



# Stocknotes

Commerce Club Publication for the College of Business

Spring 2011

## Kerns to Step Down as Associate Dean

After a career at ECU spanning more than 37 years, Dr. Richard Kerns has announced he will step down as associate dean for Computer Services effective July 1, 2011.

During his time in the College of Business, Kerns has led the Computer Services department and its predecessors through almost every technology from card punches to iPads. Under his leadership, the operation has grown from himself and a few hand-picked student assistants to an organizational and operational structure that serves the technology needs of more than 150 faculty and staff and almost 4,000 students. From the first personal computer lab on campus to an environment where everyone owns computer equipment of some sort, Kerns says it has been an ever changing and interesting world in which to work.



Dr. Richard Kerns

Dr. Rick Niswander, dean of the College of Business, said, "We all owe Richard a debt of gratitude for his leadership. The changes in the computer environment over the last 37 years have been mind-boggling. Richard and his staff have made sure the College of Business is on the leading edge of computer technology and its application to teaching, research, and service."

During his tenure at ECU, Kerns also contributed significantly to the formation and growth of IT support in many other units on campus as well as the campus-wide Information Technology and Computing Services (ITCS). Kerns has served on the faculty senate's Faculty Computer Committee and served as the committee's chairperson. In addition to his extensive Computer Services work, Kerns also created the initial Management Information Systems curriculum in the College of Business, teaching each of the original set of courses the first time they were taught (except one).

Kerns said, "Since the announcement of my stepping down, I have had the enjoyable experience of having many people I have known throughout the years come up and tell me how I was of assistance to them. I am very thankful for the opportunities that have been given to me, and I hope that others feel I have contributed to their success." Kerns gives much of the credit for the success of Computer Services to the individuals who have and are working in the unit.

Kerns earned his Ph.D. in Physics from the University of Virginia in 1972. He also holds an MBA from East Carolina University, which he earned in 1973, as well as a BS in Physics from the University of Kansas. His research interests have included personal computers and tablet computers as well as local area networks in business, desktop publishing, and desktop video. Kerns wrote two textbooks that were used in the Introduction to Computers course for several years.

After stepping down from his associate dean role in July, Kerns will remain on faculty as professor of Management Information Systems.

## ECU Kicks Off New Insurance Program

The College of Business at East Carolina University officially kicked off its new Risk Management and Insurance program on Feb. 8, when a series of special events culminated with a national insurance executive visit through the Beta Gamma Sigma Distinguished Lecture Series.

During a student luncheon and special presentation, insurance executive Bob Restrepo – who is chairman, president, and CEO of State Auto Insurance Companies – welcomed students to the insurance industry, which he described as an "industry in transition." Students learned first-hand about challenges and opportunities, and they also enjoyed a Q&A session with Restrepo.

Directed by Dr. Brenda Wells, an insurance expert who holds a Ph.D. in Risk Management and Insurance from the University of Georgia, ECU's Risk Management and Insurance concentration is a direct result of partnerships with industry professionals.

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# College of Business *notes*

## *cont. from ECU Kicks Off New Insurance Program*

“Risk management is a broad academic field, which can include traditional insurance-related risk management — earthquakes, hurricanes, fire, life, health, and retirement planning — as well as financial risk, such as interest, exchange rates, and credit,” Wells said. “Not only do we teach our students the ‘nuts and bolts’ of business at ECU, we also hone the skills essential for success in the business world. Our Risk Management and Insurance graduates will enjoy successful careers at companies large and small and are well prepared to enter all facets of the insurance industry.”

Officials also announced a collaboration between ECU and The National Alliance for Insurance Education & Research, which will allow students to earn the University Associate Certified Insurance Counselor (UACIC) designation through their coursework — giving an important head start on earning the prestigious Certified Insurance Counselor (CIC) designation. During the luncheon, the College of Business honored 15 students who recently passed the UACIC certification test.



**The College of Business honors 15 students who recently passed the UACIC certification test.**

Dr. William T. Hold, president of The National Alliance for Insurance Education & Research, said, “The UACIC program is only available at universities with insurance and risk management departments with outstanding faculties.” He added, “This is a great opportunity for students to obtain an insurance professional designation before leaving college. UACIC is a career springboard — a designation that will set the graduate apart from his or her peers. This means entering the job market more prepared for life with a solid, practical foundation for a career in insurance and risk management.”

Courses offered in ECU’s Risk Management and Insurance program include Principles of Risk Management and Insurance, Corporate and Financial Risk Management, Commercial Property and Liability Insurance, and Employee Benefits and Retirement Planning.

Students in the program also participate in industry-specific conferences throughout the year, including the annual conference of the Independent Insurance Agents of North Carolina. Important “decision makers” in the industry visit campus throughout the year, such as North Carolina Commissioner of Insurance Wayne Goodwin, who spoke to the ECU Society of Risk Management and Insurance in 2010.

Currently in its first year, the Risk Management and Insurance concentration already has more than 40 students enrolled. The program is supported by endowments from both the Independent Insurance Agents of North Carolina as well as the North Carolina Surplus Lines Association.

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## **ECU Ranks Third in State for CPA Exam Pass Rates**

East Carolina University had the third-highest CPA exam pass rate among major North Carolina colleges and universities for the most recent reporting period of 2009. The ranking is based on candidates without advanced degrees who passed all parts of the exam.

Only Wake Forest University and Davidson College had higher pass rates; ECU beat out 31 other universities with a pass rate of 48.28%.

“We are very proud of our students and gratified that the recent ranking reflects both the rigor of ECU’s accounting program and quality of our faculty,” Dr. Dan Schisler, chair of the Department of Accounting, said. “Both students and faculty continue to push the boundaries of excellence. In fact, our graduates consistently perform well above state and national averages.”

ECU has offered an accounting program since 1982, with courses at both undergraduate and graduate levels. The BSBA degree track prepares students for careers in corporate accounting, government accounting, and internal auditing. The MSA program prepares students for careers in professional accounting while also integrating the content of the professional exams.

## Air Force General to Speak at ECU

East Carolina University alumnus and U.S. Air Force General Gary L. North will speak at ECU as part of the College of Business Cunanan Leadership Speaker Series on Nov. 10, 2011.

Gen. North currently serves as Commander of Pacific Air Forces, which is responsible for Air Force activities spread over half the globe in a command that supports 45,000 Air Force people serving principally in Hawaii, Alaska, Guam, Korea, and Japan. In addition, North serves as Air Component Commander for U.S. Pacific Command and Executive Director for Pacific Air Combat Operations Staff at Hickam Air Force Base, Hawaii.

Gen. North was commissioned in 1976 as a distinguished graduate from East Carolina University's ROTC program. He has held numerous operational, command, and staff positions, and he has completed four long and four short overseas tours. He has served two tours on the Joint Staff, serving as executive officer to the Director of the Joint Staff, and as Director of Politico-Military Affairs for Asia-Pacific, where he was responsible for regional planning and policy for the Asia-Pacific, South Asia, and Central Asia regions. He has served on the Air Force Staff as the Chief, Joint Requirements Division and Deputy Director of Joint Matters, and as the Director for Operations, U.S. Pacific Command, Camp H.M. Smith, Hawaii.



Gen. Gary L. North

He is a command pilot with more than 4,600 flying hours, primarily in the F-4, F-15 and F-16. He flew 83 combat missions in Operations Desert Storm, Southern Watch, Iraqi Freedom, and Enduring Freedom.

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

## ECU Selected as Test Site for CPA Exam Simulation

East Carolina University recently served as one of three North Carolina-based test sites for CPA exam simulations, along with Wake Forest University and N.C. State University. ECU is one of the only ten schools nationwide to be selected for the field test.

The American Institute of CPAs (AICPA) conducted a field testing program through the College of Business on April 7, when simulation-type questions for three parts of the CPA exam were field tested: Auditing & Attestation (AUD), Financial Accounting & Reporting (FAR), and Regulation (REG). Since the CPA Exam is completely computerized, the AICPA routinely conducts campus simulations to assess students' comprehension of the questions, determine how the software functions, and evaluate the rigor of the test questions.

Dr. Douglas Schneider, professor of accounting at ECU, helped coordinate the CPA exam simulation field test for the College of Business. "It was an honor for the AICPA to choose ECU as one of its test sites, and it was a wonderful opportunity for our students to have a test run themselves," he said. "The simulation questions the students field tested are operationally identical to the CPA Exam, so it provides an ideal opportunity for our students to anticipate sitting for the actual CPA Exam."

Approximately 40 MSA students participated in the CPA exam simulation at ECU. Schneider said another simulation pretest by the AICPA will be conducted at East Carolina in the fall.

# College of Business *notes*

## New Members Join Business Advisory Council

Seven new members have joined ECU's Business Advisory Council, an advisory body that provides advice, guidance, and support for the continuing development of high quality business programs at East Carolina University.

The Council routinely advises the dean and other College of Business administrators on matters of curriculum, programs, and initiatives. Input from the Council has been instrumental in shaping the curriculum and ensuring coverage of emerging business issues such as leadership, ethics, and quality.

Below are the newest members of the Business Advisory Council, who were inducted at the group's meeting on March 25.

**Rob Jones**  
President  
the little bank  
Kinston, N.C.

**Melanie Orlando**  
President and Co-Founder  
Envision Mortgage Corporation  
Wilmington, N.C.

**T. Craig Williams**  
Vice Pres. of Global Organizational  
Effectiveness  
Walmart  
Bentonville, Ark.

**Rob Mallette**  
Vice President for Business Development  
Boyle Transportation  
Burke, Va.

**Lynn Schubert**  
President  
The Surety and Fidelity Association  
of America  
Washington, D.C.

**Robin Parker Wynne**  
Marketing and Dealer Support  
Parker Marine Enterprises, Inc.  
Beaufort, N.C.

**Kevin Monroe**  
Assistant Vice President  
CapTrust  
Raleigh, N.C.

## Job Hunting Web Site Helps COB Students and Alumni

The College of Business Career Services Office is offering a free web tool that makes it easier to search job postings and find company contact information. Available to all College of Business alumni and students, CareerShift serves as a comprehensive one-stop shop for online job postings – whether posted on a company's web site or an online job board.

In addition to job search, CareerShift offers users the ability to network with alumni who have been cited in national publications. The web site also helps manage personal marketing campaigns, organizing cover letters and resumes.

"We're delighted to offer this useful job hunting tool to both students and alumni," Scotty Andrews, director of the College of Business Career Services Office, said. "In today's challenging marketplace, looking for a job is a job in itself. CareerShift helps manage the job hunt all in one place."

For more information or to register, please visit <http://ecubusiness.careershift.com> or call the College of Business Career Services Office at 252-737-1236.

## 2011 ANNUAL BUSINESS OF HEALTHCARE symposium

Jointly sponsored by the College of Business and College of Allied Health Sciences

The contemporary healthcare industry faces numerous challenges pertaining to managerial, financial, and technological issues surrounding distribution, access, and delivery of healthcare services. To achieve excellence in healthcare, quality and value have become the priority on the agenda for healthcare reforms. The promise of superior healthcare is more likely to be realized through the prudent design, development, and implementation of various business or IT/IS initiatives.

The 2011 Annual Business of Healthcare Symposium aims to provide a common platform for discussion and presentation of research highlighting opportunities and challenges related to healthcare globally in the 21st century. The event is free and open to the public.

