



Transformational Gift

EAST CAROLINA UNIVERSITY® COLLEGE OF BUSINESS

FALL 2021

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February 2022





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Who is Tom Arthur, the biggest donor in COB history?

By Erin Ward

An exceptional \$5 million gift to the East Carolina University College of Business will transform the school's graduate program and attract more students. The donation from alumnus Tom Arthur '71 is among the largest in the college's history, akin to the Miller School of Entrepreneurship, and will result in the naming of the program to the Thomas D. Arthur Graduate School of Business.

"The remarkable generosity from Tom Arthur will allow the College of Business to expand and enhance its education of students and bolster its reputation for producing successful business leaders. It's wonderful to have donors who believe and invest in ECU's future in such a considerable way," Chancellor Philip Rogers said.

In addition to strengthening graduate-level education in the College of Business, a portion of Arthur's gift will be used to support student veterans and military personnel in the program. This could include leadership, travel or internship experiences as well as financial incentives to make enrollment affordable and appealing to military-affiliated students.

"ECU has been very friendly to veterans. I wanted to make sure the College of Business would be military friendly," said Arthur, an Army veteran with three combat valor awards, a Silver Star, Bronze Star "V" and Gallantry Cross.

The donation is a \$2.5 million cash commitment paired with an additional \$2.5 million planned gift. Arthur also

made a previous \$1 million gift to establish the Thomas D. Arthur Distinguished Professorship in Leadership in 2010. His cumulative giving is the largest of any donor to the college.

"Over the years, Tom Arthur's financial gifts have elevated our faculty, and his appearances at our annual Business Leadership Conference have inspired many students," said Paul Schwager, dean of the College of Business. "With this new gift, his legacy will be imprinted on the many lives that turn to the College of Business to grow their personal career path."

Arthur's latest gift was decades in the making. It began in 1969 when Arthur returned home to Greenville after serving in Vietnam. Thinking he wanted to pursue a graduate degree, he met with then-dean of the College of Business, James Bearden, who convinced Arthur to join the newly formed Master of Business Administration program, "because if you can serve in the military, you're a leader," Arthur recalled. "He said, 'I'm the dean and you're in.'"

Bearden became Arthur's mentor and friend – and later – part of the motivation to generously give back to the program.



"He was so impressive," Arthur said. "Bearden sold all who knew him on ECU, me included, and I am very fortunate to have been associated with him."

Arthur's two years at ECU were "wonderful – I felt I was exactly where I should be," he said. Several years after graduating, Bearden tapped Arthur again to join him, this time on the board of the BB&T Center for Leadership Development. The center works to provide leadership training and programming across ECU's campus.

"That association with ECU was pivotal in getting me reconnected to the university. I saw firsthand the tremendous impact ECU had on eastern North Carolina, the entire state and region," Arthur said.

From tobacco country to Cigar City

Growing up in Greenville as the son of a tobacco leaf processor, Arthur understood the importance of the industry to eastern North Carolina's economy. Equally important was the presence of ECU, then East Carolina Teacher's College. Arthur said his grandfather was on the committee that lobbied the state legislature in the early 1900s to get a teachers training school in Greenville.



Even so, many of Arthur's family members attended UNC-Chapel Hill, and he followed suit and received a degree in economics in 1966. He admits he was not a serious student at the time. The Army gave him a chance to grow up and gain life experience, so that when he entered ECU, he was prepared and dedicated to his courses.

After completing his MBA, Arthur became vice president of a Florida-based investment banking firm. He then joined Havatampa Corporation in Tampa. In 1978, he formed a group to buy Havatampa's cigar manufacturing business and grew it from the sixth to the second largest

cigar manufacturing company in the United States. The company was one of a handful that propelled Tampa toward the nickname "Cigar City."

"The cigar division was sort of the stepchild for the rest of the company," Arthur said. "We made it profitable and turned it around by increasing efficiency and productivity." His timing was terrific – the early '90s saw cigars boom in popularity. Cigar sales rose 28% in the United States in 1994, according to the Cigar Association of America. During the nearly 20 years that Arthur's group owned Havatampa, sales increased from 160 million cigars annually to 1.2 billion annually.

The increased success required an increase in work hours often late nights and weekends that kept him away from daughters Anne and Tready.

"We knew that Dad worked a ton, but that was OK because we knew he was doing what he needed to, too. He was a very good father," Anne Pittman said.

