

# Stocknotes

SPRING 2016

COLLEGE OF BUSINESS NEWSLETTER

## ECU's Risk Management & Insurance Program Receives \$250,000 Donation

Independent Insurance Agents of North Carolina (IIANC) has donated \$250,000 to support East Carolina University's Risk Management and Insurance program, which is housed in the College of Business.

As part of IIANC's latest gift, \$75,000 will complete the funding of an endowed scholarship named in honor of Stuart Powell, an insurance veteran who currently serves as IIANC's vice president. In addition, \$175,000 of the donation will begin the funding of a second professorship in Risk Management and Insurance.

A statewide trade association representing nearly 1,000 independent insurance agencies, IIANC continues to be a strong supporter of ECU. In September, the organization donated \$75,000 to ECU's Risk Management and Insurance program to support ongoing research, bolster the general operating fund, and create an endowed student scholarship. IIANC also endowed ECU's Robert F. Bird Distinguished Professorship in Insurance in 2013, which is held by Dr. Brenda Wells.

Dr. Stan Eakins, dean of the College of Business, said, "We are so grateful to IIANC and its vision to support our insurance program, our students, and our faculty. The group's extraordinary partnership and dedication to strengthening our college will pay dividends for years to come."

Aubie Knight, chief executive officer of IIANC, said, "IIANC is honored to continue its support of the program and its excellent students. They will certainly be among the future leaders of our industry, and we couldn't be happier than to help provide them with some of the tools and resources that will help them reach their fullest potential. We are proud of the great work that the ECU faculty has done in building the Risk Management and Insurance program up to such an impressive level in a short number of years."



(Left to right) Dal Snipes, National Director of IIANC; Kurt Fickling, Teaching Instructor at ECU; Dr. Stan Eakins, Dean of the ECU College of Business; Dr. Brenda Wells, Director of ECU's Risk Management and Insurance Program; Dr. Brad Karl, Associate Professor at ECU; Aubie Knight, CEO of IIANC; Dr. Ron Mitchelson, Provost of ECU; and Scott Evans, Immediate Past Chairman of IIANC.

The College of Business began offering a Risk Management and Insurance program in 2011 and now has more than 85 students enrolled. It is one of the fastest growing programs in the country and is supported by endowments from both IIANC as well as the North Carolina Surplus Lines Association.

COLLEGE NOTES

**Student Computer Lab Gets Major Overhaul**

The College of Business Student Computer Lab will undergo a major transformation this year, with demolition slated to begin on May 9.

Located on the third floor of Bate Building, the traditional 1980s-era computer lab will become a modernized space incorporating 6,230 square feet of collaborative meeting areas, a business center, an information center, two interactive white boards, two conference rooms, and a small business consulting lab for student/client meetings. Niches for independent study and computer use will also be interspersed throughout the center, maintaining the more traditional functionalities associated with computer labs.

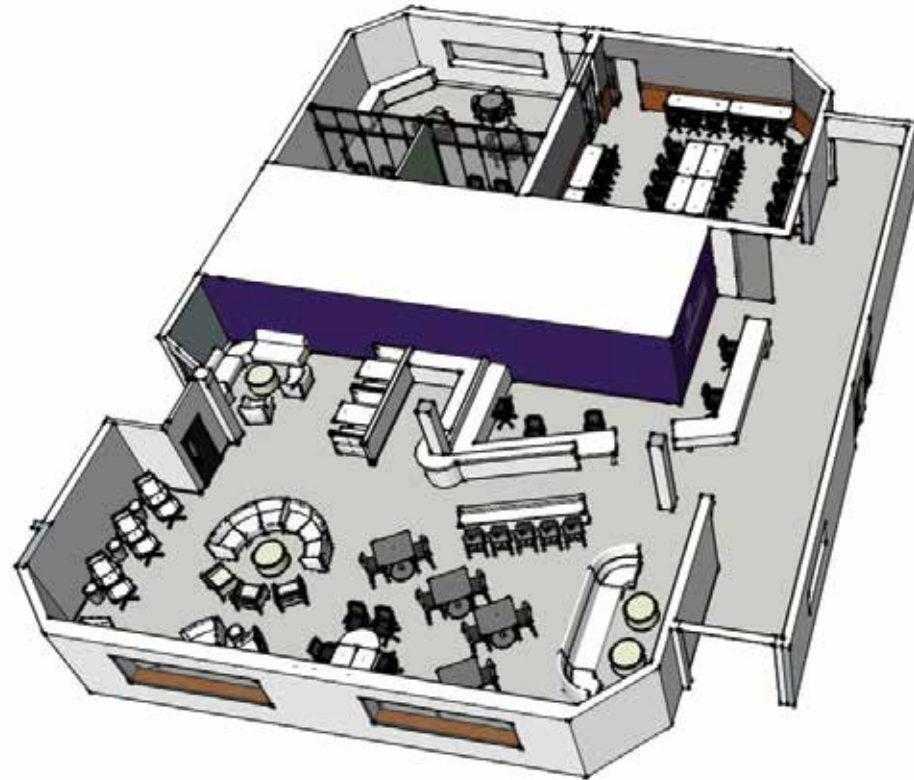
The fully renovated computer lab, called the Student Technology Center, is projected to open on Oct. 1. In planning the new space, College of Business officials held numerous focus group meetings with faculty and students. They also researched computer labs on other campuses and incorporated the latest and best practices. MHAworks, a North Carolina-based architecture firm with offices in Durham, Greenville, and Pittsboro, provided the planning and design.

Caitlin Titus, an interior designer with MHAworks, explained, “The renovation will provide business students with an inviting and energizing space to spend time learning, studying, and socializing before, after, and between classes. A combination of new furnishings focusing on the integration of technology plus new finishes providing a fresh outlook will shape an environment to inspire creativity, whether a student is studying independently, meeting with a group, or conferencing with others off-campus through the use of technology.”

Len Rhodes, director of Technology, Information & Operations for the ECU College of Business, said, “We are proud to see our 1980s-style computer lab get retooled into a cutting-edge environment that promotes collaboration between our on-campus students as well as our distance education learners. We visited a number of other spaces, consulted with students and faculty, and took cues from the private sector as well to ensure we’re meeting everyone’s needs.”

In response to student demand, the Student Technology Center will offer expanded hours including weeknights until 9:30pm and Sundays after 1pm.

Since 2012, the college has renovated a total six classrooms as well as a large teaching computer lab and the graduate student lab. The College of Business held a ribbon cutting ceremony on Sept. 29, celebrating the technology transformation on Bate Building’s third floor.



Floor plan of the new Student Technology Center.

COLLEGE NOTES

**Letter from the Dean**

This year, we mark our college’s 80th anniversary. From humble beginnings as a small school that primarily taught teachers, we have grown into a top-notch business college with nationally ranked programs.

I’m proud to be at the helm of the College of Business during this momentous time. With our Leadership and Professional Development program in place, students are now even better prepared with vital 21st century skills like leadership, communication, and teamwork. Our enrollment continues to grow, too, closing in on nearly 5,000 students. We have infused the latest technology throughout our halls, retooling numerous 1980s-era classrooms and computer labs. We’re proud to welcome the School of Hospitality Leadership to our college. Our students and alumni continue to excel and have proven themselves competitive across the globe.

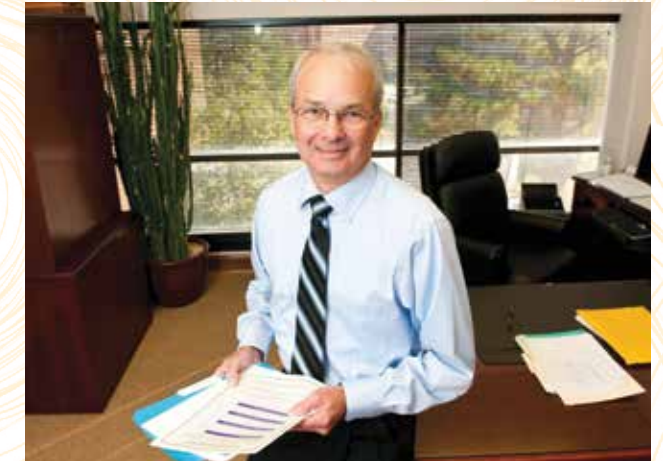
Last summer, we announced the creation of the Miller School of Entrepreneurship, thanks to the generosity and vision of J. Fielding Miller and his wife Kim. We have been working diligently to develop the new school’s curriculum, which has involved focus groups to gather input from alumni and an extensive review of top programs. We are excited to get this program up and running, which will ultimately serve as a hub for training generations of students to take an entrepreneurial mindset into their communities, and school approval is in the final stages.

Since opening the doors in 1936 to what was then called the Department of Commerce, we have been blessed with talented administrators and faculty who work together to achieve incredible results. Our past efforts have established a solid base. The collective ideas, efforts, and achievements of our people have created a strong college today.

We are grateful for your continued support and involvement as we teach our students and prepare them to lead. Here’s to another 80 years of excellence.

Sincerely yours,

Dr. Stan Eakins  
Dean, ECU College of Business



Dr. Stan Eakins

**ECU’s Risk Management & Insurance Program Earns National Ranking**

The Risk Management and Insurance program at East Carolina University ranks among the top 20 nationally, according to an annual review by Business Insurance. The rankings were published in the news organization’s 2015 Directory of Risk Management and Insurance Schools on Dec. 21.

