 8 to 18 years of age.

Barry Flansburg (MGMT) is an Executive Board Member of the New York State Assessors Association. He was awarded the 2008 New York State Friend of Cornell Cooperative Extension. He and his wife Carolyn live in Albion, N.Y., and he is an Assessor for multiple towns.

1977

Charles A. Richter (MGMT) is Operations Manager for Piedmont Natural Gas in Fayetteville. He and wife **Ruth Handley Richter (MKTG '77 and REHB '93)** are proud of their ECU family. His son Robert graduated from the ECU College of Business with a concentration in Management in May. Daughter Emily graduated from ECU with a degree in Interior Design and lives and works in Washington, D.C. Youngest son Joseph is working on his Construction Management degree at ECU. Charles and Ruth have two grandsons, Landon Harrison Richter (18 months) and Charles Barrett Richter (5 months).

1976

Joseph S. Bower (MBA) was a featured speaker at the Investors Title Insurance Company's fifth annual Fall Gathering Seminar in Chapel Hill. An attorney with Kinston's White and Allen, he spoke about practical and ethical dilemmas in real property transactions. He is a real estate law instructor for candidates preparing for the NC Real Estate Licensing Examination; an N.C. Bar and Land Title Associations member; and counsel to the Kinston Housing Authority, North Lenoir and Deep Run Water Corporations, Homebuilders Association of Kinston, and the Kinston Board of Realtors.

Edward Allen James (MBA) is President of Responsible Industry for a Sound Environment (RISE). He and his wife Ann Batson James (ECU '65) reside in Cary.

1975

Christopher L. Burti (BUSA) is Vice President and Senior Legal Counsel for Statewide Title, Inc. in Greenville. He and his wife Linda Carol Burti live in Farmville.

1973

Kenneth Kearney (BUSA) is Control Manager for Chatsworth Products Inc. in New Bern. CPI is a maker of systems designed to organize, store, and secure IT infrastructure equipment with a global network of distributors. Kenneth was recently recognized as an PICS certified supply chain professional (CSCP). He and his wife Eva live in Greenville.

Barbara Sauls (ACCT) married Geoffrey Wimbush in Wheaton, Md. on May 9th. She retired as an Auditor for the Department of Defense in 2007 and now works as an independent contractor for Primerica Financial Services.

1971

W. Kendall Chalk (MBA, BSBA '68), former senior executive vice president and chief credit officer of BB&T, has been appointed interim president and CEO of the Risk Management Association (RMA).

Charles A. Hayes (BUSA, BUED '74) is President and CEO of RTRP in Research Triangle Park. He and his wife Jan live in Sanford.

Kelly S. King (MBA, BUSA '70), CEO of BB&T Corp., was elected to serve on the nine-member board of directors of the Federal Reserve Bank of Richmond, Va.

1970

Cynthia Moyer MacLeod (BUSA) is Registered Principal with NPB Financial Group LLC in Danville, Calif.

1969

Dennis G. McKelvey (BUSA) is Owner of AA Temporary Services Inc. in Allentown, Pa. He and his wife Christine reside in Bethlehem, Pa.

1968

Larry E. Lewis (BUSA) is Vice President of Cliff Weil, Inc. in Mechanicsville, Va. He and his wife Janet Boyette Lewis live in Glen Allen, Va.

Robert A. Marshburn (BUSA) is vice President of Operations for OMNI Diabetes Care LLC in Knoxville, Tenn.

Charles C. Martin Jr. (BUSA) retired as Claims Manager for State Farm Insurance Company in 2004. Since 2004, he has contracted with Mid-Atlantic Auto Recyclers as their Marketing Director of recycled auto/truck parts to insurance executives and managers in North Carolina, Virginia, Maryland, the District of Columbia, and South Carolina. He received the Distinguished Service Award from the ECU Alumni Association in 2005.

1967

Jim A. Hogsett (MKTG) is Founder and President of Worker Ministries in Elon, N.C. He recently authored a book, A Worker Need Not Be Ashamed, which is concerned with re-establishing the work ethic in America. He is engaged in serving workers worldwide through his book, speaking engagements, and his website: www.workerministries.com.

Wesse C. Ranes (ACCT) is a member of Davis, Josey, Keating, & Ranes, LLC, a CPA firm in Annapolis, Md.

Don Scott (BUSA) has retired from DuPont, where his last position was Supply Chain Manager for a sizable product line. Since retirement, he has done some consulting and project management and has obtained his Coast Guard Master Captains License.

Alumni notes

1965

Sam Wornom (BUSA) is President and Owner of Nouveau Investments Inc. in Sanford, N.C.

1962

James Kirkland (BUSA) is enjoying retirement with his wife, Evelyn Johnson Kirkland, in Lumberton, N.C.

1957

Robert Hyatt (BUSA) recently celebrated 50 years in the bond business, working with Travelers Insurance, Johnson & Higgins, and a 23 year-run with his own company, The Hyatt Agency, in Richmond. He tried retirement after selling his company in 1999 to a subsidiary of Goldman Sachs, but being near his grandchildren and an offer from Jim Clement drew him back to work. He has been "The Bond Man" with The Clement Companies in Greenville for the past four years.

