

Management Professors to Retire after 44 Combined Years at ECU

Management professors Dr. Kenneth Bass and Dr. Roy Simerly will retire at the beginning of the fall semester, marking more than four combined decades of teaching at East Carolina University. The 2012-2013 academic year is Bass' 21st year in the Department of Management and Simerly's 23rd year.

Bass joined ECU in 1991, teaching Management Principles and Organizational Behavior at first. After the first few years, he began teaching Strategic Management, one of the final courses taken by business students at both graduate and undergraduate levels.

Bass said, "When I started teaching, technology consisted of chalk and overhead transparencies. The most rewarding part of my career has been getting to know students, counseling them throughout their college careers, watching them develop in their knowledge of business, and then seeing them graduate and move into successful careers in business. It is very gratifying to hear from former students and learn of their career progress and accomplishments in business. Also, I have developed a number of lifetime friendships with fellow professors."

Bass earned his MBA from Louisiana State University in Shreveport in 1983 and earned his PhD in Business Administration from Louisiana Tech University in 1991.

Prior to earning his doctorate degree, he attended college at Louisiana State University in Shreveport and completed a one year internship in a School of Medical Technology, graduating as a Registered Medical Technologist in 1961. Bass started work as a medical technologist in a large hospital in Shreveport and soon became the manager of the clinical laboratory – ultimately becoming a middle manager in the hospital.

Bass said he will miss teaching at ECU but looks forward to spending more time with his wife, Claudette, their four grown children, and their eight grandchildren (including one set of triplets) who are spread out geographically from North Carolina to Texas. Three of Bass' four children graduated from the ECU College of Business: Kevin Bass (DSCI '99), Kristopher Bass (DSCI '06), and Karen Bass Winbourne (DSCI '05).

Simerly, whose office is adjacent to Bass, says he has taught almost every class offered by the Department of Management at some point, although his primary area is graduate-level Strategic Management.

"Throughout my years of teaching, the students have been the greatest challenge and reward as they kept me on my toes and made me learn and grow," Simerly said. "I have been consistently recognized by graduate



Dr. Roy Simerly (left) and Dr. Kenneth Bass.
Photo courtesy of Cliff Hollis, ECU News Bureau.

students for my teaching ability, but I don't know why, as I tell them at the start that I am not a teacher."

Before his career in the academic world, Simerly served in the U.S. Air Force from 1958-1980. In the military, he held various positions in management and also gained experience as an electronic technician, ultimately working as resource manager of an England-based aircraft maintenance logistics support team. During this time he also earned a BSBA from the University of Maryland and a Master of Science in Management from Troy State University's European Division.

After the military, Simerly spent time in Africa with several jobs: procurement for a major supplier of electrical energy in Nigeria, general manager of national chain of micro computer stores for a firm in South Africa, lecturer at the University of Bophuthatswana in South Africa, and consulting jobs for various organizations. He earned his PhD in Management from Virginia Tech in 1990.

"What I have discovered along the way is that instructors are not teachers, nor should they be," Simerly said. "Students are responsible for their education and should be aware of this. Professors are responsible for the creation of new knowledge, and are in the classroom only to facilitate the student's search for understanding."

During retirement, Simerly plans to enjoy time with his wife, five children, 10 grandchildren, and numerous great grandchildren. He hasn't made firm plans for another career, but he says there's no way he'll be standing still.

Both Bass and Simerly will retire effective Sept. 1, 2013.

www.business.ecu.edu

College of Business

75 YEARS OF EXCELLENCE



College of Business

COLLEGE NOTES

ECU Business Named a Top Graduate Program in Online Education

The College of Business at East Carolina University again ranks among the best nationally in online education in a listing released Jan. 15 by U.S. News & World Report.

The online Master of Business Administration program in the College of Business ranked 40 out of 148 graduate business programs. The complete listing of online education programs can be viewed at www.usnews.com. The ECU College of Nursing also ranked nationally, coming in at 10 out of 72 master's or doctorate of nursing practice programs in the country.

U.S. News ranked online master's degree programs in business, engineering, nursing, education and computer information technology on criteria including student engagement, faculty credentials and training, admissions selectivity and student services and technology.

Online degrees have been growing in popularity the past 10 years driven in part by a competitive job market and stagnant economy, according to U.S. News.

The online program in the College of Business has grown from a single course offering in 1998 to undergraduate and graduate degrees in several concentrations. It is the largest online MBA program in the UNC system.

Of 797 total students enrolled in the MBA program last fall, 629 – or 79 percent – were distance education students. All required courses are available online, so MBA students can earn a degree without having to come to campus.

“The College of Business is very proud to rank among the top nationally in online education for the second year in a row,” said Dr. Stan Eakins, dean of the College of Business. “Whether online or in the classroom, our MBA program continues to maintain high standards in preparing the next generation of leaders. There is no higher level of accomplishment for us than students who value their educational experience, benefit directly from it, and go on to make a difference in their communities.”

The College of Business Gives Back

Thanks to collective efforts among faculty, staff, and students, the College of Business has devoted more time to community service during the 2012-2013 academic year, surpassing previous years with four separate initiatives.

On Sept. 30, faculty and staff in the College of Business joined the College's Graduate Programs office and Undergraduate Programs office to participate in the Greater Greenville CROP walk. Money raised benefited the Food Bank of Central & Eastern North Carolina and Greenville Community Shelters, Inc. The entire event raised more than \$10,000, and the College of Business contributed approximately 10% of the total amount.

Then, in November the College of Business sponsored its first-ever Blood Drive for the American Red Cross, collecting 57 pints of blood with the potential to positively impact the health of more than 170 people. The 57 pints collected exceeded the initial goal of 45 pints.

Mary Abigail Hill, a senior in Dr. Andrew Herdman's Leadership course, served as student leader of the Blood Drive and organized more than 50 volunteers. Faculty member Abby Knight and Director of Undergraduate Programs Karen Kus, along with the College's academic advising team, coordinated the event's logistics, designed a t-shirt, and provided other support.



More than 55 pints of blood were collected during the College's first-ever blood drive.



Students stand with canned goods collected during the food drive.

In another effort, senior management student Sarah Morgan Hunter and her colleagues in the Young Professionals of Pitt County group sponsored the first-ever canned food drive in the College of Business to benefit the Food Bank of Central & Eastern North Carolina. More than 2,440 pounds of canned goods and \$300 for turkeys were collected one week before Thanksgiving, surpassing the students' goal of 1,000 pounds.

Finally, the College of Business and ECU Graduate Business Association co-sponsored a Relay for Life team as part of ECU's annual Relay for Life event in mid-April. The College's team raised more than \$1,900 for this cancer fundraising walk of the American Cancer Society.

To earn Relay for Life donations, the College of Business sold t-shirts, purple bows, and luminaries; held a spaghetti luncheon fundraiser; raffled off a turkey dinner from The Fresh Market and a Valentine's Day dinner from Finelli's Cafe; and coordinated with local businesses including Big Bubba's Burgers in Winterville, BrrrBerry Frozen Yogurt, Thirty-One Gifts, and JuJuBelle Jewelry to earn a percentage of sales.

Leah Katell from the College's Bureau of Business Research and Karen Kus served as the primary staff coordinators behind many of these volunteer activities. Katell and Kus said, “Collecting so many donations for these worthy causes was amazing in and of itself, but probably more amazing was the true College of Business team effort this year, with faculty, staff, and students working hand-in-hand to help our community. It shows just how much we can accomplish when we all work together.”

COLLEGE NOTES

New Certificate in Small Business & Entrepreneurship Under Development

The College of Business is currently piloting a new Small Business & Entrepreneurship offering designed for majors from any non-business department on campus.

The goal is eventually to offer a certificate comprised of four courses targeting those interested in operating their own business now or in the future; the program will also benefit students who have careers within small firms.

Dr. Joseph Tomkiewicz, professor and chair of the Department of Management, said, "The small business sector plays a significant role in both the

U.S. and North Carolina economies, serving as a major source of innovation, supplier of goods and services, and a means to economic opportunity for millions. Adding entrepreneurial education to our students' existing coursework will give them the tools necessary to pursue founding new ventures that will lead to economic development throughout North Carolina and beyond."

The first course in the four course sequence was taught this spring to 28 students. Assuming there is adequate student demand, new courses will be added starting next year.

