

Learn Today. Lead Tomorrow. College of Business Unveils New Mission, Purpose Statement

This fall, the College of Business set in place a new purpose statement and revised mission to better reflect its vision and guiding principles. Together they will guide the College and also serve as a centerpiece of the AACSB accreditation process. AACSB International is the leading accrediting body for business schools worldwide.

Dr. Paul Schwager, associate dean of the College of Business, said, “Many groups have met and many revisions have been made. We believe that our new mission fits well with the direction of the College of Business. It also fits well with the revised AACSB standards and will enable us to position the College in the best way possible.”



The new College of Business mission is as follows:

Learn Today. Lead Tomorrow.

East Carolina University's College of Business provides a learning environment that engages the leaders of today and tomorrow while expanding business knowledge and serving our communities. The foundation of our mission is the integration of four critical elements: Think, Value, Communicate, Lead.

Goals:

- Provide a quality, flexible business education distinguished by value and engagement.
- Develop students to assume professional and community leadership positions.
- Facilitate economic outreach, development, and professional education.
- Expand knowledge through academic, applied, and pedagogical scholarship.
- Attract and develop talented and engaged faculty, staff, and students.

In 2013, the AACSB announced a new set of accreditation standards to ensure that business schools that achieve accreditation are best in class in how they meet the needs of their core stakeholders—students and employers. As part of the new standards, quality business schools must have a clear mission, act on that mission, translate that mission into expected outcomes, and develop strategies for achieving those outcomes.

College of Business

COLLEGE NOTES

BB&T CEO Kelly King Speaks at ECU on Oct. 30

Kelly S. King, chairman and chief executive officer of BB&T Corporation, spoke at East Carolina University on Wednesday, Oct. 30, hosted by the College of Business' Leadership and Professional Development Program. The public was invited to attend this free event, which included students, faculty, staff, alumni, and other community members. The event was held at 3:30 pm in Wright Auditorium at ECU.

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. He has served as Chairman of BB&T since January 2010; President and Chief Executive Officer of BB&T Corporation and Chairman and Chief Executive Officer of Branch Banking & Trust Company since January 2009; Chief Operating Officer of BB&T Corporation and Branch Banking and Trust Company from June 2004 to December 2008; and President of BB&T Corporation from 1996 to June 2004.

King has forged a lifetime of leadership experience with BB&T, devoting 29 of his 41 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. He 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 commitment to the company's mission, vision, and values has led to a nationally recognized employee volunteer program, The Lighthouse Project.

He served on the board of the Federal Reserve Bank of Richmond from 2009 to 2012. He now serves on the Federal Advisory Council of the Federal Reserve System. King has also served on the board of The Clearing House since 2009, and the Financial Services Roundtable since 2010. In 2011, King was ranked #3 "Best CEO" by sell-side analysts in a study by Institutional Investor magazine.

For the past two years, BB&T has surpassed all U.S. banks in total awards for small business and middle market banking by Greenwich Associates. In 2012, BB&T was the highest ranked of institutional U.S. banks in Barron's 500 list of America's Top Companies.

Dr. Stan Eakins, dean of the College of Business, said, "The College of Business is thrilled to welcome Kelly King back to campus. He is an exceptional role model for our students – he started as a management trainee at BB&T more than 40 years ago, and now he's at the helm of the company with more than 30,000 employees. We have much to learn from this inspiring leader who has given so much back to his community and university."



Kelly King

Homecoming Social Planned for Saturday, Nov. 9

Join us for the annual College of Business Homecoming Social!

Come celebrate ECU's homecoming with College of Business alumni, faculty, staff, students, and friends during the Homecoming Parade on Saturday, Nov. 9. Stop by with your family for coffee, continental breakfast, Pirate hospitality – and enjoy the Homecoming Parade!

The College of Business tent will be located on the lawn between Chancellor's Way and Fifth Street (across from the intersection of Fifth Street and Student Street).

The event is free and is scheduled for 9:30-11:30 a.m. No RSVP is necessary. For more information, contact Anne Fisher at fishera@ecu.edu or 252-328-6377.

We hope to see you there!

Mark Your Calendar!

Who: College of Business alumni, faculty, staff, students, and friends
What: Annual College of Business Homecoming Social
Where: ECU Campus, on the lawn between Chancellor's Way and Fifth Street
When: Saturday, Nov. 9, from 9:30 to 11:30 a.m.



COLLEGE NOTES

MBA Program Revises Curriculum, Stays Competitive

Effective this fall, the College of Business has implemented new changes throughout the MBA curriculum – all part of the College’s continuous effort to remain competitive and meet the needs of students and industry.

MBA courses will now be divided into two categories: foundation classes and common body of knowledge courses. Foundation classes quickly give a non-business undergraduate student the same academic knowledge base as that of an undergraduate business student. Students may waive these on a course-by-course basis under certain circumstances. The common body of knowledge component is required of all students, including eight required classes and three required electives. The variety of business electives allows students to tailor their degree to fit their personal and professional interests. Students can also substitute an optional certificate containing industry-specific course selections for the three business electives.

In addition, as part of the MBA curriculum changes:

- ENGL 5780 (Advanced Writing for Business and Industry), MIS 6143 (Management Information Systems I), and OMGT 6683 (Statistical Methods), are no longer offered or required in the revised MBA program.
- The MBA foundation classes now include the business writing and technology skills previously covered in ENGL 5780 and MIS 6143.
- An environmental scan of other MBA programs revealed that the advanced statistical content covered in OMGT 6683 was not present in a good number of those programs. It was concluded that OMGT 6683 could be removed from the program without reducing our students’ competitiveness in the job market.
- OMGT 6213 (Operations and Supply Chain Management) now joins the common body of knowledge courses and is required of all students. While the name of this course remains the same, the focus of the class has shifted to the understanding and management of a complex system, including the web of material suppliers, value added systems, distributors, logistic providers, etc., versus an individual firm’s perspective.

- MIS 6713 (Delivering Business Value through Information Systems) is a new required course in the Common Body of Knowledge courses. The goal of this course is to educate future knowledge workers and business leaders on the key role of information systems and information technology in delivering business value and in sustaining competitive advantage.

Tina Williams, director of graduate programs in the College of Business, said, “We’re very proud of our MBA program and the future leaders we teach. As a College, we are dedicated to continuously assessing where we are and moving forward to ensure our students receive a high-quality education that reflects the changing and highly competitive nature of the business world. As a result, our curriculum has evolved to reflect these needs.”



(Left to right) The College of Business Graduate Programs team includes Paul Russell, assistant director; Tendai Nдавvonga, assistant director; Tina Williams, director; and Sarah Smith, assistant director.

ECU MBA Rated Top Online Program in State by Affordable Colleges Online

ECU’s MBA program has again received statewide and national recognition, ranking as the top online MBA program in North Carolina by Affordable Colleges Online. ECU’s MBA program also ranked #16 in the nation, earning a place among the Top 30 Online MBA Programs in the United States.

Affordable Colleges Online said, “Over the past few years, online graduate-level business programs have proliferated. Students are now faced with the difficult decision of sorting through a surplus of programs, looking for the one that fits their unique wants and needs. We have combed through nearly 8,000 online MBA programs and highlighted only the very best. We selected these 30 school based on a number of factors, including strict accreditation, faculty quality, student engagement, and admissions selectivity. These online MBAs are an elite class, unsurpassed in quality and affordability.”

In addition to its value, ECU’s MBA’s program was touted for being customizable and a good fit for students who want either completely online courses or a mix of virtual and face-to-face.

Affordable Colleges Online is an educational web site that helps potential students regarding their options for obtaining a degree and paying for one. For more information, visit online at <http://www.affordablecollegesonline.org/>.



College of Business

COLLEGE NOTES

First Business Scholars Arrive on Campus

The College's first-ever Business Scholars began their freshmen year at ECU this fall: Sarah Elizabeth Glave, Ashley Banks Montaquila, and Rebecca Lynn Wagner.

The Business Scholars program helps attract the most intellectually talented high school students to East Carolina University and the College of Business. Thanks to a joint effort between the Honors College and College of Business, the Business Scholars program targets Honors College awardees who wish to study and pursue careers in business. In addition to other benefits, Business Scholars receive a generous scholarship award of \$12,000 (distributed as \$1,500 per semester over eight semesters) beyond those scholarship monies awarded by the Honors College. Mark and Tracy Copeland, Lynn Schubert, and Stan and Laurie Eakins all generously funded the scholarships.

Glave, a freshman from Waxhaw, N.C., was very active in her Future Business Leaders of America club in high school, earning Top Ten rankings in Emerging Business Issues and Business Presentation at the State Competition. She is also active in Tae Kwon Do, both as an instructor and participant. She has earned her second degree black belt and placed in the Top Three at the North Carolina State Games several years in a row.

Montaquila, a freshman Farmville native, was the valedictorian of her graduating class. She is majoring in both business and engineering. As a student at Farmville Central High School, she actively participated in tennis, cross country, and equestrian events, as well as the Science Club, Future Business Leaders of America, Health Occupations Students of America,

Fellowship of Christian Athletes, and numerous other clubs and service organizations.

Wagner, a freshman from Williamston, was Riverside High School's 2013 salutatorian, student body president, and member of Key Club, Future Business Leaders of America, HOSA (formerly known as Health Occupations Students of America), Science Club, Library Club, and Fellowship for Christian Athletes. She also served as captain of the varsity volleyball team and the announcer and scorekeeper for the varsity softball team and involved in numerous community service events.

In addition to the scholarship award, Business Scholars also guaranteed entry into the East Carolina University MBA or MSA program upon completion of their undergraduate degree, provided they satisfy program requirements. In addition, freshmen Business Scholars have the opportunity to live and learn in a new collegial residence environment called the Living-Learning Community. Business Scholars must earn a minimum GPA (both overall and in business courses) of 3.5, maintain an acceptable level of personal deportment, and participate in required group and enrichment activities.

Admission to the Honors College at East Carolina University is competitive and by invitation only. Students wishing to be considered for admission into the Honors College or any of its programs first need to meet minimum eligibility criteria to receive an invitation to apply. For more information, please see online at www.ecu.edu/cs-acad/scholars/.



Left to right: Business Scholars Ashley Montaquila, Rebecca Wagner, and Sarah Glave

COLLEGE NOTES

College of Business Classrooms Retooled with Technology

The College of Business recently unveiled two new hybrid classrooms – rooms that have been retooled to include collaborative multimedia technology and easily reconfigurable furniture. The rooms accommodate a more flexible and engaged instructional approach that more faculty are using.

Len Rhodes, the College’s director of technology, information, and operations, said, “As the College’s leadership program matures, so too do the classrooms. Many of our classrooms were designed in the 1980s, when current teaching methodologies and technologies were unimaginable. The newly remodeled classrooms allow faculty to initiate a class with traditional instruction and then break the class into groups to complete projects.”

Rhodes said instructors can control all the collaborative workstations



The first class is held in one of the new hybrid classrooms, led by T.D. Gribble.

themselves or pass control of the class to any individual workstation. The rooms are part of a new program initiated by Dean Eakins, and College of Business faculty have been submitting proposals for course curriculum redesigns to take advantage of new and innovative instructional methods.

The response so far has been very positive from both faculty and students.



Students in Dr. Scott Below’s FINA 4404 (Security Analysis & Portfolio Management) class meet in a hybrid classroom.

Campus Construction: Road Closures Protect Pedestrians, Bicyclists



Construction in front of the Bate Building.



Sidewalks are closed as part of campus construction.

If you’ve seen East Carolina’s campus lately, you’ve probably noticed a lot of construction.

Over the summer, the University initiated a project to improve pedestrian and bicycle traffic near high-volume areas as part of ECU’s larger Master Plan. Officials say the closure of a roadway running through the university’s main campus will minimize the potential for collisions between pedestrians and vehicles and encourage bicycling and walking.

A portion of Founders Drive closed July 16. Motorists will no longer be able to use the route to drive between Fifth and 10th streets. A route through campus will be open to emergency response vehicles, however. From Fifth Street, Founders Drive will remain open to vehicles at Wright Circle – around the fountain and to Wright Auditorium – and for right turns on to Faculty Way.