In Memoriam

1950s

Vernon Monroe Lewis (BUSA '58) of Jacksonville, Fla., died December 9, 2008. He was an IRS officer for 32 years before retiring and becoming an independent tax consultant. He was a deacon, elder, and board chair at Arlington Christian Church.

Robert Francis "Bobby" McCotter Sr. (BUSA '50) died January 29. He played baseball at ECU and with other local teams. He was a Pamlico County Board of Education member and Vendemere United Methodist Church trustee chairman and was married to Thelma Joy McCotter (ECU '51).

1960s

E. Lee Carroll (BUSA '62) of Garner died December 25, 2008. From 1963 to 1989, he owned and operated Carroll Produce Co., and he retired in 2004 from the N.C. Department of Transportation. For 47 years, he was married to Kay Efland Carroll (ECU '62).

Douglas Murray O'Neal (BUSA '63) of Wake Forest died January 17. He worked with the N.C. Department of Transportation until his 1994 retirement.

1970s

Richard Brian "Rick Batts (BUSA '79) of Greenville died February 28. He worked in banking and with ECU Human Resources, taught in Tarboro and Aurora, and was a Pitt County magistrate.

Dennis Gerald "Dick" Jones (BUSA '73) of Greenville died January 30. He worked for Northern Telecom, later named Nortel. Memorial contributions may be made to the ECU Educational Foundation.

1980s

Ronald Dale Pugh (MKTG '84) of Sophia died January 9. He was manager and vice president of Quality Auto Sales in Asheboro and a member of the Carolinas Independent Automobile Dealers Association.

1990s

George Dunn (MBA '97, DSCI '96) of Mount Holly died February 8. He was a vice president with Bank of America in Charlotte and enjoyed working with Boy Scouts.

2000s

Jennifer Ruth Shoe (MGMT '07) of Wilmington, formerly of Roanoke Rapids, died on April 14 after a courageous battle against Melanoma Cancer. In 2007, Jennifer placed fourth in the nation for female half pipe snowboarding and assisted her team to earn second place national women's overall. Her hobbies included snowboarding, wake boarding, surfing, and wake skating.

Edgar Landon Blackley, 21, died June 30, 2009. He was a 2006 Kerr Vance Academy graduate and a rising senior at East Carolina University, studying in the College of Technology and Computer Science with a business minor. Surviving are his parents, Lennie (ECON '78) and Laura Dean Blackley (EDUC '82), a brother, Nash, and sister, Carson. Online condolences can be made at www.eakesfuneralhome.com.

Please e-mail updates on yourself
or classmates to cclub@ecu.edu

Trustees Named

The East Carolina University Board of Trustees welcomed three new members on July 23. Danny Scott (MGMT '84), Steve Jones (FINA '91), and Ken Chalk (MBA '71, BSBA '68) were all sworn in at the trustees' meeting on campus.

Scott is a marketing executive with Monsanto in St. Louis. He was appointed to the board by the University of North Carolina Board of Governors. He joined Monsanto this year after serving as vice president for diversity for Anheuser-Busch.

Jones is a former executive with RBC Bank in Raleigh. He also was appointed to the board by the UNC Board of Governors. He recently served as chairman of the ECU Board of Visitors and is currently vice chairman of the ECU Foundation board.

Chalk, retired chief credit officer for BB&T Corp., was appointed to the board by Gov. Beverly Perdue. He is immediate past chairman of the ECU Foundation and co-chairman of the BB&T Center for Leadership Development at ECU. Chalk was also recently appointed interim president and CEO of the Risk Management Association.

The ECU board has 13 members. All serve four-year terms, except for the president of the Student Government Association at ECU, who serves a one-year term.



Danny Scott
(MGMT '84)



Steve Jones
(FINA '91)



Ken Chalk
(MBA '71, BSBA '68)

Alumni Highlight: Rachael Smith (FINA '08)

Although Rachael Smith (FINA '08) graduated from East Carolina University last year, she already has more entrepreneurial experience than most young adults her age.

In 2007, while still a student, Smith and her brother Taylor created a business that designs new t-shirt styles in a relatively untouched market – the college market.

“Both Taylor and I saw the potential in clothing and design and wanted to establish a style that would stand out from everything else,” Smith explained. “Soon, the name Universitee Apparel was born – and the rest is history.”

Universitee Apparel now designs clothes for the ECU and Rutgers markets. In Greenville, the Smiths' clothing is sold at both University Book Exchange and ECU Dowdy Student Stores.

Originally from a small town in New Jersey called Robbinsville, Smith's supportive family and a close-knit group of friends got the siblings started in their business – helping express themselves creatively while thriving in challenging situations.

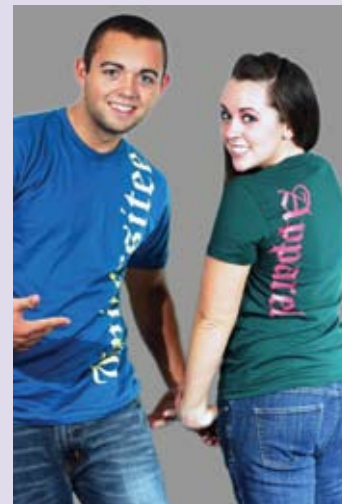
She said it also helps that she and her brother are a great team when it comes to working together – challenging each other while learning from each other.