Krispy Kreme CEO Speaks at ECU

James Morgan, chairman, president, and chief executive officer of Krispy Kreme Doughnuts, visited East Carolina University on Tuesday, Feb. 19 as part of the Cunanan Leadership Speaker Series hosted by the College of Business. More than 600 students, faculty, staff, alumni and other community members attended Morgan's speech in Wright Auditorium, titled "Pursuing a Passion." Attendees also enjoyed 100 dozen free Krispy Kreme doughnuts as they left the event, courtesy of Krispy Kreme.

Morgan was named president and CEO of Krispy Kreme Doughnuts, Inc. in Jan. 2008. He has been a member of the Krispy Kreme board of directors since 2000 and was elected its chairman in 2005. Prior to joining Krispy Kreme, Morgan was chairman and CEO of Wachovia Securities following the acquisition of Interstate/Johnson Lane Inc. by Wachovia Corporation. Before it was acquired by Wachovia Corporation, Morgan served as chairman and CEO of Interstate/Johnson Lane, Inc. He has more than 37 years of business experience and is a 1969 graduate of Vanderbilt University. He also served as a lieutenant in the U.S. Navy.

Dr. Stan Eakins, dean of the College of Business, said, "Mr. Morgan brings deep institutional knowledge and perspective regarding Krispy

Kreme's strengths, challenges, and opportunities. We were delighted to host such a notable business leader and learn from his unique insights and experiences."

To watch ECU-TV's video recording of Morgan's presentation, visit online at <http://ecutv.pegcentral.com/player.php?video=67ead25fc1ee337d72a0e1377597c2d3>.

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



James Morgan

College of Business Positioning Campaign Underway

The College of Business is undergoing a positioning campaign, led by Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management, that will enhance the College's brand equity by establishing a clear, consistent, and distinctive brand image.

Tuten said in the past, the College's positioning has primarily focused on AACSB accreditation, being a leader in distance education, as well as quality, value, and flexibility.

"The challenge now is to position ourselves more effectively against our competition, since many business schools can tout the same things we've been touting. The College of Business is special, and we are working to establish a meaningful brand that better explains what we're about," Tuten said.

Tuten explained that when stakeholders contributed their thoughts online as to what makes the College of Business unique, many responses highlighted the experiential advantages – highly engaged faculty and staff, a sense of belonging, focus on the student throughout the leadership program, and commitment to community. Approximately 50 individuals contributed their ideas through the online positioning campaign portal from Nov. 2012 to Feb. 2013.

Tuten said the next step will be to develop branding ideas based on these stakeholder perceptions. She hopes to have new marketing materials approved and ready to go live by fall 2013.

College of Business

COLLEGE NOTES

New Director of Development & Engagement Joins College

ECU alum Taylor Bell Duck, 26, joined the College of Business this spring as the new director of development & engagement. A dual hire between the College of Business and ECU Division of University Advancement, Duck will focus on small and mid-sized giving, annual fundraising, volunteer opportunities, and revamping the Commerce Club. Colin O'Connor, the College's senior major gifts officer, will continue to focus on larger accounts.

Originally from Wilmington, Duck first came to ECU in 2005 to play soccer. In high school, she was considered one of the best soccer players in the state. She made East Carolina's soccer team as a freshman, but her coaches were puzzled by her dwindling stamina. By Christmas, she was in too much pain to play anymore, but doctors couldn't pinpoint a cause. Later, she was struck with pain so severe she thought she had appendicitis or a cracked rib. A CT scan showed her left lung was collapsed and doctors found a tumor there. Duck, who had never smoked a cigarette in her life, had lung cancer. She underwent surgery to remove a portion of her lung, and now she's cancer-free.

After graduating in 2010 with a B.S. in Political Science and a minor in Business Administration, Duck worked with UNC-Chapel Hill's Carolina Well Survivorship Program and was based in Greenville at the Leo W. Jenkins Cancer Center. She said it was through this job and her personal endeavors of raising money for lung cancer that she found her passion for fundraising and engagement.

Pirate blood runs strong through Duck's family. Her parents Nancy Bell (SOCW '83) and Douglas Bell (BSBA '87) graduated from ECU, and one of her three younger brothers is currently a sophomore business student.

In addition, Duck met her husband Robert (PHYS '05) at ECU. He now teaches at South Central High School in Pitt County, where he also coaches football and girls' basketball. In 2012, he was named Girls' Coach of the Year. They married earlier this year on April 18 and honeymooned in the Dominican Republic.



Taylor Bell Duck with her husband, Robert

Duck says it's exciting to start a new job and get married all within a two-month time span.

"I am thrilled about my new job because I believe strongly in the College's goals and objectives," she said. "I will work to engage recent graduates and others to support the College in whatever capacity they can. Some recent graduates may not have the capacity to give a lot of money, but they may be able to donate their time to be a mentor, judge a competition, or attend an etiquette dinner. Getting our alumni involved and engaged early after they graduate is important, so when they do have the capacity to donate they will be knowledgeable about where their gift will go and the importance of their gift."

Two New College of Business Initiatives Receive Grant Funding

Thanks to the BB&T Leadership Enhancement Fund at ECU, two new College of Business initiatives have been awarded grants for 2013: the Business Advisory Network and "Sales and Marketing Leaders on Leadership" seminars.

The College's new Business Advisory Network initiative will build even more valuable mentor-mentee relationships among business students and alumni. These relationships will work to further develop the "whole student," instilling networking skills and confidence while also providing first-hand career-related information to supplement topics taught in the classroom. The effort will be spearheaded by Dr. Jim Westmoreland, associate dean for external affairs in the College of Business, and Taylor Bell Duck, director of development and engagement.

Westmoreland said, "The College of Business has more than 20,000 alumni who have earned either undergraduate or graduate business degrees, and many of these alumni have gone on to become successful business and community leaders. This grant will give us the framework to tap into our network of alumni and strategically and systematically connect these leaders with budding student leaders in the College of Business. We will make connections that will

enhance the student experience, positively influence their future decisions, and in turn make them stronger, more effective leaders."

Alumni interested in mentoring can visit online at <http://www.ecu.edu/cs-bus/memberupdate.cfm>, where they can indicate their willingness to help and learn more.

The second grant will fund an event that will bring marketing leaders to campus for day-long seminars for students at ECU and other participating schools. Drs. Tracy Tuten, Christy Ashley, and Jason Rowe in the Department of Marketing and Supply Chain Management will coordinate this effort in tandem with the College's Marketing Advisory Board.

The BB&T Center for Leadership Development was developed by Dr. James Bearden in 1983, when he stepped down as dean of the College of Business but still wanted to help ECU. Through this center, he began a program for encouraging leaders. He founded the initiative with a generous \$250,000 donation from BB&T Corporation, and the gifts have continued to just under \$3 million. Thanks to the BB&T Center for Leadership Development, Bearden administers grants throughout ECU to advance student leadership development in courses and classrooms.

FACULTY NOTES

ECU Marketing Professors Track Social Media at Oscars

Two East Carolina University faculty members may not have walked the red carpet at the Academy Awards on Feb. 24, but they were on Hollywood Boulevard studying the stars as they arrived and specifically the brands presented there.

Drs. Tracy Tuten and Christy Ashley, both professors in ECU's College of Business, tracked how social media dovetails with celebrity influence. And they enjoyed front row bleacher seats outside Los Angeles' Dolby Theatre as film directors, producers, and actors walked the famous red carpet for the 85th Academy Awards ceremony.

"The Academy Awards reached 40 million viewers and resulted in 3.8 million comments on social media sites in 2012, which makes the Academy Awards an excellent context to study how social media works with celebrities," said Tuten, who has expertise in social media. She has been on faculty at ECU since 2009.

Tuten was recently ranked 35 out of top 100 marketing book authors on Twitter by Social Media Marketing magazine.

Ashley studies the emotional connections that people have with brands. Her research focuses on how connections to a particular brand are formed, people's willingness to forgive a brand or not, and the general loyalty that people may have to a particular product. Both hold doctorates in business administration.

"I do a lot of work with customer experience management. How does a business develop those relationships? This project will focus on the red carpet brands. Even though people will zip through ads on TV, they will watch the red carpet which is just one big long advertisement," said Ashley, who joined the faculty in 2008.

Their travel was paid for using private money from a development fund for business faculty members to encourage and enable research. Each researcher is investing \$950 from her faculty development fund and will be co-authors of the research study.