East Carolina University’s program ranks 16th out of 35 schools in the US.

Dr. Stan Eakins, dean of the ECU College of Business, said, “We are incredibly honored to see our newly founded Risk Management and Insurance program earn national recognition. We knew it would happen, just not this quickly. This top ranking is a testament to ECU’s academic excellence and reinforces our leadership in business education across the country.”

Dr. Brenda Wells, director of ECU’s Risk Management and Insurance program, said, “To be ranked nationally after just a few years is a huge

accomplishment. Our program has been a collaborative effort involving faculty, students, and industry, and we’re deeply grateful for everyone’s contribution. It goes to show that great things happen when you roll up your sleeves and work together as a team.”

The ECU College of Business began offering a Risk Management and Insurance concentration in 2011 and now has 85 students enrolled. It has emerged as one of the fastest growing programs in the country and has thrived with support from various organizations, including the Independent Insurance Agents of North Carolina (IIANC) and North Carolina Surplus Lines Association. The IIANC’s most recent gift of \$250,000 announced in November will fund ongoing research, endow a second professorship, and complete the funding of an endowed scholarship.

COLLEGE NOTES

**Industry Titans Participate in ECU’s Business Leadership Conference**



**Duke Energy President and CEO Lynn Good speaks to College of Business students during the Leadership Conference. Photo courtesy of Cliff Hollis/ECU News Services.**

East Carolina University held its second annual Business Leadership Conference from April 12-13, bringing in nearly 50 titans of industry to speak to 1,300 College of Business students.

The conference began with a keynote address by Lynn Good, the chairman, president and chief executive officer of Duke Energy, America’s largest electric power company. Approximately 30 breakout sessions and panel discussions followed, featuring leaders such as Thomas Arthur,

president and CEO of ASAP Capital; N.C. Rep. Susan Martin; Allen Thomas, mayor of Greenville; and Leo John with the N.C. Department of the Secretary of State.

Held in Mendenhall Student Center, the conference offers students a professional experience where they can learn lessons in leadership and see how business seminars typically function. The presenters traveled at their own cost to speak about their personal leadership experiences, with breakout sessions including “From ECU Student to CEO and COO Leadership,” “Standing Out in the Crowd” and “Adapting to Generation Types in the Workplace.”

**New Insurance Professorship Established**



**Prof. Kurt Fickling**

The ECU College of Business has established a new insurance professorship, thanks to a \$350,000 endowment from the Independent Insurance Agents of North Carolina (IIANC) and the North Carolina Surplus Lines Association (NCSLA). The two organizations named the professorship in honor of Prof. Kurt Fickling, a 40-year veteran of the insurance industry and longtime resident of Greenville. Fickling also serves as a teaching instructor in ECU’s Risk Management and Insurance Program.

IIANC-NCSLA – W. Kurt Fickling Professorship in Risk Management and Insurance is being equally funded by the two organizations. It is ECU’s second professorship in insurance.

Students also had opportunities to engage with ECU’s Business Advisory Council members, notable alumni and community members.

Dr. Stan Eakins, dean of the College of Business, said, “ECU is known as the Leadership University, and this annual event is just one way we’re growing our innovation, entrepreneurship and leadership presence across East Carolina and the region. Each year, the conference helps to inspire and inform our students about critical business trends as well as important happenings in today’s rapidly evolving professional world. Our presenters will touch lives in ways they can’t imagine as they share their journeys, and we’re grateful for their involvement.”

Thanks to sponsorships, the Business Leadership Conference is free for juniors, seniors and graduate students in the College of Business. Event sponsors included BB&T; Chris Munley, Booz Allen Hamilton; Randy Poindexter, Bojangles Restaurants, Inc.; Gary Snyder, Compass Group; Wanda Burgamy, ServiceNow; Melissa Hawk, Northwestern Mutual; Rob Jones, the little bank; Greg Middleton, CapTrust; Harry Moser, CD Group; Phil Tetterton, Cox Industries; William Yarborough, U.S. Postal Service ECU; David Bond, Patient Pay; and Tom Cafferty, Cafferty Commercial Real Estate.

For more information, including a conference schedule and program, visit online at [www.ecu.edu/cob/conference](http://www.ecu.edu/cob/conference).

If you are interested in participating or sponsoring next year’s event, please contact Shanan Gibson at 252-328-6354 or [gibsons@ecu.edu](mailto:gibsons@ecu.edu).

Dr. Brenda Wells, director of ECU’s Risk Management and Insurance Program and the Robert F. Bird Distinguished Scholar of Risk and Insurance, said, “There is no one I’ve ever met more dedicated to risk management and insurance education than Kurt Fickling. He freely gives of his wisdom, experience, and heart to ECU students, and he is beloved by all for his contribution to our program and this university.”

Dr. Stan Eakins, dean of the College of Business, said, “We are so grateful to IIANC and the NCSLA and their extraordinary support of our insurance program, our students, and our faculty. Their partnership and dedication to strengthening our college will pay dividends for years to come.”

FACULTY NOTES

**ECU College of Business Top in Nation for Veterans**

In a ranking released Feb. 8, East Carolina University’s College of Business has been named one of the nation’s Best for Vets for its commitment to providing opportunities to veterans.

ECU ranks 68th in the Military Times’ fourth annual survey of graduate business schools nationwide. In total, five N.C. institutions were listed among the top 77 business schools recognized.

“We’re proud that our business program has once again earned national recognition for its commitment to America’s veterans,” said Dr. Stan Eakins, dean of the ECU College of Business. “Our faculty and staff value the unique contributions that veterans and those serving the military bring to our college. Their commitment to learning and serving others mirrors ECU’s mission.”

A total of 180 institutions provided information on five categories used to develop the rankings: university culture, student support, academic outcomes and quality, academic policies and cost and financial aid. University culture and student support counted the most, and financial aid counted the least, the Military Times reported.

Only institutions that participated in the Military Times’ Best for Vets: Colleges survey released in November were eligible. ECU was 28th, the highest ranked in North Carolina, in the earlier survey.

Data from the U.S. Department of Veterans Affairs, Department of Defense and three education sources – the IPEDS Data Center, College Scorecard data and the Cohort Default Rate Database – also were factored in the rankings.

The rankings are published this week in printed and online editions of Army Times, Navy Times, Air Force Times and Marine Corps Times and at [www.MilitaryTimes.com](http://www.MilitaryTimes.com).

Programs for veterans and service members at ECU include participation in the Veterans Administration Yellow Ribbon Program, which extends GI Bill benefits to cover out-of-state tuition. ECU also has one of only 79 VA-funded Veterans Support on Campus representatives across the nation and the only one in North Carolina.

Other support groups include the student-led Pirate Veterans and the ECU Student Veteran Services office which offers Green Zone training for faculty and staff to increase understanding of military and veteran students and issues they may face in college. And ECU has programs to award academic credit for military training using American Council on Education recommendations. ECU’s Military Advisory Committee helps raise scholarship money for ROTC and military students and coordinates veterans recognition and military appreciation events.

**College of Business Welcomes New Team Members**

Two team members have recently joined the College of Business: Steve Myszak, Associate Director for Undergraduate Programs, and Andrea Fillipovich, Assistant Director for Graduate Programs.

Steve Myszak has been named Associate Director for Undergraduate Programs in the College of Business’s Center for Student Success. He brings 18 years of higher education experience from East Carolina University (including Campus Living, Career Services, College of Human Ecology, and the College of Business), North Carolina Wesleyan College, and Barton College to this position. He earned his undergraduate degree at Saint Joseph’s College and Master’s Degrees from Ball State University and North Carolina State University. In his new role, he will oversee the day-to-day operations of the College of Business Advising Center and serve as an active member of the Undergraduate Programs team.

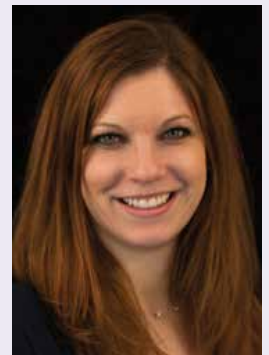
Andrea Fillipovich is the newest Assistant Director of Graduate Programs in the College of Business. She serves as one of the primary contacts for advising and

assisting with class scheduling for current and entering graduate business students. Originally from Ennis, Tex., she earned her BBA in Marketing from Texas Woman’s University and her MA in College Student Personnel from Bowling Green State University. She is pursuing a graduate certificate in Computer-based Instruction from ECU, and she looks forward to creating more online student engagement opportunities for the graduate students in ECU’s College of Business. She spent five years working in higher education consulting and international admissions in London, England, and during her graduate studies, she worked in the Academic and Career Support Center at Heidelberg University in Ohio. She transitioned to serve as the Director of Student Engagement until Spring 2015, when she and her husband, Corey, relocated to North Carolina when he became the Defensive Coordinator for N.C. Wesleyan Football.

Please join us in welcoming our newest team members to Pirate Country!



**Steve Myszak**



**Andrea Fillipovich**

FACULTY NOTES

Karriker Earns ECU Scholar-Teacher Award

East Carolina University has honored associate professor Joy Karriker (MGMT) with one of 10 ECU Scholar-Teacher Awards for 2015-2016.