“One of the best moments at ECU was when I attended a football game and saw someone wearing a Universitee Apparel shirt,” Smith said. “My friends shouted out to the person while pointing to me, saying, ‘We love your shirt, because she designed it!’ The person's reaction was priceless, but it didn't beat the sense of pride I felt, knowing that our idea was starting to affect others.”

Smith said she encourages students to learn beyond the classroom and make the most of their experience. “You can only learn so much in the classroom. Teachers are there to guide you, but it's up to you to make something of their direction,” she explained. “My brother and I know all too well that it isn't easy to make it on your own today, but don't let one set back break you.”

She continued, “Success is our motivation, and giving up is not an option. I hope our success can be an inspiration to other young entrepreneurs for years to come.”

Visit Universitee Apparel online at www.universiteeapparel.com.



Rachael Smith (FINA '08) and her brother Taylor.

Alumni Highlight: Steve Staley (MGMT '79)



Steve Staley (MGMT '79) with daughter Larkin

When Steve Staley (MGMT '79) gets dressed every morning, he has an easy task. He just looks for purple and gold.

“I don't know how it got started, but I have worn something with ECU or the Pirates every single day (no exception) for more than 20 years now – including weddings and funerals,” Staley said.

His Pirate pride shows so much, that children called him “The Purple Man” at his old church in Sanford, N.C. Staley said it's amazing how much ECU interest he has sparked just by wearing purple and gold.

“Anytime someone I know hears news about ECU, I'm the first person they contact,” he explained. “It gives me a chance to tout my alma mater and spread Pirate pride.”

Although he's originally from Burlington, N.C., Staley has dreamed of returning to Greenville one day with his family – which includes his wife, Amy, and 10-year old daughter, Larkin. He's currently making that dream a reality.

In 2008, Staley bought a house in Greenville, where his wife now works for Jarvis Memorial United Methodist Church.

Staley continues to serve as distribution manager for Triad-based Kayser-Roth Hosiery Corporation, where he has worked for 26 years. He began as a warehouse employee in 1980 and worked his way up, saying he was in the “right place at the right time.”

Every Monday morning, Staley leaves Greenville and drives two hours to Burlington around 4:00 am. He returns home later in the week on Wednesday evening.

“Living in Greenville has been a lifelong dream, and I always knew I would retire there. The timing isn't perfect to work so far from home – but now I'm where I want to be, in God's country.”

Student notes

SAM Wins National Award

The ECU chapter of the Society for Advancement of Management (SAM) recently won the first place Chapter Performance Award, Large Chapter Division at the national conference in Las Vegas, Nev. The competitive award is the highest national honor given by SAM to its individual chapters.



(Left to right) Andrew O'Toole, Jordan Isley, Dr. Andrew Herdman, and Samantha Page Farmer display their Regional Outstanding Student Awards from SAM.

"The chapter award was based on a complete review of our club programming and membership activities," SAM faculty advisor Dr. Andrew Herdman said. "This was our first year competing in the large chapter division based on our growth in membership, so this award was especially significant."

Herdman explained that three considerations of the annual award include professional development, community service, and fundraising. Membership growth and communication also factor in.

"Our SAM chapter excelled in numerous areas – in 2008-2009, we brought about 10 speakers to campus who were community and industry leaders; we partnered with Ronald McDonald House of Eastern North Carolina in donating time and cooking meals; and we tripled our fundraising over the last year."

Three ECU students also received recognition for excellence in service and scholarship. Regional Outstanding Student Awards were given to Samantha Page Farmer, Jordan Isley, and Andrew O'Toole. In addition, Jordan Isley earned the National Outstanding Student Award. This award, given to only 15 students nationally, is based on a demonstrated commitment to management excellence, service to the Society, chapter performance, and nomination by SAM campus chapter advisor.

ECU's SAM chapter enjoys a strong history of earning national recognition. Last year, ECU won first place in the Campus Chapter Performance Program, Small Chapter Division.

At the national level, SAM was founded in 1912 by the colleagues and supporters of Frederick Taylor, known as the "Father of Scientific Management." It is a non-profit organization run and advanced by hundreds of volunteers.

The ECU chapter of SAM is a student organization open to all majors. It currently has 30 student members and two faculty advisors, John Davis (MGMT) and Dr. Andrew Herdman (MGMT).



Nine ECU students participate in the SAM International Business Conference in Las Vegas, Nev., along with faculty advisor Dr. Andrew Herdman

MBA Student Featured in Young Money Magazine

Young Money Magazine featured MBA student Jordan Mitchell in its December/January issue, highlighting his outstanding achievement in the internship program at Northwestern Mutual.

While working at Northwestern Mutual's Raleigh branch, Mitchell received the company's national "Power of 10" award, which recognizes interns who have written a minimum of 10 life insurance policies in a 12-month period. Mitchell completed 10 policies in just three months, and at the end of his internship he ranked in the top two percent of all 2,500 interns nationwide.

"The internship was quite demanding," Mitchell said. "It taught me how to start a business, create a clientele by referral, and sell an intangible product like life insurance with no demand in the market. The experience was invaluable."