Tuten admits to baking a red velvet cake some years on the day of the Academy Awards in honor of the famous red carpet. And seeing the Oscar festivities in person on this trip allowed her to check an item off her bucket list.

Not so for Ashley. "This is not something I would have ever thought of doing, except in this context, but I'm excited about it," she said.

Follow Tuten and Ashley on Twitter at @brandacity (Tuten) and @drcashley (Ashley). They used the hashtag "#redcarpetbrands" for the tweets from the Oscars. The results of their research should be available by the end of May on Tuten's blog: www.tracytuten.com.

Story by Jeannine Hutson, ECU News Bureau



Dr. Tracy Tuten (left) and Dr. Christy Ashley. Photo courtesy of Cliff Hollis, ECU News Bureau.

ePortfolio Requirement Continues to Evolve

Last semester, the College of Business implemented a revamped online professional profile requirement, also called an ePortfolio, that gives all undergraduate students the opportunity to showcase themselves in a web-based resume.

The ePortfolio requirement has been a part of the College of Business curriculum for several years now; however, when it was first launched the original ePortfolio involved propriety software and didn't lend itself to easy sharing with future employers. As a result, the concept didn't resonate with students, and the goal of providing students with a meaningful method of conveying their competencies in a competitive employment market was lost.

Dr. Shanan Gibson, associate dean for student & faculty development, said, "We decided to step back and reevaluate the ePortfolio, so that we could make it more effective. It's a good example of how the College of Business engages in good change management; if something doesn't work the way we want it to, we redo it."

In the improved format, students now create a professional website that showcases their accomplishments. Students develop their websites in BUSI 3200, the junior-level leadership course, typically using free website builders such as WordPress, Weebly, or Wix. Students have the freedom to use a software platform of their choosing and can be very creative in portraying themselves – as long as their professional profile includes components such as academic achievements, professional development activities, volunteer work, work experience, and so forth. Many MIS students choose to write the HTML code for their ePortfolios.

Gibson says the new format has enjoyed a positive response, and it also teaches students the importance of managing their social brand in the electronic world.

She concluded, "The ePortfolio helps reinforce valuable lessons that students have learned while also projecting their career-readiness to potential employers. By the time they graduate, students now have tangible evidence of their accomplishments in a professional, multidimensional online format."

College of Business

FACULTY NOTES

New Lecturer Featured in The Conference Board Review

Craig Williams, a new lecturer in the Department of Management and soon-to-retire VP of Global Organizational Effectiveness for Walmart, recently shared his thoughts on change in The Conference Board Review. Published in Winter 2013, the article discusses today's rapid pace of change and how top executives address it.

"The quicker pace of change causes many companies to become victims of indecision," Williams told The Conference Board Review. "Many keep doing the same thing, thinking a problem will go away or take care of itself. Other companies suffer from the opposite problem: They don't think through how quickly a decision needs to be made or whether change is necessary in the first place. The pace of external change may be quick, but that doesn't necessarily mean organizations have to change quickly internally. Sometimes, you really do have more time than you think to make decisions. The key is to rely on good data. If a major change is necessary, you undertake it based on data, not because you're panicking that a competitor launched a new product."

Williams added, "Research studies continually show that the reason that 70 percent of change efforts fail is primarily because of mindsets, attitudes, and behaviors—the soft stuff, the people stuff. That's why we train our managers in the psychology of change, to be attuned to their employees' concerns and thoughts. It's equally important to realize when not to stick to a change... When we make mistakes, we quickly learn from them and leverage them in our next steps, and we don't pull out our hair and bemoan that something didn't work out."

To read the entire article, visit online at <http://tcbreview.com/winter-2013/will-your-people-be-ready.html?showall=1&limitstart=>.

Williams began teaching Human Resources Management part-time at ECU in Jan. 2013. Born and raised in Haw River, N.C., Williams' 30-year career

in Human Resources has taken him to five companies: GlaxoSmithKline, Pfizer, Wachovia-Wells Fargo, Johnson & Johnson, and Walmart. He has also served on the College's Business Advisory Council for the past two years. After he retires from Walmart this summer, he will begin a full-time position as a teaching instructor with the Department of Management. Williams earned his bachelor's and master's degrees in psychology from East Carolina University and his Ph.D. in organizational psychology from North Carolina State University. He is certified as a Senior Professional in Human Resources (SPHR) by the Society for Human Resource Management and has completed executive programs at Harvard University and the University of North Carolina—Chapel Hill. He is also licensed as a real estate broker in North Carolina.



Craig Williams

Williams' wife Cindy is an ECU alum, and together they have a nine year old daughter, Ashley.

Below's Retirement Advice Featured on Bankrate.com



Dr. Scott Below

Dr. Scott Below, chair and associate professor in the Department of Finance at East Carolina University, was featured in a two-part interview with bankrate.com, a leading publisher, aggregator, and distributor of personal finance content on the Internet., in Dec. 2012.

During the interview, Below explained that workers are not entirely to blame for their reluctance to save, noting that educators and

the government must do a better job of helping Americans see that starting early on retirement planning can pay huge dividends later in life.

Throughout the article he addressed America's retirement crisis, what Americans can do to improve their retirement prospects at various points in their careers, whether Americans should invest more retirement money in emerging markets, and other important topics.

"As retirement approaches, millions of baby boomers do not have the savings they need to live well in their golden years," Below said. "We're all living longer, which is good, but it also increases the chance that we'll outlive our retirement accounts, which is not so good. The only way to avoid outliving your assets is to retire with more money than you'll need ... and the only way for most people to achieve this is by living frugally and investing as much as they can."

Read the full interview online at <http://www.bankrate.com/finance/retirement/retirement-planning-save-now-pay-later.aspx#ixzz2M1M6r1P4>.

FACULTY NOTES

Christian Wins Outstanding Professor Award

Dr. Cal Christian, associate professor in the Department of Accounting, has been awarded the 2011-2012 Outstanding Professor by the East Carolina University Department for Disability Support Services (DSS).

Each year, DSS presents the award to a faculty member who has demonstrated outstanding work and compassion for students with disabilities. Christian's award was presented on Feb. 12, 2013 at the beginning of one of his classes.

Liz Johnson, director for Disability Support Services at ECU, said, "Cal has always been extremely supportive of our students and has assisted us greatly in the support of the testing accommodation process. He treats all of his students with respect and values the diversity that students with disabilities bring to the classroom, in many ways."

The Department for Disability Support Services (DSS) at ECU is responsible for ensuring that individuals with disabilities have access to reasonable accommodations and services.



Dr. Cal Christian with Traci Lynch, Testing Accommodation Coordinator.

Faculty Members Awarded Summer Research Grants

Nine faculty members have been chosen to participate in the College of Business' 2013 Summer Research Stipend Program after a competitive selection process. The program, which has been in place for more than 20 years, provides additional support for the research efforts of the College of Business faculty.

The selected faculty members for 2013 are:

- **Dr. Christy Ashley (MCSM)**
"The Effect of Loyalty Program Initiation and Termination on Stock Returns"
- **Dr. Susan DelVecchio (MSCM)**
"Managerial Monitoring in the 21st Century: Current Cross-Cultural Research and Future Students"
- **Dr. Shirley Mai (MSCM)**
"Which Matters: the Variance or the Coefficient of Variation of Online Consumer Reviews?"
- **Dr. Dennis O'Reilly (ACCT)**
"Do Client Announcement of Earnings Before the Completion of Field Work Result in Lower-Quality Audits?"
- **Dr. Jason Oliver (MSCM)**
"Can the Thrill of Saving Sell Green Products?"
- **Dr. April Reed (MIS)**
"Virtual Project Risk Research"
- **Dr. Tom Robbins (MSCM)**
"Operations Management Simulation Teaching Tools"
- **Dr. William J. Rowe (MSCM)**
"Performance Feedback Transparency: The Impact on Key Drivers of Salesperson Success"
- **Dr. Yajiong (Lucky) Xue (MIS)**
"Investigating Residents' Compliance of 'Internet of Things' Usage in Nursing Homes"

College of Business

FACULTY NOTES

Marketing Professors Make a Difference to Students

Every year at East Carolina, graduating seniors identify the faculty or staff member at ECU who made the most significant positive contribution to their education, an initiative called “It Just Takes One” that is sponsored by ECU’s office of Retention Programs and Enrollment Services. Professors and staff are given a thank you card for each student who acknowledged them for their passion and effort.