**Date: Friday, Oct. 28, 2011**

**Location: East Carolina Heart Institute at ECU**

**Detailed information is available via: <http://www.ecu.edu/businessofhealthcare/>**



## College of Business to Help Students Build Personal Libraries

Thanks to a grant awarded through the BB&T Leadership Enhancement Fund at East Carolina University, the College of Business will receive \$20,000 to help build students' personal business libraries, exposing them to more business-related books and materials while teaching them to apply lessons to real life situations.

As part of the grant, sophomore-level business students will be given three books: "The Five Dysfunctions of a Team" by Patrick Lencioni, "You Don't Need a Title to be a Leader" by Mark Sanborn, and "Running Meetings: Expert Solutions to Everyday Challenges" by the Harvard Business School Press. The books will tie into class activities in Leadership I, the new sophomore-level course that focuses on the applied leadership skills needed to move a team toward successfully completing a goal. The course is offered as part of the College's new Leadership & Professional Development Program, which was launched in fall 2009 to ensure vital 21st century skills are instilled in every undergraduate business student.

Leadership I is coordinated by Abby Knight, who comes from a training background. Her most recent work experience was with Georgia Pacific Building Products as a learning and talent development specialist. She holds an MA in Advertising and Public Relations from the University of Alabama and a BA in Communications from Jacksonville State University in Alabama. She's also working toward her Graduate Certificate in Performance Improvement from ECU.

"By providing students with mainstream articles and books, they will learn to process, filter, and synthesize information – and apply it to real life," Knight explained. "Thanks to the BB&T Leadership Enhancement Fund, we are giving students the tools to continue to grow and learn as leaders."

The BB&T Leadership Enhancement Fund is offered through the BB&T Center for Leadership Development at ECU, which advocates and facilitates the incorporation of leadership development as an important dimension of intellectual attention, inquiry, and activity at ECU and in higher education. In 2011, 10 academic units received more than \$167,000 as part of the BB&T Leadership Enhancement Fund. Dr. James Bearden, who served as dean of the College of Business from 1968-1983, directs the center.

## Faculty Members Honored with Summer Research Grants

Seven College of Business faculty members have been selected to participate in the 2011 Summer Research Stipend program after a competitive selection process.

The Summer Research Stipend 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 2011 are:

- Dr. Joshua Aaron (MGMT)  
"A Change in Market Responses to Environmental Management Reputation"
- Dr. Eli Beracha (FINA)  
"Determinants of EREIT Valuation Premiums to Fundamental Values"
- Dr. Oneil Harris (FINA)  
"Do Busy Boards Facilitate Managerial Entrenchment?"
- Dr. Andrew Herdman (MGMT)  
"Expanding the Boundaries of Strategic HRM Research: Exploring the Antecedents and Outcomes of Variation in HR System Climate Perceptions"
- Shirley (Enping) Mai (MSCM)  
"Greener Logistics: a Joint Effort between 3PL Service Providers and Customers"
- Jason Oliver (MSCM)  
"The Impact of Eco-labels on Demand for Sustainable Food"
- Dr. Thomas Robbins (MSCM)  
"Call Center Simulation Analysis"
- Dr. Audrey Scarlata (ACCT)  
"Can XBRL Improve Financial Search Processes and Analysis?"
- Dr. Yajiong (Lucky) Xue (MIS)  
"Investigative the Impact of electronic Medical Record (EMR) on Efficiency, Quality, and Costs of Medical Care"



# Faculty *notes*

## Niswander Named Vice Chancellor for Administration and Finance at ECU

Dr. Rick Niswander has been named vice chancellor for administration and finance at East Carolina University on a permanent basis after serving in an interim role since Dec. 1.

The ECU Board of Trustees approved Chancellor Steve Ballard's appointment of Niswander as vice chancellor at its April 15 meeting. Niswander has been at ECU since 1993 as a faculty member in the College of Business, where he taught accounting. He also served as dean of the College of Business from 2004 until the present. He previously served as interim vice chancellor for finance and administration in 2004 and 2005, until a permanent vice chancellor was in place.

Niswander will have responsibility for business services, campus operations, financial services, human resources, information technology and university facilities, including construction and renovation of campus buildings.

Niswander graduated from Idaho State University in May 1978 with a bachelor's in accounting. He holds a doctorate in accounting from Texas A&M University. In 1998 he received the University of North Carolina Board of Governors Distinguished Professor for Teaching Award. The American Institute of Certified Public Accountants (AICPA) recently named Niswander to its Board of Examiners for the 2011-2012 term.

Ballard said Niswander was the strong choice after a rigorous national search that included four finalists.

"While this appointment reflects his financial skills and competencies as well as his business experience, it is even more reflective of the great leadership skills that he exhibits every day,"



Dr. Rick Niswander

## Financial Wellness Institute Continues to Expand

You usually think of wellness in terms of your physical health, but the Financial Wellness Institute at East Carolina University wants you to think about wellness in terms of your financial health.

Three years ago, the Financial Wellness Institute (FWI) was established in the College of Business to help students get a handle on their personal finances – primarily through a new course open to all majors. Enrollment quickly grew from just 60 students to two sections of 250 students each semester, making Finance 1904 the largest non-required course offered at ECU. Three ECU instructors continue to "team teach" the course, combining their unique perspectives and insights.

Mark Weitzel, Len Rhodes, and Bill Pratt of the FWI recently wrote a new textbook for the class titled "Life Skills for Student Success: Achieving Financial Literacy." The book, which is being published by Kendall Hunt Publishing Company, will be on the shelves beginning fall 2011. It includes chapters on career planning, paying for college, financial planning, major purchases, housing decisions, credit, and family planning. All proceeds from sales at ECU will go back to support the FWI.



(Left to right) Bill Pratt, Len Rhodes, and Mark Weitzel of ECU's Financial Wellness Institute.

Photo by Cliff Hollis

As an outreach unit of the College of Business, the FWI has continued to expand on campus and beyond, mainly through seminars and "webinars" focusing on practical, real-world advice for everyday life – such as developing a personal budget, understanding the dangers of credit cards, and learning how to be a smart consumer.

The FWI is also collaborating with a national organization to develop a personal money management certification program for university administrators who help students with personal finances. The program will be offered by NSLP, a leading non-profit organization with 25 years of experience in providing integral student financial education and debt management services.

Todd Woodlee, vice president for business development at NSLP said, "We are thrilled to be working with the Financial Wellness Institute at ECU to develop a much-needed curriculum that will be available nationwide." A pilot program for the new certification program kicked off in May at ECU.

Back on campus, the FWI is currently collaborating with ECU's Office of Student Transitions and First Year Programs on a peer-to-peer mentoring initiative, a program that will pair financially savvy upperclassmen with freshmen to help them through the ups and downs of student finances.

Mark Weitzel, director of the Financial Wellness Institute, said, "Through the FWI, we instill the importance of constant financial planning in the context of everyday life. We teach everyone from students to retirees how they can be smart consumers and protect themselves – especially from those who prey on the financially illiterate. Our goal is for individuals to make the most of their money through the lifelong principles we teach."

Learn more online at <http://www.ecu.edu/cs-bus/fwi.cfm>.



## Paul Named ECU Scholar-Teacher

East Carolina University honored associate professor Dr. Ravi Paul (MIS) on April 7 with one of nine ECU Scholar-Teacher Awards for 2010-2011.

The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in the classroom. At the awards ceremony, Paul presented “Research, Creative Activity and Teaching: Overlapping, Synergistic and Effective in Preparing 21st Century Business Professionals.”

Faculty members chosen for this honor must demonstrate excellence in the classroom, have an outstanding record of scholarly achievement, successfully incorporate research/creative activity in teaching, and mentor developing scholars – both students and faculty. Recipients are selected by the Faculty Advisory Committee.

Paul, who has taught at ECU for seven years, is no stranger to accolades. He was awarded the 2009-2010 Commerce Club Teaching Excellence Award as well as the Commerce Club New Faculty Teaching Award for 2003-2004. He has been a finalist for numerous university-wide awards – including the Max Ray Joyner Award for Faculty Service through Continuing Education and the Board of Governors Distinguished Professor for Teaching Award. He has also been elected by students to serve as the MIS department marshal for the last three years.

“I believe that my role in the classroom is to stimulate students to think critically and to foster an environment that challenges and encourages them to pursue excellence,” Paul said. “All of my academic activities – teaching, research and service – are geared towards encouraging and challenging my students to reach their full potential, become lifetime learners, and be ready to compete in the 21st century global marketplace.”

Paul earned both his M.S. and Ph.D. in Industrial Management from Clemson University. He also earned a B.S. in Mechanical Engineering from Bangalore University in India. His research interests include software engineering, information systems, and cognition. His research has been published in journals such as the Requirements Engineering Journal, Information and Management and the Journal of Computer Information Systems, as well as in conference proceedings such as HICSS, AIS and DSI. Before coming to ECU, Paul was assistant professor in the Department of Information Systems at the New Jersey Institute of Technology (NJIT). Prior to teaching, he worked for 12 years in the computer industry, holding technical and managerial positions in systems analysis, design, development, and administration.



**Dr. Ravi Paul (center) stands with Dr. Marilyn Sheerer, provost and senior vice chancellor for academic and student affairs, and Dr. Stanley Eakins, acting dean, at the April 7 awards ceremony.**

*Photo by Runnan Sun*

## Renting is Becoming More Popular, ECU Study Says



**Dr. Eli Beracha**

If homeownership was the American dream before the real estate bubble burst, many are now waking up to the benefits of renting, says a professor at ECU.

Eli Beracha, assistant professor of finance at East Carolina University, and Ken Johnson of Florida International University have published an analysis of relative returns from home ownership and a portfolio of other investment assets. Their research, which was reported in the March 3 issue of *The Economist*, suggests that for most of the past 32 years, it would have made economic sense for Americans to rent rather than buy. The duo’s research, titled “Lessons from over 30 Years of Buy versus Rent Decisions: Is the American Dream Always Wise?” was initially published in *Real Estate Economics*.

“Home ownership is widely touted as the American Dream,” Beracha said. “It is credited with enhancing wealth, increasing civic pride, and improving self-esteem, among other benefits. However, when you consider the average American’s tenure in a residence, renting (not buying) proves to be the superior investment strategy over most of the study period.”

While Beracha’s work challenges the homeownership paradigm, he says his conclusion is conditional on an individual taking any residual money from renting and reinvesting at a rate equal to, or greater than, the risk free rate. On the other hand, he says conditions such as historically low mortgage rates and relatively low rent-to-price ratios now seem in place to favor future purchases.

Beracha teaches Real Estate Finance, Investments, and Corporate Finance at the undergraduate and MBA levels at East Carolina University. He conducts empirical research in the areas of real estate and finance, and he is the recipient of the 2009 “Red Pen Award” from the *Journal of Housing Research*. Beracha’s work has been published in *Real Estate Economics*, *Journal of Real Estate Finance and Economics*, *Journal of Real Estate Research*, *Financial Analysts Journal*, *Journal of Financial Research*, *Journal of Housing Research*, *Journal of Real Estate Portfolio Management*, *Real Estate Review*, and other scholarly journals. In addition to his scholarly work, Beracha’s research has been featured in media outlets such as *The Economist*, *Businessweek* and *National Public Radio (NPR)*. He has more than 10 years of practical experience in the area of real estate investments.