Mitchell, originally from Raleigh, earned his MBA in May 2009 with a concentration in finance. He plans to pursue a Ph.D. in healthcare management, with an emphasis in quality and access.

In February, he presented a research paper at the 2009 Southeast Decision Sciences annual meeting in Charleston, S.C. His paper explored behavioral finance regarding the technology bubble in the mid-to-late 1990s.

Mitchell earned his undergraduate degree in Jazz Studies from ECU in 2007. An accomplished saxophone player, he specialized in woodwind instruments during his last two years – playing all five woodwinds: the saxophone, clarinet, flute, oboe, and bassoon.



Jordan Mitchell
MBA Student

ECU Teams Win First Place in National Case Competition

Two ECU teams recently won first place in the National Case Competition – one award for the undergraduate specialized division and another for the undergraduate feasibility/business plan division. ECU competed against about 50 other teams from across the country.

The awards were announced at the 2009 National Small Business Institute conference, held in Tampa, Fla., from Feb. 12-14.

In the undergraduate specialized category, students won first place for their consulting work with Greenville-based 20/20 Vision Center. The student team included Kenneth Weston, Wiley Coleman, Julia Cook, Andrew Hagemeyer, and Dana Clair.

In the undergraduate feasibility study/business plan category, students worked with Washington County Emergency Medical Services – helping evaluate whether to offer a non-emergency medical transport service. Students on the team included Michael Eldridge, Patrick Stox, Jarrod Long, James Johnson, and Dan Pruitte.

Students completed the case competition through Dr. Michael Harris' Small Business Management class (MGMT 4262). Harris, who has taught MGMT 4262 for eight years, teams his senior-level undergraduate students with regional companies in need of assistance as part of his course project. While firms benefit from free business consulting, students have the opportunity to apply lessons they've learned in subjects ranging from marketing to accounting. In the end, the student teams deliver a comprehensive consulting document to their client, along with an oral presentation.

"Our student teams deserve all the credit for this honor and recognition – they work hard throughout the semester to help their selected business," Harris said. "I'm proud of their accomplishments and proud to serve as

their professor and coach."

He also credited graduate assistants Adam Keen and Amy Lenfestey for their assistance.

Harris' course is linked on a national level with the Small Business Institute, and he follows the national group's standards. Harris serves as director of ECU's Small Business Institute Program, which has assisted more than 500 clients since its inception in 1974.

The College of Business has enjoyed a long tradition of winning top honors in the National Case Competition. ECU won first and second place in 2006 and 2005, respectively, in the undergraduate comprehensive division. In 2008, East Carolina received fourth place in the undergraduate comprehensive division.

For more information about the Small Business Institute, please contact Harris at (252) 737-1057 or harrismi@ecu.edu.



Dr. Michael Harris (right), director of the Small Business Institute, presents a first place plaque to Washington County Manager David Peoples.

ECU Senior Honored with National Scholarship

The National Marketing Honor Society Mu Kappa Tau recently announced ECU student Krista Perrotti as winner of the 2009 Mu Kappa Tau Scholarship.

The scholarship, which awards \$1,500 annually to one chosen student in the United States, has been given since 1979. It was created to further the mission of the organization, which is to recognize outstanding marketing students and promote the field of marketing.

Perrotti, the first ECU student ever to win the scholarship, graduated this past May 2009 with a concentration in marketing. Originally from Rhode Island, she maintained a 3.7 GPA throughout her time at East Carolina. She also participated in Club Soccer and studied abroad at Bond University in Queensland, Australia during spring 2008.

Stefanie Peterson-Hammen, national manager for Mu Kappa Tau, said, "Krista's application

impressed the Scholarship Committee with her outstanding letter of reference from the Mu Kappa Tau advisor at ECU, along with her continued academic excellence including being on the Dean's and Chancellor's list. She was also involved in many other groups on campus."

Perrotti recently completed a summer internship with the City of Virginia Beach Public Works Department, where she assisted with marketing research.

Mu Kappa Tau is a marketing honor society with membership by invitation only. Students may be invited to join as juniors or seniors based upon their cumulative grade point average and ranking within their respective classes. Dr. Judy Wagner, associate professor in the Department of Marketing & Supply Chain Management, currently serves as faculty advisor for the ECU chapter.



Dr. Judy Wagner (MSCM), faculty advisor for ECU's Mu Kappa Tau chapter, stands with senior Krista Perrotti.

Student notes

ECU Team Wins National Retail Analysis Competition



(Left to right) ECU students **Stephanie Parker, Nicole Flanary, Jennifer Bobbitt, and Travis Harmon** won first place in the National Retail Analysis Competition.

A team of four students at East Carolina University recently won first place in a national competition involving a real-life restaurant location analysis.

The competition, an annual contest sponsored by the American Collegiate Retailing Association (ACRA), included student teams from across the country who analyzed potential locations for a new Port of Subs sandwich shop – a restaurant franchise located primarily in the western U.S.

The ECU team – all students in Dr. Christy Ashley’s Retail Marketing class – consisted of Travis Harmon, a senior marketing student from Sanford, N.C.; Nicole Flanary, a senior management student from Hobgood, N.C.; Jennifer Bobbitt, a senior merchandising and interior design major from Charlotte, N.C.; and Stephanie Parker, a junior merchandising and interior design major from Clinton, N.C.