In 2012, Dr. Jason Oliver in the Department of Marketing & Supply Chain Management was honored for ranking among the top 10 university recipients of the “It Just Takes One” cards. It’s the second consecutive year a faculty member in the College of Business has earned this recognition; last year, Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management was listed in the top 10.

Oliver said, “This was a great honor, and I was surprised that I was within the top 10 for the university. I think one of the most rewarding parts of being a professor is getting to help students transition from a student to a professional. Most of my students are juniors and seniors, and I always push them to go to career fairs, apply for internships/jobs, and other opportunities. We will often take five minutes or so in class to let a student talk about a recent interview. This is a great exercise as we can talk about what the student experienced in the interview, and the whole class can benefit from these conversations.”

In addition to teaching Customer Relationship Management, Services Marketing, and Sustainability Marketing in the MBA program, Oliver serves as faculty advisor for the ECU chapter of the American Marketing Association, which has given him the opportunity to get to know students outside of the classroom. He began teaching at ECU in 2007, after earning his PhD from the University of Rhode Island.



Dr. Jason Oliver and Dr. Tracy Tuten with their “It Just Takes One” cards

“From a day-to-day perspective, I try to help the students any way I can,” Oliver said. “I try to drop everything for a student when he or she has a question about course material or registration as well as something career-related. In short, the students at ECU make my job fun and rewarding. I love getting updates from our marketing alumni and hearing about their successes.”

Tuten added, “We are here for the students. That’s why teachers become teachers. That’s why we have this commitment to accessibility. My mission is to create opportunities for my students to develop and help prepare them for those and other opportunities. The students who honor me with an ‘It Just Takes One’ card experienced my mission in action.”

New Course Promotes Global Understanding

A new Global Understanding in Business course taught by Dr. Elaine Seeman (MIS) provides students an opportunity to learn about other cultures in a face-to-face environment without ever leaving the classroom.

Using interactive technologies, ECU students communicate with other students in three different countries throughout the semester – learning about their cultures while simultaneously helping to teach about their own. The cultural exchange is based on written communications and assignments between pairs of students (via “chatting” and outside communication) as well as through web-streamed, face-to-face dialogue. Three other universities participating in this class include The Maharaja Sayajirao University of Baroda in Baroda, India; Tomsk State Pedagogical University in Tomsk, Russia; and China Agricultural University in Beijing, China.

Dr. Seeman said, “I absolutely love this course, as do the students. While it is not study abroad and certainly doesn’t have the immersion benefits, it offers many other advantages. Last semester my students said that every business major should be required to take this course.”

Seeman added that the course is available to everyone, including those who can’t afford a study abroad experience. It enables one-on-one conversation with individuals from different cultures while also teaching students how technology makes our world small and many cultures accessible. Seeman said the course also provides the possibility of long term connections and teaches students how to negotiate solutions across cultures.



Dr. Elaine Seeman

For more information regarding the Global Understanding in Business course, please contact Dr. Elaine Seeman at seemane@ecu.edu.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

2012

Robert Batchelor (FINA) is a logistics analyst for Caterpillar and lives in Morton, Ill.

Jeff Buck (MBA, PSYC '05) is a recruiter and personnel coordinator at Nease Personnel in Greenville.

Jonathan Dubose (MBA) is a regional accountant for Compass Group North America in Charlotte.

Kristi Lee Fogelquist (FINA) graduated from ECU last May and began working at BB&T on June 18, 2012. She is an analyst in the BB&T Wealth Division in Greenville.

Andrea Hernandez (MBA, FINA '07) was recently certified as a Certified Healthcare Finance Professional (CHFP). She is a hospital billing analyst for Yuma Regional Medical Center and lives in Yuma, Ariz. with her husband and two sons.

Kim Leo-Gyudeok (MBA) is quality assurance manager for Custom Alloy Corp. in Washington, N.J.

Jeffery Long (MBA) is a laboratory coordinator for Horry-Georgetown Technical College in Conway, S.C.

John Murtha (MGMT) is an account executive for Myriad Supply in New York City.

2011

Charles "Josh" Bradley (MGMT) graduated from flight school in Alabama and then moved to Hawaii, where he serves as a helicopter pilot in the U.S. Army. He and Breanna Wells (Exercise and Sport Science '11) married in 2012.



Josh Bradley with wife Breanna

Ross Browning (MSA) is an audit associate with McGladrey LLP in Raleigh.

Ben Cobb (MBA) joined Homebuilders Supply Company as vice president of finance and operations.

Jesse E. Rogers (FINA) is an associate with Pricewaterhouse Coopers, LLP in Washington, D.C.

Alex Cameron Wadford (FINA) married Mary Beth Godley (ECU '11) on November 17,

2012 at Rose Hill Free Will Baptist Church, Winterville. He is employed by Campus Bookstore Southside, and the couple resides in Winterville.

Cameron Watson (MKTG) is director of operations for Guy Harvey Jewelry in Washington, N.C.

Elizabeth York (MSCM) started a job Dec. 10, 2012 as an administrative assistant to the CEO of First Choice Community Health Centers in Lillington, N.C. She is also in the process of forming her own small business for hand-made soap that she makes herself, called Silly Millie Soaps.

2010

Clarence Gray Johnsey (MSA) was named to N.C. Super Lawyers and Rising Stars 2012. This is his sixth recognition by the group.

Michael Stanley Kowalczyk (MBA, MGMT '09) is the assistant director for Alumni Programs for East Carolina University, effective Oct. 2012.



Michael Kowalczyk

Chuck Powell, CPA (MSA) is a recruiter with TRC Staffing Services in Raleigh, a national recruiting and staffing agency. As a CPA, he specializes in the placement of accounting and finance professionals.

Tyler D. Richardson (MGMT) became engaged to Sara Louise Ward on November 24, 2012. He lives in Matthews, N.C.

Heather Gray Rogerson (MSCM) is a relationship banker with BB&T in Williamston.

Johnny Stone (MSA) is a staff accountant for Chiquita Brands International in Charlotte.

Laura Williams (MGMT) is a software applications recruiter for TEK Systems in Raleigh.

2009

Gregory Scott Hodges (MBA, Crim. Justice '05) wed Melissa Layne Powell (ECU '07 and '09) on Sept. 17, 2011 at the N.C. Aquarium on Roanoke Island in Manteo. He is a research

associate in ECU's Office of Institutional Planning and Assessment Research.

Andrew O'Toole (MSCM) is a project manager for World Wide Technology in Dallas. Currently, he is supporting a Sprint Project to overhaul their entire wireless network. Previously, he was a supply chain analyst for the company.

Drew Porcello (FINA) recently accepted a position as director of strategy for MMI Public Relations, a successful Raleigh-based public relations firm expanding into the Charlotte market. Drew lives in Charlotte.

Benjamin Shank (FINA) is an account executive for Gartner Inc. in Dallas, Tex.

John Tyson (MBA, FINA '04) was promoted to vice president and controller/treasurer of Select Bank and Trust in Greenville.

Ginger Vereen (FINA) is a real estate agent for her company Ginger & Co. in Raleigh.

2008

Adam Keen (MBA, MGMT '05) has been appointed Associate Director of Athletics for Major Gifts at the University of North Carolina – Wilmington, becoming the school's first major gift officer for athletics. He will assist in the management of UNCW's development effort, including prospect identification, major donor relationship cultivation, solicitation, and stewardship. Adam previously served as Seahawk Club Assistant Director and UNCW Director of Development. He is engaged to Casey Reid (ECU '05) with a wedding planned for April 2013.



Adam Keen

2007

Christina Lewellen (MSA) began the PhD program in Accounting at Florida State University in fall 2012. She and husband Chris Lewellen (ECU '04) reside in Tallahassee.

College of Business

ALUMNI NOTES

Mary Katharine Larkins Ward (MKTG) wed **Brandon Albert Harris (MSA, ACCT '07)** on May 19, 2012 at the home of the bride. She is a sales representative with Package Craft Box Manufacturer, Bethel, and he is a certified public accountant with Ernst and Young in Raleigh.

2006

Megan Hathaway Handy (ACCT '06) and husband Sam had their third child, a daughter.

Derek Hurdle (MBA) is a clinical therapies specialist with Smith & Nephew Orthopedics in Memphis, Tennessee.