The award, one of the most prestigious offered at ECU, recognizes outstanding faculty members who integrate scholarship and teaching. Those chosen for this honor must demonstrate excellence in the classroom, have an outstanding record of scholarly achievement, successfully incorporate research/creative activity in teaching, and mentor developing scholars – both students and faculty. Recipients are selected by the Faculty Advisory Committee. At the March 26 awards ceremony and symposium, Karriker presented “The Live Case: Hope is not a Strategy.”

Karriker says it’s important for students to learn experientially that effective strategic management includes creating value for the firm and its stakeholders, and she leverages scholarly guidance in the form of the Value-Price-Cost Framework.

Since joining ECU’s Department of Management in 2005, she has used hands-on learning to prepare students for future challenges. In her Strategic Management capstone course, student teams use an online strategy simulation game called Glo-Bus in which they run a digital camera company. Throughout the semester, they compete head-to-head against companies run by other class members.

Since she started teaching and using this methodology at ECU, Karriker’s student teams have earned international success every single semester – appearing on the “Global Top 100, 50, or 25” lists among university competitors from around the globe. In 2014, two student teams in her class tied for first place in the world in the Glo-Bus competition, which consists of 3,400+ teams in more than 180 countries.

A native of Virginia’s Shenandoah Valley, Karriker holds a Ph.D. in Business from Virginia Commonwealth University, an MBA from James Madison University (JMU), and a BA in English and in Communication Arts from JMU. Prior to pursuing her doctorate, she worked in various consultative, staff, and management roles with entities including the Marriott Corporation, A.N. Culbertson & Company, Inc., the University of Virginia Health Services Foundation, and the UVA Medical Center, and she was President of Niche, LLC, her own strategy consulting firm for start-up businesses.

Her research has appeared in the Journal of Management, the Journal of Management Education, the Journal of Leadership and Organizational Studies, and the Journal of Business Research, among others. She also serves on the Editorial Review Boards of Group and Organization Management and the Journal of Management.



Dr. Joy Karriker (second from left) is honored by Vice Chancellor for Health Sciences Phyllis Horns, Chancellor Steve Ballard, College of Business Dean Stan Eakins, and Department of Management Chair Michael Harris.

FACULTY NOTES

Fay Wins National Innovation in Auditing and Assurance Education Award



Dr. Rebecca Fay

The American Accounting Association has honored Assistant Professor Rebecca Fay and co-author Dr. Norma Montague of Wake Forest University with this year’s Innovation in Auditing and Assurance Education Award.

The award honors a case the two professors developed, titled “Witnessing Your Own Cognitive Bias: A Compendium of Classroom Exercises.” The case builds upon the award-winning KPMG Professional Judgment Framework for identifying and mitigating biases in professional judgment. It offers a revealing series of exercises that show the nature of biases in common scenarios. Through their research, Fay and Montague encourage a greater sense of self-awareness and interest in how biases can influence decision-making in auditing and accounting.

Their work was originally published in Issues in Accounting Education, the top pedagogical journal in accounting. A companion piece called “I’m not Biased, Am I?” also presented similar information to professional Certified Public Accountants in a self-quiz format. It was the cover article for the Jan. 2015 issue of the Journal of Accountancy, one of the most influential practitioner outlets for accountants.

If you are interested in checking your own decisions for bias, you can take the five-minute quiz at <http://tiny.cc/biasQuiz>.

Mishra Judges National Student Entrepreneur Competition



Dr. Aneil Mishra

Dr. Aneil Mishra, the Thomas D. Arthur Professor of Leadership in the College of Business, recently served as a judge for the U.S. National Competition of the Entrepreneurs’ Organization Global Student Entrepreneurship Awards.

Held in Miami, Fla., nearly two dozen of the most successful student entrepreneurs came together for two days of connecting, engaging, competing. The winner, Peeyush Shrivastava of Ohio State University and CEO of Genetesis, received \$10,000 and roundtrip airfare to compete against 49 other country champions in the Global Finals in Bangkok, Thailand. Shrivastava’s medtech company developed a diagnostic tool called CardioFlux, the first mapping system for noninvasively visualizing cardiac currents.

Mishra interviewed the winner and top two finalists to learn about their motivations, the networks they developed, and how they overcame challenges that are part of any entrepreneurial endeavor. He said they had all crafted a compelling story and had cast a wide net for mentors and advisors. They also focused on tackling obvious hindrances, such as their youth and inexperience.

Mishra said, “It is inspiring to see the next generation of entrepreneurs using their personal stories to create new businesses that will make a difference in the lives of so many people.”

Research Makes Cover of Accounting Journal

An article co-authored by Associate Professors Denise Dickins and Rose Bailey in the Department of Accounting at ECU recently made the front page of New Accountant, a journal that publishes articles written by university professors for accounting students.

The article, “The Impact of a Mentor” was published as New Accountant’s cover story for November 2015. Dr. Audrey Scarlata, associate professor of accounting at Middle Tennessee State University, also served as co-author.

In the article, the authors explore the relationship between mentoring and success in accounting, finding no support for the idea that mentoring has a positive impact on long-term career progression.

“Statistically speaking, having a mentor neither contributes to, or detracts from, long-term career success,” the authors said in their report. “This is not to say mentoring of individuals entering the workforce is unimportant. Mentoring likely positively impacts job satisfaction, particularly in the early stages of an individual’s career, it just does not appear to make a meaningful difference in terms of an individual’s ability to achieve a key accounting position.”

The study’s 288 respondents were all employed by Fortune 1000-listed companies. To read the full article, visit <http://www.newaccountantusa.com>.

FACULTY NOTES

Wells Earns CRIS Designation



Dr. Brenda Wells

Associate Professor Brenda Wells recently earned the Construction Risk Insurance Specialist (CRIS®) designation from the International Risk Management Institute.

The CRIS® program focuses on the insurance and risk management needs of construction projects and contractors. Those who complete the program are entitled to display the CRIS certification to certify their knowledge of construction insurance and risk management and dedication to the industry.

Wells serves as director of ECU's Risk Management and Insurance (RMI) program and holds the Robert F. Bird Distinguished Scholar of Risk Management and Insurance in the Department of Finance. She earned her Ph.D. in Risk Management and Insurance from the University of Georgia, and she helped to establish ECU's RMI program in Fall 2010. In addition, she serves as faculty advisor to the Beta Theta Chapter of Gamma Iota Sigma, the national risk management and insurance fraternity for college students. Wells has taught insurance and risk management for more than 25 years.

O'Halloran Explores Changing Norms in Hotel Business Review Article

Dr. Robert M. O'Halloran, professor and director of ECU's School of Hospitality Leadership, recently published his article "Recruiting the Young Generation: Tattoos and Piercings are Part of the Mix" in the Feb. 29 Feature Focus column of Hotel Business Review. The Hotel Business Review is the premier online weekly resource for hotel industry professionals, and each month it publishes a Feature Focus on emerging growth markets in the hotel industry, providing valuable information on cutting-edge trends.

In his article, O'Halloran discusses the issue of tattoos, body art, piercings, and hiring within the framework of company policies, social acceptance, and appropriateness in the hospitality work place.

He notes that tattoos and body piercings are in the middle of a generational divide, with an increasing number of personal appearance changes coming from younger generations.

He says that many employers are evolving with the changes in societal norms and redefining what is acceptable. Some companies have indicated a softening in attitudes regarding tattoos and piercings given the changing workforce, while other businesses have noted differing policies based on brands and the brand image that is being created.

O'Halloran explains that the issue of personal appearance policies is complicated and differs by business. He recommends that businesses examine this issue by taking a quick inventory of who they are as an organization, as it relates to recruiting and personal appearance, and assess their policies.

O'Halloran has served as director of ECU's School of Hospitality Leadership for nearly nine years. He previously directed hospitality programs at the University of Memphis, SUNY Plattsburgh, and the University of Denver. He also has extensive experience in the private sector, including restaurant management, operations management, and consulting work. He earned his Ph.D. in Hospitality and Tourism from Michigan State University.



Dr. Robert O'Halloran

FACULTY NOTES

Tuten Leads Social Media Training for High School Students

Dr. Tracy Tuten, professor of Marketing and Supply Chain Management at ECU, led social media training for students at Washington High School in Beaufort County last semester, teaching them how to create a positive social media presence – and how their public posts can impact their lives. Both WNCT and the Washington Daily News covered the event.

"This training is an opportunity to encourage the students to clean up anything that doesn't reflect their best self and also to use social media as a way to brand themselves to prospective employers and to schools," Tuten told WNCT.

As part of her training, Tuten showed examples of how social media activity can affect a person's reputation, including quiz results posted online, friends and followers, and pages liked on Facebook.

She said prospective employers and even colleges will review a person's social media accounts to get more information about him or her and determine whether the individual would be a good asset to a company or school.

"Part of your reputation is the company that you keep," Tuten said, and that applies to an online presence as well.

Bright Futures Beaufort County, in partnership with First South Bank and TriCounty Telecom, set up the assemblies. Tuten is also expected to visit

other Beaufort County schools through this initiative.

Tuten is widely considered one of the leading voices in the fields of digital marketing and social media. Her first book, Advertising 2.0: Social Media Marketing in a Web 2.0 World, was published in fall 2008. She also co-authored a textbook on Social Media Marketing with professor Michael Solomon, and it was the first textbook on the topic. In addition, she has written more than 100 journal articles, book chapters, and conference presentations. Tuten has also earned two national awards for her excellence in teaching. Originally from Washington, N.C., she earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996. She blogs at [www.tracytuten.com](http://www.tracytuten.com).