And a generous one, Tready Smith added. "We've grown up with the spirit of generosity. We've grown up seeing him helping others. That's an extension of who he is, not just financially but with his time as well. He puts a lot of time and intention in the things that mean the most to him."

Arthur was a majority shareholder until the company's sale in 1997. Since then, he has been engaged in private investments through ASAP Capital Partners, his family financial firm, which Smith runs. Now retired, he and his wife, Dixie, divide their time between Tampa and a ranch in Wyoming. He currently serves as an emeritus board member of the BB&T Center for Leadership Development and on the board of the Special Operations Warrior Foundation.

"It really says a lot about ECU that this is where his giving is going. I hope it will leverage others to see the university in a positive light," Smith said.

Arthur said he hopes his gift inspires other donors to step forward and make additional contributions. And that he is able to see its impact.

"I wanted to do something while I was alive and could see it and touch it," he said. "The first best decision I made was go to into the military. The second was attending ECU. Those two things really prepared me for life."



The Copeland Diversity and Inclusion Fellows were announced during the 2021 Business Leadership Conference. Pictured front from left: Copeland Fellow Evelyn Gonzalez, Copeland Fellow Aurora Shafer, Copeland Fellowship Director Dr. Amy McMillan; back from left, College of Business Dean Paul Schwager, Mark Copeland, Copeland Fellow Grant Smith, EY America's Ken Bouyer and Copeland Fellow Jonathan Coleman. (Photo by Rhett Butler)

Inaugural Copeland Fellows announced at annual Business Leadership Conference

by Michael Rudd

It's been a while, but the Business Leadership Conference (BLC), organized by East Carolina University's College of Business, took place once again Sept. 13. COB juniors, seniors and graduates participated in the event's keynote presentation in the morning and almost 20 sessions throughout the day.

This year's Conference also served as the backdrop for a major announcement. The Copeland Diversity and Inclusion Fellowship program named the following students as its inaugural fellows.

- Jonathan Coleman, management information systems major
- Paige DeMutis, marketing major (intended)
- Evelyn Gonzalez, accounting major
- Aurora Shafer, entrepreneurship major
- Grant Smith, marketing major (intended)

In Feb. 2020, the College of Business announced the new Copeland Diversity and Inclusion Fellowship program. The program is possible thanks to a generous commitment from COB alumni Mark & Tracy Copeland. This two-year fellowship is a comprehensive program that celebrates and encourages a culture of diversity and inclusion.

During the Conference, Copeland had an opportunity to meet the fellows for the first time.

"I'm excited to see the energy they have," said Copeland. "I think about their different majors, their backgrounds, where they come from, and their activities around the university, and I couldn't be more excited by what this young generation is going to continue to deliver during their time here at ECU."

The Copeland Fellows will be required to participate in diversity and inclusion-related events for four semesters. They will each close out the experience by working on a project to demonstrate what they have learned while participating in the program. Twenty hours will be required for each semester.

"I'm hoping this fellowship allows for these students to come together and to make an impact across the COB's student body," said Mark Copeland.

Something special

Aurora Shafer is an Honors College junior from Orlando, Florida. She is pursuing a Bachelor of Science in entrepreneurship with a minor in disability studies. As a disabled person, Shafer is familiar with the specific issues faced by the disabled community. Still, she is not as knowledgeable on the specific issues faced by other historically oppressed groups. Her goal for the program is to understand diversity, equity, and inclusion issues and better pursue a career goal of making employment accessible to disabled people.

"I am beyond excited to have the opportunity to help define what this fellowship is all about and emphasize the importance of including disabled people in diversity, equity and inclusion conversations," Shafer said.

As a junior in the management information systems program, Jonathan Coleman has a lot on his plate. He's a member of the football team, vice president of the Student-athlete Advisory Committee, and a member of the Black Student-Athlete Organization and the Beta Gamma Sigma business honor society. The Richmond, Virginia native is excited to have a chance to "be the front-runners of this program and lay the foundation for the many students who will come after us."

"My goal for the Copeland Fellowship is to give a voice to people who feel as if they don't have one," Coleman said. "If we can impact just one student, it would mean the world."

Grant Harrison Smith is a junior marketing major and a member of the Honors College. He applied for the fellowship program because he wants to "learn more about our diverse university."

"My goal as a Copeland Fellow is to help move this fellowship forward," said Smith. "As (a member of) the inaugural class, there is a little bit of pressure to help the program take a step forward, but I think the five of us are more than capable."