# Faculty *notes*

## Summer Study Abroad Trips Planned for China, The Netherlands

The College of Business is gearing up for its first ever study abroad trips to China and the Netherlands for summer 2011.

Both summer programs will include three weeks of on-campus classes in the areas of management, MIS, marketing, and supply chain management. For the first summer session, students will then travel to China for two weeks, including visits to the major cities of Hong Kong, Guangzhou, Nanjing, Shanghai, and Beijing. To date, more than 15 students have registered for the China trip.

Dr. Tope Bello, director of the College of Business Study Abroad program, said, "With China becoming the world's second largest economy and a significant trade partner with the U.S., students will be better prepared for their future business careers if they develop a more comprehensive understanding of Chinese culture, business environment, and practices."

While in China, students and faculty members will visit two universities: Sun Yat-Sen University in Guangzhou, a top university and business school in China, and China Pharmaceutical University in Nanjing. Students will receive instruction on the Chinese culture, history, and economy while also interacting with Chinese students and faculty members. They will visit a wide range of companies, including Port of Guangzhou, FedEx Hub in Guangzhou, UPS Hub in Shanghai, Shanghai Futures Exchange, Lenovo Headquarters in Beijing, and Beijing Northstar Industrial Group – one of Beijing's largest real estate developers.

In addition, students will learn about China's history by visiting famous sites such as the Great Wall, Forbidden City, Summer's Palace in Beijing, and historical places in Nanjing, the capital of six dynasties in Chinese history. Students will ride the world's only commercialized magnet train in Shanghai as well as a high-speed train from Nanjing to Shanghai. They will also visit the 2008 Beijing Olympic Games facilities. Even the meals have been carefully selected to include authentic Chinese dishes such as Dim Sun, Shanghai cuisine, and Beijing Roasted Duck.

During the second study abroad session, more than 20 students and two faculty members will visit the Netherlands, where they will be hosted by the College of Business' exchange partner university in Arnhem, HAN University. Instruction will include dealing with the Dutch, business processes in the Netherlands, the Dutch and European economy, European marketing, supply chain management, and the European business culture. Site visits are planned to Auction Flora Holland and the Anne Frank Museum in Amsterdam. College of Business students will also have opportunities to interact with students and faculty at HAN University during the visit.

The College of Business Summer Study Abroad program is open to both undergraduate and graduate students. The program includes three weeks of instruction on campus or online followed by two weeks of activities at the designated foreign location. The summer study abroad faculty team for 2011 includes Drs. Tope Bello (MGMT), Haozhe Chen (MSCM), Amy McMillan (MGMT), and Elaine Seeman (MIS). Chen and Seeman will accompany students to China; Bello and McMillan will accompany students to the Netherlands.

For more information about study abroad trips offered through the College of Business, visit <http://www.ecu.edu/business/studyabroad/trips.cfm>.

## College of Business Continues Faculty Exchange Program

The College of Business continued its faculty exchange program this spring, working in tandem with the HAN Arnhem Business School in the Netherlands.

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

In March, the College hosted Paul van der Hoek, a lecturer in marketing at the Arnhem Business School, for two weeks. Van der Hoek visited numerous classes at ECU as a guest lecturer, including marketing and international courses.

During the summer, more than 20 College of Business students will visit the Netherlands and HAN Arnhem Business School along with two accompanying faculty members, Drs. Tope Bello and Amy McMillan, when they participate in the summer study abroad program.



Paul van der Hoek (center) with Dr. Tope Bello (left) and Dr. Ken Anselmi.





## Book Helps New College Graduates Handle Money, Student Loan Debt



Bill Pratt

Today's average full-time undergraduate student borrows more than \$8,000 each year, adding up to almost \$24,000 in student loan debt by the time he or she graduates, according to Bill Pratt, an East Carolina University teaching instructor and author of "The Graduate's Guide to Life and Money." The book, available in April 2011, is now in its second edition.

"Students overestimate their after-graduation starting salaries by as much as 40 percent, and they don't understand that they get to keep only about 65 to 70 percent of their pay checks after all of the deductions," Pratt explained. "Most graduates are about to experience a real shock when it comes to monthly expenses and spending money. Plus, there are plenty of people just waiting to take advantage of their lack of financial knowledge."

Pratt began writing financial advice after graduating from college to help prevent others from making the same money mistakes he had. A former economist for the U.S. federal government and a former vice president for Citigroup, he left the financial industry in 2007 to focus full-time on helping students understand money.

Pratt currently teaches personal and corporate finance in the College of Business at ECU, and he serves as assistant director of ECU's Financial Wellness Institute, an outreach unit that helps individuals better understand their personal finances. He has authored numerous books on personal finance, including "Extra Credit: The 7 Things Every College Student Needs to Know About Credit, Debt & Ca\$h," also in its second edition, and the soon-to-be-released "Life Skills for Student Success: Achieving Financial Literacy," which he co-authored with colleagues at the Financial Wellness Institute.

"We are failing our students if we do not teach them the fundamentals of personal finance, while sending them out on their own with lots of student loan debt into a money-oriented society," Pratt said. "My goal is to bring a fun message to graduates to help them avoid the financial mistakes most adults make."

## Student-Professor Team Collaborates with Heart Institute

When MD/MBA student Patrick Charland was introduced to the concept of the learning curves in Dr. Tom Robbins' Operations and Supply Chain Management course, he became intrigued with the idea of people and organizations becoming more productive with practice. Even though the class focused on an industrial application at Boeing, Charland wanted to apply it to medicine.

In spring 2009, Charland approached Robbins with the idea of applying multiple regression analysis to data on mitral valve surgery that he helped collect during medical school under Drs. Chitwood and Nifong. Even after the course was over, the two continued to analyze a mitral valve surgery database consisting of over 500 cases – trying to determine if learning curves exist in mitral valve repair surgery using robotics technology.

With medical input from members at the heart center, nearly one and a half years later they turned their findings into a manuscript that was accepted for publication in the prestigious Journal of Thoracic and Cardiovascular Surgery, the third most often cited peer reviewed scientific journal. Other authors involved with the research include Dr. Randolph Chitwood, director of the East Carolina Heart Institute and performer of the nation's first total robotically assisted mitral valve repair surgery; Dr. Wiley Nifong, associate professor of cardiothoracic surgery, director of surgical robotics, and director of surgical research at the East Carolina Heart Institute; and Dr. Evelio Rodriguez, assistant professor of surgery at East Carolina University.

Through their groundbreaking research, the team discovered that a statistically significant learning curve does indeed exist using robotics technology for mitral valve repair surgery. They also defined significant variables that affect total robot time. These metrics can be used by other surgeons as a tool for benchmarking to manage the implementation of



Drs. Patrick Charland (left) and Tom Robbins.

this technology into their practice and potentially by hospital administrators for capacity planning, scheduling, and capital budgeting analysis.

Robbins said, "Our paper demonstrates just one of the ways that operations management can impact the field of medicine. Medicine has become greatly intertwined with business, and it's exciting to see a partnership form with the East Carolina Heart Center – all sparked with the interest and initiative of one student."

Charland agreed, saying, "The combination of medicine and business can be synergistic when keeping in mind the common goals

of improving patient care and fulfilling societal needs."

Robbins, an assistant professor in ECU's Department of Marketing & Supply Chain Management, has taught at ECU since 2008. He has more than 18 years of professional experience in management consulting and holds a PhD in Business Administration and Operations research from Pennsylvania State University.

Charland graduated from East Carolina University in 2009 with his MBA, and he earned his MD from ECU in 2008. He recently matched with the U.S. Army for a transitional year of training at the Dwight D. Eisenhower Army Medical Program in Fort Gordon, Ga. He ultimately plans to enter a six-year surgical residency with the Army and then pursue a fellowship in children's cardiac surgery.

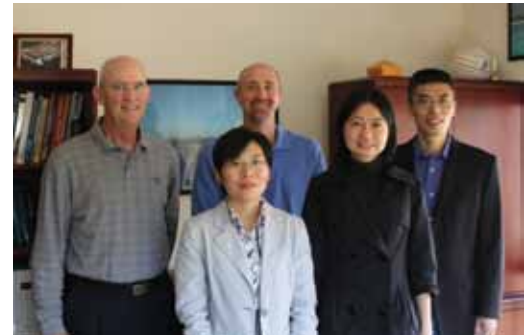
# Faculty *notes*

## Research Scholar in Residence Program Continues Growth

The Research Scholar in Residence program continues to enhance international collaborative research in the College of Business. Most recently, for one year beginning Feb. 2011, the China Scholarship Council has sponsored Dr. Juanru Wang, associate professor of management from the School of Management in Northwestern Polytechnical University (located in ancient capital city of Xi'an, China) to serve as a visiting scholar in the College of Business.

During her stay at ECU, Wang will collaborate with Drs. Yajiong Xue, Huigang Liang, Richard Hauser, and John Bradley from the MIS department. Together they will study the influencing factors of knowledge integration in complex product development teams, which are often composed of various stakeholders such as vendors and developers. Results from their research will be beneficial to both practitioners and researchers.

Wang said the main reason she chose ECU is because she can team up with leading IS researchers to work on this important topic.



Visiting fellow Dr. Juanru Wang (center) with Drs. John Bradley, Richard Hauser, Yajiong “Lucky” Xue, and Huigang Liang (left to right).

As part of the Research Scholar in Residence program, the College of Business welcomes international scholars each year to work on collaborative research projects with its faculty members. Scholars are provided a base from which to work on campus, staying in Greenville for three months to one year, while they work on combined research projects that target leading academic journals. The Research Scholar in Residence program provides a working environment for accomplished international scholars to pursue their research, interact with our College’s faculty and students, and provide a bridge to other schools.

The program has already led to several joint research projects as well as refereed publications citing faculty members’ East Carolina University affiliation.

## Tuten’s Gift Research Makes National News

When it comes to gifts, associate professor Tracy Tuten is the expert – and her marketing research on everything from gift cards to pet presents has made national news over the past year.

In one article published by the New York Daily News, which was subsequently picked up by United Press International (UPI), Tuten explained how pet owners shell out big bucks for Christmas presents, including a New York Web site’s \$378,000 collar. Tuten said she conducted a survey indicating pet owners experience “pure joy” when giving gifts to their animals.

“When you exchange gifts with people, there is always baggage associated with it,” Tuten told the New York Daily News. “But with pets, there is no obligation in the giving. Animals have an incredibly important role in people’s lives, so for pet owners, it doesn’t matter how much something costs.”

Tuten also made the news for her research on gift cards and teens: gift cards may seem like the perfect present for those hard-to-buy-for teens, but not all teens agree. As reported by the Associated Press, reasons include logistical hassles in using the cards, lack of interest in the store or brand, a preference for cash, or even a wish for something personal. Often the cards pile up unused, while some teens sell them for a portion of their face value or even create a black market and trade them for lunch money.

Tuten says the relationship between teens and gift cards is complicated. “Most teens say they prefer gift cards to other types of gifts, because they like the freedom to pick what they want,” she explained. But she found teens were also astute about categorizing gift card-givers’ motives, identifying several types, including the acknowledger, “who just needed to acknowledge that I exist and didn’t want to invest any of their own time, so they gave

me a Visa card they picked up in Walmart;” or the pleaser, “the person who really cares about me and wants to make me happy.”