Dr. Tracy Tuten

Dickins Reappointed to Prominent Accounting Journal Board

Associate Professor Denise Dickins has been reappointed for a second term to the Editorial Advisory and Review Board for Issues in Accounting Education, one of the three primary publications of the American Accounting Association. Her term runs from 2016 to 2018.

The mission of the journal is to publish research, commentaries, and instructional resources that assist accounting faculty in teaching and examine important issues in accounting education.

Dickins has taught at ECU's College of Business since 2006, where she primarily teaches courses in auditing and corporate governance. She also received her Ph.D. from Florida Atlantic University in 2006. A seasoned executive, she served in various roles with Arthur Andersen from 1983 to 2002, concluding as partner-in-charge of the South Florida Audit Division. Her research interests include the impacts of mandatory auditor rotation and auditor offshoring, and she has published more than 75 articles. She has generously funded a scholarship for business students in honor of her family's legacy at ECU, which began with her husband's grandmother in 1925.



Dr. Denise Dickins

ALUMNI NOTES

ALUMNI NOTES

2015

**Lucas Harrison (MBA, MGMT '14)** is account manager for education for Storr Office Environments in Raleigh.

**Bretton Gage Holmes (ACCT)** is a financial services representative for the State Employees' Credit Union in Sanford.

**Matthew Barrett Kimbrell (MIS)** is an implementation consultant for Fast Enterprises LLC in Baton Rouge, La.

**Sydney Taylor Pons (Hosp. Mgmt)** is housekeeping and public area attendant supervisor for Grand Targhee Resort in Alta, Wyo.

**John Slaughter (MIS)** is staff project manager for CSS International, Inc., an information and technology services organization in Charleston, S.C.

**Michael Paul Whittington (MSCM)** is R & M administrator for McRae and Associates (Tands/Bojangles) in Kinston.

2014

**Thomas Bruce (MBA)** was hired in Sept. 2015 as branch manager for the Nags Head location of Towne Bank.

**Elijah Grizzard (MIS)** joined MetLife in July 2014 after graduating from ECU. He participated in the inaugural MetLife Tech University training program, graduating in Jan. 2015. He is currently a project manager for the Business-Driven Technology Initiatives for MetLife at the global operations hub in Cary, N.C.

**Haley Alexis Keel (MGMT)** wed Russell Michael Ward (ECU '13) on May 2, 2015 at Shiloh Church in Wilson. She is a financial associate at Trinity Concepts Corp., and he is a police officer with the Wilson Police Department.

**Mark Perew (MIS)** is an officer of Wells Fargo Bank in the technology infrastructure services group of Winston-Salem.

**Brandi D. Soles (MGMT)** is a real estate agent for Sold by Soles – Wilson Realty in Huntersville, N.C.

**Peter Torlak (MGMT)** is an intern in the Department of Audit and Assurance for Ernst & Young in Belgrade, Serbia.

2013

**Michael Bennett (MSCM)** is an operation analyst for Compliance Implementation Services in Morrisville.

**Carl Brendes (FINA)** is an analyst for Berkeley Capital Advisors in Charlotte.

**Ashley Deans (MBA)** is a resource development manager for Raleigh Parks, Recreation and Cultural Resources.

**Taz Gandhi (MGMT)** is a senior associate consultant for Morae Legal, a startup consulting company headquartered in downtown Houston, Tex. After graduating from ECU in 2013, he took a position as a financial analyst with Wells Fargo in Raleigh. Through the ECU College Business Career Center, he then found an opportunity with Dell's Data Warehousing team in Austin, Tex., as a technical program manager. He is thoroughly enjoying the stimulation, challenges, and travel opportunities in his position with Morae Legal.

2012

**Nicholas Carstens (MBA)** was promoted to senior planning manager for the Planning Strategy and Solutions division of Wal-Mart Stores, Inc. in Bentonville, Ark.

**Daniel Hanlon (FINA)** is accounts payable/accounts receivable clerk for SalesForce4Hire in Raleigh.

**Riley Huggins (MSCM)** is a digital strategist for Igoe Creative in Greenville.

**Jordan Blaine Myers (MSA)** is the manager of tax compliance for Highwoods Properties, Inc. in Raleigh.

**Heath Nisbet (MSA, ACCT '96)** is vice president of First Bank's Greenville loan production office.

**Wes Shivar (MGMT)** was promoted to vice president and agricultural banker for the Greenville region by PNC Bank.

2011

**Haylee Amanda Bridges (MSA, ACCT '09)** passed the CPA exam in Nov. 2015. She is a senior tax associate with RSM US, LLP in Atlanta.

**Celeste Amstutz Leich (MBA, MKTG '05)**

serves as a program analyst supporting the Navy's Integrated Warfare Systems Program Office. She supports testing and evaluation, integration, and fleet readiness efforts for one of the AEGIS Weapon Systems aboard US Navy Cruisers and Destroyers. She recently has been focused on the upgrades scheduled for Forward Deployed Naval Forces, with ships stationed in Rota, Spain, and Yokosuka, Japan, among others, and also involved with program management of the newest ship class, beginning with Zumwalt (DDG1000). Celeste and her husband David Leich (MBA '11, FINA '06) reside in Edgewater, Md.



Celeste Leich

**Nathan Perry (MGMT)** is a commercial realtor with Perry Management in Kinston.

**Chelsey Marie Williams (FINA)** wed David Allen Griffith (ECU '12) on May 23, 2015 at the home of the bride's grandparents in Wilson. She is a commercial agent and bond contractor with Towne Insurance of Greenville. He is an estimator and project manager with Superior Concrete of North Carolina and Sascorp in Winterville.

**Elizabeth A. York (MSCM)** began her job as intellectual property legal practice assistant at Nexsen Pruet (Raleigh, N.C.) in July 2015. Her daughter Melanie began kindergarten in August 2015. Elizabeth also married Jarred Arnold on September 20, 2015.

2010

**LeAnn Walker Bagasala (MSA, ACCT '09)** is an audit manager with Cherry Bekaert in Raleigh.

**Johnson Biggs (MGMT)** is a market executive for First South Bank in Elizabeth City, N.C.



Michael S. Kowalczyk

**Michael Stanley Kowalczyk (MBA, MGMT '09)** is an account executive for Windstream in Raleigh, as of Jan. 2016.

**Jonathan David Pritchard (MGMT)** is a senior accountant for VITA Copenhagen, Inc. in High Point.

2009

**Dianne Beamon Bunn (MBA, MGMT '94)** recently moved to Wilmington to accept the position of senior resource partner with New Hanover Regional Medical Center.

**Luke Fitzwater (MIS)** was promoted to manager of business systems for Eagle Productivity Solutions in Rochester, N.Y.

**Jordan Mitchell (MBA, Music '07)** is assistant professor at the University of Houston Clear Lake. He wrote and published his first book, "Self-Handicapping Leadership: The Nine Behaviors Holding Back Employees, Managers, and Companies, and How to Overcome Them." The book can be purchased on Amazon.

**Scott Poag (MBA, FINA & Hosp MGMT '07)** recently earned the designation of Certified Economic Developer (CEcD), a national recognition that denotes a mastery of principal skills in economic development, professional attainment, and a commitment to personal and professional growth.

**Krista Sipe (MBA, Hlth Svcs Mgmt '09)** is the practice manager for Outer Banks Medical Group in Manteo.

2008



Erica Arem

**Erica Wilson Arem (MBA, MKTG '06)** was hired as the major gifts officer for the University of Tennessee Medical Center and Graduate School of Medicine. The University of Tennessee Medical Center is the region's only academic medical center, Magnet recognized hospital, and Level I Trauma Center.

**Kendall Conley Stafford (FINA)** has become a partner of Benchmark International and

is heading the company's expansion plan in Texas and surrounding states. She and her husband Heath relocated to Austin, Tex. for the opportunity.

2006

**Keith Moore (MBA)** is vice president of analytical services at Metrics Contract Services in Greenville.

2005

**Wade A. Layton (MBS)** was recently promoted to market president/senior vice president of BB&T in Roanoke, Va. Previously, he was market president for the bank in Rocky Mount, N.C.

**Ryan S. Miller (ACCT)** became the chief financial officer for Braswell Foods in Nashville, N.C. Braswell Foods is the second largest franchise partner that provides eggs for Egg-land's Best.

2004

**Paul Brezina (MD/MBA)**

has signed on as partner with Fertility Associates of Memphis, a medical practice that provides comprehensive reproductive health care. He lives in Germantown, Tenn. with his wife **Jennifer (MBA '02)**, who recently started her own marketing and PR consulting firm, J Brezina Marketing LLC. Together they have twin 7-year-olds, Caroline and Will.



Paul Brezina and family

2003

**Jay Burtick (MGMT)** is a real estate broker for Coldwell Banker HPW in North Raleigh. Previously, he was involved in property management.

**John Lee (MGMT)** has been hired as the new executive director of The First Tee of Eastern North Carolina (TFTENC). TFTENC was founded in 2012 as part of the National First Tee Initiative and is one of four Branded



John Lee

Program Affiliates operating under the Carol S. Petrea Youth Golf Foundation. The First Tee of ENC currently operates in Craven, Carteret, Lenoir, Onslow, Jones, Pamlico, and Pitt Counties

by providing learning facilities and educational programs that build character and citizenship, instill life-enhancing values, and promote healthy choices through the game of golf and other enduring character-building activities.