"The new Copeland Diversity and Inclusion Fellowship program demonstrates that we are dedicated to a welcoming and open atmosphere in the College of Business," said Dr. Paul Schwager, dean, College of Business. "With this program, as well as numerous planned initiatives, I hope that all of us will grow and be good stewards of diversity, equity and inclusion to the point it's engrained in our DNA."

The announcement of the Copeland Fellows plays in nicely with the Conference's annual theme, which is constructed around ethics, diversity, globalization and the environment. Diversity was a focus of this year's event thanks to the keynote presentation by Ken Bouyer, EY Americas director of inclusiveness recruiting and the Copeland Fellows announcement.



Copeland Fellows meet with Mark Copeland, left, and Ken Bouyer, right (photos by ECU Photos)

"Organizations such as ours are relying on universities to produce talent that will work and can work across the world without missing a beat," said Bouyer. "It's critically important that universities focus on diversity, equity and inclusion and that journey."

Bouyer also had an opportunity to meet the new Copeland Fellows following his presentation and after doing so, he said he was impressed.

"They (Copeland Fellows) are from all walks of life, and I think they're going to add so much value," he said. "I think they're going to grow and learn together as they move forward. I think this is going to be the start of something special."



Ken Bouyer, EY Americas director of inclusiveness recruiting, provided the keynote for the 2021 Business Leadership Conference, sponsored by the College of Business.



Bringing students to accounting opportunities

Meet the Firms, the annual event hosted by the College of Business' Department of Accounting, returned to form on Sept. 8, 2021, and brought more than 17 accounting firms to meet future interns and/or employees.

Looking to make a connection, more than 150 students, armed with resumes, walked from booth to booth and introduced themselves to representatives from national, state and local firms.

"What an exciting night to see so many students and firms back on campus," said Dr. Cal Christian, chair, Department of Accounting, College of Business. "This event is one of the highlights of our year."

Senior and Wake Forest native Gabrielle "Gabby" Banks was one of those students. Though the accounting major has a job lined up after graduation, she says the event is still something one looks forward to attending.

"You can connect with employers, speak with faculty and share experiences with peers," said Banks. "This was my first in-person Meet the Firms, and I can proudly say I was able to do all of those things. It was nice getting to network with other professionals and hear what they have to offer our students. From this experience, I learned that networking virtually is possible, but nothing beats face-to-face interaction."

Jason Wilkinson is Dixon Hughes Goodman's office managing partner for eastern North Carolina. He says Dixon Hughes Goodman has had a long relationship with ECU faculty and even helps with the curriculum. Regarding attending the Meet the Firms event, Wilkinson says, "We always hire from the event. Our goal is to find the great talent to help us move our mission forward, and we always have a lot of success at ECU."

Craig Ridenour is a state and local tax partner with RSM. His firm's association with the ECU, faculty and students goes way back.

"We look forward every year to coming on campus and meeting with the students, conducting various activities with Beta Alpha Psi, BBQs and mock interviews," said Ridenour. "We have a good relationship helping students get to the point where we are interviewing and helping them find jobs."

When asked about the kind of students RMS recruits from ECU, Ridenour says traditionally, those students want to focus on audit or tax and stay in North Carolina, such as Raleigh, Charlotte and Wilmington. However, he is noticing a new trend that benefits RMS.

"We are seeing many, many more ECU students who have come from different parts of the country that want to get out to different offices throughout our country," says Ridenour. "With 86 offices around the country, when we see students who are interested in other major metro markets, we can take and refer them into our recruiting process and create more opportunities for them."

Ridenour added that RSM came to this year's Meet the Firms event looking to fill winter and summer internships and full-time hires for next fall.

"For our students to be able to come out and see firms that cover all of North Carolina and Virginia and that are here to recruit them specifically is just an awesome experience for them," said Christian. "Meet the Firms is usually a student's first interaction with employers, and the firms that come do an excellent job of engaging with the students and explaining all of the opportunities that an accounting career offers."

"Our students left Meet the Firms really excited about what the future holds."

College of Business fills leadership positions

Drs. Lee Grubb and Amy McMillan have joined the College of Business leadership team.

Grubb has been named the COB's new associate dean. In this role, Grubb will serve as the second-ranked leader of the COB and provide leadership and oversight of the COB's strategic planning efforts, including maintaining an inclusive environment, academic programming and operations, including budgetary administration and human resource management.