Fencing has been installed to ensure pedestrian safety while work is under way. Construction should be completed by the end of the fall semester.

“We apologize for the inconvenience this project will cause,” said Bill Koch, associate vice chancellor for environmental health and public safety, “but it is necessary to create a safer pedestrian and bicycle corridor on campus for those traveling between classes, residence halls, and other key student, faculty, and staff destinations on our busy core campus.”

“The atmosphere you’ve got on the mall, we’re actually extending that and pulling it through the rest of campus,” said Michael Talton, ECU architect and project manager. “I think it’s going to be really nice.”

To learn more about this and other innovations planned on campus, visit the ECU Master Plan website at www.ecu.edu/masterplan.

College of Business

FACULTY NOTES

Herdman Named ECU Scholar-Teacher

East Carolina University honored assistant professor Dr. Andrew Herdman (MGMT) on April 11 with one of 10 ECU Scholar-Teacher Awards for 2012-2013.

The award, one of the most prestigious offered at ECU, recognizes outstanding faculty members who effectively 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 April 11 awards ceremony and symposium, Herdman presented “Exercises in Evidence-based Management.”

Herdman has earned numerous accolades for his teaching and research since he joined ECU’s faculty six years ago. On the teaching side, 165 seniors have identified Herdman as the “person at ECU who made the most significant positive contribution to his/her education” over the past several years. He enjoys working closely with students and served as a faculty advisor for ECU’s chapter of the Society for Advancement of Management for two years. During that time, the chapter was honored with First Place in the Overall Chapter Performance competition, and he received the organization’s Outstanding Faculty Advisor Award in 2010, a recognition given at the national level. He has also served as faculty advisor for Beta Gamma Sigma at ECU, which was honored as a “Premier Chapter” for the 2012-2013 academic year. Herdman has been elected to serve as graduation marshal by management majors numerous times. In 2011, he was honored with the Commerce Club New Faculty Teaching Award.

“As a teacher, I think I am able to create a memorable experience for students in which they are engaged and challenged—and, sometimes amused or knocked a bit off-balance,” Herdman said. “I take my responsibility to the students very seriously. My experience has taught me the importance and power of good managers and leaders in positively impacting the lives of others. I consider it a privilege to be involved in their development and education.”

On the research side, Herdman enjoys exploring strategic Human Resource management, person-environment fit, and negotiations. His research on “uncivil organizations” was selected as the HR division’s best paper of 2011 by the Academy of Management. Herdman and his co-authors presented their work at the annual Academy of Management conference, a premier conference for management researchers. Their research was also featured in a researcher-practitioner forum at the meeting.

Herdman has taught at ECU since fall 2007. Prior to earning his PhD in Management from Virginia Tech University, he served as vice president of human resources at Crown American Properties, L.P., a Pennsylvania-based real estate development company. Herdman is a graduate of the Pennsylvania State University where he earned a BS in Labor and Industrial Relations. He also received an MA in Industrial Relations from Saint Francis University. Herdman lives in Winterville with his wife, Jennifer, and three children: Anna (7), Jamie (5), and Benjamin (4). He also enjoys coaching baseball and soccer.



Dr. Andrew Herdman

ARE YOU CONNECTED?

From Facebook to YouTube, there are many ways to stay connected to the College of Business!

Visit us online at
business.ecu.edu/CONNECT

FACULTY NOTES

Three College of Business Staff Members Retire

Three College of Business staff members – with nearly 50 years of combined service – retired effective June 30 from East Carolina University. A retirement reception was held in their honor on June 21 to recognize their hard work and dedication.

Bill Wittman worked with the College of Business for 28 years, most recently serving as the College’s director of Information & Technology Services. Wittman entered ECU’s MBA program as a full-time student in 1984, when he began working extensively with the “new” PCs in the School of Business as well as the old punch card terminal – then considered state of the art. After working as a graduate assistant for Dr. Carl Gooding in the Dept. of Management and for Dr. Buddy Zincone in the Department of Decision Sciences, he took a position as lecturer in the Department of Decision Sciences and taught DSCI 2223, Introduction to Computers. When he received his MBA in 1985, he stayed on with the Department of Decision Sciences as a lecturer.

In 1989, Wittman was offered the position of Director of Computer Operations. In that role, he worked with Dr. Richard Kerns to develop the foundations of the technology that continue to today in the College. He provided PC support for faculty, staff, and students as well as concentrating on the emerging network infrastructure in the College. His responsibilities were primarily server and infrastructure support as well as overseeing the day to day operations of the Computer Services unit. When Dr. Richard Kerns retired in 2011, Wittman became the director of the newly renamed Information and Technology Services for the College. Len Rhodes is now serving as the new director of Technology, Information and Operations. The title of the position has been expanded again to include oversight of operations as well as Technology and Information. After retiring this summer, Wittman moved to Kentucky, where his wife Peggy is on faculty at Eastern Kentucky University.

Barbara Patterson retired from the College’s Bureau of Business Research (BBR) on June 30, where she worked as a research associate. As part of her duties, she managed the BBR’s economic indicator data bases and wrote SAS programs to summarize the data for the Bureau’s publications and economic analysis studies conducted for clients. She also edited reports and publications. Patterson first came to ECU in December 2000 and worked in Institutional Research before joining the College of Business in 2007. Since retiring, she has begun gardening and home improvement work at her house in New Bern – and she plans to travel, too, with her husband.

Scotty Andrews stepped down on June 30 after more than seven years as director of the College’s Career Services office. He says the favorite part of his role was helping students find jobs and establishing a weekly newsletter called “Business Buzz” that helped spread the word about career-related news and opportunities. Lee Brown, assistant director of College of Business Career Services, has assumed the director’s duties.



Bill Wittman



Barbara Patterson



Scotty Andrews

College of Business

FACULTY NOTES

College of Business Faculty Honored by University

Faculty and staff members throughout East Carolina University were honored with teaching awards and other accolades during the fourth annual Founders Day ceremony and University Awards Day celebration on May 1. The College of Business enjoyed several honors this year, both in nominations and awards.

Dr. Christy Ashley in the Department of Marketing & Supply Chain Management received the East Carolina Alumni Association's Robert L. Jones Award for Teaching Excellence – one of three teaching awards supported by university alumni contributions.

Ashley joined ECU's faculty in 2008 after teaching at Fairfield University in Connecticut, where she served as an assistant professor of marketing. At East Carolina, Ashley primarily teaches marketing strategy. She earned her Ph.D. in Marketing from The University of Rhode Island in 2006. She also holds an MBA from the University of Miami and a BS in psychology from Sacred Heart University. Her primary research interests include customer experience management – especially in retail settings – and the formation and dissolution of emotional connections with brands. Ashley lives in Bridgeton, N.C., with her husband Jason Oliver, who also teaches in the Department of Marketing & Supply Chain Management at ECU. They have a two-year old daughter, Julianna, and their second child is due later in 2013.

In addition to Ashley's recognition, Drs. Ravi Paul and John Kros were finalists for the Max Ray Joyner Award for Faculty Service through

Distance Education, an award that honors a faculty member who has shown commitment and enthusiasm in teaching and mentoring off-campus students and who has demonstrated excellence in the delivery of courses through distance education.

ECU also inducted two College of Business teaching instructors into the 2013 Servire Society, an organization that honors those who have demonstrated a commitment to volunteer service by contributing at least 100 hours to the community in the previous year. Nancy Ray in the Department of Finance and Tiffany Woodward in the Department of Management were recognized for their multiple years of service as Servire Society Inductees.

Chancellor Steve Ballard congratulated all the nominees and award recipients and noted it was good to take time to recognize campus achievements. "I see their accomplishments every day, but it's good to be reminded of the great work that the faculty and staff do every day. You have my great appreciation for all that you do," Ballard said.



Dr. Christy Ashley

Marketing Professor Featured on NPR Website



Dr. Christine Kowalczyk

National Public Radio recently featured assistant professor Christine Kowalczyk in a story about celebrities and their brands. The article was published on Aug 15 and is titled "Can Paula Deen Recover (And Who Really Pays If She Doesn't)?"

The report, which is available on NPR.org, discusses celebrity chef Paula Deen's image and what happens when celebrities – and the suppliers, contractors, and other people behind them – go through a scandal. In many cases, celebrities may seem like individuals, but they really represent major enterprises whose businesses are synonymous with their identities.

"Celebrities are getting more involved in the process," Kowalczyk told NPR. "There's this blurring between what's an endorser and what's a brand."

While some celebrities eventually stage a comeback, Kowalczyk said she wasn't sure that Deen will be able to enjoy the kind of success she's had in the past. NPR reported that Deen appeared to stumble when the story of her past racially charged statements broke, releasing a series of apology videos and initially canceling an appearance on NBC's Today in June.

"There was a perception she was not sure what she was supposed to say," Kowalczyk said in the article.

Celebrities can recover from many missteps, the report said, but there's never a guarantee that people will be willing to spend money supporting someone who has offended them.

"Society will recover from Paula Deen's comments and a year from now we will not remember what the incident was," Kowalczyk concluded. "But we won't be buying her pots and pans."

Read the entire article online at <http://n.pr/127zgj6>.

Christine Kowalczyk came to ECU in 2011 from Tennessee, where she earned her PhD in Marketing from the University of Memphis. She also holds an ABJ in Public Relations and an MBA from the University of Georgia. Originally from Atlanta, Kowalczyk has extensive experience in public relations and marketing. Her research interests include celebrity brands, product placement in reality shows, and marketing and advertising to children. This past summer she was awarded a fellowship through the Advertising Educational Foundation's Visiting Professor Program – a two-week experience that exposes professors to the day-to-day operations of an advertising agency, marketing, or media company in New York City.

FACULTY NOTES

Sullivan Honored for Outstanding Service by NCCPA

Teaching Instructor Steve Sullivan was recently honored by the North Carolina College Personnel Association (NCCPA), earning the 2013 Outstanding Service in Support of the Profession award for his exemplary work with the College of Business Living-Learning Community and deep involvement with ECU's orientation planning committee.

The NCCPA Fall Conference and its awards ceremony was held Oct. 10 to 11 at Wake Forest University. Nominees of the award must be a practicing professional employed at a college or university located in North Carolina, and he or she must have made a significant contribution in support of the profession.

Sullivan, a teaching instructor in the College's Leadership & Professional Development Program, first joined ECU in 2009. He teaches Strategy First (BUSI 1200), the freshman-level leadership course, as well as BUSI 4200, the leadership capstone course for seniors. He has worked for more than 30 years in the beverage alcohol industry and enjoys bringing that experience into the classroom to educate future leaders. He has been involved with import, export, supply chain, marketing, sales, and general management. As an experienced business leader for both domestic and international companies, he stresses the importance of diversity, multicultural competence, and human dignity to his students.

Below are a sample of comments from his students:

"He is still to this day one of my favorite professors at ECU. He was so very helpful. He truly cares about everyone and how they succeed. He still encourages me and asks how I'm doing whenever I see him on campus. One of my absolute favorites."

"Professor Sullivan was really unique in his teaching styles and unlike any professor I have had at ECU. Overall, a fun-loving and very knowledgeable individual."

"Prof. Sullivan is a great man, and is willing to help whenever he can! He really knows his stuff when it comes to business."

Sullivan earned his undergraduate degree at Syracuse University, where he played lacrosse for four years, and he earned his MBA from the University of Connecticut. He continues to stay active in the community as president of Pitt County Youth Lacrosse. He also serves on the North Carolina Board of U.S. Lacrosse.



Prof. Steve Sullivan

Sullivan said, "ECU's College of Business offers an incredible Leadership and Professional Development Program to undergraduate students, and I am very proud to be a part of it. When I was asked to teach the inaugural Living-Learning Community introductory course, I took that responsibility very seriously. Today's business students will be facing challenges tomorrow that are far more complex than what we can even imagine today. If my experience and insights can help their critical thinking and improve their EDGE perspective, then I feel that I am making a contribution."