Jeremy Lynn Jones (MBA) and his wife Carmon had their first daughter, Lilly Claire Jones, on July 9, 2012. He is a vice-president/credit analyst for the little bank, Inc. in Kinston.

Ashley Walters (FINA) is a staff accountant with the LBA Group Inc., Greenville. She was previously senior teller and financial services officer at the State Employees' Credit Union.

2005

Timothy James Morgan (FINA) married Kimberly Jean Peters on October 27, 2012 in Raleigh. He is a regional account executive for The Clement Companies in their Cary office.

Jesse David Doradus Pacchione (MKTG) wed Jessica Lane Klenke (ECU '08 and '09) on July 21 at Rock Springs Center in Greenville. He is a member of Sigma Alpha Epsilon Fraternity and is director of business development for Patient Pay in Durham.

2004

James M. Dorey Jr. (FINA) recently achieved the MAI designation from the Appraisal Institute and has been promoted to vice-president for his company, CBRE. He works in the Valuation and Advisory Service's Washington, D.C. office. James and his wife Corinne Spence Dorey (ECU'04) reside in Silver Spring, Maryland.

2003

Jeremy C. Jackson (MBA) is president of J.C. Jackson Builders, LLC in Beaufort, where he lives with wife Sara Boyer Jackson (ECU '00 and '03).

Charles Reedy (MBA, DSCI '01) was promoted January 1, 2013 from regional sales manager to key accounts manager for the USA and Canada at Everlight USA in Pineville, N.C.

Brian Rimpf (ACCT) was named head football coach at Jack Britt High School, Cumberland County. He was a three-time All-Conference USA selection for ECU and was selected to play in the 2003 Senior Bowl. He was selected by the Baltimore Ravens in the seventh round of the 2004 NFL draft. He also played in the Arena and United football leagues. He operates a recruiting service called BigShowCombine.com designed to help football players in grades 8-11 improve their chances of being recruited by colleges.

Trevor Strauss (MBA) has recently accepted the position of regional vice president of marketing for Merit Hawkins, an AMN Healthcare Company. He relocated to Dallas, Tex. in January for this new position.

2002

Catherine "Kate" Tillman Brown (MBA, CMGT '03) and husband Andre welcomed a son. Kate is vice president of development at Commercial Properties, Inc., a commercial real estate firm in Raleigh, and Andre is pursuing a construction management degree at ECU.

Bernita Demery (MBA)

is director of financial services for the City of Greenville, which was recently recognized by the Government Finance Officers Association (GFOA) with the Certificate of Achievement for Excellence in Financial Reporting award. The Greenville Financial Services Department has received this award consistently for 23 years.



Bernita Demery

Brian Lewis (FINA) wed Brynn Lauren Mileski on June 9, 2012 at St. Aloysius Church in Wilkes-Barre, Penn. He works for SAIC, a government contracting firm in Arlington, Va.

2001

Jon E. Strickland (MBA, FINA '99) was elected to the ECU Foundation board of directors for a four-year term. He is senior vice

president and financial advisor with CapTrust Financial Advisors in Raleigh. He and wife Billie Cashwell Strickland (ECU '04) reside in Raleigh.

2000

Stephanie Collins (MKTG) is director of volunteer services at Nash Health Care, Rocky Mount.

Doug Smith (MKTG, Prof. Comm. '07) is the ECU Alumni Association's Vice president for membership and marketing. He was recently re-elected to the board of directors of the Council of Alumni Membership and Marketing Professionals (CAMMP) at the national organization's annual conference. He will serve one year as president-elect followed by a year as president.

1999

Rob Betler (MBA) is market leader for BB&T in Knox County, Tenn.

1998

Ben Parrott (MBA, MKTG '93) is executive sales specialist for Teva Pharmaceuticals. He was awarded the Presidents Club Award for 2012, an award given to the top 10% of sales professionals at Teva, Inc. He and wife Elizabeth reside in Greenville.

1996

Davor Michelle Bennett (FINA) is celebrating her tenth year with Proctor and Gamble. She is an associate manager in Woodland Hills, Calif.

Jill T. Bullock (FINA) founded JoCo Advertising, Inc., Smithfield, where she is president of operations, sales and marketing and is the customer liaison and director of creative services.

Bryn Jones (MGMT) was featured in the Spring 2013 cover story of East, the magazine of East Carolina University, for his international business work. Based out of London, Jones works for CommScope, a company headquartered in Hickory, N.C. As European sales director for data centers, he collaborates with 75 percent of the Fortune 500 companies and conducts business in cities like Amsterdam, Istanbul, and Moscow.



Bryn Jones

75 YEARS OF EXCELLENCE

ALUMNI NOTES

1995

Rob Gluckman (MKTG) joined the board of Helping People Succeed, a nonprofit serving families in Martin, St. Lucie, Indian River and Okeechobee counties in Florida. He is COO for Treasure Coast Urgent and Family Care, Treasure Coast Primary Care, and Employee Wellness in Stuart, Fla.

1990

John Felton (MGMT), special agent for the U.S. Department of Justice, Bureau of Alcohol, Tobacco, Firearms, and Explosives, was reassigned to the Internal Affairs division. He was a group supervisor and resident agent in charge for offices in Ann Arbor and Detroit, Michigan. In 2012, he received his M.A. from Seton Hall University. He is married to Sonja Love Felton (ECU '91).

Gary Gore (FINA) was named president of Bank of America's Virginia operations in addition to his role as the bank's Richmond market president. He continues as managing director and mid-Atlantic regional executive for the bank's U.S. Trust private wealth management division, overseeing trust offices in Virginia, Washington, Baltimore, and Chevy Chase, Md.

Lt. Col. Rob Morris (MGMT) is a Royal Air Force Exchange Officer with the United States Air Force. He is stationed in Lincoln, United Kingdom.

1989

Kimberly B. Boyette (FINA) is the Raleigh market executive and commercial lender for New Century Bank.

1987

Don Adkins (FINA), of the Edward Jones financial services firm, received the company's Ted Jones Prospecting Award, which recognizes Edward Jones brokers who recruit at least 10 new accounts per month in their first year with the firm.

James "Jay" Tyson (MGMT) purchased the AAMCO franchise in Greenville. He and his wife Mary also own American Auto Sales, Farmville, and Auto Store, Greenville.

1986

Marianne Edwards Fitzpatrick (MBA, MKTG '81) is working as the senior project manager for the World Privacy Forum, a non-profit public interest group. The World Privacy Forum is focused on conducting in-depth research analysis and consumer education in the area of privacy. Marianne lives in San Antonio, Tex. with her husband Michael.

1985

Travis Lynn Sugg (MKTG) is an agent in the Greenville office of N.C. Farm Bureau Insurance after a 25-year career in pharmaceutical sales serving eastern N.C.

1983

Joe Clark (MGMT) is director of the City of Durham's Fleet Management Department. He was previously manager of the city's financial operations division.

Hal S. Johnson (MBA, FINA '82) of Winston-Salem, executive vice president and treasurer of BB&T Corp., was named to the board of trustees of College Foundation of N.C. Inc. At BB&T, Johnson is responsible for the bank's market risk management, simulation modeling and treasury market functions. His career in banking started in 1984 with Southern National Corp., where he served in several marketing and strategic planning capacities and assisted in Southern National's merger-of-equals with BB&T in 1995. CFI, based in Raleigh, administers a large portfolio of education loans, several major grant and scholarship programs for students attending N.C. colleges and universities.

1982

Dane Whitmoyer (MKTG) is president/owner of Whitmoyer Auto Group in Mount Joy, Pennsylvania.

1980

C. Phillip Marion Jr. (MGMT) is the southeastern regional president for BB&T Bank, Whiteville. He was previously a Wilmington area executive for the bank.

Gregory A. Shackelford (MKTG) joined Southern Bank as senior vice president/regional executive for the bank's South Region.

1979

Steve W. Bartley (MGMT) is a sales specialist for Lowes Companies in Wilmington, N.C.

Darrell Harrison's (MBA '79, SOCI '74) business, Xerox Sales Agency, Greenville, received President's Club status for 2011, which recognizes top performers in the U.S. by agency size and market.

1978



Robert Barrett

Dr. Robert Barrett (MBA) is dean of Lander University's College of Business and Public Affairs in Greenwood, S.C. He was previously dean of the College of Business and Applied Professional Sciences at South Carolina State University in Orangeburg, S.C.