Tuten is currently doing data analysis on a study of how people respond to gifts that were failures in some way – the wrong gift, an inappropriate gift, too much of a gift, and so forth.

Dr. Tracy Tuten is associate professor of marketing at East Carolina University. She is an expert in social media marketing, web-based survey methods, advertising, and branding.

She recently penned two landmark books that explore the latest Internet innovations and their impact on marketing and business. She has also authored more than one hundred journal articles, book chapters, and conference presentations. A Fulbright Scholar, she has consulted and/or taught in Korea, Germany, France, and Argentina. In November, she served as Social Media Marketing Master at ad:tech New York – a major trade show and conference for interactive marketing. Tuten presented at three different sessions, and East Carolina University was the only academic institution represented at the conference. Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996.



Dr. Tracy Tuten



## College of Business Strives to Enhance Diversity

Last year, the College of Business formed a Diversity Action Committee to review, implement, and oversee the College's Diversity Action Plan.

The plan's five main goals are to develop and sustain a shared, inclusive understanding of diversity on campus; recruit, retain and graduate a more diverse student body, including more international students; recruit, retain, promote, and engage a more diverse university workforce at all levels; develop a curriculum that encourages critical and systemic thinking through exposure and understanding of multiple cultural perspectives; and create a university culture that values and appreciates diversity.

In pursuit of these objectives, a number of College of Business faculty and staff are involved in diversity-related activities and research. The following is a description of recent participation in such events as well as diversity-focused faculty publications.

- Dr. April Reed, assistant professor in the Department of MIS, and Richard O'Dor, director of the Business Communication Center, continue to collaborate with General Electric to recruit MIS students at ECU for the GE's Information Management Leadership Program. The IMLP is a two-year diversity initiative designed to develop GE's next generation of Information Management leaders.
- The College of Business' Small Business Institute program recently completed student-led consulting reports for CORE Fitness, a local fitness center owned by Torey Mattison, and True Connections, a not-for-profit youth leadership program developed by Lola Thompson. Both Mattison and Thompson participate in the Minority Business Roundtable.
- O'Dor has also been selected to participate in the Ledonia Wright Cultural Center Mentoring Program. The LWCC is targeting 20 staff and faculty members as mentors for the pilot program, which provides academic and personal support for multicultural students.
- Faculty members Christy Lopez, Joanne Hartsell, Dr. Amy McMillan, and Tiffany Woodward attended "Pursuing Cultural Competence to Support a Multicultural Student Body: A Diversity Seminar For Faculty and Staff" sponsored by the Office Of Equity, Diversity, and Community Relations.
- Faculty members Dr. Ed Doty and Dr. April Reed, along with assistant director for Graduate Programs Tendai Ndabvonga, attended the Education Development Center's Diversity and Inclusion Informational Town Hall Meeting.
- Amy McMillan, associate professor in the Department of Management, attended Safe Zone Training. Safe Zone is a program that educates students, faculty, and staff about gay, lesbian, bisexual, and transgender (GLBT) issues and promotes tolerance of people with alternative lifestyles. Individuals who attend Safe Zone Training agree to provide support, information, and confidentiality to GLBT people.

### Faculty publications relating to diversity issues include:

Harris, M. L., Gibson, S. G., Barber, III, D., Wang, C., & Orazov, S. (forthcoming). A Multi-Country Perspective of Students' Entrepreneurial Attitudes. *International Journal of Entrepreneurship and Small Business*.

Harris, M. & Gibson, S., McDowell, W. (2010). Enhancing the Temperament, Techniques, and Performance of Minority Business Owners. 2011 National Outreach Scholarship Conference, Raleigh, North Carolina.

Herdman, A. O. & McMillan-Capehart, A. (2009). Establishing a diversity program is not enough: Determinants of employee perceptions of diversity climate. *Journal of Business and Psychology*, 25 (1), 39-53.

Gibson, S. G., Harris, M. L., & Sadighian, F. (forthcoming). Investigating the Entrepreneurial Attitudes of Armenian Immigrants. *Coastal Business Journal*.

Gibson, S. G., Walker, P., Harris, M. L., & Harris, D. (2010). Investigating the Entrepreneurial Attitudes of African Americans: A Study of Young Adults. Proceedings of the 2010 Small Business Institute.

Gibson, S., Harris, M., & Barber, D. (2009). Comparing the Entrepreneurial Attitudes of Chinese and Brazilian Students. *Southern Journal of Entrepreneurship*, 2, 56-70.

Gibson, S., Harris, M., & Walker, P. (2009). An Examination of Correlation Patterns between Entrepreneurial Attitudes and Entrepreneurial Personality Traits among College Business Students of Different Ethnicities. *Southeast Region of the Decision Sciences Institute*

Grubb III, W. L., McMillan-Capehart, A., & McDowell, W. C. (2009). Why didn't I get the job? White nonbeneficiaries reactions to affirmative action and diversity programs. *Journal of Diversity Management*, 4 (2), 25-34.

Liang, Huigang, Ding, Jinxi, Xue, Yajiong (forthcoming) "China's Drug Innovation and Policy Environment" *Drug Discovery Today*

McMillan-Capehart, A., Aaron, J. R., & Cline, B. (forthcoming 2010). Investor Reactions to Diversity Reputation. *Corporate Reputation Review*.

McMillan-Capehart, A., Grubb III, W. L., & Herdman, A. (2009). Affirmative action decisions: When ignorance is bliss. *Equal Opportunities International*, 28 (5), 415-431.



# Alumni notes

## 2010

**Ryan Bowen (FINA)** is a consultant for Bandwidth.com in Cary.



**Whitney Grau**

**Whitney Grau (MBA, MKTG '06)** joined Booz Allen Hamilton's division of Strategic Human Capital Federal Government Consulting in the Washington, D.C. metro area.

**Cristina Graziano (MKTG)** is a program analyst for CACI in Oak Hill, Va.

**Keith Hayes (Supply Chain Management)** is a commercial account executive for Jake A. Parrott Insurance Agency, Inc. in Kinston. This is a family-owned independent insurance agency. Keith specializes in ways for business owners to improve their bottom line while still protecting their bottom line.

**Jacob Joyner (MSA)** is staff accountant for Thompson, Price, Scott Adams & Co. He and wife Cierra reside in Elizabethtown.

**Dustin Maynard (MIS)** is working as a database administrator for Credit Suisse in Research Triangle Park.

**Taylor Claire Nichols (MGMT)** wed Philip David Herenden (ECU '08) on July 17 in Greenville.

**Kyle Roller (MGMT)**, ECU first baseman and designated hitter, was selected by the New York Yankees in the eighth round of the Major League Baseball draft.



**Kyle Roller**

**Johnny R. Stone Jr. (MSA)** is a staff accountant with Case Farms LLC in Troutman, N.C. He has passed the REG, FAR, and BEC portions of the CPA exam and hopes to pass the AUD section this spring.

**Joshua D. Swygart (FINA)** is currently project coordinator for Infrastructure Technology Services. He will be creating a start-up company in 2011.

**Leann Marie Walker (MSA, ACCT '09)** wed Russell Bagasala on Aug. 14 at Oakmont Baptist Church in Greenville. She is an assistant academic coordinator at ECU.

## 2009

**David Nelson Adams (MGMT)** wed Mallory Joy Carter (ECU '09) on May 15 in Greenville. He works for The Daily Reflector in Greenville as circulation sales manager.

**Robert Heidel (ACCT)** will be graduating from the University of Central Florida in May 2011 with his masters degree in taxation.

**Daniel Pierce (MIS)** is a business analyst with Siemens Energy in Wendell, N.C. He is currently finishing his MBA degree online at ECU.

**Andrew O'Toole (MKTG)** is a supply chain analyst with World Wide Technology in St. Louis, Mo.

**Neelam Patel (FINA)** is general manager for Comfort Inn, Research Triangle Park. She resides in Raleigh.

**Matthew Robinson (MBA)** and **Jillian Mistak Robinson (MBA '09)** were married on December 18, 2010. Jillian is assistant director for Allied Health Education with ECU/PCMH Eastern AHEC. Matthew is a university program coordinator in the Department of Internal Medicine, Division of Nephrology, with the Brody School of Medicine.

**Graham White (MKTG)** is a sales representative for D.R. Horton in Greensboro, N.C.

## 2008

**Michael Vernon Barber (BSA/MSA)** wed Kristen Leigh Elks (ECU '09) on June 5 in Atlantic Beach. He is an auditor with KPMG in Greensboro.

**Chris Freed (MGMT)** completed pilot training with the U.S. Air Force in Corpus Christi, Tex. He is now stationed Little Rock, Ark., where he is flying the C-130J.

**Lauren Mitchell (MBA)** married Seth Noonkester on Oct. 23, 2010. She is the administrator for one of Medical Facilities of America's health and rehab centers in central Virginia.

**Catherine Cole Murray (MGMT)** wed Craig Shane Ziencik on May 22 in Spring Hope. She earned an MBA from Methodist University and works at Louisburg College.

## 2007

**Lee Schwarz (MBA)** has two successful healthcare businesses, passed the CPA exam in Maryland, and is engaged to be married.

**Tony Sicheloff (BSA/MSA)** is a senior associate at Moore Colson, an accounting firm in Marietta, Ga.

**Melanie Lea Farmer Woodward (MBA, FINA '05)** was recently promoted to assistant vice president within America's Trade Management at Credit Suisse Securities LLC in Morrisville. She and husband Jamie Woodward (ECU '06) are expecting their first child in August.

## 2006

**Andrew Chow (MBA)** is a senior analyst with Credit Suisse Securities LLC in Morrisville.

**Daniel Joseph Duffy Jr. (FINA)** wed Melissa Whitney Miller on Sept. 25 at Airlie Gardens, Wilmington. He works for Community Dental Care in Wilmington and is attending UNC Wilmington.

**Ashleigh Elizabeth Edwards (FINA)** wed Chase Evan Cranford on Oct. 23 at the Ann Street United Methodist Church in Beaufort.

**Brian Flye (FINA)** has been named a home mortgage consultant in the Greenville office of Wells Fargo Home Mortgage, a division of Wells Fargo Bank, N.A.





## 2005

**Lauren D. Asby (FINA)** has been promoted to banking officer for Southern Bank in the South Charles Blvd. (Greenville) office. She has been employed in the banking industry for five years. Lauren is president-elect of the Greater Greenville Kiwanis Club and is a charter member of Greenville's Junior Women's Association.

**Greg Barry (MBA)** is senior retail exception underwriter with RBC Bank in Raleigh.

**Summer Carol Bethune (MGMT)** wed Jeffrey Scott Berry on May 29 at Snyder Memorial Baptist Church in Fayetteville. She is a sales executive for Minc Interior Design specializing in corporate design and sales.

**Nino Giaimo (MBA)** is general manager at Proximity Hotel in Greensboro.

**Nicole Lapointe (MSA)** teaches business and accounting at Edgecombe Community College. She was a senior accountant with Pate, Horton, & Ess, PA, in Nashville.

## 2004

**Ron Evans (MIS)** is Information Security Specialist III for BB&T in Wilson. He performs all of the digital forensics and also assists with eDiscovery cases for BB&T.