**Kimberly Bond Rabago (ACCT)** was promoted to the position of controller with Accent Food Services in the Austin, Tex. area. Most recently she worked as financial reporting manager for Alamo Drafthouse Cinemas.

2002

**Courtney Ryberg Sturges (MBA)** is program manager for MS Information Technology and Management at the University of Texas at Dallas.

2001

**Michael Cowin (MBA, ACCT '95)** is assistant city manager for the City of Greenville. Previously, he was the assistant superintendent of financial operations at Pitt County Schools. Prior to that, he was the executive director of finance / controller at Craven Regional Medical Center. He lives in Greenville with his wife, Pam, and their two children.

1994

**Michael Bassetti (MBA, MKTG '89)** is senior vice-president and chief financial officer of Financial Services Business group for Xerox in Lexington, Ky.

**D. Paul Powers Jr. (MBA, FINA '92)**, senior vice president and manager of the Pitt County Commercial Banking Unit for Southern Bank, was recognized as the top commercial banker in his region at Southern Bank's annual banquet.

1990

**Stacy Stone Hertel (MKTG)** is principal-owner of Hertel Ventures in Charlotte, an oncology marketing recruiting organization.

ALUMNI NOTES

**Tim Slavin (MKTG)** is corporate director of federal accounts for the eastern U.S. with Sunovion Pharmaceuticals.

1987

**Don Adkins (FINA)**, an Edward Jones financial advisor, received the Edward Jones Award in recognition of his superior client service.

1986

**Don Lancaster (MKTG)** is a senior vice president and market executive with Citizens Community Bank in Louisburg.

1984

**Doug Hamilton (ACCT)**, vice president and general manager of WNCN-TV in Raleigh, was honored with the Wade Hargrove Community Service Award by the N.C. Association of Broadcasters. The station was lauded for news coverage of issues related to clean groundwater, safer school bus traffic laws, and greater transparency in the regulation and disposal of coal ash.

**Sylvia Hobson Hancock (MGMT)** co-chaired the second annual Dreams Take Flight Golf Tournament at the New Bern Golf and Country Club in September. She is human resources director at Monarch, a nonprofit that supports people with intellectual and developmental disabilities, mental illness, and substance abuse challenges from more than 50 North Carolina counties.

1983

**Garret Freeman (MGMT)** is a network planner with Century Link. He and wife Shirley Pitchford Freeman (ECU '85 and '90) have twins, Jeremy and Joshua, who attend ECU.

1982

**Dennis Elwell (MGMT)** was recently promoted to group vice president, Verizon Global Wholesale, where he heads up the US Sales and US Operations. He is headquartered in Richmond, Va.

1980

**Harry Danz (MGMT)** is a new home counselor for Beazer Homes in McKinney, Tex. He enjoys seeing ECU's alumni base growing yearly in the Dallas - Fort Worth area.

1976

**Donald Wise (ACCT)** is the vice president of healthcare analytics for the MEI Healthcare Group, LLC in California. He specializes in developing financial and epidemiological oversight for the company's clients seeking to develop Proton Therapy Centers.

1972

**David Lloyd (BUSA)** of Cary published Leadership Skills to Support High Functioning Teams. He is founder and president of M.T.M. Services and a 2015 Robert Wright Society Leadership Award recipient.

1971



Ken Chalk

**W. Kendall "Ken" Chalk (MBA, BUSA '68)** received an Outstanding Alumni Award at the ECU Alumni Associations Award Reception last October. He is a leader in the banking industry and at ECU. In his 33 years at BB&T, he helped build the company from a local eastern North Carolina bank to a top financial institution in the Southeast. He retired in 2008 after 25 years in the position of senior executive vice president and chief credit officer. He is the co-chair of the BB&T Center for Leadership Development at ECU, established in 1983. It facilitates leadership development throughout the university. He also served as chair of the ECU Foundation Board of Directors and as a member of the ECU Board of Trustees.

1967

**Napoleon Monroe (BUSA)** retired as vice president from two publicly traded companies and relocated from New York to Lancaster, Pa. He is concentrating on developing his five current granted U.S. and corresponding foreign telemedicine patents. He is active in several professional associations and also consults for a number of companies.

1955

**Max Ray Joyner Sr. (BUSA)** and his late wife Catherine "Kitty" Joyner ECU '59 (posthumously) were presented the Virgil Clark Distinguished service award at the ECU Alumni Association's Award Reception in October for their exemplary service to ECU for decades. Max has held numerous leadership positions at ECU, including chair of the Board of Trustees, chair of the East Carolina Alumni Association Board of Directors, president of the Pirate Club and president of the ECU Foundation. He and Kitty supported scholarships, awards, and fundraising campaigns. They have funded scholarships in the College of Business, the College of Nursing, the Honors College, and in athletics. They also endowed the Catherine and Max Joyner Distinguished Professorship in Primary Care Medicine, the first endowed chair at the Brody School of Medicine.

**Got News?**

**Submit your own Alumni Note online at**

**www.ecu.edu business/update**

ALUMNI NOTES

IN MEMORIAM

1950s

**Harry Humphrey Albritton Sr. (BUSA '58)** of Farmville died Aug. 2. An Air Force veteran, he retired as executive vice president of sales at Sara Lee Corp.

**Franz Foster Holscher Sr. (ECU '50 and '51)** of Gastonia died May 23, 2015 at 94. During WWII he was a ball turret gunner on a B-24. He was shot down over what was then Yugoslavia. He was awarded the Purple Heart and other medals. During his senior year he was captain of the football team. He retired in 1987 as CEO and board chairman of Thurston Motor Lines. Although he did not major in business at ECU, he served on the Business Advisory Council for many years.

1960s

**Willis Jackson "Jack" Aman (BUSA '61)** of Maysville died August 8. A Coast Guard veteran, he owned Aman Family Farms in Maysville. At ECC, he was a member of Kappa Alpha fraternity.

1970s

**Jo Ann Merritt Ward (BUSA '78)** of Fort Lauderdale, Fla., died June 26. She worked at BellSouth from 1978 to 2001 and then was managing partner of Atlantic Interior and Antiques. She was a member of the Chi Omega sorority and a little sister at the Phi Tau fraternity.

Staff



**Barbara Boyd Clement Gibbs** of Washington, N.C. died October 9, 2015. She served as secretary to College of Business Dean Ernie Uhr and Dr. Stanley Stansell, the Robert Dillard Teer Distinguished Professor of Business, from 1990 to 2002. Much of her adult life prior to returning to eastern North Carolina, she lived in Kernersville, working for Piedmont Airlines. She was also a licensed pilot.

Kelly King Named 'Banker of the Year'



Kelly King

Kelly King (BSBA '70, MBA '71), chairman and chief executive officer of BB&T Corporation, has been named "Banker of the Year" by American Banker. The daily trade newspaper chose King for this honor based on his ability to successfully steer the company through an extended period of industry adversity while providing a blueprint for large-scale merger and acquisition activity.

King has forged a lifetime of leadership experience with BB&T, devoting 30 of his 43 years of service to BB&T as a member of executive management. He has assumed leadership roles in commercial and retail banking, operations, insurance, corporate financial services, investment services, and capital markets.

King is credited with leading BB&T to continued profitability and financial stability through the economic downturn beginning in 2008. Under his leadership, BB&T was one of the first institutions to repay TARP funds. His unwavering commitment to the company's vision, mission, and values

has led to a nationally recognized employee volunteer program, called The Lighthouse Project. Since it began in 2009, BB&T associates have donated more than 385,000 volunteer hours to carry out more than 7,700 community service projects, which have touched the lives of more than 11 million people.

In addition to his most recent honor, SNL Financial listed King as one of the Top 5 Most Influential in the Banking Industry for 2014 and 2015. He was also honored as one of BankInfoSecurity's "Top 10 Influencers in Banking InfoSec" for 2015. Under King's leadership, BB&T was named among the Top 20 World's Strongest Banks by Bloomberg Markets magazine in 2015.

King, a native North Carolinian, grew up on his family's tobacco farm outside of Zebulon. He earned both his undergraduate degree in business administration and his MBA from East Carolina University.

ALUMNI NOTES

Hospitality Alum Manages New Starbucks



Kaitlin Odroneic

Kaitlin Odroneic (HOSP MGMT '11) has been named general store manager of a new Starbucks located directly across from Pitt Community College in Greenville. The new Starbucks store, the fourth in Greenville, opened on Feb. 12 and is eventually expected to

phase into a "Starbucks Evenings" store, a new concept that will feature craft beer, wine, and additional food options after 4:00 pm.

Odroneic said, "I can honestly say that being the store manager at this particular Starbucks is probably the most satisfying and rewarding position I have had thus far. I am very grateful to have had the opportunity to build my team of partners from scratch, which is something not many managers ever have the opportunity to do. I started the process eight weeks prior to the store opening and put a heavy and dedicated focus on all new barista training. Training and development is an important focus in the Hospitality Industry

that I have always been passionate about, so it was exciting to focus solely on that while I was building my team to prepare for the store open. And I have to say, I have a great team of great partners and great baristas."

She said that about half of the employees at Starbucks are ECU students, and about half of those students are in the School of Hospitality Leadership program. Prior to Starbucks, Odroneic worked at Red Lobster as a server and ultimately culinary manager. She has also taught hands-on baking classes at ECU, and as a student she was a teacher's assistant for Advanced Food Production and Service Management as well as Wine and Beverage Management.