ECU Professors Help 911 System Get Smart Phone-Savvy

Most North Carolinians take it for granted that dialing 911, even on a cell phone, will bring them help as needed. However, differences in technology and operating procedures across the state and nation continue to create a host of problems, from a delay in 911 services to no help arriving at all in crisis situations.

Thanks to the ongoing research of three faculty members in the ECU College of Business, Professors James Holloway, Elaine Seeman, and Jim Kleckley, both state and federal entities are learning how to fund 911 initiatives and make public policy that works. A state law adopted in 2010 puts North Carolina way ahead of the rest of the country; it provides the funding model for voice services to work together throughout the 911 system. Now, the three professors are gaining national attention for their 911 public policy and funding ideas, commonly called the "ECU Funding Model."

Holloway, Seeman, and Kleckley were invited to share their "e911" expertise with the Federal Communications Commission, U.S. Department of Transportation, U.S. Department of Homeland Security,

National Emergency Number Association, and the Pew Charitable Trusts. Most recently, on April 2, they participated in a Blue Ribbon Panel on Funding 911 with experts from around the country.

Holloway said, "Everyone thinks that 911 is everywhere, but unfortunately there are a lot of times when emergency messages don't get through. Dialing 911 was easy when people had landlines tied to an actual address. But how do you find the location of someone who texts from a cell phone or calls via Skype? That's the big challenge."

He explained one example involving the Virginia Tech shootings in 2007, when emergency text messages from students never got through.

Holloway continued, "Over the last six years, my colleagues and I have devoted much of our effort to researching these 911 issues, along with the funding and public policy involved. It's exciting to see our work take root and begin to make a difference as developing one 911 standard is explored."

College of Business

FACULTY NOTES

Marketing Professor Featured in Global CMO Magazine

Global CMO Magazine, an international publication for marketing professionals produced by Global Marketing Network, featured ECU marketing professor Dr. Tracy Tuten in its June 2013 cover story.

Tuten discusses “The Zones Framework” in the article, presenting a different way of understanding the landscape of social media, or communication that is “online, participatory, and shareable,” and what it means for marketers. She divided social media marketing into four main areas: (1) social community, (2) social publishing, (3) social entertainment, and (4) social commerce.

“I really like to focus on Zone 1 as the customer relationship management zone,” Tuten said in the article. “Platforms like Facebook and Twitter are where relationships are built.” For B2B companies, however, she explained that social publishing is arguably the most important zone, since it’s where thought leadership is built and where marketers can illustrate their competence, quality, and continuous improvement through blogs and other media sites like YouTube.”

“Many industry experts agree that that we are very close to a time when all media will be social,” Tuten told the magazine. “That means we need to be especially clear about how to create value for our target audiences that will encourage them to participate and share.”

To read the full story, visit online at <http://bit.ly/17WpaQq>.

Dr. Tracy Tuten is associate professor of marketing at East Carolina University, where she teaches advertising and social media marketing. She is 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. Most recently, she co-authored a text on *Social Media Marketing* with professor Michael Solomon. She has also authored more than 100 journal articles, book chapters, and conference presentations. Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996.



Dr. Tracy Tuten

Kleckley Featured as Economic Expert on WRAL Documentary



Dr. James Kleckley

Research associate professor Jim Kleckley was recently featured as an economic expert on WRAL-TV’s documentary titled “Cut Loose and Cut Off,” which looked at the legislative overhaul of North Carolina’s unemployment system that caused about 70,000 people to lose their unemployment benefits on July 1, 2013.

The WRAL documentary, hosted by WRAL News anchor Bill Leslie, examined the controversial debate over the new law (supporters say it will be good for the state’s economy; opponents say it unfairly punishes the unemployed) and the people it has affected.

Kleckley told WRAL he thought the state made a mistake by losing federal funding for unemployment benefits.

“It looks like in many ways this was a one-sided approach. To me, it was a gift that was there, and they turned their backs on it,” Kleckley told WRAL. He said the federal funding could have had as much as a \$1 billion impact on the state’s economy.

“It’s an effect that really filters down,” he said in the documentary. “Unemployment taxes have little to no impact on economic growth. I think it’s a lot of hyperbole. I haven’t seen any supporting evidence for it. Will this help employers create some more jobs? Maybe. But not to account for all of the people who are losing the benefits. Not even close.”

Kleckley also said a lot of the jobs that were lost are not coming back, and so the people who lost those jobs have to do other things, and that oftentimes takes education.

To view the documentary, visit online at <http://bit.ly/1a4enaX>. It first aired on Sept. 12, 2013.

Kleckley serves as director of the Bureau of Business Research, the College of Business’ applied research arm. He also teaches the MBA-level economics course offered in the Department of Finance. His work focuses primarily on regional economics, and he has conducted local economic analyses since the mid-1970s as both a private consultant and as a research faculty member at the University of South Carolina, University of Florida, Oklahoma State University, and East Carolina University. The national Association for University Business and Economic Research (AUBER) named Kleckley its president for 2012-2013.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

2013

Douglas Schuyler Grant (FINA) is a product controller with Credit Suisse in Research Triangle Park.

Camille Marie Hefner (MSA, ACCT '11) is an assurance associate with McGladrey LLP in Charlotte.

Cassandra Hundertmark (MKTG) is an account manager for SHI International, an IT Reseller, in Somerset, N.J.

Antoine ("Ely") Khoury (MGMT) is living and working in Shanghai, China.

Jessica Radford (MSA, ACCT '11) successfully completed the CPA examination.

Leslie Varner (MKTG) is living in Sanford with husband Lawrence and working at Pfizer.

Kyle Warneke (FINA) is an operations analyst for Credit Suisse in Research Triangle Park.

Stephen Allen Watson Jr. (MSA, ACCT '11) is an audit associate for Ernst & Young LLP in Charlotte.

2012

Daniel Carter (MBA) has been named a principal at Ascendient Healthcare Advisors, with offices in Durham and Washington, D.C. Ascendient is ranked by Modern Healthcare as one of the nation's 50 largest firms in healthcare management consulting. As a principal, Daniel will expand his role in management and business development, in addition to his consulting work for clients such as Rex/UNC Health Care, Carolina HealthCare System, and Vidant Health.

Chelsi Chandler (MIS) is a technical analyst with Credit Suisse in Research Triangle Park.

Teresa C. Childers (FINA) is an administrative assistant for Catawba County Public Health in Hickory.

Kimmy Cummings (MIS) signed with the Fredericksburg (Va.) Impact for the 2013 W-League season. This is her second season with the soccer team, on which both professional and amateur athletes compete.



Kimmy Cummings

Kimmy Cummings finished out her four year ECU career leading the team in goals (9) and points (22) on her way to First-Team All-Conference USA honors in 2011.

Maggie Cunningham (MSA) is a tax associate with McGladrey in Charlotte.

Mike Doherty (MKTG) graduated in December 2012 and received his first after-college job in January as a digital account manager for WVEC - ABC13 in Norfolk, Va.

Terra Dews (MBA) is an inventory accountant for the New York Times. She lives in Chesapeake, Va. with her husband Adrian.

Davidson Gillette (MSA) is a federal tax associate with KPMG in Norfolk, Va.

Jonathan Greene (MIS) is an application support associate with Attends Healthcare Products in Greenville.

Riley Huggins (MKTG) is a new media specialist for Faulkner & Associates Advertising in Greenville. In this role, she is responsible for the content management of websites and social media accounts. She is also part of the agency's creative team, where she is involved in the planning and development process of client materials and campaigns, with an eye to incorporate new media where pertinent. Riley is also responsible for the agency's photography and videography projects.

Megan Hurdle (MBA) is a consumer and market analyst for NACCO Materials Handling Group in Greenville.

Alexandra Krukowski (FINA) is currently working as a staffing manager for Robert Hall International on its Accountemps team.

Joshua Lee Potter (FINA) is a project analyst for PRA International, a pharmaceutical company in Raleigh.

Kori Elizabeth Reece (ACCT) is an accounting manager at WIMCO Corp., Washington.

Vishal Shah (FINA) is a specialist II with Wells Fargo in Raleigh.

Allan Staten (ACCT) is a bookkeeper for Townsend Real Estate in Fayetteville. He is also coaching the Junior Varsity Boys' Basketball team at The Fayetteville Academy.

Nicholas Strong (MSA, ACCT '11) is employed at KMPG LLP in Norfolk, Va.

Alison Thomas (ACCT & FINA) is a commercial loan documentation specialist with Wells Fargo in Charlotte.

Antono J. Virella Jr. (FINA) is an advisory

associate for PricewaterhouseCoopers, LLP on the Banking and Capital Markets team in Columbia, S.C.

Charles Walker (MSA) is an audit associate for KPMG in Raleigh.

Tim Willis (MIS) is an associate quality assurance engineer for Fidelity Investments in Durham.

2011

Joshua Anderson (ACCT & FINA) is an analyst with International Farming Corporation in Kinston.

Elizabeth Browning (MBA) is a recruiter at Vidant Medical Center in Greenville.

Courtney Cason (MGMT) is a compensation specialist for IBM India, and she lives in Raleigh.

James Cosmas (MGMT) is a securitized products group analyst for JP Morgan.

Jennifer Edinger (FINA) is a tax accountant with Bandwidth.com in Raleigh.

Steve Farrer (MBA) started as a corporate planning engineer at IM Flash Technologies (www.imftech.com) in Lehi, Utah in November 2012. He and his wife Dianne have two daughters and are enjoying living close to family. They hope to one day return to North Carolina or at least live on the East Coast.

Brian Ferguson (MSA, ACCT '10) is an audit associate with KPMG in Greensboro.

John Horns (MBA, MIS '07) is an associate system engineer for Vidant Health-Information Services in Greenville.

Lee Hunnings (MBA) is an international logistics coordinator for SOS Global Express in New Bern.

Stephen Janawsky (MBA, MKTG '04) is a business relationship manager (financial analyst) for Credit Suisse in Research Triangle Park.

Jennifer Joyner (MKTG) is a marketing and projects coordinator for Engineering Specialties Co., Inc. in Raleigh.

Claire Judd (MIS) is a systems analyst for Fidelity Investments in Research Triangle Park.

Cody Lawson (MSA) is a CPA and is employed as an assurance associate for McGladrey LLP in Raleigh.

College of Business

ALUMNI NOTES

Xueying Sarah Li (MSA) is a staff accountant for Emigra Group LLC in Vienna, Va.

Seth Maness (ACCT) pitched in his first major league game for the St. Louis Cardinals in April. He was named the organization's Minor League Pitcher of the Year in 2012, and had been playing on Triple-A Memphis' team before being called up to the major league.

Tess A. Martin (MSA, FINA '09) is employed in real estate tax services for Ernst & Young LLP in Raleigh.

Mary Frances Moore (MIS) is a business technology application technician with East Carolina University's ITCS department.

Aaron L. Williams (MBA) is a portfolio analyst for Bank of America in Charlotte.

Katie Koop (ACCT) is an experienced associate for PricewaterhouseCoopers in Houston.

Rachel Maddox (MSA, ACCT '09) is a senior assurance associate with McGladrey LLP in Charlotte.

Anella Niewenhous (MKTG) is a personal lines underwriter with Burns and Wilcox in Morehead City.

Meghan Oliver (MGMT) works for Credit Suisse in Research Triangle Park.

West Overman (MBA) was promoted to branch rental/sales supervisor for Gregory Poole Equipment Company's Washington, N.C. branch.

Charlie Smith (MGMT) is a safety analyst for Smithfield Packing Company.

Daniel S. Waters (MSA) is manager of accounting process and expense reporting for Continental Tire the Americas LLC in Fort Mill, S.C.

Allison Paige McCorkle (ACCT) is a tech support representative for Verizon Wireless in Wilmington, N.C.

Jordan Mitchell (MBA, Music '07) is an assistant professor at the University of Houston Clear Lake.

David Parks (FINA) is a financial analyst for Brady Trane Services, Inc. in Greensboro.