**Haig Lea (FINA, EXSS '06)** is director of ticket sales for ECU athletics. He was previously the director of group sales for the Carolina Mudcats.



Haig Lea

**Brandi Pals (FINA)** is assistant vice president for First Citizens Bank in Greenville.

**David Chadwick Stinson (MBA)** has been accepted to ECU's inaugural dental school class for 2011. Chad and his wife **Anna Wilkinson Stinson (MBA '04)** live in Leland, N.C. She is a business services officer with BB&T in Shallotte.

**Kortney Ross Wilson (FINA)** married Kelly Denise Brinson on June 12 in the gardens at The Hall and Gardens at Landmark in Garner. He is a licensed financial specialist at Wachovia in Raleigh.

## 2003

**Daniel Hodgkin Shields (MBA, DSCI '01)** wed Kemmer Hicks (ECU '02) on October 9. He is branch manager of RBC in Wake Forest.

**Trevor Strauss (MBA)** has recently accepted the position of East Coast Director of Sales for the RPO Division of AMN Healthcare, the leading comprehensive healthcare staffing firm in the country. He is based out of Atlanta, Ga.

## 2002

**Jennifer Brezina (MBA)** has been named 2011-2012 president of The Johns Hopkins Medical Auxiliary, a non-profit organization that supports spouses of doctors-in-training at The Johns Hopkins Hospital in Baltimore. Her husband, **Paul (MD/MBA 2005)**, is currently finishing up a three-year fellowship in Reproductive Endocrinology & Infertility at Johns Hopkins.

## 2001

**J. Scott Johnson (FINA)** was hired at Fifth Third Bank as treasury management officer in February.

**Michael G. West (MGMT)** is regional manager for RBC Bank. His region consists of 13 retail banking centers in eastern North Carolina. Michael and his wife, Krista, currently live in Nags Head, where he manages the Outer Banks regions retail banking team.

**Daniel Wiggins (MKTG)** is a senior media buyer at Luquire George Andrews in Charlotte. He was previously a media planner/buyer at Bouvier Kelly Advertising in Greensboro.

## 2000

**Javier Castillo Jr. (MGMT)** has been elected to a two-year term on the board of directors of the Carolina Association of Translators and Interpreters (CATI), a chapter of the American Translators Association for North Carolina and South Carolina. Castillo is president and founder of Castillo Language Services Inc. in Greenville and is one of 10 federally certified court interpreters in North Carolina. He has taught at Campbell University Law School and provides training and expertise on interpreter issues at conferences across the country.



Javier Castillo Jr.

**Doug Smith (MKTG, Prof Comm '07)** was elected as a board member of the Council of Alumni Membership and Marketing Professionals, where he will serve a two-year term as treasurer. He is the East Carolina Alumni Association director of communications and membership.

## 1999

**Joe Donlevy (MKTG)** is business banking principle with Wells Fargo in Charlotte.

## 1997

**Steve Mosley (FINA)** has been recognized as the 2010 Top Revenue Producer for CopyPro in Greenville. He spent 11 years in the automotive finance industry with Wachovia, Capital One, and HSBC before joining CopyPro in 2008 as area sales manager. At CopyPro, he has been recognized as a Presidents Club winner in 2009 and 2010 and earned the distinction of top revenue producer for 2010 with the highest revenue in their 40-year history.

**William Watson (MBA)** is vice president at Grandbridge Real Estate Capital LLC in its Norfolk, Va. office, where he works as a real estate analyst.

## 1996

**Maurice Moody (MBA, MKTG '92)** is the support and operations manager for eBusiness, effective January 24, 2011. Most recently he was employed by Wells Fargo, where he led a large portion of the Wachovia merger integration for Consumer and Small Business online banking platforms. Prior to the Wells Fargo/Wachovia merger, he had online sales and performance management responsibilities for Wachovia's small business segment. Maurice has the following professional designations: Six Sigma Green Belt, Certified Treasury Professionals (CTP), and Project Management Professional (PMP).

# Alumni notes

## 1995

**John Prescott Sabiston** (ACCT) wed Shannon Montgomery McFayden on July 31 in Raleigh, where he works for Sears Holdings.

## 1994

**Mark Beard** (MKTG) has been elected president of Rocky Mount Area Habitat for Humanity. He has been a Board of Directors member since 2008 and runs day-to-day operations with fellow Pirate V. **Eric Ghiloni** (MKTG '96), director. Mark resides in Battleboro with his wife Melissa and two children. He is president of Beard Co. Homes.

**Michelle Wilson Lemanski** (ACCT) wed Frank Robert Lemanski in Raleigh on Oct. 25, 2009. She is a tax manager with Ernst & Young LLP in Raleigh.

## 1993

**Ranse Stokes** (MBA, MKTG '90) is senior vice president of BB&T Wealth, where he is a wealth management team director for Raleigh, Wilson and Pinehurst financial centers.

## 1992

**Scott Fisher** (MBA) has been promoted to vice president of information services at Barnhill Contracting Company. Prior to his promotion, Fisher served as the IT director for the company, which includes 12 offices throughout the state and numerous job site locations. He is now responsible for complete oversight and management of the company's computerized information systems, including all accounting and project management systems.

## 1991

**Christopher Riley** (MBA, FINA '88) is the president of Regions Bank South Carolina, which includes the markets of the Upstate, Columbia, Beaufort, Hilton Head, and Charleston. At ECU, he was an All-American Scholar and captain of the golf team.

## 1990

**Sean M. Gilsenan** (ACCT) of Durham was appointed to the N.C. Governance and Adequacy Investment Board by Governor Beverly Perdue. He is a financial Planning advisor for VALIC.

## 1988

**Todd Harris** (MBA, MKTG '86), an account executive with WITN-TV, has been named the 2010 Ambassador of the Year by the Greenville-Pitt County Chamber of Commerce.



Col. Jonathan Sweet

**Jonathan E. Sweet** (MGMT) was promoted to the rank of Colonel in the U.S. Army on January 1, 2011. He resides in Burke, Va. with his wife Ronda.

## 1987

**J. Robert Buie** (FINA) has recently been certified as private investment manager (PIM). He is a partner in The Brown & Buie Wealth Management Group of Wells Fargo Advisors in Greenville. The Brown and Buie Wealth Management Group provides a variety of investment services for a diverse clientele. Their clients include pensions, trusts, profit sharing plans, 401(k) plans, and individuals located throughout the country.

## 1983

**Joseph W. Clark** (MGMT), financial operations manager of the City of Durham's Finance Department, has been elected president of the Carolina's Association of Governmental Purchasing (CAGP). He will serve a one-year term with the professional organization, which is committed to the professional development of all governmental purchasing personnel in North and South Carolina.

**Douglas Wade Huggins** (FINA, BUED '93) of Hopewell, Va., retired as a chief warrant officer after a 40-year career covering the U.S. Navy, U.S. Army, and U.S. Army Reserves. He is the senior information assurance officer at the Defense Commissary Agency and holds several Information Systems security certifications.

## 1982

**Christopher M. Daly** (MKTG) has been promoted to senior vice president of Wachovia Bank, a Wells Fargo Co., and is based in Greenville. He has been employed by Wachovia since 1993 and holds the certified treasury professional designation from the Association of Financial Professionals. Daly has held the position of treasury management sales consultant in eastern North Carolina for 11 years. He is responsible for a commercial and nonprofit client portfolio and assists clients with cash management automation.

## 1981

**Jerry Bailey** (MKTG) was chosen for the Alamance Community College Board of Trustees. He is market president for Wachovia Bank in Alamance and Rockingham counties. He has worked for Wachovia for 29 years.

## 1980

**J. Gilbert Cox** (BUSA) is senior vice president and director of banking operations at Southern Community Bank and Trust in Winston-Salem.

**Larry Steelman** (MKTG) is vice president, sales channels and programs, at Cox Business in Atlanta. He was previously vice president and had general management roles in Barco's Out of Home Media and Security Monitoring divisions.

**Christopher J. Vigren** (FINA) is past chair of Citigroup.

## 1979

**M. Rex Moody** (MGMT) joined the Southern Bank office in Clinton as vice president and city executive. He has 30 years of banking experience.

**GOT  
NEWS?**

Add your own Alumni Note at  
[www.ecu.edu/cs-bus/memberupdate.cfm](http://www.ecu.edu/cs-bus/memberupdate.cfm)



## 1976

**William “Bill” H. Shreve (MKTG)** of Wilson was recognized by the Society of Certified Insurance Counselors (CIC) for 30 years of faithful participation in advanced education. He is among the first group to attain this milestone, which he earned through a series of exams and annual attendance at approved CIC continuing education programs.

## 1972

**Robert “Bob” Weber (BUSA)** and **Melanie Orlando (MGMT ’86)** have joined forces to launch Envision Mortgage Corp. in Wilmington. Weber will serve as Envision’s chief executive officer, and Orlando is the company’s president. Along with serving Wilmington, Envision will also focus on other key markets such as Raleigh, Winston-Salem, Charlotte, Greensboro, Greenville, Fayetteville, and Jacksonville. Orlando and Weber are both former Wachovia Mortgage executives, who have 60-plus years of combined experience and have held a multitude of positions throughout their careers.



**Bob Weber and  
Melanie Orlando**

## 1970

**Burney Warren (BUSA)**, former head of mergers and acquisitions for BB&T, joined SCBT Financial Corp. in Columbia, S.C., where he will advise the parent of SCBT on growth strategies. He was previously chief executive of First Federal Savings Bank in Greenville, N.C., until it was sold to BB&T in 1990. He worked at BB&T until retiring in 2007. He is on the ECU Foundation Board, chairing its real estate foundation.

## 1963

**Linda Thompson Weavil (MBA)** of Elon received the Elon University Medallion, the highest honor awarded by the school. She taught business administration there from 1973 to 2001.

# In Memoriam

## 1950s

**William Berry “Bud” Blue (BUSA ’59)** of Union, S.C., died Oct. 26.

## 1960s

**Marvin L. Allen (BUSA ’68)** of Kernersville died Oct. 17. He worked at Grinnell in Winston-Salem and joined Forsyth Tech in 1973, retiring as vice president of business technologies in 2004 after 31 years of service. He was an original board member, treasurer, and emeritus board member of WinstonNet, a community organization focused on providing computer technology skills to the disadvantaged.

**William Earl “Bill” Brinkley, Jr. (ACCT ’64)** of New Bern died Sept. 28. A founding partner of Brinkley, Elam and Knott, CPAs in New Bern, he practiced public accounting for more than 40 years before his recent retirement. At ECU, he was a founding member of the Kappa Alpha Chapter of Sigma Phi Epsilon Fraternity, later serving as president. His civic engagements included his beloved ECU Pirate Club, which he served as its president in 1978.

**Joann Barber Leith (BUSA ’63, MBA ’66)** of Greenville died Oct. 30. She was the fourth employee of what is now Pitt Community College and retired as division director of business in 1986. She is survived by her husband, Dr. Robert W. Leith Sr., retired emeritus faculty from ECU’s industry and technology department.

**Monroe D. Mustian (BUSA ’66)** of Wilson died August 11. He worked for Kraft-General Foods in Wilson for 30 years, retiring as a district sales manager.