Participating students and faculty used SimplyMap, a geo-demographic mapping application, as part of the competition. Dr. Ron Mitchelson, professor and chair of the Geography Department at ECU, also helped the East Carolina team in its analysis.

“Dr. Mitchelson offered to collaborate on the project in support of the university’s initiative to increase critical thinking activities in the classroom,” Ashley explained. “He shared his experience and also introduced the students to geographic research tools, showing students how the information gained using these tools can be used to make and support decisions.”

She continued, “This is the first time ECU participated in this competition, and the students were very excited and honored to win. I am really proud of them, too,” she said.

Based on its information analysis, the ECU team selected Bellevue, Wash., as the best location for a new Port of Subs sandwich shop. As the first place winner, the team received a \$1,000 prize – and Travis Harmon, who is also a member of Mu Kappa Tau, the national marketing honor society, represented ECU at the ACRA conference in Las Vegas, Nev., on May 16.

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TOP FIVE WAYS YOU CAN HELP YOUR COLLEGE OF BUSINESS

1. Join the Commerce Club – the College of Business’ alumni organization – by visiting www.ecu.edu/commerceclub or by calling 252-328-6377
2. Recruit College of Business students for full-time and internship opportunities
3. Refer and encourage potential business students
4. Volunteer as a guest speaker
5. Stay connected and update your personal information

2

3

4

5

YOU MAKE A DIFFERENCE!

Students Volunteer Time, Help U.S. Troops

More than 30 student members of Beta Alpha Psi, the accounting honor society, recently helped send care packages to troops serving in Afghanistan and Iraq.

On March 28, Beta Alpha Psi's ECU chapter again teamed with the North Carolina branch of Give2TheTroops, a nonprofit organization that sends care packages to deployed U.S. troops. The student group also helped Give2TheTroops in the fall. The packages boxed by Beta Alpha Psi contained food, personal care items, books, magazines, as well as cards and letters expressing appreciation.

"It may come as a surprise, but many of the typical consumer products that each of us uses on a daily basis are not provided by the military to men and women in uniform," Dr. Doug Schneider, faculty advisor to Beta Alpha Psi, said. "The local branch of Give2TheTroops expressed a need for volunteers to help provide those items to the troops, and we decided it was a worthy cause that we could readily assist."

Schneider explained that several accounting students served in the military prior to coming to ECU – and some have family members who are either on active duty or veterans. One of the faculty advisors of Beta Alpha Psi, Prof. Rose Bailey, has a stepdaughter currently serving in Iraq.



Senior accounting student Hillary Flythe and MSA student Dwayne Murphy help pack boxes at Give2TheTroops. Murphy also serves as VP of Service Activities for Beta Alpha Psi.



(Left to right) Stephanie Jo Rogers, Leann Walker, Ssg. Matthew Pitts, Sgt. Christian Sanchez, Stacy Snell, and Amber Gill during their volunteer work.

"In addition to our students' involvement in the military, the College of Business is heavily involved in academic outreach to the military bases in North Carolina," Schneider said. "The College of Business definitely has a connection to the men and women serving in the Armed Forces."

Schneider added that the students of Beta Alpha Psi found it rewarding to help and the students who are veterans confirmed how much those in uniform appreciate receiving packages when deployed overseas.

Beta Alpha Psi is an accounting honor society with membership by invitation only. Students are invited to join based upon academic achievement. Faculty advisors for the ECU chapter include Dr. Joey Hagan, Dr. Doug Schneider, and Prof. Rose Bailey.

Students Visit Washington, D.C., to Explore Career Opportunities

A group of 12 students visited Washington, D.C., during Spring Break 2009, led by College of Business Career Services director Scotty Andrews. The annual trip helped expose students to potential career opportunities available in the nation's capital.

As part of the visit, the group toured the Federal Reserve Bank, International Finance Corporation (IFC), Securities and Exchange Commission, and Overseas Private Investment Corporation (OPIC). The visit also included presentations from alumni with the Federal Deposit Insurance Corporation (FDIC), business advisors with Grant Thornton, and the president of an executive recruiting firm to discuss working and applying for jobs in Washington.

Students also toured the U.S. Capitol, thanks to a guided visit coordinated by U.S. Sen. Richard Burr's office, and enjoyed many other sights throughout their three-day trip.



College of Business students visit Washington, D.C., with Scotty Andrews (back center) to learn about potential career opportunities.

Student notes

Students Find Opportunities in Insurance

ECU students Gregory Watson and Hunter Little never thought much about a career in insurance. One day last fall, however, they received an email from College of Business Career Services, announcing an internship opportunity with Burns & Wilcox's insurance office in Greenville. The message also included information about the company itself, which is North America's largest independently owned insurance wholesaler.

The students submitted their resumes and – after successful interviews – found themselves working an internship as assistant underwriters beginning January 2009.

Today, Watson works full-time with Burns & Wilcox as an associate underwriter in Greenville. He graduated from ECU in May 2009 with a concentration in finance, and he was hired after impressing his supervisors throughout the internship.