Odroneic and her staff hosted a Family and Friends opening event on Feb. 11.

She said, "The customers are very happy about the new location. We see some familiar faces from patrons of other stores in Greenville, but we have also had the opportunity to meet quite a few new customers who had never been to a Starbucks before their visit to our store. I have a great team of partners who are genuinely happy to be at work every day and serve our customers, and that is something that is priceless."

ALUMNI NOTES

Alumni Highlight: Ron Stumpo (BSBA '80)



Ron Stumpo

For more than 30 years, Ron Stumpo (BSBA '80) has been at the helm as president of Raleigh-based Air Purification Incorporated, the largest distributor of air pollution control equipment and filters in the U.S. He founded the company in 1985, he says, starting with zero capital. A good friend even had to loan him a car just to make sales calls.

"I knew what I wanted to do, and I understood the market and where it was headed," Stumpo explained. "It was nerve wracking and risky, but once I got going and I hired one person and

then another it kind of snowballed. It all came together, and 30 years later we're still here – and I still have some of the same great people I started with."

Today, the company has expanded well beyond its headquarters in Raleigh, with regional offices in Cincinnati, Knoxville, Charlottesville, and Valdosta, Ga.

Originally from New Jersey, Stumpo says he chose ECU because he could walk onto the basketball team in 1976. Plus, he toured the campus during a beautiful 80 degree day in March, and that's all he needed to see. He says he remembers the culture shock of driving past tobacco fields for the first time, back when there were no major roads in eastern North Carolina. He had never ventured south of Delaware before, and he didn't know a soul in Greenville. That soon changed.

"I met such a good group of people between the basketball team and the guys in Scott Residence Hall," he said. "I still keep in touch with many of those friends. We go to our children's weddings and stay in close contact. Those friendships turned ECU into my home, and that has shaped who I am."

Today, Stumpo lives in Raleigh with his wife, Denise, who also went to ECU and studied interior design. Together they have three children in college: Sarah, who graduated from Clemson and is now at UNC-Charlotte pursuing her interior architect degree; Elle, a junior at ECU majoring in exercise physiology; and Mitchell, a freshman at Guilford

College who plays baseball and is studying business.

With a daughter at ECU, Stumpo says he enjoys coming back to campus fairly often, and he remarks about the campus' transformation over the past 40 years.

Stumpo said, "The campus is hardly even recognizable now, there's such a huge, beautiful difference. I'm so proud of East Carolina, the College of Business, and how far they have come."

He adds that he will always be grateful to the College of Business for his education: it helped him land an interview on campus with Burroughs Corporation in Wilmington, N.C., and without that first break, nothing else would have happened.

He encourages his children as well as other students to enjoy the ride while they're in school and not to rush life. It goes fast enough naturally.

"Things will work out as long as you work hard and love what you do," he explained. "I've told my kids many times to live by the 'Three Rs' – respect for yourself, respect for others, and take responsibility for your actions. Good things will happen to you, if you have the right attitude."



Ron Stumpo with his family

*"I've told my kids many times to live by the 'Three Rs' – respect for yourself, respect for others, and take responsibility for your actions. Good things will happen to you, if you have the right attitude." -- Ron Stumpo*

College of Business Graduates Give Back

A heartfelt thanks goes out to all of our donors who participated in the 2015 year-end fundraising challenge! Below are pictured just a few alumni who gave back and earned a special College of Business hat for their support.

The money donated will support three high priority areas in the College of Business: the Leadership and Professional Development Program, Miller School of Entrepreneurship, and Student Technology Lab. We are especially grateful to Business Advisory Council members Connally Branch (BSBA '72) of Clark-Branch Realtors and Van Isley (ACCT '85) of Professional Builders Supply for making this fundraising challenge possible.

For more information on how you can donate to the College of Business and receive a special hat or stool, please contact Paige Sammons with University Advancement at 252-328-9552 or sammonse15@ecu.edu.



Major Gift Officer Paige Sammons and Dr. Jim Westmoreland present a hat to Wes Johnson (MKTG '85).



Dr. Jim Westmoreland awards a hat to Tim Willis (MIS '12).



Phil Tetterton (ACCT '79) displays his new hat.



Dr. Jim Westmoreland, Associate Dean for External Affairs, delivers a hat to Michael S. Kowalczyk (MGMT '09, MBA '10).



STUDENT NOTES

### ECU's American Marketing Association Chapter Wins National Award

ECU's American Marketing Association (AMA) chapter recently earned the Outstanding Chapter Plan Award, presented at the 38th Annual International Collegiate Conference held March 17-19 in New Orleans. Thanks to support from College of Business donors and the Student Government Association, 14 marketing students participated in the conference.

At the event, both undergraduate and graduate business students learned from prominent industry professionals about careers and the latest marketing practices. ECU's chapter also participated in multiple competitions throughout the weekend, including a T-Shirt Design competition, Pitch Perfect competition, Marketing Strategy competition, AMA Sales competition, and a Relationship Selling Certificate program.

In addition, AMA students had the opportunity to hear from and network with Peter Horst, the Vice President/Chief Marketing Officer of The Hershey Company, and Monica Skipper, the Vice President/Brand Experience Marketing Executive of FedEx Services. Google Analytics Program Manager Deepak Aujla also led a Special Speaking Session.

A few of the noted sponsors of this year's conference included eBay, Hershey, Northwestern Mutual, ABC Supply Co. Inc., Aerotek, and TEKsystems.

Dr. Christina Kowalczyk and Jane Lang serve as faculty advisors of ECU's AMA chapter.



Marketing students attended the annual AMA conference in New Orleans.

### Student Helps Animal Shelter, Gains Marketing Experience

Allison Jackson, a senior business major from Rockingham, was among 13 students selected to work at small nonprofits and local government agencies through ECU's Public Service Fellows Program last semester.

Jackson interned at the Pitt County Animal Shelter as part of the initiative, a pilot program operating at ECU and two other UNC campuses under a \$300,000 grant from the State Employees' Credit Union Foundation.

As part of her public service fellowship, she developed marketing materials, organized awareness campaigns, and obtained event sponsorships for the Pitt County Animal Shelter.

Jackson said, "I enjoy giving back to the community, and I'm really passionate about animals, so working with the animal shelter gave me an opportunity to learn more about marketing while helping out a local organization. It allowed me to explore my strengths and determine ways I could best help the shelter through marketing."

She said the experience also helped her on the academic side, since she learned first-hand about time management and prioritizing different tasks.

"I was able to apply a lot of what I learned to my classes and schoolwork, such as creativity, communications, and advertising," she said. "The fellowship was a great opportunity, and I'm so thankful for the experience to get a taste of what working in marketing is like."



Allison Jackson at the Pitt County Animal Shelter. Photo courtesy of ECU News Services.

STUDENT NOTES

### ECU Wins Top Honors at National Small Business Institute® Conference



Dr. Michael Harris (left) accepts the Small Business Institute® Project of the Year award from Dr. Blake Escudier, National Vice President for SBI's Project of the Year Competition.

The ECU College of Business won top honors at the National Small Business Institute® (SBI) conference held Feb. 11- 13 in New Orleans, with student teams taking first and second place in the Project of the Year Competition and Dr. Joshua Bendickson winning the Best Paper Award.

Students won first place in the Undergraduate Feasibility Plan Division for their consulting work with Coastal Plains Auto Park in Kinston, working directly with Laura Lee

Sylvester in the Kinston-Lenoir Chamber of Commerce. Team members included Damien Brenard, John Daly, Shariyka Riley-Romero, Jennifer Stansell, and Trey Wade. Students took home second place for their work with Susan Bucci of The Painted Peacock in Greenville as part of the Undergraduate Specialized Division. Team members included Robert Bell, Alex Hobbs, Nichesa Jones, Brian Mitchell, and Thomas Warren.

Bendickson and his co-authors won the Best Paper Award for their research titled, "High Performance Work Systems: A Necessity for Startups," which discusses the importance of attracting, selecting, and training employees for most new businesses. His co-authors included Dr. Jeff Muldoon of Emporia State University, Dr. Eric Liguori of University of Tampa, and Chelsea Midgett, an MBA student at ECU. It was Bendickson's second consecutive year earning the Best Paper Award the national SBI® conference.

The College of Business has enjoyed a long tradition of students winning top honors through the SBI®. ECU student teams have placed 10 out of the last 11 years in the National Project of the Year Competition. This is ECU's 5th national championship within that span.

Each year, business students at ECU participate in the competition through Dr. Michael Harris' Small Business Management class, which is linked at a national level with the SBI®. The course teams students with local companies in need of assistance as part of a course project. While firms benefit from free business consulting, students 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 respective clients, along with an oral presentation. The SBI® program works in partnership with the ECU Small Business Technology Development to serve these local business clients.

ECU's SBI® program has assisted approximately 600 clients since its inception in 1974, accounting for nearly 40,000 hours of fieldwork. At the national level, the organization serves as the premier organization dedicated to field-based student consulting and outreach to small businesses.

For more information about the SBI® at ECU, please contact Dr. Michael Harris at (252) 737-1057 or harrismi@ecu.edu.