As the third-ranked leader of the COB, McMillan will serve as the associate dean for research and faculty development. She will be responsible for collaborative research opportunities from across campus and the region. McMillan also will monitor and encourage funded research projects and grants while also serving on appropriate college and university committees. "Over the years, both Lee and Amy have provided remarkable leadership to the COB in a variety of important capacities," said Schwager. "I look forward to watching how they will own these new responsibilities and help the COB grow as it continues to build leaders and transform our region."



Grubb previously served as the COB's Department of Management chair for three years, where he led a department of 32 faculty members. Since 2012, Grubb served as director of the COB's Leadership and Professional Development curriculum. He also has served on numerous university and COB committees, including

faculty senate alternate, ECU's Undergraduate Research Committee and the COB's Business Leadership Committee. Grubb joined the COB in 2003 as an assistant professor and after spending 10 years working in industry. He received his Ph.D. from the Virginia

Commonwealth University in 2003. Grubb replaces Dr. John Reisch, who is moving back to the Department of Accounting to lead its graduate program.

"I look forward to working with Dean Schwager as we continue to make the College of Business a true destination for tomorrow's leaders and the academic leaders who will teach them," said Grubb. "We're slowly coming out of challenging times, and I'm happy to work with the COB's leadership team so we can move forward and provide a positive impact for those who call eastern North Carolina home."



McMillan started at the COB in 2003, and for the past 15 years, she has taught graduate courses in the COB's MBA program. McMillan also has served both the COB and university in various capacities, including chair of the University Graduate Curriculum Committee and the COB's Graduate Committee. She currently serves as the

COB's Diversity and Inclusion Action Committee chair and the Copeland Director of Diversity and Inclusion. McMillan has published more than 30 journal articles and collaborated with over 25 co-authors. McMillan received her doctorate in business administration from Louisiana Tech University. McMillan replaces Dr. Judy Siguaw, who starts phased retirement in August 2021.

"This role has previously been held by two strong women who will be great role models to follow," said McMillan. "I look forward to building on their success and lifting up our faculty up so they can provide the best experience for our students."



SHL grad student wins scholarship

Cara Gordon, a graduate student in the Master of Sustainable Tourism and Hospitality program at ECU, recently won the \$5,000 NEWH-The Hospitality Industry Network- 2021 scholarship. Gordon has more than 20 years of experience in multiple hospitality roles, including front-of-the-house experience (as a server, bartender, and manager) and catering for several restaurants, and back-of-the-house experience as a banquet chef for the Westin Huntsville in Alabama. Most recently, she was the events director for Chef and the Farmer in Kinston, NC.

After the Coronavirus Pandemic changed the hospitality industry, Gordon decided to reassess her career goals and continue building on her industry experience by applying to the School of Hospitality Leadership's graduate program. Gordon's interests have revolved around increasing environmental awareness and sustainable practices in the food service industry. She has a passion for promoting awareness about plastic pollution in our oceans, driving her to innovate ways to decrease single-use plastics in restaurants.

Gordon currently serves as the Partnership and Communications Coordinator for ECU's Center for Sustainable Energy and Environmental Engineering, a role that has opened many new opportunities for her to explore various sustainability endeavors. These opportunities led Gordon to explore a dual-degree option to complete ECU's MBA degree program and the MS degree, further rounding out her education.

"The honor of this scholarship confirms my theory that returning to ECU to pursue my Master's puts me exactly where I am supposed to be during these uncertain times," said Gordon. "The world needs transformative leadership now more than ever. Becoming part of the NEWH Hospitality Network community gives me the tools and resources I need to tackle the unprecedented challenges faced by the industry head-on. Through the empowerment of ECU's College of Business and School of Hospitality Leadership, I have found my voice, and I rise."

After graduation, Gordon plans to pay it forward, possibly starting a consultancy business to help promote resource conservation and social equity in the food and beverage sector. Becoming part of the North Carolina region NEWH Hospitality Industry Network will broaden her connections with industry leaders. With Gordon's undergraduate background in interior design, she would like to design a container home to accommodate sustainable peer-to-peer lodging after earning LEED Green Associate credentials.

Gordon's ultimate life goal is to take her knowledge, experience, and education abroad. She hopes to one day live, work and learn from the native Maori culture of New Zealand.

Supply Chain students gain experience with industry leader

One could argue any number of reasons why College of Business supply chain graduates are ready for the workforce after graduation. The College's Leadership and Professional Development Curriculum, internship opportunities and instructors with real-world experiences are some examples.