“As an associate underwriter now, I perform many tasks,” Watson said. “I speak with our agents on a daily basis, and I am responsible for correctly entering the technical data into our different information systems. I continuously follow up on policies to make sure that everything is going smoothly and we have everything that we need to process a policy for an insured.”

“I advise all students in the College of Business to focus and do their best,” Little said. “I also recommend doing an internship, even if one is not required. Be open minded, too – experience can certainly help in finding a future job, even if it's in an area you hadn't considered before.”

Officials at Burns & Wilcox say they will continue to look to East Carolina University for interns and full-time job candidates – especially since a new Risk Management and Insurance concentration is under development. Beginning Fall 2010, the College of Business will offer the new concentration through its Department of Finance. Currently, the program is supported in part by generous endowments from the Independent Insurance Agents of North Carolina and the North Carolina Surplus Lines Association.

Dr. Brenda Wells, an insurance expert who holds a PhD in Risk Management and Insurance from the University of Georgia, will be directing ECU's new program. She comes to East Carolina from the University of North Texas, where she taught for 17 years in the school's insurance program. Representatives from Burns & Wilcox in Greenville met with Wells during her interview at ECU, and Wells said that industry support helped lure her to Greenville.

She added, “I'll be relying on the folks at Burns & Wilcox to help me with that recruiting process.”

Karen Toler, Burns & Wilcox vice president and manager of the Greenville office, agrees with Wells. “It is extremely important for us to attract young, talented people to the insurance business. Our goal is to work closely with ECU to grow and foster the new program and help mold students into professionals for placement in the Burns & Wilcox national network.”

Founded in 1969, Burns & Wilcox is recognized nationally for its insurance underwriting and brokerage expertise in specialty lines, professional and commercial liability, property and personal lines. The company is based in Farmington Hills, Mich., and has 37 offices in 24 states and an office in London.

For more information about ECU's new Risk Management and Insurance concentration under development, please contact Dr. Brenda Wells at wellsbr@ecu.edu.



Hunter Little,
Finance Student



Gregory Watson
(FINA '09)

“I advise all students in the College of Business to focus and do their best... Be open minded, too - experience can certainly help in finding a future job, even if it's in an area you hadn't considered before.” --Hunter Little

Originally from Charlotte, he credits his teachers in the College of Business for pushing him to achieve. “I believe I learned the most from my professors who took the time to teach me about the real world,” Watson said.

Little, who is an intern and senior studying financial services, plans to graduate in December 2009. He has continued his internship with Burns & Wilcox and encourages other students to pursue such opportunities.

“My hope with ECU's new insurance concentration is that we can quickly recruit some bright, hard working students who will become as passionate about the industry as I am, who will have successful careers,” Wells said. “Insurance isn't exactly the sexiest occupation a college student can find ... at first. Once they see the opportunities and the paychecks that go along with them? I think it becomes a very desirable career path. And only those who have traveled it can realistically explain that to the incoming students.”

Students Inducted into Beta Gamma Sigma

The College of Business recently inducted more than 85 students into Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held April 30 at the Hilton Greenville, where chapter honoree Lindsey Crisp (ACCT '94) delivered the keynote address. Crisp serves as president and CEO of Washington, N.C.-based Carver Machine Works, a manufacturer, re-manufacturer, contractor, and distributor of process equipment and related goods and services.

Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only, and students are invited to join based upon academic performance.

Beta Gamma Sigma membership is the highest recognition a business student can receive in a business program accredited by AACSB International.

Assistant Professor Dr. Shanan Gibson (MGMT) currently serves as faculty advisor.

BETA GAMMA SIGMA INDUCTEES — SPRING 2009

Juniors	Seniors		Graduate Students
Jeff Archibald	Jacob Alphin	Dorinda Sutton	Jonathan Adams
Laurel Astin	Tara Austin	Adam Thompson	Kerry Caskey
Nathan Bounds	Yelena Baker	Sarah Elswick	David Haskins
Sarah Davis	Wylie Bindeman	Gregory Watson	Teresa Helm
Lindsay Dellana	Lauren Cochran	Sarah Etheridge	Mark Kato
James Duncan	Suzanne Cox	Lauren Webster	Sonya Raper
Amanda Gouldie	Johnnie Dickens	Samantha Farmer	James Rogers
Cristina Graziano	Michael Dickerson	Lindsey Whelchel	Robert Woodruff
Krystal Hicks	Mark Dobbs	Brandon Felder	
Emily Hoffman	Michael Dooling	Sean Wise	
Brandon Hughes	Cannon Forrest	Jonathan Fishman	
Sarah Langston	Heather Gardner	Nicholas Woodcock	
Brenda Lankshear	Adam Goldwyn		
Anthony Masciangelo	Jessica Hagan		
Dustin Maynard	Travis Harmon		
Hailey Miller	Ryan Hillary		
Colton Miller	Amanda Holloman		
Robert Mitchell	Glenn Issette		
Eric Morris	Charles Jones		
William Peeler	Donna Knotts		
Sanela Pestalic	Morgan Ley		
Christopher Peterson	Jenna Lindsay		
Sarah Renna	Lauren Lopez		
Tyler Richardson	Amanda Loverde		
Michael Robinson	Daniel Ogbamichael		
Daniel Roebuck	Dustin Overman		
Farina Sadeghi	Krista Perrotti		
Maria Salinas	Amy Phippkins		
Shay Sellati	Tyler Pollock		
Chelsea Spalding	Michelle Ross		
Dana Wagoner	Pamela Rouse		
Aliana Worley	Julie Schuman		
	Stacey Snell		
			Faculty
			Audrey Scarlata

Advancement *notes*

2009 College of Business Scholarship Awards

The College of Business Scholarship Awards recognize students who accomplish high academic achievement coupled with community service. Recipients for the 2009-2010 academic year will be honored on Sept. 16 at the College of Business Scholarship Recognition Banquet. Award recipients are selected by the College of Business Scholarship Committee.