Steven Wright (MGMT) was honored with a 2012 Leaders in Diversity Award by the Boston Business Journal. He is an executive partner of Holland & Knight's 135-lawyer Boston office and a director of the 1,000-lawyer international firm.

1976

Edward Allen James (MBA) was awarded the Outstanding Alumnus Award by the School of Agriculture and Life Sciences at North Carolina State University in 2012.

Now retired, James has more than 30 years experience as the chief executive officer of three associations (Responsible Industry for a Sound Environment, International Sanitary Supply Association, and Delta Sigma Phi Fraternity), with additional duties as president of two affiliated foundations. He and his wife Ann Batson James ('65) reside in Cary.



E. Allen James

1973

Kenneth R. Kearney (BUSA) retired as materials control manager at Chatsworth Products, Inc. in New Bern, effective December 31, 2012. He is now teaching on-line courses in the Global Logistics Technology program for Lenoir Community College part-time.

College of Business

ALUMNI NOTES

1971

Kelly King (MBA, BUSA '70), chair and CEO of BB&T Corp., was appointed as the Fifth District representative on the Federal Advisory Council by the directors of the Federal Reserve Bank of Richmond. His one-year term began Jan. 1, 2013.

1967

Lt. Col. James Douglas Lewis Jr. (BUSA) retired from Northrop Grumman after 14 ½ years as a subcontract administrator.

1965

David E. Massey (BUSA) was reappointed to a two-year term representing state securities regulators on the Financial Stability Oversight Council. He is the N.C. deputy securities administrator for the North American Securities Administrators Association.

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

IN MEMORIAM

1950s

Mavis Brown Barton (BE-Comp '52, BUSA '54) of Greenville died Aug. 20. She taught business education courses in Pitt County Schools for 34 years.

Thomas W. "Bill" Davis (BUSA '50) of Chapel Hill died June 15. A WW II veteran, he worked with Allstate Insurance Co. and later with Coldwell Banker, from which he retired as CFO.

Erma Browning Ellen (BUSA '57) of Greenville died January 15, 2013. She was employed as an accountant for Buehler Products from 1976 until 1992 and employed in the credit union at Catalytica Pharmaceuticals from 1992 until her retirement in 2005. She was an avid Pirate fan.

George T. "Sonny" High (BUSA '50) of Bath died June 7. A U.S. Navy veteran, he owned an independent insurance agency in Chapel Hill.

1970s

Louis Douglas Barnes Jr. (ACCT '77) of Rocky Mount died July 24. He was a partner with Emcap Solutions Inc.

Gary Travis Howard (BUSA '70) of Raleigh died May 31. He owned Howard Building Supply.

Ricky Hugh Parrish (BUSA '75) of Greensboro died June 2. During his career, he worked with Bank of America, Regional Acceptance Corp., and in 2000, moved his family back to Greensboro to establish Carolina Finance, LLC, where he worked for 10 years.

1980s

Dana Noble Kendrick (MKTG '82) of Salt Lake City, Utah, died June 22. He was president of Wincrest and Willowbend Property Companies. Appropriations Committee, then was a member of the U.S. Foreign service in Europe and Canada.

Staff

Corinne Manning Heath of Bethel died Nov. 11. She retired in 1992 after 34 years at the ECU School of Business. A College of Business scholarship was established in her memory by her children Lenwood Heath and Ellen Heath Dudley (BUSA '76, MBA '82).

75 YEARS OF EXCELLENCE

ALUMNI NOTES

Alumni Highlight: Lt. Gen. William Mark Faulkner (BSBA '82)

Since graduating from East Carolina in 1982, Lieutenant General William Faulkner has achieved a distinguished military career that spans more than 30 years. Currently assigned to the Pentagon in Washington, D.C., he serves as the Deputy Commandant for Installations and Logistics for the U.S. Marine Corps Headquarters, a position he earned in 2012.

During his career, he has also served in Operation DESERT SHIELD/DESERT STORM, Operation PROVIDE PROMISE in Bosnia and Serbia, Operation ENDURING FREEDOM in Afghanistan, and Operation IRAQI FREEDOM. Faulkner holds a masters degree in business from Chaminade University and a Master of Science in National Resource Strategy from the Industrial College of the Armed Forces – but make no mistake, his blood runs purple.

Originally from Cherry Point, N.C., he says going to East Carolina made sense from a proximity standpoint, a reputation standpoint, and a legacy standpoint: his father, brother, and sister are ECU graduates, too. Faulkner's wife Janet also attended ECU and graduated in 1982 with a sociology major

and added to the family pedigree. Finally, one of their two daughters (Katherine) graduated from East Carolina in 2011. She studied education and currently teaches first grade in the Greenville area.

Faulkner still enjoys visiting North Carolina several times per year, but no matter how far up the east coast he travels, he says he's always amazed at the number of ECU bumper stickers he spots on the road – and he adds that his own truck shows off his Pirate Pride, too.

Faulkner credits his ECU experience for preparing him for his military career, helping him establish valuable skills such as leadership, critical thinking, and interpersonal communication. He encourages current students to pay just as much attention to the "soft skills" (relationship building, public speaking, interaction with peers and teammates as part of group projects, study sessions, etc.) as they do "hard" business skills. He also says time management and learning how to prioritize are important components for future success.

"Manage your time just like you would your checkbook or banking account, and begin thinking



Lt. Gen. William Faulkner (BSBA '82)

about where you want to be in two, four, and 10 years from now," he concluded. "If you can get good at prioritizing in college and thinking through your game plan, you will be a superstar once you graduate and begin your career of choice."

Alumni Highlight: W. Allen Separk (ABBA '65)



W. Allen Separk (ABBA '65)

As a general business major in the early 1960s, W. Allen Separk never dreamed that one day he'd become an attorney, practice law for more than 40 years, and have his own successful law practice.

Separk got his first taste of law as a student at ECU when he was appointed public defender for ECU's Honor Council, representing both male and female students. Dean of Men James Mallory thought Separk would make an excellent attorney and encouraged him to earn his law degree after graduation from ECU.

As ECU's public defender, Separk says one case in particular convinced him that the study of law was his true passion: after representing a young

woman for a relatively minor offense, she was suspended for two quarters. He was shocked at the Honor Council's decision and suspected it was unfairly influenced by the Dean of Women. There was no appeal process in place, so Separk marched over to President Leo Jenkins' office without an appointment. President Jenkins heard Separk's case and ultimately changed the suspension to probation.

"I will never forget that experience," Separk said. "I knew right there that if you believe in something and think you're doing the right thing, then you need to see it through."

After graduating from ECU in 1965, Separk earned his JD from the University of Tennessee at Knoxville. He also met his future wife, a girl from Atlanta, at the University of Tennessee. As a law student, Separk became interested in estate planning and tax, and he sold life insurance part-time. He ended up working for Connecticut Mutual Life Insurance in Hartford for a brief period before moving to Atlanta, Ga., where he worked for a CPA firm doing tax work until he joined the Marietta law firm of Ingram, Flournoy, Downey and Cleveland. Finally, in 1978 he opened his own law practice focusing on tax, fiduciary,

business, corporate, and elder law – and he still practices in these areas today.

In addition to his law practice, Separk has stayed very involved with East Carolina. He served on ECU's Planned Giving Council for 12 years, served on the ECU Foundation Board of Directors for 12 years, was a founding member of the Chancellor's Society, and is a member of the Order of the Cupola. He's also a very generous benefactor of ECU.

Separk actively gives back to his community as well, and he has been named by the Atlanta Journal-Constitution as Cobb County's Volunteer of the Week for his involvement and contributions to both civic and charitable organizations. He says retirement may be on the horizon, but he still enjoys his law practice and helping his clients. Looking back, Separk credits much of his success to his solid business background.

"Getting a business degree at ECU is a great education," he said. "The old saying is true: it's hard to make good money, but it's even harder to keep it. No matter what your major is, you should go over to the College of Business and take a few courses. I guarantee you can utilize the skills and lessons you'll learn, no matter what you do."

College of Business

ALUMNI NOTES

Mark Copeland Appointed to ECU Board of Trustees

Mark Copeland (BSA/MSA '96) of Charlotte has joined East Carolina University's Board of Trustees as its newest member.