Another reason is the opportunities our students have to work with industry.

Topics in Operations Management taught by supply chain management faculty wrapped up work at the end of the spring '21 term. This particular class included three student-led teams consisting of four students per team. The purpose of the class is twofold. First, students can hone their problem-solving and project management skills by working with and learning from their partner-company counterparts to gain corporate experience and hone their problem-solving and project management skills. Second, the partnering companies have the opportunity to work with supply chain students to gain their help in addressing important problems and issues.

"All of the company-assigned projects are related to supply chain and operations management and run the course of the semester," said Dr. Jon Kirchoff, associate supply chain management professor.

During the past spring term, one particular company turned to the supply chain students to provide recommendations and solutions for its procurement and outsource inventory.

Penco

Penco Products, Inc. is a supplier of steel lockers, shelving products, and material handling solutions in North America. It has two facilities in Eastern North Carolina: a modern 375,000 sq. ft. plant in Hamilton and the corporate headquarters in Greenville.

The company agreed to a project that would include insights into creating a more organized, fluid and effective means of purchasing, storing and managing inventory, both domestically and overseas. The students addressed three primary concerns for Penco: minimum and maximum inventory safety stock levels, inventory lead times, and carrying costs of internationally procured components.

Jim Hardee, Penco's procurement director, decided to work with the supply chain students because of the company's familiarity with the College of Business.

"Penco has worked with ECU on past projects, and it wanted to engage students to give them 'real-world' experience with a company outside of the academic world," said Hardee. "Students can read about operations and supply chain management all day long, but they need to experience it to really understand and see it."

About the project, Hardee says he wanted the students to "learn about and analyze the operations and supply chain management issues facing Penco with fresh eyes. I wanted them to formulate solutions and ideas that Penco might not have thought of at that point."

"I don't think that I could have had a better experience working with my teammates and Penco," said student Emma Christensen. "I loved getting hands-on experience in supply chain directly with a company. You can learn from lectures, quizzes, and others as much as possible, but one will never get a real feel for the area they are studying until they get hands-on experience. I feel that this class gave me the opportunity to do this"

Ultimately, the team's recommendations allow for better ordering accuracy, less inventory, and higher space and cost efficiencies. Hardee told us that he thought the team presentation was very informative and that it was well-received by Penco management.

"The students opened up Penco to new ideas about how to handle some of their international supply chain operations," said Hardee. "Penco will be able to use the team's recommendations and information in their future decision making."

He added, "we are very interested in working with ECU (and the College of Business) again on projects."





RURAL EXPANSION

ECU, USDA announce grant expanding rural business development program

By Matt Smith

A \$150,000 grant from the United States Department of Agriculture will expand East Carolina University's reach to businesses across the state.

Launched in September 2020, the College of Business Crisp Small Business Resource Center's Accelerate Rural NC program focuses on helping small businesses in rural regions gain access to global markets with innovative products.

Funding from the USDA's business entrepreneurship grant program will allow Accelerate Rural NC to move its program into a hybrid online and community-based format, increasing the program's reach from ECU's 29-county service area to a statewide audience.

Justin Maxson, USDA deputy under secretary for rural development, said that ECU has a pivotal role in economic development and regional transformation in the state.

Justin Maxson, U.S. Department of Agriculture deputy under secretary for rural development, speaks during the USDA grant announcement.

"ECU is exactly the sort of institution that this (USDA) administration wants to develop real partnerships with and through," Maxson said. "What ECU brings is a focus on these 29 counties in a way that's transformational. I believe deeply in rural entrepreneurs and believe they are a critical part of the economy and the future of this place."

U.S. Rep. G.K. Butterfield, whose district covers 15 counties including ECU, said that he's lending support for infrastructure projects – like increasing access to broadband internet – that will impact rural entrepreneurs.

"We advocate strongly for more investment in rural development," Butterfield said. "We're beginning to see some results for our efforts. The future is very promising."

Ninety-three small businesses participated in Accelerate Rural NC during its first year. The program created an average of 1.8 new jobs per company with early-stage companies reporting \$500,000 in raised capital.

Accelerate Rural NC director Dennis Tracz said the early success of the program came from its willingness to invest in eastern North Carolina, but not limit itself to the region.

"Buying local is great," Tracz said. "We're all in favor of that. But for small rural communities, your customer base is too small to just rely on that."