## 1970s

**Willard “Brian” Strickland (BUSA ’70)** of Nashville died Sept. 14.

## 1980s

**William Fountain Avera (MKTG ’82)** of Summerfield died August 5. A member of Pi Kappa Pi Fraternity at ECU, he was president of Crown Automobile in Greensboro as well as Coastal Carolina Auto in New Bern.

## 1990s

**Vivian Denise Melton Gordon (MGMT ’97)** of Monroe died Sept. 1. She was a practice manager for the Union Family Practice in Monroe until illness forced her to retire in 2009.

## 2000s

**Kelvin Norvel “Bowie” Warren (MGMT ’07, Ind. Tech. ’02)** of Seymour, Indiana, died June 2. He was retired from the U.S. Air Force.

**Sara C. West (ACCT ’00)** of New Bern died Sept. 19. She was a soldier of the Salvation Army.



# Alumni notes

## Amanda “Mandy” L. Kelly

Amanda “Mandy” Kelly’s life was brief, but her impact will be long-lived, say friends, classmates and teachers at East Carolina University.

Kelly, an MSA student who was president of the Graduate Business Association and a valued member of the College of Business student body, died in a car accident on March 21. She was a native of Ontario, Canada, and was scheduled to graduate in May 2011. More than 250 people attended a campus memorial service for her on March 24. Afterward, many walked to the Trustees Fountain to light candles and join a vigil in her honor.

Kelly, 24, received her undergraduate degree from McMaster University in Hamilton, Ontario and came to East Carolina University in Spring 2009 to earn her MSA. She became a purple and gold Pirate the minute she arrived in Greenville. Besides serving as president of the GBA, Kelly pledged Beta Alpha Psi, the accounting honor fraternity, and served the organization as president. She was also vice president of membership for Omicron Delta Kappa, served as an officer for the National Society of Leadership and Success, and was a member of the Golden Key. She is to be posthumously inducted into Beta Gamma Sigma, the national honorary organization for business majors. She was also a graduate assistant in ECU’s Office of Student Transitions and First Year Programs, and she taught a class to incoming freshmen on academic success strategies. She had already accepted a position with McGladrey in the Charlotte office after her May graduation. Her sparkling personality and her radiant energy impacted everyone she encountered.

“All our lives were uplifted by the agreeable undercurrents of kindness and optimism that ran so splendidly through Mandy’s life,” said Douglas Schneider, a professor in the department of accounting who made remarks at her memorial service. “I will always recall with fondness a young lady from Canada named Mandy Kelly, who shined upon our campus and brightened our lives – and whose incomparable beauty will always reside in our memories.”



Students, friends, and teachers of Mandy Kelly lit candles to honor her life at a candlelight vigil on campus.

Photo by Aileen Devlin/The Daily Reflector

## Victoria T’nya Carter

Victoria T’nya Carter, 20, of Raleigh died Nov. 20 in a car accident on Greenville Blvd. A junior double major in business and marketing with a minor in communication, she was a member of the Black Student Union and one of the 17-member fall 2010 pledge class of Delta Sigma Theta Sorority, a community service organization.

A memorial service was held Nov. 22 at Wright Auditorium on ECU’s main campus to honor Carter’s memory along with Briana Latrice Gather, another student involved in the fatal wreck. More than 1,200 people attended the memorial service. Deron Hall, president of the National Pan-Hellenic Council, announced that a memorial scholarship named for Carter and Gather is being established. It will be awarded to an ECU student who exemplifies the lives the two women lived. Virginia Hardy, ECU’s vice provost for student affairs, read letters of condolences from U.S. Rep. G.K. Butterfield and state Reps. Angela Bryant and Annie W. Mobley.

“The entire East Carolina University community mourns the passing of these two young students,” said Marilyn Sheerer, provost and senior vice chancellor for academic and student affairs. “Our sincere sympathy is with their families and friends.”

The university’s student affairs office established a memorial page for Gather and Carter. The Office of Greek Life will compile the tributes in a book and present it to the families.



Friends of ECU students Briana Latrice Gather, of Kernersville, and Victoria T’nya Carter, of Raleigh, gathered for a “Celebration of Life” Nov. 22, followed by a candlelight vigil beside the Trustees Fountain at Wright Circle.

Photo by Cliff Hollis





## Alumni Highlight: Mark Copeland (BSA/MSA 1996)



Mark Copeland and his family

Ask Mark Copeland about his favorite ECU memory, and he'll immediately tell you about meeting his future wife, Tracy, who also graduated from the College of Business. A close second, however, was attending the 1991 Peach Bowl as a freshman with his father, an N.C. State graduate and staunch Wolfpack fan. Together they watched East Carolina make a victorious comeback in the fourth quarter to defeat N.C. State. Some rivalries transcend family bonds, after all.

Originally from Durham, Copeland now lives in Charlotte with his wife and two children – Taylor, 8, and Bryan, 4. He is a Partner with Ernst & Young LLP and serves as leader of the Carolina's Transaction Advisory Services (TAS) practice. He has worked with Ernst & Young for more than 14 years, including more than 10 years of transaction-specific experience. In fact, Copeland was recently featured in the Charlotte Business Journal's 2011 "Forty under 40" publication, honoring his career, leadership, and extensive volunteer work.

In addition to serving on the Business Advisory Council in the College of Business, he also serves on the ECU Board of Visitors. He volunteers much of his time to the Charlotte chapter of the Juvenile Diabetes Research Foundation, where he serves on the board of directors. This past year, he visited Capitol Hill to raise awareness and support to secure a two-year extension of the Special Diabetes Program. Copeland, a

two-time scholarship recipient, and his wife also maintain two annual scholarships for accounting students in the College of Business, targeting those who live in eastern North Carolina and have achieved academic success.

"I believe that East Carolina and the professors in the College of Business had a great impact on my personal development," he said. "The curriculum prepared me with the right skills to be confident and to contribute as soon as I began my career at Ernst & Young. When I look back at the faculty members who helped shape my career (Dan Schisler, Rick Niswander, Doug Schneider, Mark McCarthy, and Joey Hagen to name a few), I know that our current students are in great hands given the long-standing commitment the faculty have to our great university."

Copeland says he believes the greatest attribute of students in the College of Business is that they have great ideas and will outwork anyone.

"Always work hard, maintain a positive attitude (no matter how hard it may seem at times), and lead by example," he concluded. "In addition, as your careers blossom, always remember where you went to school, as your support will help the next generation of Pirates excel."

## College Friends Open Insurance Agency in Louisburg

After forming a friendship in college, alumni Jacob Alphin and J.M. Dickens established Triangle Insurance & Associates shortly following their graduation in 2009. Their business, located in downtown Louisburg, N.C., is a licensed independent insurance agency specializing in life, home, auto, farm, and commercial insurance. The company insures customers throughout North Carolina, South Carolina, and Virginia.

Alphin and Dickens met in a business management class, where they partnered together on a group project. The two worked well as a team and found they had much in common – both have a passion for business, enjoy strong family ties, and grew up in small North Carolina towns (Alphin is from La Grange and Dickens is from Louisburg). While still in school, they both earned their N.C. real estate licenses and became licensed insurance agents.

In spring 2009, Alphin graduated Magna Cum Laude with a concentration in finance, and Dickens graduated with honors in business management. Several months later, they opened Triangle Insurance & Associates.



Alphin said, "My education at ECU prepared me well for the challenges of starting up a new company. We've had a lot to figure out, but our foundation is strong."

Dickens agreed. "Going to

school at ECU took me out of my comfort zone and helped me build relationships with different types of people from different backgrounds. Those skills have come in very handy as an entrepreneur."



J.M. Dickens and Jacob Alphin

Both Alphin and Dickens enjoy coming back to campus for football games and still have many connections to Pirate country. Alphin and his wife, Kristen Potter Alphin, met at ECU in a personal finance class. They were married this past October. Dickens' girlfriend, Whitney Howell, is also at ECU finishing up her nursing degree. Even their office has ECU ties – one of their sales agents, Tyler Pollock, is a College of Business graduate.

Alphin and Dickens encourage current students to work diligently and go to class – especially since you never know who you might meet. "Study and learn, but also have fun and try to meet as many people as possible," they said. "Once you graduate, a whole new adventure starts."

For more information about Triangle Insurance & Associates, visit online at <http://triangleinsuranceonline.com/>.

# Alumni notes

## Alumni Highlight: Vikram Ahmed (MBA 2002)

Vikram Ahmed says he has achieved the American Dream, thanks to ECU.

As an international student from Calcutta, India, Ahmed yearned to attend graduate school in the United States – and throughout his research he focused on schools that offered the best value, which led him to East Carolina's MBA program.

"My definition of value in this context was quality education at a reasonable cost. ECU was a perfect fit," he said.

Ahmed says his American Dream all started at ECU. Based on his GMAT scores and undergraduate education, Ahmed obtained both an out-of-state tuition waiver and a graduate assistantship. He says he was delighted when he first arrived in Greenville in fall 2000 and saw football everywhere in the TV listings. Back in India, football was one of his favorite sports – but he was in for a surprise.

"The football on TV was nothing similar to the 'football' I knew all along (soccer). It was hardly played with the foot!" Ahmed explained. "But soon I started to follow the game and, to my utter surprise, began to enjoy it. My roommates took me to watch my first ever football game at Dowdy-Ficklen Stadium when ECU played Virginia Tech. The atmosphere was electrifying, and the game featured two future NFL quarterbacks: David Garrard and Michael Vick. From that day I was hooked on the game for good."

Ahmed also remembers an early faux pas in the classroom, when his classmates received their first accounting exam grades and the room became somber – and he dashed around the room asking each person his or her score, as is typically shared in India. He soon learned that exam grades are kept more private in the U.S., especially when the scores are low.

As a student at ECU, Ahmed focused on Management Information Systems, and he even gained hands-on experience working as a systems analyst at Joyner Library. This was where he created his first website that has expanded into the critically-acclaimed Joyner Digital Collections (<http://digital.lib.ecu.edu/>).

After earning his MBA in 2002, Ahmed has made a career in interactive web applications development and management. He first worked at the University of Notre Dame as an interactive web applications analyst, and since 2007 he has served as portal manager at Texas A&M University, where he is in charge of the popular campus web portal called "Howdy" (<https://howdy.tamu.edu>). Ahmed says his portal handles all critical university functions, such as course registration, grades, class rosters, bill payments, and financial aid – and it is the largest web portal of its kind among higher education institutions in the country.

Today, Ahmed enjoys living in College Station, Tex. with his wife Kakoli, three-year old daughter Meghna, and five-year old dog Jelly Bean who is like a fourth member of the family. Although he is 1,300 miles away from ECU, he hopes to return to campus as early as next year.

"ECU prepared me extremely well for my career," Ahmed explained. "I do well blending the small details within the big picture, and that is something I learned in the College of Business. Some of the core components of my current job, such as Java programming and relational database management, were introduced to me at ECU."

Ahmed says he was fortunate to have Dr. Rick Niswander as his advisor, mentor, and guide – and that guidance has led Ahmed to the success he enjoys today.

To current students – especially those who are international – Ahmed tells them to enjoy the ECU experience. "You probably won't have another one like this in your lifetime."



Vikram Ahmed with his family

## ECU Children's Book Exceeds Expectations

Three years ago, a team of marketing students helped alumnus Ralph Finch (BSBA '67) develop a new children's book based on ECU's mascot, Pee Dee the Pirate. Back then, Finch hoped to sell several thousand copies and net around \$10,000 – money that would be given back to East Carolina.