### Ionta Wins ECU's Outstanding Student Organization Leader Award



A Connecticut native, Ionta has served as 2015-16 president of ECU's Society for Human Resource Management (SHRM) chapter. Throughout the year, she coordinated monthly programs for the organization to develop skills, engage with leaders in the HR industry, and create networking opportunities for the members. She also helped to organize

Rachel Ionta, a senior majoring in business management and psychology, has won ECU's Outstanding Student Organization Leader Award. The award was presented by the Student Organization Center and the Center for Leadership and Civic Engagement on April 17.

two case competition teams, and her undergraduate case competition team placed third in the southeast regional competition for the national SHRM organization.

Prof. Sharon Justice, faculty advisor for ECU's SHRM chapter, said, "Rachel has done an outstanding job leading this organization in its third year on campus. She has worked hard to set goals and monitor the group's progress, all while managing her academic workload and a spring internship. She will be leaving this organization in a better position as a result of her leadership and endless hours of work this year."

After she graduates in May 2016, Ionta says she plans to combine her business and psychology knowledge into an HR career.

STUDENT NOTES

Target Case Competition Offers Experiential Learning

Six undergraduate student teams at the College of Business pitched to a panel of professional judges as part of the Target Team Case Competition finals in April, with the winners splitting \$4,000 in grant money provided by Target Corporation. Prior to this, nearly 40 teams presented their cases in the semifinal rounds, which were judged by senior MBA students at East Carolina.

The Target Case Competition has become an integral part of the capstone Strategic Management (MGMT 4842) curriculum, offering students a platform to test their business acumen. Dr. Joy Karriker and Dr. Laura Madden serve as coordinators of the Target Case Competition. This is the seventh year that ECU students have participated.

Karriker said, "This is a wonderful opportunity for our senior undergraduates to apply their case analysis skills in a fresh and challenging way. They receive extensive feedback from senior MBA students and Target management team members, some of whom are ECU alumni. The competition has also been a great way for these professionals to remain connected with the COB and to invest in our current students' development – and sometimes even to hire them!"

One month prior to the Target Team Case Competition, there is a "kickoff" meeting in which teams are given the case. Cases typically include a challenge or dilemma faced by Target, and students must integrate what they have learned throughout their business coursework to address the challenge



The winning team stands with judges from Target. Left to right are David Johnson, Diane Cappo, Meaghan Doyle, Cady May, Shawn Langdon, Meredith Johnson, Ashley Jennings, Lindsay Andrews, and David Wyant.

and create a successful proposal. The case provided by Target this year, called "The War for Guests," regards the competitive landscape of multi-channel retail commerce and asks the students: "How can Target win?"

On the day of their presentation, students have an allotted time to present their case before a panel of Target professionals.

COB Hosts Annual Supply Chain Management CareerEvent

The College of Business held its fourth annual Supply Chain Management Career and Internship Event on March 24, bringing in professional speakers, alumni, and guests to engage with students and discuss career opportunities.

Professional speakers included Gary Strickland, director of Global Product Management for Vinventions LLC; Meryl "Desi" Franc, officer of Global Corporate Services for Bank of America; and Shawn Warren, executive recruiter for Ajilon Supply Chain and Logistics.

The event also allowed time for networking and gave current supply chain management students an opportunity to discuss their internship experiences.



Gary Strickland (BSBA '10) discusses how students can make the best career choices during his presentation.



Desi Franc (MSCM '15) presents Bank of America's Management Associate Program.

STUDENT NOTES

Students Bring Academics to BuzzFeed

While scrolling through your online newsfeed, you may have noticed offbeat quizzes and posts from BuzzFeed, a global network for news and entertainment that generates six billion views each month.

Dr. Tracy Tuten decided to bring academics to BuzzFeed this semester, tasking her social media marketing students to apply what they've learned in class through a real-world project. Through this special assignment, student teams created original content of entertaining or informative value, socially published it on BuzzFeed, and then seeded and promoted that content using social media tactics.

The projects allowed students the freedom of choosing a topic and then targeting a specific demographic. After posting, the students in Tuten's class analyzed data received from BuzzFeed to see how their articles fared.

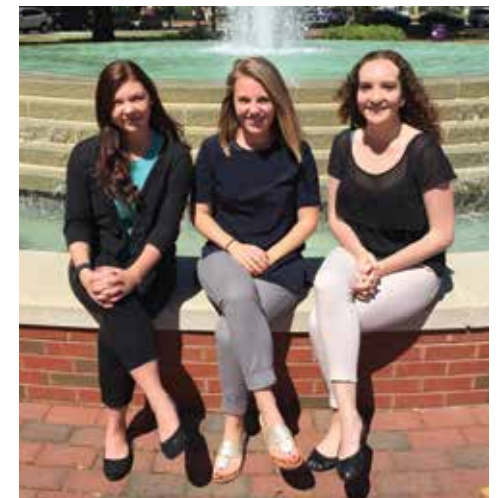
One of Tuten's student teams developed a post called "How Well Do You Know Your Fast Food Fries?" that challenged viewers to match up French fry pictures to their respective restaurants. BuzzFeed soon promoted the quiz as a "featured post," and within 24 hours it was trending with more than 500,000 views.

Allison Creel, a senior business student from Leesburg, Va., worked with team members Kathleen O'Connor and Katie Richardson to develop the French fry quiz. She says the idea came to her after running across a quiz titled "Can You Identify a Chip By Just Looking at It?" Her team brainstormed further and agreed that a French fry quiz would likely

attract a large audience.

Creel said, "Our project has proven to be much more successful than any of us had ever anticipated. We thought we would be struggling just to get the required 1,000 view-count. One of the biggest things we've learned is the true power of social media and the importance of identifying influencers."

Tuten said, "It's exciting to see students implement many of the things they are learning about and also see the data analytic side to review their results. Students oftentimes don't realize how effective social media can be, but this project helps them experience first-hand how developing a promotion plan can be just as important as creating the content itself."



(Left to right) Katie Richardson, Allison Creel, and Kathleen O'Connor logged nearly 1 million views on BuzzFeed.

ECU Students Help Create Greenville Tourism Ambassador Program



(Left to right) Dr. Cynthia Deale (instructor), Chelsea Midgett, Clay Barber, Julia McNeill, Sara Dahlen, Lindsey Sing, Amanda Ohlensehlen, and Marla Thompson.

worked with Andrew Schmidt, director of the Greenville-Pitt County Convention and Visitors Bureau, to put together the month-long program. As part of their project, students coordinated marketing and promotion to identify possible participants and target markets, developed a budget,

Thanks to a partnership with ECU's School of Hospitality Leadership, the Greenville-Pitt County Convention and Visitors Bureau now offers a Greenville Tourism Ambassador Program open to the community.

Graduate students in Dr. Cynthia Deale's Sustainable Tourism (SUTO 6000) class

established a theme and branding, and created content for the course and web site.

The Greenville Tourism Ambassador Program officially launched in April, helping participants to learn more about the Greenville area by including an educational tour of the Uptown District, a tour of Pitt County attractions, as well as a training workshop to hone customer service skills – plus a classroom curriculum with case studies and games.

Schmidt said, "The goal of the Greenville Tourism Ambassador is to unite Greenville-Pitt County tourism industry stakeholders together through education and shared goals to not only prepare for current visitors – but future ones as well. When visitors have memorable and positive experiences they are more likely to return to a destination, which is good for everyone, from visitors, local residents, front-line employees, and the local economy."

Students who worked on the project include Clay Barber, Julia McNeill, Chelsea Midgett, Sara Neilson, Amanda Ohlensehlen, Lindsey Sing, Marla Thompson, and Sara Dahlen.

STUDENT NOTES

College of Business Scholarship Awards for 2016-17

Thanks to the combined generosity of hundreds of donors, more than 160 students will be awarded approximately \$250,000 in scholarships for 2016-17. These scholarships provide financial assistance for business students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Award recipients were selected by the College of Business Scholarship Committee as follows:

**The Accounting Book Scholarship**

Christopher Ange  
Erick Ordonez Guzman  
Jessica Boyd  
Jessma Thomas  
Justin McMahon  
Ronald Bentley  
Sabrina Paschall

**The Accounting Faculty Meritorious Student Award**

Christine Glennon

**The Accounting Faculty Scholarship**

Breanna Mcshea  
Jonathan Coffman  
Samuel Roebuck

**The Alamance Claims Association Scholarship**

Katie Pillaca

**The American Hotel and Lodging Association Scholarship**

Daniel VanDeMoere  
Jennifer Fox  
Laura Amos  
Sara Carlin  
Savannah Carlucci

**The Andrew J. Pappas Memorial Scholarship**

La'Quon Rogers

**The Anna Frances & Phillip A. Jukoski Memorial Scholarship**

Sha'Mirr Douglas

**The Aramark Scholarship**

David Teague  
Mary Poteat  
Shana Maw  
Timothy Wilson

**The Archie R. Burnette Scholarship**

Emma Gardner  
Rachel Eker

**The Associated Brokers Scholarship**

Anthony Gomez

**The Audrey J. Smith Scholarship**

Lauren Frye

**The Azita Movahed Scholarship**

Cheryl Oliver

**The Bengel Family Scholarship**

Trinity Sondys

**The Benjamin Lane Abbott Scholarship**

Madeline Ash

**The Benny Ward Scholarship**

Jessica Bell

**The Benton Family Access Scholarship**

Joseph Mace

**The Bodenhamer USA Scholarship**

Halle Babel

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Kristen Cleveland

**The C.C. Weitzel Scholarship**

Jordan Hodges

**The Carol L. Taylor Spirit of Hospitality Scholarship**

Courtney Phillips

**The Chesson Scholarship**

Selena De Alva

**The Coastal Plains Chapter of the NCACPA Scholarship**

Asia Walker

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Cody Bell  
Cody Burkett  
Crystal Grant  
Gabriel Bowman  
Jacob Ringley  
Lashanna Whitley  
Neil Hart  
Sondra Willis  
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Vincent Holthouse