The Benton Family Access Scholarship
Michelle Medlin

The David A. & Pamela S. Bond Access Scholarship
Maria Guillermo
Anthony Muccio
Orbie Etheridge
Victoria Nesbitt
Tiffany Temple
Claude Banks
Kyle Ryzinski

The Eakins Scholarship
Chelsea Spaulding

The Gourley Scholarship
Nathan Bounds

The Kel Normann Business Scholarship
Meghan Horne

The Mark & Tracy W. Copeland Accounting Scholarship
Ashley Gwaltney
Sarah Jackson

The Grady and Martha Davis Scholarship
Brian Cooke

McGladrey & Pullen Alumni Scholarships
Kristen Potter
Daniel Roebuck

Elizabeth A. & Kenneth A. Schneider Accounting Scholarship
Jesse Spence

The Donald L. and Barbara H. Hatch Scholarship in Marketing
Keith Hayes

The Beta Alpha Psi Scholarship
Amber Gill

The Beta Gamma Sigma Scholarship
Laurel Astin

The George Coffman Scholarship
Charles Trivette

The College of Business Scholarship
Matthew Sterling

The Commerce Club Scholarship
Christopher Wäivers
Charlotte Dietrich

The Connally Branch Scholarship
Christopher Peterson

The Dixon Hughes Accounting Scholarship
Lucy Brenner
Elsa Swenson
Daniel Keppler
Ashley Lilley

The Edward Jones Scholarship
Andrew Stoker

The Emma Morris Scholarship
Melissa Clawson

The Ernst & Young Accounting Scholarship
Michelle Beracha
Kristy Grady

The Frank Booth Memorial Scholarship
Leann Walker

The Grant Thornton Accounting Scholarship
Jennifer Whichard

The James E. & Deborah L. Hooper Scholarship
Michael Truesdale

The James W. and Anne H. Nordan Scholarship
Dana Wagoner

The Judi Marvel Scholarship
Andrea Hernandez

The Latney W. Pittard Memorial Scholarship
Jamie Niemond

McGladrey & Pullen Accounting Scholarship
Maria Maldonado

The Michael L. Bunting Business Scholarship
Ann Marie Toebes

The North Carolina Association of Certified Public Accountants Scholarships
Cassandra Durham
Margaret Williams
Zeno Weidenthaler
Susan Howe

The North Carolina Board of CPA Examiners Scholarship
Cara Hall

The Accounting Faculty Meritorious Student Award
Hailey Miller

The Management Information Systems Scholarship
Robert Payne

The J. Fred Hamblen Scholarship
Tyler Bronzino

The Michael and Rose O'Hara Scholarship
Sarah Langston
Anastasia Akutsina

The Anna Francis and Philip Alexander Jukoski Memorial Scholarship
Markus Leandersson

The Management Department Student Award
Tyler Richardson

The Gwen Potter Scholarship
Walter Vliet

The University Book Exchange Business Scholarship
Dawn Gaddis
Robert Mitchell
Brittany Davenport

The Andrew J. Pappas Memorial Scholarship
Casey Colby

Commerce Club Book Scholarships

Mary Trimpi
Sarah Rowe
Alexa Plett
Jyoti Patel
Adam Mongelli
Stephen Campbell
Ariel Campbell
Blake Briese
Julie Pierce
Thomas Iacone
Emily Hoffman
Colton Miller
Aliana Worley

The Department of Accounting Book Scholarship
William Tetterton
Justin Cribb
Jason Delancy
Jerry Murphy

The Audrey J. Smith Scholarship
Javon Starnes

The Student Accounting Society Scholarship
Haylee Bridges

The Ward Property Brokers Scholarship
Kayla Knudson

The Credit Professionals International Scholarship
Joel Stocks

The Institute of Management Accountants Scholarship
Krystal Hicks

From the Advancement Office

East Carolina holds a special place in all of our hearts.

The Commerce Club – our alumni giving society at the College of Business – serves to keep you connected to ECU and your fellow Pirates while informing you about our achievements and challenges. Through the Commerce Club, you also have the opportunity to make a difference in the lives of our students.

Founded in 1984, the Commerce Club is designed to support College of Business students, faculty, and alumni by enhancing the quality of our academic programs, helping our students succeed, and strengthening ties with our alumni and our community.