Scott Poag (MBA, FINA '07) has been named the

new project manager of the Augusta Economic Development Authority, Augusta, Ga. He will be responsible for working with the Georgia Department of Economic Development project managers, statewide utility project managers and nationwide site selection consultants to bring projects to Augusta for the creation of new jobs for the area. Previously, he was the existing industries director for the Pitt County Development Commission.



Scott Poag

Randall "Rocky" Proctor (MBA, FINA '07,

MD '13) completed his MD at the Brody School of Medicine in May 2013. He started an internship in internal medicine at Vidant Medical Center in Greenville, which will be followed by a residency in dermatology at ECU. He is married to Jordan Vainright Proctor (ECU '07). They have a son, Crew, who is 16 months old.



Rocky Proctor

Ben Shank (FINA) is an account executive with Gartner. He lives in Dallas.

2010

Ariel Campbell (MBA) is a lieutenant, MSC, USN for Navy Medicine at the Naval Hospital Camp Pendleton in Camp Pendleton, Calif.

Mary Page Peck (MGMT) wed Brian Robert Decker on April 27 at First United Methodist Church, Washington. She is office manager for Stansell Dentistry in Raleigh.

Brittany Davenport (MKTG) is engaged to marry **Ryan Bowen (FINA '10)**. The wedding is planned for Charleston, S.C.

Susan Houghtalin (ACCT) is an accountant for the U.S. Army Corps of Engineers in Fort Worth, Tex.

Thomas Howie (MGMT) is a special agent for the Department of Homeland Securities, Homeland Securities Investigations in Del Rio, Tex. At ECU, he was one of the original members of Business Emerging Leaders in 2009-2010.

Joseph Kelly Ingle (MBA, MKTG '09) is a field sales manager with Samsung Telecommunications America, the mobile device division of Samsung. He manages the ENC market for the company. He and wife Ashley (ECU '08) reside in Ayden.

Hayley Kelly (MGMT) studied Massage and Bodywork Therapy at Body Therapy Institute in Siler City after graduating from ECU. She has been a massage therapist for two years and is employed at Cutting Edge & Co. in Sanford.

2009

Jamie C. Brown (MIS) is a programmer/analyst at the Nottingham Investment Administration, where he has worked for almost four years. He recently wed Kimberly Halsey Brown, and they have a beautiful little girl named Aubrie Mackenzie Brown.

Melissa Hildreth (MKTG) is vice president of Diamond Class Enterprises in Greenville.

Kyle Holliday (MBA, MGMT '07) started a new job in April as Training Coordinator in a division of RTI, International, called RTI University. Previously, he worked in Career Services at Barton College. He and his wife Amy Kibler Holliday (ECU '06) reside in Knightdale with their one-year-old daughter, Grace Ann Holliday.

Andrew Hummel (MBA) is the east region eCylinder business development manager for Medeco Security Locks. He and wife Amanda reside in Raleigh.

Jordan Isley (MGMT) recently started a position as healthcare recruiter in the Durham office of Maxim Healthcare Services. Previously, she was a recruiting agent at Aflac in Greenville.

2008

Sarah Elder Bruce (BSA/MSA) is an associate accountant with Hutchins Allen and Company, PA in Kitty Hawk. She and husband William live in Nags Head.

Michael Croke (FINA) is vice president with Wells Fargo Bank, N.A. in New York City. He and wife Lyndsey Hankins Croke (FINA '08) are enjoying living in the city and enjoy the East Carolina Alumni Association in NYC.

ALUMNI NOTES

Kelvin D. Knight (MGMT) is manager at Safelite AutoGlass Corp. in Enfield, N.C. He and wife Linda reside in Rocky Mount.

Christopher Miller (FINA) is a financial services representative with Metlife. He resides in Burlington.

Lauren Noonkester (MBA) is an administrator for Commonwealth Care of Roanoke - Riverview on the Appomattox in Hopewell, Va. She and husband Seth reside in Richmond.

Christopher Perri (Gen. Bus.) is a financial advisor with Edward Jones Investments in Raleigh.

William Derek Stevens (MKTG) is financial sales consultant II for PNC Bank in Dunn, N.C. He and his wife Ashley reside in Newton Grove.

Erica Wilson (MBA, MKTG '06) was promoted in April to associate director of capital campaigns in development for the University of Tennessee-Tennessee Fund. She married A.J. Arem on June 22, 2013, and the newlyweds live in Knoxville.

2007

Beth Davis (MSA) is a senior accountant for Epic Games Inc. in Cary. She and husband Carl reside in Fuquay Varina.

Will Hardison (MBA) is the owner of FanBase, LLC (www.growafanbase.com) in Raleigh. The company is a national cross-channel digital marketing software system that encourages organizations to communicate with their customers through email marketing. FanBase largely specializes in CRM and is known for its customer service and the mission dedicated to the growth of their clients' fan base.

Eric Schlueter (MBA) is global support manager for Credit Suisse in Research Triangle Park.

Augustus "Gus" Willis (FINA) has completed his law degree and is special assistant to the United States Attorney in the Eastern District of North Carolina. He and wife Julianne live in Raleigh.

Melanie (Lea) Woodward (MBA, FINA '05) married Jamie Woodward (ECU '06) in 2008. The couple's first daughter, Steele Lauren, was born in Aug. 2011, and a second daughter was

born this August. Lea is assistant vice president for Raleigh FO trade management for Credit Suisse in Research Triangle Park.

2006

Carlos Arosemena (MGMT) is treasury forecast analyst for Ally in Charlotte.

Jeffrey Dozier (MGMT) is regional training manager for Healthcare Services Group Inc. He and wife Cassie reside in Greenville.

Donetta Godwin (MBA, MKTG '04) has been

named associate director of BAYADA Pediatrics of Greenville, a leading national provider of home health care services to children. She previously served as a quality practice support consultant at the Eastern Area Health Education Center in Greenville. Her prior role was state director for a national home care company where she managed multiple offices. She lives in Greenville with her husband Michael and two children, Stella Grace and Canon.



Donetta Steiner Godwin

Stephen D. Guild (MSA) recently left a tax manager position with Dixon Hughes Goodman in Charlotte and is now a senior tax professional II in the Tax Technology Group with Bank of America in Charlotte. He and his wife Stephanie live in Charlotte with daughters Ava (8) and Cadence (5).

Charles Mandizha (MBA) is client server engineer IV for BB&T in Wilson. He and his wife Miranda live in Winterville.

Hardik Patel (DSCI) is completed his MBA with a concentration in Technology Entrepreneurship and Commercialization from N.C. State University in August. He and his wife Jigna welcomed their first child in August.

2005

Jason Anson (MBA) is a vice president with Credit Suisse in Research Triangle Park. He and his wife Stephanie Ray Anson (ECU '01) reside in Apex.

Abigail Diehl (MGMT) has followed in her father's footsteps and is the second generation manager/owner of Diehl's Produce in the

Annapolis, Md. area. The City of Annapolis recently approved a new location for her business in Eastport, a well developed enclave near downtown Annapolis.



Abigail Diehl (left) with a customer

Mark W. Frazier (FINA) is a portfolio strategist with First Citizens Bank in Raleigh.

Brianna Honea (MBA, MKTG '01) recently celebrated eight years working as the business director at Women's Birth and Wellness Center in Chapel Hill.

Eli Phetteplace (DSCI) is an enterprise architect for The Weather Channel in Atlanta.

2004

William M. Autry (MGMT) is vice president and commercial banking officer at First South Bank, Greenville.

Tony Cottrell (MBA) is district manager for Automotive Development Group in Mooresville. He and Wife Clara live in Browns Summit, N.C. with their two sons, Elliott Nicholas (3) and Colin Frederick (born April 5, 2013).

Andrew Greer (MKTG) is an investment advisor representative for Hobart Private Capital, LLC in Charlotte.

Richard "Rick" Herring (MD/MBA) has joined Carolina Asthma & Allergy Center, the Charlotte area's only asthma and allergy practice made up entirely of board-certified physicians. He lives in Huntersville with his wife Lyndsi (PSYC '03) and three children.



Rick Herring and family

Adelcio Lugo (MBA) is the regional director for the Self Help Credit Union in Greenville.

Justin Salter (MBA) is operations for Salter Brothers Farm in Havelock. He and his wife Stephanie reside in Greenville.

Scott Underwood (MKTG) was promoted to manager of key accounts and channel development with Roll Global. His new duties involve managing the company's corporate

College of Business

ALUMNI NOTES

strategy across national retailers, including Wal-Mart, Target, and Kroger. He and wife Ashley Hartis Underwood (MKTG '04) reside in Cary. She is sales representative/field sales trainer for DePuy Mitek.

Sylvia Yaw (MBA, Hlth Ed. '87) is director of quality for Tanner Health Systems, a three-hospital, 29-physicians practice health system located outside Atlanta. Previously, she worked at Pitt County Memorial Hospital (now Vidant Medical Center) for 14 years.

2003

Myers Weston Chandler (FINA) wed Molly Stephenson Boone (ECU '07) on May 4 at the Elizabethan Gardens, Manteo. The wedding party included the groom's father, **John Carlton Chandler (BUSA '71)** and **Kathryn Felts (MBA '08, MKTG '05)**. Myers is in commercial loans and vice president at First Citizens Bank in Greenville.

Linda Barbe Selleck (MIS) and husband Gordon Selleck (ECU '03) welcomed their second child, Jason Thomas Selleck on July 21, 2013. Both Linda and Gordon are employed at Scientific Research Corporation in North Charleston, S.C.

Trevor Strauss (MBA) started a new position as regional vice president of Merritt Hawkins, an AMN Healthcare Company. He has also relocated to Dallas.

2002

Michael D. Gillikin (MBA) was recently named national sales manager for Wall Lenk Corporation in Kinston. He and wife Jennifer (ECU '97 and '00) reside in Winterville.

Carey Huff (MBA) is director, regional operations for Vidant Health in Greenville.

Carmin Pollard Ipock (MBA) is financial services manager for ECU Foundations in Greenville.

Cathy Laney (BSA/MSA) is accountant for ECU's Business Services. She was previously an accountant for institutional trust funds in ECU's Financial Services.

Erin Rydell (ACCT) is senior auditor II for Carolina HealthCare System in Charlotte.

2001

Brian Batchelor (MKTG) and Brandon Ives (ECU '03) are co-owners of Brasco Design+Marketing, a creative branding and online marketing agency. Over the past few years, the agency has been ranked by the Triangle Business Journal as a "Top 20 Digital Marketing and Web Agency" in the region.

Michael G. West (MGMT) is regional manager of South Carolina and Georgia for Park Sterling Bank. His wife **Krista French West (FINA)** is a registered nurse at Hillcrest Memorial Hospital in Greenville, S.C.

Stuart Will (DSCI) is vice president dealer specialist for BBVA Compass in Houston, Tex.

2000



Chesley Black

Chesley (Chess) Black (DSCI, Instructional Tech '08) was named executive director of IT service management of Johnson & Wales University's four-campus system (Providence, Charlotte, Denver, and North Miami). He oversees IT's divisions of Academic Technology Services, Client

Services, and Regional Operations. He is based in Charlotte.

Jonathan Boykin (MBA) is director of global contracts management for INC Research, LLC in Raleigh.

1999

John McDonald (FINA) earned his Masters of Management, Finance from Babson College in 2003 and his Masters in Taxation from Seton Hall University in 2006. He is a licensed CPA in North Carolina and is director of international tax for TE Connectivity in Berwyn, Pennsylvania.

Karen Oakley Moore (DSCI) is a software engineer for GE Healthcare. She works remotely and lives in Sherrills Ford, N.C.

1998

Joe Orlando (FINA) is home equity channel integration manager for Bank of America in Franklin, Tenn.

Ben Parrott (MBA, MKTG '93) is senior executive sales specialist for Teva Pharmaceuticals.

Burkhard Tiessen (MBA) is merchandising support manager for Target in Minneapolis, Minn.

1994

Paul Powers (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 Best Bankers event.

1993

Marvin K. Blount III (MGMT) is resident superior court judge for the State of North Carolina. He and his wife Rebecca live in Greenville with their family.