"We showed companies how to have regional, national and even international customer bases through digital platforms ... we provide them the guidance and resources to take advantage of these platforms when they're ready."

Tracz added that in the future, Accelerate Rural NC will focus on e-commerce development for regional businesses and how they interact with their customers online. He said that the program is developing livestreaming e-commerce shows focused on "shopatainment" that feature eastern North Carolina's authentic products and people.

"This new and unique marketplace approach can provide for fast growth, increased employment and potential for significant impact which will in turn boost our rural areas economically," he said.

Keeping that authenticity is important for both ECU and the businesses it serves, said Crisp Small Business Resource Center director David Mayo.

"When people think of rural development, they think, 'How can we take the rural environment and turn it into an urban environment?'" Mayo said. "That's not what we want. We want to be prosperous in our rural areas – have high wages and a high quality of life – and remain true to our roots."

Mayo believes Accelerate Rural NC will achieve that by taking best practices that have worked in other regions and bringing them to rural North Carolina.



Justin Maxson, U.S. Department of Agriculture deputy under secretary for rural development, speaks during the USDA grant announcement.

"Our vision has always been about figuring out how we make the biggest impact with Accelerate Rural NC," Mayo said. "How can we take this tremendous impact and scale it? With this commitment from the USDA, we'll be able to do that."

Accelerate Rural NC's next cohort will begin this fall. Businesses interested in participating in the future are encouraged to apply online.

Accelerate Rural NC is part of ECU's larger entrepreneurship ecosystem, including the Miller School of Entrepreneurship, RISE29 and the university's E-Passport program.

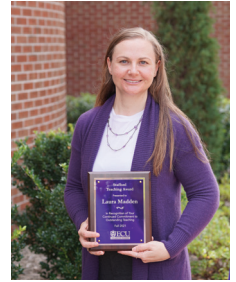
Faculty and staff awards

There were a number of activities planned for the Fall of 2021 that had Dean Paul Schwager pumped. One was the annual COB Convocation, which typically happens in person and the Friday before the first day of classes.

The COB Convocation is an annual event where faculty and staff come together to celebrate the prior year and learn more about what the Dean has planned for the upcoming year. Last year's Convocation was moved to a virtual model due to COVID. This year, masks on, faculty and staff returned in person.

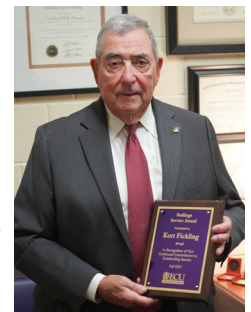
One new event that happened at this year's Convocation was the presentation of awards to some very deserving individuals.

Stafford Teaching Award was given to Dr. Laura Madden from the Department of Management. She created the DECIDE model video for faculty to incorporate into their teaching. She remained constantly involved in the development of course activities and content for the courses she teaches. Her involvement with assessment has led to improvements in the courses she teaches and in other courses.



Stansell Research Award was presented to Dr. Dennis Barber, III, from the Miller School of Entrepreneurship. He had six peer-reviewed articles published in high-quality journals over the past last year. He also won the Outstanding Research Scholar award at ECU this past year.

Stallings Service Award was presented to Kurt Fickling of the RMI Department. Fickling serves the RMI program by helping raise money, networking with industry and participating in various student-related activities. Kurt goes above and beyond in every aspect of his job, especially when serving his students. He has written hundreds of recommendation letters for students during his time at ECU. He also accompanies students on multiple overnight immersive student field trips. Kurt even hosts a welcome reception/cookout for all RMI majors at his house every fall.



The following COB staff were presented an Award for Excellence.

Marcie Southward, who received several nominations from various faculty, staff and administrators, oversees the Student Technology Center and all the student workers. As one nominee put it, "she always maintains a positive attitude and has the energy of 10 people!"

Andrea Fillipovich is the assistant director in the College's graduate program. She was nominated for being instrumental in getting the Cadence texting program off the ground, a project she has been working on for years. About Fillipovich, a nominee said, "her determination and ambition to implement this system was very impressive."

Hanna Taylor is the business services coordinator for the College, a position she earned after a retirement. She immediately began developing and cultivating relationships that are incredibly beneficial to the College. One of her nominees said, "Hanna is well received by all who interact with her, and she certainly makes the College of Business look good!"