The book, which has been hugely popular, continues to surpass its projections. To date, "The Adventures of Pee Dee the Pirate" has sold more than 5,000 copies, generating more than \$50,000 in funds for ECU scholarships, etiquette instruction events, and so forth.

Finch explained, "The book has been a blessing financially, but it has also created a lot of PR for eastern North Carolina. It will take years to see, but I think we have recruited a lot of future Pirates with our little mascot book."

The hardback book follows Pee Dee through his first day as a student at ECU – from friends to class to sports to parades. The book is unique in that it was written, illustrated, and marketed by an all East Carolina team. Each team member volunteered his or her time – even illustrator Mike Litwin, a graduate of the ECU School of Art, donated his artistic talents.

"I initially had the idea to write ECU's first children's book several years ago, with inspiration coming from my family and Pirate pride," Finch said. "My blood runs purple, so I wanted this to be an East Carolina book – not just a Ralph Finch book."

Finch explained that Dr. Jim Westmoreland in the College of Business helped guide him to the right people, and he began assembling a team to tackle the project in early 2007.



Ralph Finch with Pee Dee the Pirate

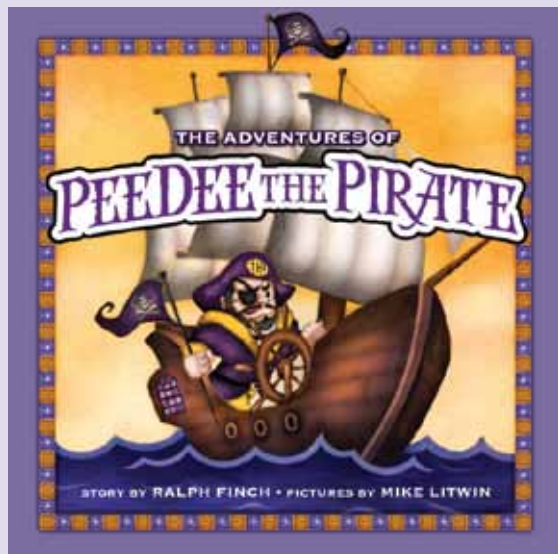
One team of students enrolled in Dr. Beverly Wright's Marketing Research course helped primarily with upfront research for the book, including the content, design, defining the target audience, choosing the best outlets, and looking at price points. Likewise, MBA students from Dr. Margy Conchar's online Advertising Strategy course developed the book's launch campaign, providing a plan to create awareness among target readers and buyers, build excitement around the book's launch, and fashion a positioning and message strategy to promote "The Adventures of Pee Dee the Pirate."

The book debuted on October 27, 2007—the day of ECU's homecoming. All net proceeds from book sales benefit ECU programs, departments, and events in the form of donations and contributions. Finch said he also donated 250 copies of the book to St. Jude Children's Research Hospital in Memphis when the Pirates went to the Liberty Bowl two years ago. He said he heard stories that brought tears to his eyes.

In addition, Finch visits West Greene Elementary School in Snow Hill every year to sign books and teach several classes on how to write. "Many of the teachers are ECU grads, and it is fun to speak to a full crowd of excited students when I visit. We sold 50 books last month, and I have agreed to give a \$1,000 scholarship to a rising ECU freshman coming from Greene County. They are all so grateful."

Finch is quick to thank the book's illustrator, Mike Litwin, for all the success. "Sometimes I think I get too much credit since I'm the one always shamelessly promoting sales," Finch said. "I just think the book promoting eastern North Carolina says it all."

For more information, please contact Ralph Finch at [finchmorefarm@msn.com](mailto:finchmorefarm@msn.com). The book is available at ECU Dowdy Student Stores, University Book Exchange, and Barnes & Noble Booksellers.





# Student *notes*

## ECU Students Win Top Prizes at National Small Business Conference

For the sixth 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 from Feb. 17-19 in Bonita Springs, Fla.

One student team won first place in the Undergraduate Business Plan Division for its work with physicians proposing an East Carolina Integrative Medicine Clinic. As part of its project, the team consulted with Brody School of Medicine physicians and staff to explore the feasibility of an integrative medicine clinic at ECU – a center that would incorporate alternative medicine such as acupuncture, dietary, and herbal therapies with more traditional Western medicine. Other medical schools throughout the state already have such integrative departments. The students developed a comprehensive business plan, analyzing everything from space and staffing to publicity, and they identified ways of tackling the challenges in offering new services.

Another student team earned second place in the Undergraduate Comprehensive Division for its consulting work with Fabricate Too, a Greenville-based women's clothing boutique located in Arlington Village. The team worked with Sallie Ferguson, owner of the company, to create a detailed report with recommendations in the areas of marketing, inventory control, and financial management.

The College of Business has enjoyed a long tradition of winning top honors in the SBI's Project of the Year Competition. Since 2005, ECU has earned eight finishes in the top three, including four 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. Harris, who has taught the course for 10 years and directs ECU's SBI program, teams his senior-level undergraduate students with regional companies in need of assistance as part of a course project. Firms benefit from free business consulting, and 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.

In addition to the student awards, Dr. Bill McDowell of the Department of Management won best paper award at the conference for his work titled "Performance of Historically Underrepresented Firms in the Public-Private Sector." Harris served as national SBI conference chair for 2011.

ECU's SBI program has assisted more than 500 clients since its inception in 1976. At the national level, the SBI 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](mailto:harrismi@ecu.edu).



**Dr. Michael Harris (center) holds the first place award along with Dr. Bill McDowell and Stephanie Bardwell, current SBI president.**

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## 'ECU Excels' Program Honors Top Students

The College of Business hosted its second annual ECU Excels program on January 31, recognizing more than 250 students who achieved at least a 3.0 GPA in their first semester at ECU.

As part of the program, students heard remarks from Dr. Stanley Eakins, acting dean of the College of Business, followed by a cake reception where students networked with faculty and each other. Students were also presented with a folder including a certificate, information regarding the Beta Gamma Sigma honor society, details about College of Business student organizations, and a new College of Business t-shirt.

Dr. Margaret O'Hara, assistant dean for Undergraduate & Online Programs, said, "ECU Excels is a very critical piece of our drive to retain our best and brightest students, and it's an opportunity for faculty to meet with relatively new students and chat informally with them about the various concentrations in the COB." She continued, "I believe it's important to have faculty and staff congratulate students, tell them how proud we are of them, and demonstrate our interest in their success."





## SAM Wins National Awards

ECU took home numerous honors at the Society for Advancement of Management (SAM) national conference, held from March 31 to April 3 in Orlando – earning recognition at the chapter, advisor, and individual student levels.

ECU won second place in the chapter competition among larger schools. The recognition is one of the highest national honors given by SAM to its individual chapters.

In the case competition open division, which allows one or more graduate students on the student team, ECU won first place – taking home the Thomas R. Greensmith Award. Three ECU students also received recognition for excellence in service and scholarship, with Regional Outstanding Student Awards given to Alex Bosco, Vishal Shah, and Heather Nelson. In addition, Dr. Joshua Aaron received an Outstanding Faculty Advisor Award.

ECU's SAM chapter enjoys a strong history of earning national recognition. Last year, ECU won the first place Chapter Performance Award, Large Chapter Division, and the year before ECU won first place in the Campus Chapter Performance Program, Small Chapter Division. ECU previously won the case competition open division in 1993, 1994, 2000, and 2004.

At the national level, SAM was founded in 1912 by the colleagues and supporters of Frederick Taylor, known as the "Father of Scientific



(Left to right) Winners of the SAM case competition include Sarah Moran, Eric Vozzo, Jen Leone, Dr. Joshua Aaron (faculty advisor), Shelby Boruff, and Devang Patel.

Management." It is a non-profit organization run and advanced by hundreds of volunteers.

The ECU chapter of SAM is a student organization open to all majors. It currently has 40 student members; Dr. Joshua Aaron serves as faculty advisor and Dr. Robert Zinko serves as assistant advisor.

## Marketing Students Visit Ad Agency



Students visit McKinney Advertising Agency in Durham.

More than 25 students in ECU's chapter of the American Marketing Association got a first-hand look at the business of advertising in January, when they toured McKinney Advertising Agency in Durham.

The visit included a tour from chief operating officer Joni Madison as well as a presentation on the creative process from art director J.D. Humphreys. Dr. Tracy Tuten helped organize the visit, and Dr. Jay Oliver led the group as AMA faculty advisor.

"It was a wonderful experience for students to see how the world of marketing works outside the classroom," Oliver said. "The tour gave students an opportunity to interact with industry professionals and learn from them first-hand."

ECU's chapter of the American Marketing Association is a student organization dedicated to the advancement of students' education and experience through various marketing endeavors, community service, professional programs, and business relationships with industry professionals.

# Student *notes*

## Student Accounting Organization Joins in Regional Conference



**(Left to right) Jordan Myers, vice president of service & communication; Ashley West, president; Charlie Walker, treasurer; and Natalie Tetterton, reporting secretary.**

Four officers in ECU's Beta Alpha Psi chapter – the accounting honor society – attended the group's Southeast Regional Meeting from Feb. 25-26 in Charlotte. The event, themed "A Bridge to the Future," was hosted by the University of South Carolina.

During the conference, ECU officers met with their counterparts from more than 45 other universities to brainstorm, network, and learn about different approaches to leadership. They also heard presentations on best practices from industry leaders. In addition, students learned about effective chapter operations, including proper business attire, meaningful community service projects, and how to give a good "elevator pitch."

Ashley West, president of ECU's Beta Alpha Psi chapter, said, "I felt the best part of the meeting was getting to interact with other schools, students, and BAPsi officers. I loved hearing about how other chapters were run. All the other BAPsi officers were really nice and very willing to share information and ideas. It was a great opportunity."

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

At the national level, Beta Alpha Psi was founded in 1919. By 2011, there will be 289 chapters on college and university campuses with more than 300,000 members initiated since Beta Alpha Psi's formation.

## Students Enjoy Annual Trip to Washington, D.C.

A group of 17 students visited Washington, D.C., during spring break, led by College of Business Career Services director Scotty Andrews. The annual trip, held March 8-10, helped expose students to various organizations and potential career opportunities available in the nation's capital.

As part of the visit, the group toured both governmental agencies as well as private sector companies – such as The World Bank, U.S. Securities and Exchange Commission, Overseas Private Investment Corporation, The Washington Post, and Booz Allen Hamilton. ECU alumnae Whitney Grau hosted the students' visit to Booz Allen Hamilton, and Lindsey Bradsher gave students a tour of The Washington Post and introduced them to Ben Bradlee, the executive editor of the Post from 1968-1991 who became a national figure when he oversaw the publication of stories documenting the Watergate scandal.

Students also met with a panel of other ECU alumni in the area, including Harry Stubbs with the FDIC; Tom Shubert, chief legislative liaison, Chief Air Operations, Office of the Secretary of the Air Force; Vince Smith, board member/adjudicator, U.S. Department of Defense; Drew Griffin, consultant with IBM; Kathy Shubert, admissions coordinator at George Mason University; and Tom Francisco, consultant with Booz Allen Hamilton.