Judge Marvin Blount

W. Gray Blount Jr. (MGMT) is vice president of Home Builders Supply Company in Greenville. He wife, Nikki, and their family reside in Greenville.

John Mangiaracina (MKTG) is western regional sales manager for Michael-David Winery, Lodi, Calif. He was previously division manager for Southern California and Hawaii for The Wine Group.

1991

Teresa Lyle McCracken (MGMT) is asset management field representative for the NC Farm Bureau Insurance Company in Waynesville, N.C.

1990

Raj Kannan (MBA) recently moved to Canada as the head of marketing for Boehringer Ingelheim Canada, including responsibility for the Oncology and Caribbean Business Unit.

1989

Willie Mack Carawan (FINA) is finance director for Chowan County. He was previously county administrator and finance director for Tyrell County.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

Michael E. Carden (FINA) was recently hired as the administrator for Premier Home Health Care Services, Inc. in High Point. He also received his MHA from Ohio University in 2012 and is currently pursuing his DHA from Central Michigan University. Mike is also a member of the ACHE.

Bob Liddle (MBA) is owner of Kustom Koozies in Raleigh.

Janet White (ACCT) has been promoted to chief financial officer of The Martin Agency, an advertising firm based in Richmond, Va. She has served as the agency's controller since 2006 and first joined in 1992 as a staff accountant.



Janet White

1988

James Rector, COL USMC (MKTG) is currently program manager, Navy & Marine Corps Small Tactical UAS for the Naval Air Systems Command. He was recently selected as the next commanding officer for the Defense Contract Management Agency (DCMA) Bell Helicopter Textron - Fort Worth, Tex. He will assume command in July 2014.

1987

John Bland (MGMT & MKTG) is the president/owner of Diversified Investment Services, a wealth management firm providing retirement planning, estate planning, business retirement plans, and investment portfolio analysis, headquartered in Durham.

Jesse L. Farris III (MGMT) is vice president-marketing for Pentax Medical in Montvale, N.J. He and his wife Laurie reside in Andover, Mass.

Ron Peoples (MKTG) is retail executive of the southeast market for VantageSouth Bank in Greenville.

1985

Van Isley (ACCT) is CEO of Professional Builders Supply, LLC in Morrisville. He serves on the College of Business' Advisory Council.



Van Isley

Frank Thornton (MKTG) retired in September 2012

after 27 years with First Citizens Bank. He and wife Susan (ECU '80) reside in Greenville, and their daughter Sally is an ECU cheerleader for the fourth year in a row.

1984

Michael Fox (DSCI) is senior vice president at Global Knowledge, which is the world's largest corporate IT training provider, based in Cary. Michael and his wife Wanda live in Raleigh with their three children, Madeline (18), Kevin (15), and Kate (13).

J. Fielding Miller (MKTG '84) received the ECU Outstanding Alumni Award and will be recognized at the Alumni Awards Ceremony and Dinner on Oct. 18 and during halftime of the Oct. 19 game. He is co-founder and CEO of CAPTRUST



J. Fielding Miller

Financial Advisors, one of the nation's largest independent financial advisory firms. He has been named one of the top ten most influential people in the retirement industry, and has received lifetime achievement awards from two financial planning publications. In addition, he created CAPCommunity to enrich the lives of children in the community. He has served on the ECU Board of Trustees and the ECU Foundation Board.

Katie Smith (MGMT) is an assistant vice president and mortgage loan officer for American National Bank and Trust Co. in Danville, Va.

1983

Gary J. Brock (FINA) was appointed president and chief operating officer of Select Bank and Trust Company in March 2013.

Leland Rivers Lee (MKTG) is vice president of Senn Denn In Raleigh.

Tom Robinson (MGMT) retired from Food Lion in January of this year after a 30 year career with the company, culminating as senior vice president. He will continue to serve on the boards of directors for the ECU Medical and Health Sciences Foundation as well as Rowan County Meals on Wheels. Tom is looking forward to a lot more hunting, traveling, road trips to Pirate away games, and volunteering opportunities.

1982

Vernie Dove (MKTG) is producer for the John Hackney Agency in Rocky Mount.

William Russell Overman (ACCT) is county manager for Carteret County. He and his wife Lynn live in Morehead City.

Ben Singleton (MGMT) is vice president of Senn Dunn Insurance in Raleigh.

1981

E. Schuyler Larsen (MKTG) received a master of administration with a public management emphasis from Northern Arizona University and continues to work as a library supervisor for the Scottsdale Public Library in Scottsdale, Ariz.

1980

Gail Herring (BUSA) is vice president and manager of retail banking for First Citizens Bank in Wilmington.

Richard Palsha (MGMT & MKTG) is regional sales trainer for Warrantech in Bedford, Tex. He is currently responsible for the East Coast and Southeast training for client companies, such as Badcock & More, Camping World, West Marine, and Paul's TV. He and his wife Kathy reside in Fernandina Beach, Fla.

1979

Phil Tetterton (ACCT) is the chief financial officer for Cox Industries in Orangeburg, S.C.

1977

Will Creech (MBA, ACCT '75) and wife **Linda (ACCT '80)** were both recently

honored with Outstanding Alumnus Awards from ECU's chapter of Phi Sigma Pi National Honor Fraternity in recognition of their outstanding service to mankind through scholarship, leadership, and fellowship. Recently retired, Will

previously served as director of accounting in the U.S. Support Service Center of Yum! Brands (KFC, Pizza Hut and Taco Bell). Prior to Yum! Brands, Will worked in various accounting and audit positions at AEGON and Ernst & Young. Linda previously worked for two years with Ernst



Will and Linda Creech

College of Business

ALUMNI NOTES

& Young and spent nine years in industry. She then chose to stay home with their two sons, Kenny and Jeff, and devote time to various volunteer opportunities. The couple lives in Louisville, Ky.

1975

David H. Englert (ACCT), a Certified Public Accountant, retired as Vice President-Finance/Treasurer of Southern Tile Distributors, Inc. in Norfolk, Va. after 32 years of service. Previously, he worked as an auditor with the United States General Accounting Office (GAO) for six years in its Norfolk Regional Office.

1971

Bonnie Brown (BUSA) is a retired partner with PricewaterhouseCoopers. She is also an emeritus member of ECU's Business Advisory Council.



Bonnie Brown

1965

Bill Furr (BUSA) received one of ECU Alumni Distinguished Service Awards. He will be recognized at the Alumni Awards Ceremony and Dinner on Oct. 18 and during halftime of the Oct. 19 game. He is co-founder of Cumulus Fibres Inc. and has helped fund the construction of the Cupola and the Murphy Center, where the lobby bears his and his wife's names. He has served on the ECU Board of Trustees, the ECU Foundation Board, and the Business Advisory Council for the College of Business. He is a member of the Order of the Cupola and a founding member of the Chancellor's Society.

IN MEMORIAM

1950s

George Martin Caffrey (BUSA '56) died December 5, 2012 at Odessa Regional Medical Center in Odessa, Tex. After serving as a Staff Sergeant in the U.S. Air Force as a control tower operator during the Korean War, he worked in the same field until attending ECU, where he received a degree in Business Education. He later completed his Master's degree at the George Peabody School of Education, Vanderbilt University in Nashville, Tenn. The majority of his career was spent in public education, teaching at the secondary level in several states. He married Roberta Anne Strickland in 1957, and they enjoyed 54 years together, rearing a family and engaged in much traveling, both in the United States and internationally.

Virgil S. Clark (BUSA '50), of Greenville, a former president and active member in the ECTC Club, died July 11 at age 88. He was a member of the first graduating class of the Air Force ROTC program and was named Distinguished Military Student. He was president of the Circle K Club, a cheerleader, a member of the Teco Echo Staff, and the Teachers Playhouse and was chose for Who's Who Among American Students. He retired as a lieutenant colonel after 23 years in the Air Force. He is survived by his wife of 62 years, Frances, Davis Clark (ECU '52). Together they started the Virgil S. and Frances D. Clark Alumni Scholarship fund. Memorials may be made to ECTC Scholarship Fund, c/o ECU Alumni Association, Taylor-Slaughter Center, 901 E. 5th St., Greenville, NC 27858.

R. Leion O'Briant (BUSA '59) of Mebane died April 24. An Army veteran, he retired as a supervisor of corporate out-of-state tax auditors for the N.C. Department of Revenue.

1970s

Robert Ellis Allen (BUSA '74) of Savannah, Ga. died April 13. He was director of business operations for the U.S. Marine Corps, MCCS on Parris Island and the Marine Corps Air Station.

Michael Baker (ACT '79) of Decatur, Ga., died May 20 at 56. A graduate of J.H. Rose High School in Greenville, he was an investment counselor with Wachovia Bank in North Carolina and Georgia and, more recently, as a senior investment officer with Northern Trust Company in Atlanta.

Russell Edward Elmore (BUSA '79) of Kinston died June 8 at 56. He was a member of Phi Kappa Phi fraternity. He was the owner of Neuse Insurance Company and Real Estate Management.

Bobby Brantly Matthews (ACCT '73) of Wade, died June 16 at 62. He was a CPA who worked with the N.C. Office of the State Auditor for 30 years, lastly as deputy state auditor. Upon leaving that post, he served Fayetteville State University as vice chancellor for business and finance.

1980s

John Allen Wood (FINA '86) of Advance died April 8. He was an agent for Johnson Insurance Co. for 24 years.

2010s

Weston Vandemerwe, 23, a 2012 Finance graduate, passed away on August 10 from an apparent hit-and-run collision in Raleigh. He was a member of Phi Kappa Tau fraternity at ECU. Weston was working for AXA Advisors, LLC after his graduation.

Faculty

Dr. Robert "Bob" Schellenberger of Greenville died May 27. He taught corporate strategy in the College of Business and chaired the Decision Sciences department from 1989 to 2004. Before coming to ECU, he taught at the University of Maryland, Wake Forest University, and Temple University. He authored 10 books, one monograph, and numerous articles.

Students

Jason Daniel Cargile of Greenville died May 9. He was working on his MSA degree at ECU.

Elizabeth (Lizz) Ann Griffiths of Raleigh died May 20 in a weather-related car wreck in Greenville. She was an accounting major and was 20 years old. She started at ECU in fall 2010.

ALUMNI NOTES

ECU Board of Trustees Installs New Members, Elects Officers

East Carolina University's Board of Trustees welcomed four new members and elected officers during its July 18 meeting at the East Carolina Heart Institute. Many of the new trustees are College of Business alumni.

The four members joining the board are Bob Plybon (BSBA '72) and Terry Yeagan (MKTG '79), who were appointed by the UNC Board of Governors; Vern Davenport (MKTG '80, MBA '81) and Max Ray Joyner Jr., who were appointed by Gov. Pat McCrory. Robert Brinkley (ACCT '78) of Charlotte was elected chairman. Also elected were Steve Jones (FINA '91) of Raleigh as vice chair and Edwin Clark (MGMT '79) of Greenville as secretary.

Timothy Schwan, ECU's Student Government Association president and a senior finance major, was sworn in as an ex-officio member of the board.

A graduate of ECU with a degree in business administration, Plybon of Greensboro is past president of the board for the ECU Foundation. Plybon is chief executive officer of Plybon & Associates. He has received multiple awards during his career, including the outstanding alumnus award at East Carolina and the John Newton Russell Award, recognizing a lifetime of professional excellence in the life insurance industry.

Yeagan of Willow Spring has more than 35 years

of experience in the construction industry, all in the Research Triangle Park area. He works in client development at DPR Construction, a national construction services firm based in San Francisco. He has served on multiple boards, including as chair of the Raleigh-Durham International Airport Board and chair of the Wake County Planning and Zoning Board.

He will continue his role as chair of the ECU Board of Visitors; his term on that board continues through 2014. Yeagan earned his bachelor of science degree in business administration-marketing at ECU in 1979.

Davenport of Wake Forest was most recently chief executive officer of M*Modal, which provides integrated clinical documentation in the health care industry. He earned his bachelor's degree and his master's degrees in business administration at ECU.