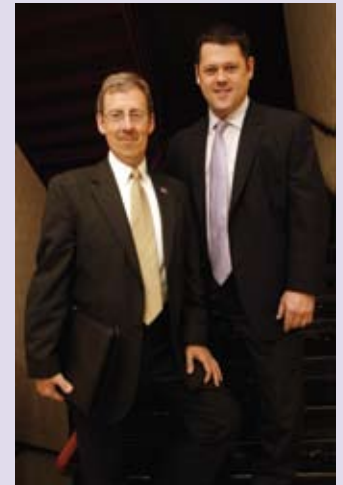
Membership dues and other contributions from Commerce Club members provide unrestricted support each year for critical needs in the College of Business not funded by state monies – including student scholarships, faculty development, student activities, and other important programs.

Joining the Commerce Club is easy. Simply complete the membership form online at www.ecu.edu/cs-bus/commerceclub.cfm, and your membership is activated. Membership dues to the Commerce Club are \$50 annually, although some choose to donate more.

If you are a recent graduate, the College of Business offers a special Young Executive membership option, which provides complimentary access to the Commerce Club for the first year following graduation.

I invite you to join the Commerce Club, or renew your membership if you already support the Commerce Club. Your help assists us in providing the best educational environment for our students – the business and community leaders of tomorrow. Thank you for your involvement and dedication. We need you now more than ever.

Colin O'Connor
Senior Major Gifts Officer &
Director of Academic Leadership Programs Philanthropy
College of Business
East Carolina University
252-328-9562
oconnore@ecu.edu
www.ecu.edu/cs-bus/support.cfm



College of Business
Advancement Team members
Colin O'Connor, Senior Major
Gifts Officer (right), and
Jim Westmoreland, Associate
Dean for External Affairs.

You Make A Difference!

Stay Connected to the College of Business

Hello College of Business alumni and friends,

It is now even easier to stay connected and informed with the College of Business. As many of you know, we are encouraging everyone to keep their information up-to-date by using this easy-to-access link: www.ecu.edu/cs-bus/memberupdate.cfm

Are you moving? Getting married? Did you get a new job? Please help the College of Business stay connected by using the alumni update link. Just last month, we heard back from more than 100 alumni! To those of you who have called or emailed a student about the College of Business, we thank you. In your home areas, many of you are telling top high school students about all we have to offer as the second longest accredited College of Business in North Carolina. Thank you for being such great representatives!

To those of you who have participated in a classroom panel or talked to a current student so they can informally hear about your experiences, the students thank you. Students talk about how much they are impacted by your time. From alumni and friends, I hear you also enjoy the opportunity to reconnect with former classmates or meet other business leaders on the panels.

If you're interested in helping the College of Business – or learning more about how you can stay connected – please contact me at 252-328-0130 or e-mail me at westmorelandj@ecu.edu. Remember, we appreciate hearing from you! Most importantly, please let us know when you move so you can continue receiving College of Business publications and event information. Thank you for your involvement.

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College of Business Alum Helps Students in Need



**Frank Floyd
(MKTG '87)**

East Carolina University alumnus Frank Floyd (MKTG '87) recently reached out to College of Business students facing severe economic hardship. Through a generous gift, Floyd's donation is making it possible for numerous students to stay in school – even though these students faced the possibility of not returning for monetary reasons.

"In these hard economic times, I wanted to give something back and help students pay their educational costs," Floyd said. "I see it as a big circle. I try to help as many people as I can, and I hope they will one day choose to give back – while others join in, too."

In addition to this gift, Floyd and his wife Renee have helped students in the past, including an endowed scholarship at ECU. Floyd said he plans to give again in the fall, helping additional business students in need.

College of Business student Juston Shook was one of those who received assistance through Floyd's donation

in Spring 2009. "I was in a world of hurt last semester with my home life and finances diminishing, and it was a true blessing to have someone care to give me the extra boost not to give up," Shook said.

"The College of Business is deeply indebted to Mr. Floyd for his generosity," Dr. Frederick Niswander, dean of the College of Business, said. "His charity gives us emergency funds to help students who are on the verge of dropping out of school for financial reasons. His gift will be felt for years to come. Mr. Floyd truly embodies the principals we strive to instill in all of our students and alumni."

A Raleigh native, Floyd is an entrepreneur who specializes in business continuity planning. He graduated from ECU in 1987 with a concentration in marketing. Floyd lives in the Triangle with his wife and family. One daughter, Courtney, is also an ECU graduate.

ALUMNI DIRECTORY PROJECT

Every five years, the East Carolina Alumni Association prints an alumni directory, and the 2010 directory project is about to begin!

Over the next couple of months, Publishing Concepts, Inc. (PCI) will be contacting alumni like you via mail, phone, and e-mail to request that you update your information. We understand that you might not want to provide your information to just anyone, so we want you to know that their request for your information is legitimate.

If you have any questions, feel free to call the
**Alumni Center at 800-ECU-GRAD or
email at alumni@PirateAlumni.com.**

Thanks for staying connected!

About Stocknotes

Stocknotes is published by the Commerce Club, ECU's College of Business alumni organization. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

You can also read Stocknotes online at <http://www.ecu.edu/cs-bus/stocknotes.cfm>, where both past and current issues are available.

We welcome your letters and comments.

Please e-mail cclub@ecu.edu or contact us at 252-328-6377.

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