In addition, students toured the U.S. Capitol, thanks to a guided visit and photograph coordinated by U.S. Sen. Richard Burr's office. They also enjoyed coffee and doughnuts with U.S. Sen. Kay Hagan.

Since 2007, Andrews has organized trips to Washington, D.C. for business students during spring break. The first trip included seven students and has grown substantially over the years.



**College of Business students take a picture with U.S. Sen. Burr during their visit Washington, D.C.**



## Students Inducted into Beta Gamma Sigma

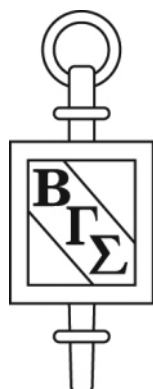
The College of Business recently inducted more than 50 new members into the Gamma Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held April 25 at the Rock Springs Center in Greenville, where chapter honoree Mark Copeland (BSA/MSA 1996) delivered the keynote address. Copeland is a partner with Ernst & Young LLP and serves as leader of the Carolina's Transaction Advisory Services (CTAS). He has worked with Ernst & Young for more than 14 years, including more than 10 years of transaction-specific experience. Copeland was recently featured in the Charlotte Business Journal's 2011 "Forty under 40" publication, honoring his career, leadership, and extensive volunteer work. He lives in Charlotte with his wife and two children.

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. Beta Gamma Sigma membership is the highest recognition a business student can achieve.

Assistant professors Joy Karriker (MGMT) and Jason Oliver (MSCM) currently serve as faculty advisors in the College of Business. Karriker is president of ECU's Beta Gamma Sigma Chapter, and Oliver is secretary.

## Spring 2011 Inductees



### JUNIORS

Michael Andrews  
Jonathan Bailey  
C. Austin Bayliss  
Alexandria Cafarelli  
Jacob M. Davis  
Michael E. Elliott

Breonna Godette  
Joshua Idol  
Geneva Martin  
Lucas Nash  
Paige Victoria Pernell  
Maci L. Raney

Ryan Ross  
Frederick Shipley, II  
Tyler Southern  
Christy Wilson  
Mikhail Zhovtanovskiy

### SENIORS

Jordan Askew  
Taylor Bullard  
Morgan Ence  
Nikki Evanger  
Sheila Gardner  
Heather Garland  
Shelly Sink Gentle  
Jennifer Glover

Delores D. Huemiller  
Kaitlyn Ihly  
Ashleigh Lee  
Ranu Manik  
Scott Marshall  
Richard M. Mills  
Shaneka Montague

David F. Riddle  
John Mark Springer  
Travis Strickland  
Tiffany J. Temple  
Adam E. Thornton  
Stephen Watson  
Ashley Nicole West

### MASTERS

Daniel Landon Allen  
Daniel Brezina  
Dianna Carroll  
LuAnne F. Clark  
Leigh A. Cleland  
Suzanne M. Dunlow

Matthew H. Hale  
John Hance  
Samuel Hayes  
Amanda Kelly  
Christian K. Robinson  
Margaret Rogers

Kate Scarabelli  
Clark Stevens  
Dennis J. Sullivan



# Impact of Giving

## You Make A Difference

The College of Business is so grateful for the continued generosity of our alumni and friends. Your gifts continue to enhance the education our students receive in the College of Business – funding scholarships, special field trips, international study abroad experiences, and much more.

Below you will see a list of donors we'd like to recognize for their longstanding support. These benefactors have given back to ECU for at least 20 years – providing students with the opportunity to receive an excellent education throughout the decades. Our success would not be possible without the support of these loyal friends and donors who understand and believe in the College's mission.

Your support continues to help us build a stronger community and a brighter future. Thank you.

## *Donors for 20 Years or More*

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Dr. Tope Adeyemi-Bello  
Mr. Charles Atwater  
Mr. Samuel Bernstein  
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Mr. Donald Boldt  
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Mr. John Clements  
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Mr. Michael Davis  
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Mr. Cameron Dudley  
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Mr. Alton Gower  
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Mr. Lowell Taylor  
Dr. Joseph Tomkiewicz  
Mr. James Walker  
Mr. William Yarborough  
Dr. Louis Zincone  
CPI of Eastern North Carolina  
Wachovia  
Greenville-Pitt Association of Realtors  
IBM

# *Thank You*





## Donor Highlight: Will and Linda (Barber) Creech

For more than 25 years, Will and Linda Creech have given back to East Carolina every single year – generously donating money to the College of Business, ECU Foundation, Division of Student Life, and other departments.

Coming from modest backgrounds in North Carolina, Will and Linda say they both relied on scholarships and grants to help them through their education at ECU. With support from many individuals – including Furney James of the ECU Career Services Center, Dr. Richard Todd of the Phi Sigma Pi honor fraternity, and Dr. Charles Coble of the School of Education – Will earned his degree in accounting in 1975 followed by an MBA in 1977, and Linda earned her degree in accounting in 1980.

“We welcome the opportunity to give back and help others, as we fondly remember those who helped us,” they said. “The support we received as students enabled us to reach our academic goals and, in turn, has provided us an opportunity to help others.”

Today, the Creech family lives in Louisville, Ky., where Will currently serves as director of accounting in the U.S. Support Service Center of Yum! Brands (KFC, Pizza Hut and Taco Bell). Prior to Yum! Brands, Will worked in various accounting and audit positions at AEGON and Ernst & Young. Linda previously worked for two years with Ernst & Young and spent nine years in industry. She then chose to stay home with their two sons, Kenny and Jeff, and devote time to various volunteer opportunities.



Will and Linda Creech enjoy the Liberty Bowl with their two sons.

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*“We welcome the opportunity to give back and help others, as we fondly remember those who helped us.”*

*-- Will and Linda Creech*

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Even though they moved from the “Tar Heel State” to the “Bluegrass State” in 1990, Will and Linda stay closely connected to East Carolina University and the College of Business. Prior to relocating to Louisville, Will served on ECU’s Business Advisory Council. They still enjoy returning to football games and remain close friends with Dr. Jim Westmoreland, associate dean of external affairs. The Creechs remember flying into Greenville several years ago for the ECU-UNC football game, when Jim greeted them at the airport with a gallon of sweet tea from Parker’s Barbecue.

They say living in Kentucky keeps them more out of touch than they would like – but Greenville always feels like home.

“We both feel that ECU prepared us exceptionally well for our careers in accounting and for life beyond the classroom,” they said. “We’re very proud of the way ECU has grown since our years there – some of the best years of our lives.”

# Advancement *notes*

## Commerce Club

As Pirate alumni, we share a bond that connects us to East Carolina University and to each other.

The Commerce Club—our alumni organization in the College of Business—strengthens that bond by keeping you informed about ECU’s achievements and challenges.

Your support of the Commerce Club helps sponsor student scholarships, faculty development, and other important programs not funded by state monies. Together we shape future leaders who succeed in business and contribute to their communities. This is our tradition.

We are so grateful for your dedication and investment in ECU, the College of Business, and our students. We must continue to invest in our students and help them achieve their ultimate goal—a degree from East Carolina University.

Please join or renew your membership in the College of Business Commerce Club. Maintain the tradition, stay connected, support today’s students, and continue to make a difference.

We can’t do it without you.

To learn more about the Commerce Club, visit online at [www.ecu.edu/commerceclub/](http://www.ecu.edu/commerceclub/).

## Celebrate 75 Years of Excellence!

Join us this fall as we celebrate the College’s Diamond Anniversary with special events and other happenings.

Be on the lookout for upcoming announcements  
and more details to come!



## Recognizing our Best and Brightest

This fall, the College of Business will celebrate an important milestone – our 75th anniversary. Many fun-filled events are in the works for the coming months, especially during Homecoming weekend, so please stay tuned for additional details to come!

One important development will be a fundraising campaign to establish more scholarships for College of Business students – specifically incoming freshmen. Now that the College of Business is a four-year school, attracting the best high school students—and ensuring access to an East Carolina University education—rank among our highest priorities. Merit-based scholarships signal to students that we recognize their achievements, we want them to attend our university, and we value their future contributions. The 75th Anniversary Merit-Based Scholarship Pool will give us a critically important tool to attract top-performing students, typically high school seniors still deciding where to attend college.

Your generosity will assist us in recruiting the best and brightest to Pirate country. Please contact me directly or visit our online giving web page if you'd like to donate to this important campaign.

On a sad note, some of you may know the College of Business suffered a tragic loss in the death of graduate student Mandy Kelly earlier this spring. To honor Mandy, the Accounting Department is establishing the “Amanda L. Kelly Beta Alpha Psi Scholarship,” which will be awarded to an undergraduate or graduate student who is either pledging or has pledged Beta Alpha Psi, the accounting honor society. It is our hope to endow enough principle to support at least one undergraduate and one graduate scholarship that will benefit students forever. Please help us by giving to the Amanda “Mandy” Kelly Memorial Scholarship.



Colin O'Connor

Thank you for your support and involvement.

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

## Thank You for Making A Difference

From all of us in the College of Business, we'd like to express a heartfelt “thank you” to our Commerce Club members. Whether you are a new or returning member, your annual \$50 dues to the College's alumni giving society helps fund student scholarship, field trips, faculty and student development, and other important activities that can't be subsidized by the state.

To learn more about the Commerce Club – or even update your information for Alumni Notes – simply visit online at:

<http://www.ecu.edu/business/alumninetwork.cfm>

Remember, all those who contribute to the Commerce Club are listed in the College of Business' Annual Report (which you will also receive when you join, in addition to Stocknotes).

You are essential to the success of our College of Business. From donating your time to giving back through the Commerce Club, your involvement makes a difference. Thank you for your continued support.



Jim Westmoreland

Sincerely,  
Jim

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

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## Student Organizes ECU Ovarian Cancer Walk

Senior Andrew Stoker has made quite a splash since coming to East Carolina. A member of ECU's varsity swim team, he ranks first on the university's all-time list in the 200-yard butterfly. He also helped set the ECU varsity record in the 400-yard medley relay, and he was named ECU's Most Outstanding Rookie for 2007-08. He has served as team captain for two years. And he does all of this while maintaining a perfect 4.0 GPA as an accounting student.

Stoker is also active in the community. He spearheaded an ovarian cancer walk at ECU on April 2, inspired by his aunt's battle with that type of cancer. Money raised for the walk (nearly \$4,000) went to support cancer research teams working to find a cure for ovarian cancer. In addition, he has participated in both Relay for Life and Swim Across America, an organization that raises money and awareness for cancer research through swimming-related events. On campus, Stoker is equally as active. He serves as vice president of ECU's Beta Gamma Sigma chapter, the international honor society for business programs, and he's involved with ECU's Student-Athlete Advisory Committee.

Last summer, Stoker landed a valuable internship at PricewaterhouseCoopers in Philadelphia, near his hometown of Berwyn, Pa. He plans to earn his CPA license and ultimately hold a leadership position at a large company. One day, he hopes to own a business with his older sister, a law student at Syracuse University. Stoker credits ECU with laying a strong foundation on which he can build a successful career, wherever he ends up.

"I knew from my first recruiting trip that ECU was special," he said. "From the beginning, I loved the atmosphere of the swim team, the school, and the people. The College of Business in particular provides unparalleled resources to its students – including free tutoring sessions, wonderful computer labs, and incredible speaker events. The College of Business truly helps students reach their fullest potential."



Andrew Stoker

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### 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.

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