Joyner of Greenville is completing a term on the Greenville City Council, where he has represented District 5 since 2007. He works with the Clement Companies of Greenville and is active on multiple city boards, including the Pitt-Greenville Airport Authority. Joyner attended ECU and follows his father as a member of the Board of Trustees at ECU.

After the vote, new chairman Brinkley said he was excited about working with the group and the



Pictured at the swearing in during the Board of Trustees July 18 meeting are, left to right, Bob Plybon, Vern and Julie Davenport, Max Ray Joyner Jr. and Max Ray Joyner Sr., ECU Vice Chancellor for Student Affairs Virginia Hardy, SGA President Tim Schwan, and Terry and Julia Yeagan.
(Photo by Cliff Hollis)

opportunities ahead for the board and the university. A member of the ECU Board of Trustees since 2007, Brinkley recently joined the Charlotte law firm Womble Carlyle.

"The best days are ahead of us; not sure we've had a stronger, more talented board," Brinkley said. "As the chancellor says after a win on the field or an accomplishment in the classroom: It's a great day to be a Pirate. If we think big and focus, there's no doubt in my mind that the greatest days to be a Pirate are in the future."

Story courtesy of Jeannine Manning Hutson

Accounting Alum Makes News with 'Flash Mob' Marriage Proposal

Who says accountants can't be fun and romantic?

ECU alum Andrew Stoker (ACCT '11), an accountant in Philadelphia, got in touch with his creative side this summer when he hired a "flash mob" to help him propose to his girlfriend of almost three years, Scarlet Van Loon (COMM '11) of Winston-Salem. Their proposal video made the local news in Philadelphia and has since gone viral.

What is a flash mob, you might ask? The trend started about 10 years ago, when groups of people would plan ahead to suddenly assemble in a public place, performing an unusual and seemingly pointless act for a brief time, then quickly disperse. In Stoker's case, his girlfriend expected to dance as part of the flash mob in Philly's Washington Square along with some friends – but she wasn't expecting Stoker's marriage proposal. At the end of the flash mob gathering, dancers circled around Stoker and Van Loon to "Kiss the Girl" from *The Little Mermaid*.

"It took just under two months to plan from start to finish," Stoker said. "It was definitely worth the wait to see the surprise and excitement on Scarlet's face – and hear 'yes' as her answer."

Stoker said he's still in shock himself that the video has become so widespread. It started out as a private YouTube post on his Facebook page. That same YouTube video (now available to the public) has since tallied more than 40,000 views.

Stoker and Van Loon met through athletics at ECU; he was a three-year letterman and captain of the swim team, and she played on the ECU soccer team. Stoker graduated summa cum laude, and the Department of Accounting named him the outstanding senior for 2011. Both received the award for academic excellence during their sophomore, junior and senior years from the Department of Athletics. Today, Stoker works with PricewaterhouseCoopers in Philadelphia as a senior tax associate. Van Loon is a personal trainer



Andrew Stoker (ACCT '11) proposes to Scarlet Van Loon (COMM '11).

and aspires to become an actress. He says they haven't set an official date yet, but they hope to be married sometime next fall.

To watch Stoker pop the question, visit online at <http://www.youtube.com/watch?v=FfDShYPAmxg>.

College of Business

ALUMNI NOTES

Alumni Highlight - Darrell Harrison (SOCl '74, MBA '79)



Darrell Harrison and his wife, Sandy, take a picture with the Joe Long Award.

MBA graduate Darrell Harrison says he has enjoyed a very blessed life by focusing on the three Fs: Faith, Family, and Football.

For more than 30 years, he has been associated with Xerox Corporation in Greenville – first as an Account Executive for 15 years and then as owner of Document Solutions East, an Authorized Xerox Sales Agency of the Fortune 100 company since 1995. During autumn weekends, Harrison

also has a unique hobby: he officiates college football for the Atlantic Coast Conference.

He's so respected as a college football official that the Atlantic Coast Conference Football Officials Association honored him with the Joe Long Award earlier in May. The award is one of the most prestigious honors given by the Association, as it recognizes service to officiating, leadership in helping other officials, and dedication to the Association. Harrison served as President of that group in 2011-2012.

He said, "At every game I'm assigned, sometime before we get to the stadium, I try to remember the people who helped me along the way in officiating. All officials at this level had mentors who supported their advancement through the ranks in the officiating business. I also thank the Good Lord for the privilege to be involved in college football as an ACC official."

Originally from Wake Forest, N.C., Harrison says he first came to East Carolina University to play football. He was on the team for two years but stopped after his sophomore year and began working part-time jobs during the time previously devoted to football practice. One of those jobs was coaching and officiating youth sports with the City of Greenville Recreation and Parks Department – and that's where his passion for officiating football began.

He went on to officiate junior high, high school, spring and fall scrimmages at ECU, and ultimately got into full-time college football in 1986. He began officiating for the ACC in 1992, and he's been doing it ever since. Harrison just began his 21st year in the ACC and has worked 17 Post Season games including the Rose Bowl, Fiesta Bowl, the Army-Navy Game, two Cotton Bowls, two ACC Championship Games, and the 2009 National Championship Game (Florida vs. Oklahoma).

Harrison met his wife, Sandy (EDUC '74, MAEd'76), as a student at ECU, and they just celebrated their 30th wedding anniversary. Their son, Lucas, has continued the East Carolina legacy and is currently a senior majoring in Business Management. Lucas played two sports at J. H. Rose High School and was captain of the Rose Football team in 2009. This past summer, he completed a sports marketing internship with the Morehead City Marlins Baseball Organization. He has also worked as an equipment room attendant for the last three years at ECU and is active in the ECU Intramural Program.

"To see my son following in our footsteps at ECU makes the whole family proud," Harrison explained. "I was the first one in my family to go to college. I knew I needed a business background to complement my degree in sociology, so I took the MBA program part-time while working full-time. It was quite challenging, but I'm proud to have both East Carolina diplomas, just as I know Lucas will be proud of his business degree."

Harrison says he cherishes all of his life experiences through faith, family, and football. He adds that his officiating job is the perfect avocation for a "college football nut" like himself, and he hopes to continue for at least several more years.

"I love the passion of college football, from the athletes to the coaches to everyone responsible for putting on that huge event at a college campus each week. I admire the terrific spirit and enthusiasm," Harrison said. "Being involved in the great game of college football as an official is very humbling and is certainly an awesome privilege. I'm grateful to be able to participate in a small way. It's a constant challenge – like any business, you're only as good as your last call or game effort – which is how it should be. I have been very blessed."



Darrell Harrison stands with his son Lucas and the World Series trophy. Lucas served as manager of 2012 Babe Ruth 13-year-old team from Greenville that finished second in the World Series held in Kitsap Island, Wash.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

Alumni Highlight: Alex McKaughan (MKTG '13)

Alex McKaughan just graduated from ECU several months ago, but already business is booming for the young entrepreneur – and he says it's all thanks to Dr. Christy Ashley's marketing strategy class.

McKaughan, 22, recently established Kool Stools, a Wilmington-based business that customizes wooden stools with logos, pictures, and other designs on top. The idea all came about from a class project.

"Customizing stools has been a hobby of mine for a long time," he explained. "In college, my apartment was full of stools that I'd make for friends. I never thought it could become a business until my senior year."

As a senior marketing student, McKaughan took Dr. Ashley's marketing strategy class in 2012.

Throughout the course, each student developed a comprehensive marketing plan about a new or relatively unknown product/service. Each person gave a "Shark Tank" style presentation to the class at the end of the semester, and the top three finalists competed in front of a panel of real-world entrepreneurs (similar to the reality TV series). McKaughan made it to the top three and presented his marketing plan for customized wooden stools to a panel including Van Isley, chairman and CEO of Professional Builders Supply; Don Boldt, the retired president of Wall Lenk Corporation and retired assistant dean for graduate programs in the College of Business; and Buzz Shackelford, local entrepreneur and owner of Tide Tamer Industries. He won first place.

"It was a fantastic experience to figure out my target market, determine pricing, etc. and have expert advice along the way with my marketing plan," McKaughan said. "In the end, I decided I could really make this work as a business."

McKaughan says he has already learned a lot along the way. He taught himself a process to create a high gloss finish on the stools. He also found a manufacturer to make wooden stools so that he can focus on the artwork customization – which can be anything from a restaurant logo to pictures of dogs, boats, animal print patterns, and beyond. He recently became licensed to use N.C. State University's logo along with the U.S. Marine Corps logo, and he pays royalties to do so (he says getting licensed to use ECU's logo has been a bigger process, but he's still hopeful that will work out). He is also approved to use the logos and letters of fraternities and sororities.

So far, he says he has found a unique niche in the bar stool market – apparently no one else makes customized wooden stools with designs on top. He's working out of his parents' home in Wilmington for now, but he says expansion may happen soon if his business continues to grow. His goal is to become licensed by more professional teams and universities and for Kool Stools to become a household name. Getting there is the difficult part, he says, but he's working hard to see where it leads.

"There are so many things I learned in the College of Business that I'm putting to use now," McKaughan concluded. "Do I want to sell directly to customers? Should I sell to retailers? What should my margin be? My four years in the College of Business have helped me a lot, but Dr. Ashley's class changed my life."

For more information about Kool Stools, visit www.koolstoolsonline.com or email koolstools@gmail.com.



Alex McKaughan (MKTG '13)



Examples of Kool Stools made by McKaughan.

College of Business

ALUMNI NOTES

Alumni Highlight: Tarek M. Gineina (MBA '02)



Tarek Gineina with his family.

After graduating from the American University in Cairo in 1997, Tarek Gineina (MBA '02) longed for an MBA experience in the United States – leaving his home land of Egypt behind for just a few years so that he could hone his English skills and business acumen.

He had already visited the United States several times, even spending time as a summer exchange student at UCLA as an undergraduate. So by using his U.S. experience coupled with extensive online research, he narrowed his MBA choices down to five places, and then two. Finally, after stacking up the programs, East Carolina came out ahead. He enrolled in 2000 and moved to Greenville with his wife, Sherine Hussein, and their newborn daughter, Farida.

As a student in the MBA program, Gineina soaked up life as a Pirate. If there was an outing, get together, presentation, sporting event, or teacher to chat with, he immersed himself and “lived the dream.” His wife Sherine also earned her graduate degree in economics at ECU while they lived near campus.

“There were so many great people at ECU who became close friends and enriched our lives,” Gineina said. “It’s so important, no matter what kind of student you are, to live the dream and live ECU.”

When Gineina graduated in 2002, dean Rick Niswander honored Gineina with the Best International Graduate Student Award as part of the commencement ceremony, awarding him a special plaque and kind words that still touch him.

Today, Gineina and his family (which now includes another daughter, Jana), live on the small island country of Bahrain as well as Saudi Arabia – both countries in the Gulf Cooperation Council (GCC) region. He works in franchise business development, food and beverage, retail and all mall related concepts, as well as commercial real estate such as shopping malls and family entertainment complexes. He speaks three languages – English, Arabic, and French – and uses them all throughout his extensive international business travel.

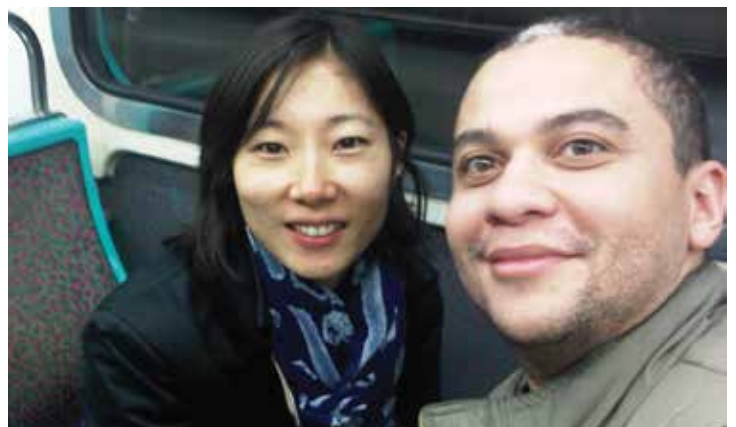
Although he lives in the Middle East, Gineina still networks with former classmates, ECU staff, and American alumni. He says he recently reconnected with ECU grad Rolando Rubio (MBA '02) when he was visiting Egypt. He has also stayed in touch with ECU friends from Turkey, Azerbaijan, and France. Dr. Jim Westmoreland, associate dean for external affairs, continues to stay connected and offers support from campus (Gineina says Dr. Westmoreland “would go to the moon and back” to help a College of Business graduate).