Mbarika receives recognition from Association of Information Systems

The Association of Information Systems (AIS), a professional association for individuals and organizations who lead the research, teaching, practice and study of information systems worldwide, recently recognized the College of Business' Professor Victor Mbarika for his commitment to the association. Doing so, the AIS named Mbarika as an AIS Distinguished Member Cum Laude.

Specifically, Mbarika, the Stallings Distinguished International Scholar in the College's Department of Management Information Systems, was honored for being a continuous AIS member for at least 10 years and playing a leadership role in AIS or related AIS activity. The designation also celebrates Mbarika for having been published in at least four AIS or AIS-affiliated journals (out of his over 250 peer-reviewed publications).

"This distinction is an honor and a blessing for me," says Mbarika. "It means a lot, and I take it is a gift from God for more than two decades of teaching, research and service. I am very thankful to my entire family, colleagues, mentors, mentees, friends, and students."

With this award and other lifetime achievement awards under his belt, Mbarika is not taking any of the accolades for granted.

"You can't rest on your laurels because you must push for more," said Mbarika. "I am in my 40s and still have a lot of work to do in terms of mentoring young minds, giving back to the community, especially in eastern North Carolina and developing countries."

Mbarika says his AIS affiliation influences some of what he brings to the classroom.

"One of the beauties as a member of the AIS is that we are provided access to great teaching materials," says Mbarika. "This AIS distinction goes a long way in improving student learning outcomes and achievement. In sum, my students can learn in a dynamic and engaging environment that relates to the real world. I have carefully cultivated this type of classroom with business examples, case studies, and practical hands-on research experiences to complement theory. I assess student learning through multiple methods and staying current in the field through vigorous research."

Mbarika added, "I have taught and mentored thousands of students at the BS, MS and Ph.D. level, and I hope to continue to inspire my great students at ECU, as I was once inspired by the information systems professors who managed to capture even the jaded student in the back row. I believe the classroom should be fun, interactive, applicable to real life, challenging and engaging so students can actively participate in their learning and improve their higher-order cognitive and decision-making skills. In less than a year at ECU, students have asked me to mentor them. In fact, some of the students are minority students. It is my goal to continue investing in the students for the long-term."

Along with AIS' resources, Mbarika also says his teaching is both influenced by and influences my research. He says, "I strive to demonstrate to students that technology impacts education and business and how people live their lives. Thus, my research on globalization in information technology plays a part in my course content."



Entrepreneurship induction ceremony

The Miller School of Entrepreneurship held its first Entrepreneurship Induction Ceremony Sept. 9 2021. The School inducted 31 students who bring varying ideas and aspirations to the entrepreneurship degree program.

The first Entrepreneurship Induction Ceremony should have occurred in the Fall of 2020, but COVID restrictions made that impossible. Therefore, this year's induction ceremony featured both the classes of 2020 and 2021.

Remarks were provided by Dr. Paul Schwager, College of Business dean, and Fielding Miller, co-founder and CEO of CAPTRUST. Van Isley was also on hand to celebrate the new inductees.

Those inducted included:

Chandler Barnes	Christopher Lorne Langley II
Gabrielle Carroll	Harrison Larrichio
Braxton Chase	Ethan McCray
Rylea Comstock	Matthew Papay
Seth Cook	Ryan Reeves
Oswaldo Rangel Corona	Spencer Scheper
Faith Davenport	William Scott
Katherine Diamonti	Theodore Sielatycki
Christian Edwards	Alyssa Smith
Andrew Faldzinski	Landon Stevenson
Keaton Forbes	Greyson Tavalacci
Dillon Forstberg	Douglas Thomas
Tyler Franczak	Thomas Williams
Jacob Golden	Jaryd Strickland
Andrew Griffin	Symani Simpson
Daniel Hutsell	

Announced in spring of 2019, the Bachelor of Science in Entrepreneurship (BSE) program is campus-based and requires 120 hours of coursework. Students take courses in topic areas such as entrepreneurial finance, sales and marketing, and strategy, as well as opportunity assessment, business planning, small and family business management, and new venture launch. The program also includes 18 hours for students to develop a specialty area of interest to help guide them through the business plan and new venture launch courses.

Chesson Fellows

Also recognized during the night's festivities was the Chesson Fellows program, named in honor of Chip Chesson, who graduated with a BSBA in 1966. Chesson has always thought of education as a way to support eastern North Carolina. Having served on the ECU College of Business Advisory Board from 1986-2018, he remains involved with the College of Business by supporting the Miller School of Entrepreneurship.