On Feb. 7, the UNC Board of Governors appointed Copeland, managing partner for Ernst & Young's Charlotte office and a member of the ECU Board of Visitors, to fill a trustees' seat left vacant in January when attorney Kieran Shanahan of Raleigh resigned to become N.C. Secretary of Public Safety.

"I am truly honored by this opportunity to serve the faculty, alumni, and students of East Carolina University," Copeland said. "This is a tremendous opportunity to ensure that we provide the right resources to enable our current and future students to be successful in their careers and communities."

Copeland is a CPA in the State of North Carolina and received his bachelor's and master's degrees in accounting from East Carolina University. He serves on the ECU Foundation Board of Directors and the College of Business Advisory Council. He also serves as president for the board of directors for the Charlotte Chapter of JDRE, a global advocacy organization focused on Type 1 diabetes research.

The ECU Board of Trustees chairman lauded the appointment and welcomed Copeland to the Board.

"He brings with him a lot of passion for ECU because he attended the university as a student, and his professional background will be of great benefit to the Board," Bob Lucas said. "I look forward to working with him and I'm pleased that he's making the commitment to serve."

Copeland will complete Kieran Shanahan's term, which expires in 2015. He then will be eligible for reappointment to two four-year terms.



Mark Copeland (BSA/MSA '96) was sworn in Feb. 22 at East Carolina University. Photo courtesy of Cliff Hollis, ECU News Bureau.

Copeland works with corporate and private equity clients in coordinating and providing a broad range of transaction advisory services including financial, tax, human capital, real estate and technology due diligence. He specializes in the execution of buy-side and sell-side due diligence and advising clients throughout the lifecycle of a transaction. He lives in Charlotte with his wife Tracy, also a College of Business graduate, and their two children.

State Matches Arthur's Endowed Chair Donation



Tom Arthur, left, is shown with Chancellor Ballard, College of Business Dean Stan Eakins, and James Bearden, director of the Center for BB&T Leadership Development. Photo courtesy of Jay Clark, University Marketing & Publications.

A check for \$500,000 was presented by the University of North Carolina in February to match the generous gift from ECU alumnus Tom Arthur (MBA '71) of Tampa, Fla., to fund a leadership professorship in the ECU College of Business.

In 2007, Arthur donated \$1 million to the BB&T Center for Leadership Development at ECU to establish an endowed chair in the College of Business focusing on leadership. Dr. James Bearden – former dean of the School of Business who also helped Arthur enroll at ECU – serves as director of the BB&T Center

for Leadership Development. Arthur has been involved with Bearden and the center since it was first proposed, and he has served on the center's board since its founding in the early 1980s.

Thanks to its Distinguished Professors Endowment Trust Fund established in 1985, the State of North Carolina provides supplemental grants for endowed professorships, matching \$1 for every \$2 donated.

STUDENT NOTES

Students, Faculty Win Top Prizes at National Small Business

For the eighth straight year, student teams from the College of Business at East Carolina University took home top prizes at the National Small Business Institute® (SBI) Conference, held Feb. 14-16 in St. Pete Beach, Fla. ECU faculty members also earned awards, including the Best Paper Award and the 2013 Homer L. Saunders Mentor Award.

On the student side, ECU's team won first place in the Undergraduate Business Plan Division for its consulting work with the City of Greenville. The team, consisting of Tony Bagdon, Candace Barnes, Lauren Brewer, Cheyenne Leggett, and Jennifer Walston, worked with Niki Davis in the City of Greenville's Office of Economic Development to develop a business plan focused on the creation of a business incubator.

Another student team won second place in the Graduate Business Plan Division for its work with the Farmers Fresh Market in Martin County. As part of its project, the team consulted with Mr. Marvin Davis and Jeff Ivey of the Martin County Economic Development Corporation. The team included Steve Bekker, Jason Blue, Laci McDonald, Tara Price, and Charlie Walker. This was the second time ECU competed in the graduate division of the national case competition.

In addition to the student awards, Dr. Michael Harris of the Department of Management presided over the national conference as president of the SBI,

and Dr. Bill McDowell, also with the Department of Management, served as the Vice President for Research and Publications. Harris won the prestigious Homer L. Saunders Mentor Award, which is given annually to an SBI member who is deserving of recognition for outstanding contributions to training and development within the organization. In addition, Harris, McDowell, and Dr. Shanan Gibson won the Best Empirical Paper Award for their article entitled "The Impact of Strategic Focus and Previous Business Experience on Small Business Performance." The three also continue to serve as editors of the Small Business Institute® Journal, an official academic journal of the SBI.

The College of Business has enjoyed a long tradition of students winning top honors in the SBI's Project of the Year Competition. Since 2005, ECU has earned twelve finishes in the top three, including five first place winners. Students at ECU participate in the competition each year through Dr. Michael Harris' Small Business Management class, which is linked at a national level with the SBI. The course teams students with regional companies in need of assistance as part of a course project. While firms benefit from free business consulting, students apply lessons they've learned in subjects ranging from marketing to accounting. In the end, the student teams deliver a comprehensive consulting document to their respective clients, along with an oral presentation.



Dr. Michael Harris (left) and Dr. Bill McDowell accept the SBI Project of the Year award.

ECU's SBI program has assisted more than 500 clients since its inception in 1976. At the national level, the organization serves as the premier organization dedicated to field-based student consulting and outreach to small businesses.

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

Marketing Students Develop New ECU Advertising Campaign

Thanks to a team of four marketing students, the College of Business has a new advertising campaign that targets recent graduates and promotes the importance of giving back.

Called the "I Give Because" campaign, the project originated in Dr. Tracy Tuten's undergraduate Advertising & Promotion class. The College of Business Advancement Office became the "client" and students Jacki Evans, Mike Doherty, Alexandra Horner, and Samantha Sweeney developed various campaign options striving to create a culture of giving among alumni who graduated 10 years ago or less (part of the millennial generation) and pitched the ideas.

The selected advertising campaign features various students and their personal stories about why they give back to the College of Business.

Colin O'Connor, senior major gifts officer in the College of Business, said, "I was very impressed with the students' ideas. They encouraged a positioning strategy that will instill pride and lead to an awareness of

giving back among our younger graduates. Until now, donations from this demographic have been almost non-existent."

In addition to using social media outlets, student newspaper advertising, telemarketing, and advertising in College of Business publications, the student team also developed an innovative option for would-be donors to give back through text messaging, since approximately 72% of the target audience owns a smart phone.

Through the advertising campaign, O'Connor hopes to increase giving by five percent.

O'Connor concluded, "The new campaign will give our younger graduates a sense of passion and pride toward their school, helping them understand why they need to give back to their 'home away from home' and how they can make a difference no matter the donation amount."

To see one of the new ads developed by the student team, please see the back page of this Stocknotes publication.

College of Business

STUDENT NOTES

Two Business Students Named 'Elite Pirates' for 2012-2013

Senior business majors DaJuan Lucas and Eric Green are two of 10 students named Elite Pirates for 2012-2013. Corey Boles, a senior biology major with a business minor, was also named an Elite Pirate.

The ECU Elite Pirate program is a recognition program designed to honor top student leaders at East Carolina University while making a positive change in the ECU community. It has three main objectives: university relations, community relations, and facilitating and implementing a social justice symposium.

Laura McMaster, director of the Center for Student Leadership and Engagement, said, "The Elite Pirates are leadership ambassadors/liaisons who are charged with representing ECU at Greenville and campus-based programs and events, working closely with the Greenville City Council. As seasoned leaders at ECU, these students are well equipped to empower others to engage in the leadership process."

For the community relations component, Elite Pirates maintain a relationship within the community and the mayor's office. As part of one project, they partnered with Mayor Pro-Tem Rose Glover to assist local families during the holiday season.

To become an Elite Pirate, students must complete an online application and submit a one-to-two page essay featuring one of the pillars of ECU's leadership framework (knowledge, relationships, service, wellbeing, or ethics) and how the topic relates to their personal ECU experiences. Since scholarship is a major component of the Elite Pirates Program, each student must have at least a 3.0 GPA. More than 30 students applied for the program.



Eric Green



DaJuan Lucas

Students Experience 'Leadership Extreme'

Nearly 10 business students joined others across campus to experience a weekend leadership retreat in early March, offered through ECU's Center for Student Leadership & Engagement.