“Whenever I reconnect with an old classmate or graduate from Greenville, I feel ECU enthusiasm all over again,” Gineina said. “The education, exposure, and interactions with the school and the faculty both for me and my wife were great. ECU has truly enhanced our lives.”

Tarek Gineina invites other College of Business alumni to contact him at TGineina@yahoo.com. A video of him can be found online at <http://www.youtube.com/watch?v=bBChh8AWgAk>.



Gineina celebrates his induction into Beta Gamma Sigma in 2002 with his family.



In France, Gineina reconnects with Christine Auroy, a former ECU international student.

STUDENT NOTES

Finance Student Timothy Schwan Elected Student Body President



President Timothy Schwan
(Photo by Cliff Hollis)

As the newly elected president of ECU's Student Government Association, senior finance student Timothy Schwan of Hampstead is eager to get to work.

This year, he says he's planning to unite the voices of the SGA and greater student body. His campaign slogan – Bridging the Gap – was inspired by this vision. To reach out to students, Schwan is holding monthly meetings between his executive cabinet and a council of various campus representatives.

He says he'll also work on increasing SGA transparency and strengthening communication channels. Information about

what the SGA does, such as how student fees are spent, will be posted online, he says (the student body president manages a \$500,000 budget that helps provide services to students, including \$100,000 that is allocated to campus organizations.)

Other priorities include increased safety for students living off campus, bringing back the senior gift tradition, more collaboration between the SGA and ECU Athletics, and engaging students of all ages to be active on campus. He also serves as an ex-officio member of the East Carolina University Board of Trustees as part of his role.

Even before becoming student body president, Schwan served as an active leader on campus. He received the Walter and Marie Williams Leadership Scholarship and is a member of the Jarvis Leadership Program, Phi Kappa Tau Fraternity, and ECU Debate Team. He also served as an ECU Ambassador and worked with the ECU Interfraternity Council and Police Athletic League as a volunteer – all while maintaining a 3.9 GPA.

"I believe the student body president must be open to new ideas and be in touch with issues that are affecting students," Schwan said. "I'm extremely excited and honored to be the new SGA president, and I really look forward to working with all the students and making ECU the best it can be."

ECU Business Student Selected for UNC System's New Scholars Program

Senior Mark Hatcher of Charlotte was one of six students from campuses throughout the University of North Carolina system who completed the inaugural Marian Drane Graham Scholars Program this past summer.

Sponsored by the University of North Carolina General Administration in Chapel Hill, the new six-week intensive summer program provided an opportunity for students to develop leadership skills and gain a better understanding of issues facing public higher education in North Carolina.

Hatcher was the only participant from East Carolina University; the five other students represented Winston-Salem State University, UNC-Charlotte, Western Carolina University, UNC-Pembroke, and UNC-Chapel Hill. The program consisted of four components: an internship with a state agency, visits to the UNC campuses represented in the program, a visit to Washington, D.C. to meet with representatives from North Carolina and observe how the federal government interacts with higher education, and a capstone project analyzing a higher education issue in North Carolina.

For his internship, Hatcher was assigned to the Office of the State Treasurer. He worked primarily with the policy team, which advises North Carolina Treasurer Janet Cowell on various issues, helping to craft policies and legislation.

Hatcher said, "I was able to meet and interact with a lot of representatives and staffers at the state level, and I truly gained a greater understanding of what role leaders around the state play in higher education."

During the program, Hatcher had the opportunity to meet UNC President Thomas Ross, former UNC President and current American Council on Education President Molly Broad, U.S. Senator Kay Hagan, and chancellors and other administrators from other campuses. He gave his peers and program advisors a tour of ECU along with Vice Chancellor for Student Affairs Virginia Hardy, showing off the main campus, the medical campus, and the athletic facilities. The students also traveled to Washington, D.C., where they attended meetings with political and educational leaders.



Mark Hatcher

The Marian Drane Graham Scholars program is named for the wife of Frank Porter Graham, the former UNC President who served as a U.S. senator and United Nations representative. The program is open to rising juniors and seniors attending one of the 16 constituent institutions of higher education in the University of North Carolina.

Hatcher plans to graduate in 2014 with a dual major in accounting and economics. He has served as a resident advisor since August 2011 and also worked as chief financial officer for the UNC Association of Student Governments from July 2012 to April 2013.

College of Business

STUDENT NOTES

Distance Education Alumnus Begins PhD Program in Japan

On-line MBA and BSBA alumnus Joshua Hudson (MGMT '09, MBA '11) began a PhD program this fall at Japan's Kwansei Gakuin University, one of the oldest and leading private universities in the country. He's one of the first business graduates known to pursue a PhD overseas.

Hudson says he was first introduced to Japanese culture at age 10 while living in Hawaii. His father was in the U.S. Army, and so he traveled often with his family and gained an appreciation for various cultures. He continued to study Japanese through junior high and high school in Washington state, and it quickly became a passion – but that ended when his family moved across the United States to Georgia, where no Japanese programs existed. He earned a dual degree in Computer Science and Automotive Technology in 2002, but in 2004, Hudson discovered ECU's business program and concentration in international business.

He said, "The key motivator that brought me to East Carolina was the mandatory requirement to live and study abroad in your region of choice. Mine was Japan: my dream and desire was still burning strong, so I was in."

Hudson enjoyed his studies and experience in Japan so much that he stayed for one year, as opposed to the one semester that's required. He

returned to ECU for his senior year, but soon he was bound for Japan again. In 2009, within two months of graduating, he packed up and headed back overseas with just \$3,000 in his bank account.

"This was a significant risk and not one many would opt to take," Hudson said. "I didn't have a job waiting for me, but I've always been the kind of person who performs best under pressure. I have a sink or swim mentality, and I was determined to swim."

The contacts he made as an exchange student in Japan proved crucial to his establishment. His friends helped until he was on his feet, and he soon found a teaching job. At the same time he was establishing himself and working in Japan, he earned his MBA online at ECU.

As a graduate student, he collaborated with Dr. Douglas Schneider (ACCT) and Dr. Noriaki Yamaji of Kwansei Gakuin University to publish a paper about international accounting standards in Japan. Soon after the publication, Hudson was encouraged by Dr. Yamaji to apply to his university's PhD program in Advanced Management and Accounting, earning one of the two available spots.

Hudson began the PhD program on September 19.



Joshua Hudson (MGMT '09, MBA '11)

"This opens up many new doors for me," Hudson explained. "I will, of course, be in a position to teach at a university should I so desire, but more than that I will have the opportunity for higher placement within companies and organizations. My research on international accounting standards is still being developed, and I am in a position to have a significant impact on the development and implementation in the future."

ECU Accounting Student Earns NABA Scholarship



Tiffany McNeill-Grignon (left) receives a scholarship from NCACPA member Shawana Karkouki of Thomas & Gibbs, CPA, PLCC.

The Research Triangle Park Professional Chapter of the National Association of Black Accountants (NABA) honored ECU accounting student Tiffany McNeill-Grignon of Rocky Mount with a scholarship on April 27 for her outstanding achievement. McNeill-Grignon, who serves as president of ECU's NABA chapter, was presented the award in Raleigh by the Research Triangle Park chapter.

ECU's chapter of the National Association of Black Accountants (NABA) was founded in Jan. 2012. Dr. Douglas Schneider (ACCT) serves as the group's faculty advisor. The student officers for 2013 at ECU include Tiffany McNeill-Grignon, president; Wilhelm Rushemeza Bigirande, vice president; Jonathan Peralta, treasurer; and Christopher Dion Tucker, secretary.

Throughout the year, the ECU chapter of NABA holds professional development meetings and hosts professional speakers, including joint meetings with Beta Alpha Psi and the Student Accounting Society.

ECU student members of NABA also attended the NABA Southern Region Student Conference in Atlanta from Sept. 26 to 28. The conference offered workshops and opportunities for students to network with corporate recruiters from majors firms and corporations across the U.S.

Dixon Hughes Goodman is thanked for its generous support of ECU's NABA chapter.

STUDENT NOTES

Senior completes Lloyd's of London Internship

This summer, William E. Ritter II, a senior from Williamston, traveled to London for a one-month work experience within the Lloyd's of London insurance market. While there, he learned from different market participants, including syndicates and various underwriters, brokers, and representatives of Lloyd's of London itself. He was also in London for the much anticipated royal baby's birth in late July.

Lloyd's is an insurance market in London's primary financial district. In this insurance market, multiple financial backers come together to pool and spread risk. Unlike most of its competitors in the industry, it is not a company; instead, it is a corporate body governed by the Lloyd's Act of 1871 and subsequent Acts of the Parliament of the United Kingdom.

Ritter said the most unique aspect of Lloyd's is that insurance is negotiated face-to-face between underwriters and brokers. This all takes place within the Lloyd's building in an area called the Room, which is similar to a trading floor. Ritter added that you can enter only if you dress formally and act in a professional manner.

Ritter worked with The Klin Group for a few sessions, sitting side-by-side with an underwriter in the market to observe negotiations between various brokers as risks were shopped to them. Ritter also spent time at the offices of Brit Global Specialty, one of the Lloyd's syndicates. Most of his time, however, was spent with Decus Insurance Brokers – a subsidiary of Brown & Brown Insurance Company, one of the selected companies that comprise the Standard & Poor's Mid-Cap 400 Index.

"With Decus, I was able to go into the Lloyd's market with a variety of brokers depending on the day and what was happening," Ritter said. "Decus

was fantastic with facilitating this experience. They even designated some one-on-one time each day with a different person among their technical writing and claims teams, as well as with their finance department. Those experiences, and the immediate feedback it provided, certainly nurtured my growth and a stronger comprehension of the market's dynamics."

In addition, the CFO of Decus arranged an appointment for Ritter to meet the head actuary of Lloyd's Market Reserve, which is not common. Ritter said he learned first-hand how Lloyd's balances its duties to many stakeholders.

"With nearly \$40 billion per year in premiums received annually and an astronomically larger amount of financial exposure to risks always waiting around the corner, I found this to be one of the most interesting windows into the world of Lloyds," Ritter said.

Ritter plans to graduate in May 2014 with three concentrations: Accounting, Risk Management & Insurance, and Managerial Finance. After graduation, he will either pursue his CPA through the MSA program at ECU or enter public accounting.



Senior William Ritter II stands by the Houses of Parliament in London.

Student Accounting Organization Joins in National Meeting

Four officers in ECU's Beta Alpha Psi chapter – the accounting honor society – attended the organization's annual meeting from Aug. 8 to 10 in Anaheim, Calif. The meeting, themed "Dreams of Tomorrow Becoming Reality Today," included opportunities to network and learn.

ECU student participants included Keturah Mayberry, treasurer; Daniel Graham, secretary; Cody House, vice president; and Robert Nelson, vice president.

Beta Alpha Psi treasurer Keturah Mayberry said, "It was a wonderful experience to attend presentations that highlighted networking (presenters were the national recruiting directors of Deloitte and Ernst & Young), effective chapter fundraising, and best practices problem solving. In addition, we had the opportunity to build chapter to chapter networks during an interactive trip to Disney Land."

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 and Dr. Douglas Schneider. At the national level, Beta Alpha Psi was founded in 1919. There are more than 300 chapters on college and university campuses with approximately 300,000 members initiated since Beta Alpha Psi's formation.



ECU BAPsi students attend the annual meeting in California.

College of Business

STUDENT NOTES

College of Business Scholarship Awards for 2013-2014

The College of Business honored more than 100 outstanding students at a reception on Sept 13th with \$125,000 in various scholarships.

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. The College of Business thanks all of the generous donors who help support our students and make these scholarships possible.