The inaugural Chesson Fellows include Corona, Franczak, Sielatycki, Stevenson and Thomas. To be chosen, they scored highest on the BSE entrance application, which included questions about their entrepreneurial background and career aspirations.



Entrepreneurship inductees with Miller School dignitaries.



Chesson Fellows with Chesson Family

Meet the Business Advisory Council new leadership



Jerod Cohen, Chair

- Joined BAC because of passion for ECU and the College of Business
- Sees the BAC giving of its TIME to be on campus, its TALENT to engage students in classroom settings and its TREASURE to support scholarships and student-focused initiatives.
- Wants the BAC to be staunch advocates of the COB, its leadership, faculty and students
- Aims for the BAC to improve the educational experience and access to professional opportunities for the student
- Hopes he can be a supportive and guiding voice within the BAC, helping it stay focused on its core initiatives

Angela Sutton Furniss, Vice Chair

- Joined because she's passionate about ECU, the College of Business and giving back through time, talent and treasure
- Sees the BAC providing support and guidance, connecting to COB to the community, fundraising and outreach and helping student engagement
- Wants the BAC to provide advocacy and input on trends, programs, and contributions.
- Aims to continue to have the BAC be a working board and stronger in its role
- Continues to serve as Chair for Membership/ Recruitment and support Jerod as co-chair



The COB Business Advisory Council participated in a face-to-face/virtual meeting, pictured here with College of Business students.

In Closing



Greetings!

I'm assuming you've pored over this issue of Stocknotes and enjoyed what you read.

First of all, I want to publicly thank Tom Arthur for his amazing gift to the College of Business. It will be a transformational gift that will leave a legacy of future leaders who will positively affect many. I'm looking forward to growing our graduate programs to meet his goal for this amazing gift.

Secondly, I want to thank all who were involved in helping the College of Business open Fall of 2021 with a bang. We were able to get back to routine events that our students wanted and needed. From our annual convocation to Meet the Firms to the Business Leadership Convocation, we're in the process of turning a page in the College's history to better times for the students, faculty and staff. Again, I'm looking forward to what's next.

Lastly, we named the inaugural Copeland Diversity and Inclusion Fellows. These students represent the fabric of what makes the College of Business a strong one. At first, we will learn a lot from them. I anticipate they will make this fellowship the bedrock of what we're trying to do at the College of Business. Once again, I'm looking forward to what's next.

As we slowly get back to being the "College of Business" that everyone expects, we will learn as we proceed to a new era at the College. Tom Arthur's gift will make us stronger. Our events will shine the light on who we are and what we can do. Our BAC and its new leadership, Jerod Cohen and Angela Furniss, will be our guideposts for the future. And, the Copeland Fellows will make the College stronger and more attractive for future leaders.

I hope you will join me on our new journey. It's going to be a fun learning experience.

Be well!

Paul Schwager, Dean
W. Howard Rooks Distinguished Professor

Does your company have an Internship Program?

Benefits of an Internship Program

- Find Future Employees
- Increase Productivity
- Improve Employee-Retention Rate
- Give Back to the Community
- Support Fellow Pirates™



Russell Sherrod, Intern
KPMG



Kunal Chakraborty, Intern
UNX Industries



Octavia Biggell, Intern
Created Colorful



Jake Anthony, Intern
North Carolina Joint Underwriting Association



Callie Collins, Intern
Syneos Health



Steven Hollingsworth, Intern
Chamber of Commerce



Emily Cross, Intern
ECU Athletics

*Want to
know
more?*

Contact Melissa Parks
COB Internship Coordinator
parksr19@ecu.edu or 252.328.6596

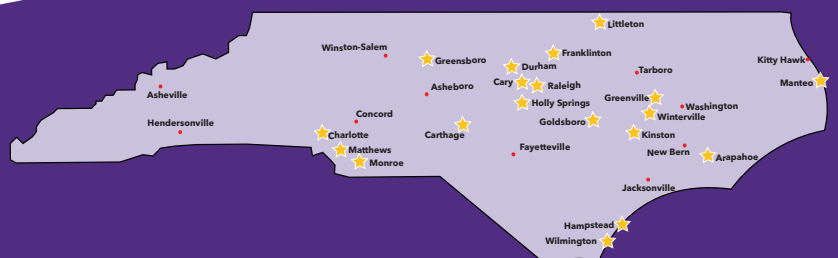


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