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Alisha Cogswell

**The Frank Booth Memorial Scholarship**

Alicia Young

**The Gamma Iota Sigma Scholarship**

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Katherine Sargent  
Megan Sutton

**The Gary Warren Scholarship in Business**

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John Crossley

**The Goble Family Scholarship**

Crystal Merrill

**The Gourley Scholarship**

Ramielka Peebles

**The Grady & Martha Davis Scholarship**

Tristan Miller

**The Gwen Potter Scholarship**

Nolan Tubb

**The Hal S. Johnson Scholarship in Business**

Brandon Holloway

**The Hickman Family Scholarship**

Ana De-Pedro

**The Howard and Virginia Brown Community Award**

Rebecca Wagner

**The Independent Insurance Agents of NC Scholarship**

Evelyn Humphrey  
Phillip Childers  
Shannon Terwilliger

**The Institute of Management Accountants Scholarships**

Kyle DelRossi

**The Irwin C. Roberts Scholarship**

Kayla Houck  
Laura Amos

**The J. Fred Hamblen Scholarship**

Haley Smith

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Ashley Larsen  
Halle Babel  
Janice Jeup-Wilson  
Madison Thompson

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Cheryl Mason

**The James E. & Deborah L. Hooper Scholarship**

Kaylee Spruill

**The James L. and Ann T. Bichsel Scholarship**

Vincent Lewis

**The James W. & Anne H. Nordan Scholarship**

Connor Guiheen

**The Judi Marvel Scholarship**

Oshiomowe Momodu Busari

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**The Robert Gluckman Scholarship**

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Karissa Cahoon

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Adrian Scott

**The Schwager Scholarship**

Jordan Spelce

**The Scott Jack Benrube Entrepreneurial & Mentorship Scholarship**

Maddison Lubbehusen

**The Strickland Scholarship**

Nathan Tubb

**The Stuart Powell Scholarship**

Katherine Sargent  
Terrington Myles

**The Student Accounting Society Scholarship**

Zachary Watts

**The Stumpo Family Scholarship**

Ashley Fisher

**The Tommy and Amanda Price Scholarship**

Nicholas Marple

**The Tony R. Misenheimer Scholarship**

Melissa Gray

**The UBE Business Scholarship**

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Lori Neal  
Meredith Jones

**The Vance and Sue Taylor Graduate Fellowship**

Zachary Bass

**The Walker-Mayberry Scholarship**

Angela Blackwell

**The Ward Accounting Scholarship**

Austin Congleton

**The Ward/Thompson Scholarship**

Herman Richard

**The William F. West Memorial Scholarship**

Madeline Hilliard

**The William H. and Lisa D. Shreve Scholarship**

Joseph Hughes

**The Williams-Ausbon Scholarship**

Kaitlin Richardson

STUDENT NOTES

STUDENT NOTES

ADVANCEMENT NOTES

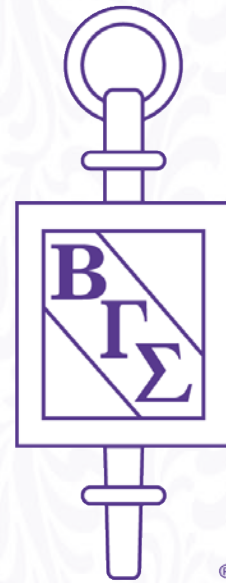
Nearly 50 Students Inducted into Beta Gamma Sigma

East Carolina University has inducted nearly 50 new members into the ECU Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The ECU College of Business is the largest and second longest accredited business program in North Carolina.

Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. ECU's spring induction reception and award presentation was held on April 7 to honor and recognize the students and their families.

Kel Normann (MKTG '85), ECU Trustee and managing director of The Normann Financial Group of Wells Fargo Advisors, LLC, offered congratulatory remarks and advice to the inductees.

Two times each year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only and is based upon eligibility criteria, including those who rank in the top 10% of the junior and senior classes, and the top 20% of graduate students within the College of Business. Prior to nomination, the entire faculty of the College of Business reviews each candidate to ensure he or she meets the standards of character and integrity that membership represents.



Spring 2016 Inductees

SOPHOMORES

Mariana E. Brinkley	Nicole A. Hawley	Courtney E. Metcalfe
Cody B. Carmichael	Nicholas E. Hilliard	Lonnie B. Neal
Morgan C. Dameron	Meredith B. Jones	Mary C. Rosiek
Marissa T. Flood	Mamie E. Kerr	Chadwick J. Sullivan
Blake A. Hammond		

JUNIORS

Lily E. Bagwell	Devin A. Larson	Ramiaka S. Peebles
Jessica T. Boyd	Tyshea S. Long	Jessica R. Rankin
Phillip A. Childers	Tiara M. Lopez	Jacob A. Ringley
Ana C. De-Pedro	Julia A. Marotta	Joshua O. Smith
Emma R. Gardner	Zachary J. McCumber	Paul N. Temple
Haley E. Lamm	Anderson T. Mitchell	Clayton H. Woolard

SENIORS

Titus L. Alcock	Allison R. Flowers	Emily N. Price
Christopher T. Ange	Ryan R. Fritzsche	Paul D. Quinn
Rabia Aslam	Sarah E. Glave	Christina D. Schatz
Jordan M. Ferris	William S. Kozel	Patricia D. Williams

MASTERS

Kristina L. Camacho	Russell H. Rhodes
Christopher R. Kennedy	Jason B. Walston
Zachary N. Nunn	Thomas A. Wertheimer

Thank You for Making So Much Possible

As the 2015-16 academic year draws to a close, we would like to say how grateful we are to the many donors and volunteers who continue to touch lives and make the College of Business even stronger through their support and involvement.

We have some great stories to share of how your generosity makes a difference:

- You make technological advancements possible and keep us on the cutting edge. Major renovations are now underway on the third floor of Bate as we upgrade our student computer lab into a dynamic Student Technology Center. In fact, we still have naming opportunities available to support this effort.
- You enable our students to learn about the business world first-hand through enriching off-campus experiences. Your donation dollars subsidize conference fees, assist with travel expenses, and help students afford life-changing summer study abroad opportunities. Two of our young business graduates recently endowed a fund dedicated to student travel, and we encourage you to read about their vision on the back page.
- You foster entrepreneurship. Through our new Miller School of Entrepreneurship, we have been hard at work planning a school that will be significant and unlike other entrepreneurship programs as it helps

to create companies, boost employment, and improve lives. Fielding and Kim Miller have provided the startup funding, a professorship in entrepreneurship, and a matching pool to challenge other ECU graduates to join in supporting the school. Please consider helping to extend the school's impact even further!

More students are enrolled in the ECU College of Business than ever before. It's an exciting time as we continue to grow our innovation, entrepreneurship, and leadership presence across East Carolina and the region. We're also thrilled to welcome the School of Hospitality Leadership to our college and create new synergies.

If you would like to learn more about our areas of need, please feel free to contact either Preston, Paige, or Jim. We would be happy to discuss ways you can get involved and make a difference.

We have much to be proud of in the College of Business. Thank you for making so much possible.



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## Alumni Create First-Ever Business Student Travel Fund

As ECU students, Michael S. Kowalczyk (MGMT '09, MBA '10) and Tim Willis (MIS '12) took a life-changing trip to New York City with a group called The Council. They networked with alumni, toured corporations, saw the sights, and soaked up knowledge. Although they had help in planning the trip, they funded it entirely by themselves. Now as young alumni, they want to enable other business students to experience life beyond the classroom like they did.

Thanks to the generosity of Kowalczyk and Willis, the College of Business has established its first endowed travel fund devoted to educational student trips. They recently committed \$25,000 to this initiative, and they're encouraging other alumni to join them.

"Experiences outside the classroom help to shape and mold our students, oftentimes creating a lasting impact," they said. "Through our donation, we have started a platform for other donors to support student travel. We'd love to see this fund continue to build up and have a huge impact. Our goal is to enable every student in the College of Business to go on a trip before they graduate, so they can experience something different and possibly life-changing."

Examples of recent student trips include marketing students visiting New Orleans for a national conference and insurance students traveling to Charlotte and Asheville for competitions.

Kowalczyk and Willis concluded, "In our opinion, traveling and seeing the world are some of the most important things in the global economy. They're part of the full leadership experience. We hope alumni will support this fund and enhance the student experience."

*To contribute to the student travel fund, please visit [www.ecu.edu/business/give](http://www.ecu.edu/business/give) and select the "College of Business Student Travel Program Endowed Fund" designation to make your gift. You can also call University Advancement at 252-328-9562.*



Michael S. Kowalczyk (left) and Tim Willis.

### About Stocknotes

Stocknotes is published by the ECU College of Business. 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 [www.ecu.edu/business/pubs](http://www.ecu.edu/business/pubs), where both past and current issues are available.

We welcome your letters and comments. Please e-mail [cclub@ecu.edu](mailto:cclub@ecu.edu) or contact us at 252-328-6377.

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