The Accounting Faculty Scholarship

Terresa LaVern Dent
Keturah Mayberry
Alexandra Patricia Morrison

The Benton Family Access Scholarship

June Conlin

The CAPTRUST Access Scholarship

Tyrice O'Shea Lassiter

The Vantage South Bank Access Scholarship

Nasser Ali Nashal

The Howard and Virginia Brown Community Service Award

Christopher M. Lambert

The Eakins Scholarship

Marisa Jackson

The Elmer Haskell University Scholars Award

Morgan M. Harvey

ECU Business Scholars

Sarah Elizabeth Glave
Ashley Banks Montaquila
Rebecca Lynn Wagner

The Gourley Scholarship

Danielle Alexandra Todaro

The Dixon Hughes Goodman Scholarship

Keturah Mayberry

The F. Jay Haskins Family Scholarship

Nolan Randall Wiltshire

The W. Kel Normann Business Scholarship

Madison Loy Gardner

The Jon Strickland Family Scholarship

Robert Gray Nelson

The Ward Accounting Scholarship

Eric Gregory Graham

The Richard and Jane Worsley Accounting Scholarship

Terresa LaVern Dent

The Bette & Charles McGimsey Accounting Scholarship

Halie B. Davison

The Danny R. Scott Scholarship

Emilio E. Santiago

The Benny Ward Scholarship

Jonathan Paul Rorech

The Ward/Thompson Scholarship

Brendan Kennedy

The Archie R. Burnette Scholarship in Finance

Cameron Bochman
Michael A. Federico

The Copeland Family Accounting Scholarship

Brian David Phillips

The Corinne Manning Heath Scholarship

Lindsey E. Sing

The NCPRIMA Scholarship

Jordan Thomas Evans

The Margery W. and R. Roy Pearce Scholarship

Wendy Renee Stroud

Kevin and Lori Coates Shannon Scholarship in Business

Hugo Garcia

The Grady and Martha Davis Scholarship

Adam Joseph Bordeaux

The Ernst & Young Accounting Scholarship

John Preston Irvin, John David Pike

The David and B.J. Fisher Business Scholarship

Rachel M. Wells

The Donald L. & Barbara H. Hatch Scholarship in Marketing

Elizabeth Dillon Batchelor

The McGladrey & Pullen Alumni Scholarships

James August Reisen
Joseph B. Rudolph

The Elizabeth A. & Kenneth A. Schneider Accounting Scholarship

Cabot Clarke Hunt

The Bruce and Amanda Austin Scholarship for Business and Medicine

Sebastian DeMarco

The Louis H. Craig Memorial Scholarship

Gayla Gancheva Mann

The Hal S. Johnson Scholarship

Timothy J. Schwan

The Raymond and Martha Jones American Marketing Association Scholarship

Corey Alexander Hodge

The William F. West Memorial Scholarship

Brittany Coleman

Benjamin Lane Abbott Scholarship

Jing Li

The Beta Alpha Psi Scholarship in Memory of Mandy Kelly

Taylor Gleason

The Scott Jack Benrube Entrepreneurial and Mentorship Scholarship

Andrew Hamel

The Beta Gamma Sigma Scholarship

Tiffany Butcher

75 YEARS OF EXCELLENCE

STUDENT NOTES

The Connally Branch Scholarship

Alyssa Marie Conlon

The Michael L. Bunting Business Scholarship

Joseph Kissinger

The Coastal Plains Chapter of the North Carolina Association of CPAs Scholarship

Joy Holleman

The College of Business Scholarship

Nicholas Christian Edwards

Kayla M. Larsen

The Edward Jones Scholarship in Memory of Landon Blackley

Tia Briana Taylor

The Hickman Family Scholarship

Neil Krajewski

The James E. & Deborah L. Hooper Scholarship

Briel T. Teague

The Independent Insurance Agents of North Carolina Scholarship

Ezekiel Bell

Broderick Rabun Sanders

Tyler Surles

The Judi Marvel Scholarship

Sandra H. Plisko

The McGladrey & Pullen Accounting Scholarship

Robert Bradford Johnson

The Emma Morris Scholarship

Erica Janel Lee

The MSA Tax Scholarship

Lei "Elaine" Xu

The James W. and Anne H. Nordan Scholarship

Anthony Joseph Interdonato

The North Carolina Board of CPA Examiners Scholarship

Oneisha Conley Soodeen

The North Carolina Board of CPA Examiners Exam Coupon

Sagar Shapariya

The NCACPA Scholarships

Allison Johnson

Kseniya Shakotko

The Michael & Rose O'Hara Scholarship

Christina Drake

Juliana Nleya

The Latney W. Pittard Memorial Scholarship

Margaret Rogers Cherry

The Margaret C. Phthisic Memorial Scholarship

Taylor Ryan Woolard

The PNC Bank Scholarship

Cameron Karl Gombatz

Jason G. Workman

The Rhodes Scholarship

Kyle Charles Kwiatkowski

The William H. and Lisa D. Shreve Scholarship

Allison Paige Hudson

The Schwager Scholarship

Allison Ann Zaucha

The Student Accounting Society Scholarship

Lisa Lynn-Bentley Nelson

The Surplus Lines Scholarship

Jordan Thomas Evans

Alessia Firlus

Frank Jarboe

Alex Kern

Patrick Nunn

Broderick Rabun Sanders

Tyler Smith, Tyler Surles

Danielle Alexandra Todaro

The Viaticus Scholarship

Adam Zachary Tucker

The Management Information Systems Scholarship

Miranda Rogers

The Accounting Faculty Meritorious Student Award

Oliva Paige Hudson

The Frank Booth Scholarship

Ieisha Lashica Carter

The Gwen Potter Scholarship

Joanna Wynne Andrews

The Audrey J. Smith Scholarship

Zachary G. Bass

The Gary Warren Scholarship in Business

Barton Gehrig Moon

The J. Fred Hamblen Scholarship

Kathleen Tcherkezian

The Andrew J. Pappas Memorial Scholarship

Kylie Moss

The James L. and Ann T. Bichsel Scholarship

Kimberly Anne Moreno

The Anna Francis and Philip Alexander Jukoski Memorial Scholarship

Kimberly Conklin

The Greenville-Pitt Association of Realtors Scholarship

Jonathan McMahon

Christopher David Sherrod

The University Book Exchange Business Scholarship

Brooke Leanne Baker

Landon Balint

Thanks to our donors for making a difference!

College of Business

STUDENT NOTES

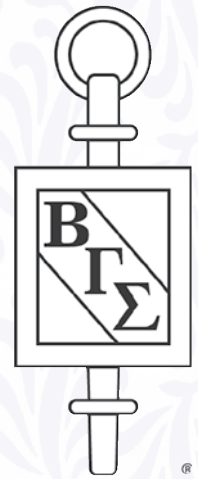
Students Inducted into Beta Gamma Sigma

The College of Business recently inducted more than 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 chapter earned Exemplary Chapter status this year due to increased Beta Gamma Sigma acceptance rates.

An induction reception and award presentation was held April 25 at Dowdy-Ficklen Stadium's Murphy Center to honor and recognize the students and their families.

Beta Gamma Sigma membership is the highest recognition a business student can achieve. Two times per 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 7% of the junior class, top 10% of the senior class, and 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.

Assistant professor Andrew Herdman (MGMT) currently serves as faculty advisor and president of ECU's Beta Gamma Sigma chapter. Other officers include Tiffany Butcher, student vice president; Dr. Joy Karriker, past president; Dr. Christopher Keller, secretary; and Dr. Rebecca Fay, Treasurer.



Spring 2013 Inductees



Spring 2013 Beta Gamma Sigma inductees from the junior class.

JUNIOR

Tyler C. Chambers	Cameron K. Gombatz	Galya Mann
Cody W. Chrismon	Brandi N. Grady	Chrissie A. Parsons
Allison D. Dease	Kayla B. Grant	Andrea Sniffen
Nicholas C. Edwards	William C. Griffin	Sarah L. Szela
Tyler W. Florio	Paul Jameson	Kathryn A. Warner
Michael A. Frederico	Henry P. Johnson	Rachel M. Wells
Hugo Garcia	Aaron G. Keener	Fanny Wolte
Madison L. Gardner	Kayla M. Larsen	Ye Zhao



Spring 2013 Beta Gamma Sigma inductees from the senior class.

SENIOR

Farbod M. Atai	Alicia M. Danehower	Nasser A. Nahshal
Jeffrey M. Bailey	Daniel G. Gallagher	Doreen A. Paul
Christine E. Boise	Danielle E. Holland	Mark C. Perew
Shannon E. Brown	Jing Li	Nicole C. Ricciardi
Tiffany M. Butcher	Brittni T. McShea	James M. Shuler



Spring 2013 Beta Gamma Sigma inductees from the master class.

MASTER

Hannah E. Cherry	Mallory B. Jones	Cecelia Wai Man Li
George W. Crowl	J.M. Kelsey	Carson G. Sasser
Theresa M. DeCosta	Westley T. King	Lauren R. Stout
Carter J. Gagnon	Anna E. Laney	Christopher Wheeler
Emily C. Hass		

ADVANCEMENT NOTES

Announcing the Dean's Circle

Across the university, current funding is under continuing downward pressure and few new resources are available for investment in strategic priorities. ECU administrators say they'll lose \$10.4 million this school year, or a 3.7% cut. If you look at 3.7% all by itself, it's not that much – but in the last four years this cut adds to about a 30% cut in appropriations.

The need for unrestricted funds in the College of Business has never been greater. That's why the College of Business recently established the "Dean's Circle," honoring those who have generously donated at least \$1,000 of unrestricted funds in their annual giving. We encourage you to consider joining the Dean's Circle, too.



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



Taylor Bell Duck
Director of Development and Engagement
College of Business
East Carolina University
252-328-5689
bellt@ecu.edu

The College's annual operating budget is supported by private gifts from alumni and friends. The cumulative power of these gifts enables individuals like you to have an immediate and tangible impact on the College of Business and our nearly 4,000 students every year.

More students are enrolled in the ECU College of Business than in any other business school in the state. We appreciate each and every donor for investing in the current and future success of the College of Business. We are better because of you.

Update Your Info, Be a Mentor

Hello alumni and friends,

We have a new link that now makes it easy to update your information and stay connected. The link is: www.ecu.edu/cs-bus/alumni/update.cfm

On our new web page, you can now choose the ways you wish to be involved. Would you be a mentor? More than 150 alumni have already agreed to email a student and offer encouragement as part of our mentoring program and we welcome you. Through this program, students request a mentor and are then paired with someone from their field or location of interest. Students and alumni have provided great feedback from the experience. The students have thanked persons who have talked about their backgrounds, looked at a resume, or offered to touch base again in the future. To sign up as a mentor, the direct link is www.ecu.edu/cs-bus/alumni/mentor.cfm.

On the new web site you can also choose to coordinate a tour of your organization, arrange a job shadowing, serve as a professional at one of our etiquette dinners for students, or offer to serve as a guest speaker/judge. It's all there at www.ecu.edu/cs-bus/alumni/update.cfm.

Thank you for taking a moment to read about these important opportunities to stay connected and make a difference. We're so grateful for your support and involvement.



James R. Westmoreland, Ed.D.
Associate Dean for External Affairs
College of Business
East Carolina University
Greenville, NC 27858
(252) 328-0130
westmorelandj@ecu.edu

College of Business
1200 Harold H. Bate Building
East Carolina University
Greenville, NC 27858-4353

Change Service Requested

Nonprofit Org.
U.S. Postage
PAID
Permit No. 110
Greenville, NC

Pirate Profile

"During one of the most trying times of my life, the ECU College of Business faculty have turned into family. Their impact has lead me to realize my own potential impact, and find my passion for marketing and advertising. I am honored to say I graduated from East Carolina University, and **I give because of** my appreciation. "



Jacki Evans
Class of '12

I Give
Because...

Text "Pirate" to 2022
to donate to ECU COB

About Stocknotes

Stocknotes is published by the College of Business at East Carolina University. 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/cs-bus/pubs.cfm where 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.

Printed with non-state funds.