Known as Leadership Extreme, the event is held in Blount's Creek, N.C. at Camp Boddie, located along the Pamlico River as part of the East Carolina Scout Reservation. Throughout Leadership Extreme, ECU faculty and staff "quartermasters" test and enhance the students' leadership capacity. They help each participant understand his or her individual leadership strengths while further developing the capability to successfully lead at an individual and at team/group/organizational levels at ECU and beyond.

Drs. Lee Grubb and Andrew Herdman in the Department of Management helped facilitate Leadership Extreme as quartermasters and were also instrumental in planning the initiative. Dr. Ericka Lawrence from the Department of Management also worked on the committee for almost

a year, along with Dr. Patrick Edwards, associate director for the Center for Student Leadership & Engagement, and Audra Thomas, associate director for Student Center Operations. Edwards and Thomas served as quartermasters, too.

Of the 18 student participants, more than half were from the College of Business.

Freshman business student Ashley Griffith said, "Leadership Extreme was by far the best thing I have done since I started ECU...the quartermasters helped us grow, pushed our limits, and let us make mistakes to learn and reflect on. We all pushed each other to be great. I can walk away saying I'm a developing leader. I set goals and visions that are easily accomplishable, and ones that I will have to work for, but when it's all over I left with a new ECU family."



Leadership Extreme participants walk along the Pamlico River.



Dr. Lee Grubb stands with business students at Leadership Extreme.

STUDENT NOTES

Advertising Students Enjoy Annual Field Trip to NYC

About a dozen advertising students in the College of Business took a field trip to New York City this past November, now an annual event led by Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management. The trip helps students learn first-hand about careers in advertising as they tour national advertising agencies and hear from professionals in the field.

During the trip, students visited M80, an advertising agency within the MediaCom group, along with Dentsu America and its subsidiary 360i, an award-winning digital agency specializing in search engine marketing, social media, mobile marketing, and web design and development. Students also participated in the annual Advertising Women of New York (AWNY) Career Conference at the Fashion Institute of Technology in New York. As part of the conference, College of Business senior Austin Evans was recognized on stage for earning a scholarship that honors top advertising students.

Thanks to money given by the ECU Foundation, each student's registration fee for the AWNY conference was covered. The Foundation also funded an alumni dinner at Brother Jimmy's BBQ for both students and NYC-area College of Business graduates.

Tuten said, "The Foundation's generous financial contribution helped make the trip more affordable for our students. At the dinner – which was the first-ever NYC alumni dinner for the College of Business – alumni opened up to current students about their decision to work in New York, job tips, getting an apartment, and more. It was a fantastic learning and networking opportunity!"

While in NYC, students lodged in a hostel just blocks away from Penn Station and traveled by train.

"This was the best trip yet," Tuten said. "The students united as a highly synergistic team and really represented ECU fabulously."



Advertising students visit New York City in November with Dr. Tracy Tuten (top row, second from left).

Help shape the
future.



The Women's Roundtable is a unifying organization that seeks to give a voice to past, present, and future Pirates. Through its business network of nearly 75,000 women graduates in all walks of life, East Carolina has a tremendous impact on communities across the region, state, and beyond.

Visit www.ecu.edu/womensroundtable to learn more and join or contact Marcy Romary at 252-328-9580 or Romarym@ecu.edu

East Carolina University

College of Business

STUDENT NOTES

Students Inducted into Beta Gamma Sigma

The College of Business recently inducted more than 80 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.

An induction banquet was held Dec. 5 at Dowdy-Ficklen Stadium's Club Level 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 in the College of Business.

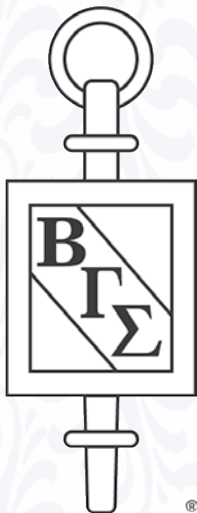
Fall 2013 Inductees

JUNIORS

Brooke L. Baker
Brendan D. Bennett
Travis S. Blount
Connor N. Brokenshire
Charles T. Coggins
Joshua M. Cruce
Kurt Davidson
Matthew S. Davis
Alex M. Eaton
Austin B. Faulkner
William D. Gann
Eric G. Graham

Anthony S. Greco
Boone R. Hobbs
Corey A. Hodge
Sandra L. Keener
Michael Lewis
Michael S. L'Hommedieu
Joshua A. Ludwig
Anamarie Lugo
Robert G. Nelson
Patricia L. Peebles
Justin Riggs

Timothy Schwan
Jordan E. Tamson
Trent H. Tignor
Danielle A. Todaro
Petar S. Torlak
Sergei Trofimov
Joseph W. Vira
Neena P. Wanko
Summer Wert
Kara E. Wilson
Sarah E. Wright



SENIORS

Jessica L. Balazsi
John W. Baldwin
James A. Benson
Kristina Y. Boycheva
Patrick D. Bryan
Francis A. Campione
Carolyn A. Carlile
Ieisha L. Carter
Lynn M. Couturier
Lisa M. Coyle
Ulyses R. Davenport

Thomas J. Demattia
Dorothy M. Geoghegan
Cabot C. Hunt
Erica J. Lee
Cicely A. Lopez
Lauren G. Massengill
Christopher A. Moody
John J. Murtha
Jennifer C. Newton
John D. Pike

Jonathan E. Pinsky
Brian H. Pugh
Rhett M. Russ
Chase R. Schaap
Vondella K. Smith
Craig Terrell
Allison P. von Peterffy
Austen G. Webber
Kailyn R. White
Laura H. Wickline

MASTERS

Shalin R. Brown
Christine E. Collum
Mary M. Cunningham
Carissa J. Frampton
Stephanie A. Grossman
Robert M. Holmes

Ryan C. Hucks
Christopher D. Jones
Doyeon Kim
Christian M. Lane
Jeffrey A. Livengood
Alexa F. LLerena

Timothy J. Miller
Aaron W. Ordan
Donald B. Philyaw
Brittany N. Powell
Mack D. Pridgen
Robert Pusanik

75 YEARS OF EXCELLENCE

ADVANCEMENT NOTES

Your Gift Makes a Difference

More students are enrolled in the ECU College of Business than in any other business school in the state. With that comes great responsibility.

Earlier this year, Dean Stan Eakins and I mapped out the College's greatest areas of need when it comes to funding. One major area involves "recruitment scholarships" – merit-based scholarships that will give us the ability to recruit the best and brightest high school students directly into the College of Business.

To attract these top students to Pirate Country, and to thereby raise the competitive level of our College, we need to offer them competitive scholarships. Even a few top students in a class can dramatically change the

dynamics and enhance the education of all. Our goal is to create 40 endowments at \$75,000, or annually fund these scholarships at \$3,000 per scholarship. In addition, we have created a recruitment scholarship pool account, where your contributions will make a difference no matter the amount.

If you would like to support this important effort – strengthening our College while also making a difference to top students – please contact me to learn more. I'd also be happy to discuss other areas of need.

Thank you for your support and involvement.



Colin O'Connor
Senior Major Gifts Officer and
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

Development, Engagement, and You

Dear Alumni and Friends,

I'm delighted to be back in Pirate Country, now representing the College of Business as your new Director of Development and Engagement. Working closely with Colin O'Connor and Jim Westmoreland, I look forward to connecting with many of you as we boost our alumni involvement and giving.

As a former ECU business minor myself, I know just how special the College of Business is. We have a fantastic program in place with top notch faculty, and I look forward to helping make it even better. Be on the lookout for several upcoming initiatives that will make us even stronger, and please contact me any time with your ideas or comments. My door is always open to you.



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

Stay Connected with the College of Business

Hello Alumni and Friends,

Thank you to the 50 of you who sent an email or called a student as part of our fall Mentor Match. Your few minutes sharing about your experiences meant a lot.

While I have always connected those of you who will help a student, this program can now be expanded as you simply check "yes" to the alumni update form found at www.ecu.edu/cs-bus/memberupdate.cfm, where it asks, "Would you be willing to serve as a mentor to a College of Business student?"

The pairing in the fall was amazing when both recent and experienced grads made calls of less than 10 minutes or sent emails that offered encouragement and ideas. These connections allow our students to learn from you, alumni who had a similar starting point and have gone on to build a career and a life.

Thank you again. Thank you for what this means to each person who takes these few minutes.



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

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

We welcome your letters and comments.

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

Printed with nonstate funds.