

# STOCKnotes



## The **Gift** of Innovation & Entrepreneurship

The New Van and Jennifer  
Isley Innovation Building

EAKINS STEPS  
DOWN

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EDUCATION FOR  
KNOWLEDGE

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# Dean's Note

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As we move into summer, the campus has quieted down while the temperatures have gone up. I hope you and your family have great vacations planned. We will use this time to catch our breath from an incredible spring term and to get ready for an equally busy fall.

We are pleased to provide you with the second Stocknotes using the new magazine style format. The last one was well received, and I'm proud of this issue, as well. You might have noticed an increased presence of ECU and the COB in the news and media. This is all part of ECU's plan to be recognized for the many great things we do and for the quality of the programs we offer. It is no surprise that the College of Business has been featured in many media outlets over the last couple of months.

This issue features alumni Van and Jennifer Isley. Their generous donation will make the conversion of a facilities building across from the business and engineering buildings possible. It simply couldn't have happened without their help. The Isley building will be a focus point for the Miller School of Entrepreneurship and for the collision of innovation from across campus.



We also have stories about the Miller School of Entrepreneurship. Mike Harris is now the permanent director. The inaugural Pirate Entrepreneurship Challenge was held this spring where \$20,000 in start up funds was awarded to the top three finishers. This challenge was open to the whole campus, but the first winner was from the College of Business. We were extremely proud.

We have included additional stories about new courses in blockchain and about scholarships provided by the School of Hospitality Leadership. There is also a question and answer with the director of our graduate programs that will help you understand why our MBA program has continued to grow despite such a competitive market.

As our alumni giving has increased, we decided it was time to better recognize our donors with an Honor Wall. We wouldn't be the college we are or be able to provide the programming we do without your help. You will want to read about what we have planned. Finally, you may have heard that I have decided to step down as dean and to return to faculty. After 18 years as an administrator, I'm excited about returning to my first love – teaching. It's been a privilege and an honor serving the college all these years. I want to express my deepest appreciation for the support our alumni have given and continue to give this college.

Yours truly,

A handwritten signature in black ink that reads "Stan Eakins". The signature is fluid and cursive.

Stan



# Pirate Entrepreneurship Challenge

The inaugural, three-round Pirate Entrepreneurship Challenge concluded Feb. 22 with Simple and Sentimental LLC taking first place and a cash prize of \$12,500.

The company is owned and operated by ECU College of Business sophomore Taylor Hicks and creates unique hand-lettered goods. It competed against six other student teams that also made it through the prior two rounds. Each team presented a five-minute pitch, which was followed by a three-minute question-and-answer session with a panel of five judges.

Beyond Tutoring, founded by Matt McCall, a senior with the College of Engineering and Technology, took the second prize and walked away with \$5,000. Third place and \$2,500 went to FOWL, owned by Nick Venditti, a senior with the College of Business.

According to Dr. Mike Harris, director of the Miller School of Entrepreneurship (MSOE), all winners are required to reach pre-approved

milestones to obtain all funding. In addition to the cash prizes, the Miller School of Entrepreneurship will connect all winners with a network of entrepreneurial resources in eastern North Carolina.

When asked what Hicks was going to do with the winnings, she said, "We're going to sign a lease for a new office in Greenville."

"The mark of a great entrepreneurship program is its ability to provide resources for students to launch new ventures," said Harris.

"Entrepreneurship is about action, and tonight all seven teams demonstrated the passion and skills necessary to be a successful entrepreneur."

The Pirate Entrepreneurship Challenge is the signature pitch competition of East Carolina University's College of Business and its MSOE. The challenge began in October 2017 with 57 teams competing for the cash prizes, then 12 teams moving on to the second round in November. Third-round finalists were paired with individual mentors who helped the student teams develop their business concepts.

**A panel of five judges representing MSOE's four regional advisory councils chose the winners. The judges were:**

- Benny Ward, MSOE Triangle Advisory Council
- David Bond, MSOE Triangle Advisory Council
- Scott Diggs, MSOE Cape Fear Advisory Council
- Paul Adkison, MSOE Piedmont Advisory Council
- Connally Branch, MSOE Coastal Plains Advisory Council



*The College of Business, which is represented by the winning team of Taylor Hicks (Simple and Sentimental), was awarded the Challenge Cannon to display in the college, like the Stanley Cup, until next year's challenge.*

"We are very pleased with the first Pirate Entrepreneurship Challenge, but we want to expand the competition to include even more students and prize money," said Harris. "This is the type of event that will make the Miller School of Entrepreneurship a destination school for aspiring entrepreneurs."



Third place winner Nick Venditti, left.



Second place winner Matt McCall, right.



*Photos courtesy of Rhett Butler*

# The Gift of Innovation & Entrepreneurship



## The New Van and Jennifer Isley Innovation Building



# Cover Story



The College of Business announced a \$2 million gift from Van and Jennifer Isley that will provide a space where business, engineering, technology and art students can collaborate.

Named the Van and Jennifer Isley Innovation Building, it will be located across the street from the engineering and business buildings on ECU's campus. The building at that location is currently used by campus facilities

The 28,000-square-foot building also will be the new home of the COB's Miller School of Entrepreneurship and a world-class fabrication, rapid-prototype workshop managed by the College of Engineering and Technology. It will house Miller School faculty, classrooms and a 5,000-square-foot space where up to 300 students can bring interdisciplinary innovation to life.

"The Van and Jennifer Isley Innovation Building will provide an exciting hub for innovation, problem solving and the entrepreneurial spirit," said ECU Chancellor Cecil Staton. "This very generous gift is certain to inspire our students to turn business ideas into reality while they're studying at ECU and throughout their professional careers. I'm looking forward to seeing the brilliant work that this new facility is certain to foster."

"There are quite a number of reasons why all of us are excited about this gift from the Isleys," said Stan Eakins, COB dean. "It will complement the university's focus on interdisciplinary innovation. With the Van and Jennifer Isley Innovation Building, ideas won't disappear into the ether. They'll become revenue-generating businesses."

## Enhancing Opportunities

An ECU accounting graduate, Van Isley's entrepreneurial spirit started way before college. A couple of coaches purchased a golf driving range and at the age of 14, "they threw me the keys and said run this thing for the summer." After a number of part-time jobs and being around

entrepreneurs at an early age, he says, "I think that's where the seeds were laid."

Today, Isley is the CEO and founder of Professional Builders Supply, which he started after 18 years in both the financial and building supply arenas. He understands and appreciates the entrepreneurial energy employees can bring to a company. He says they are usually risk takers who are willing to try new things. He thinks giving students the opportunity to collaborate and surround themselves with expertise from other disciplines will produce employees that will meet the growing demands of today's business.

"Personally, I'd hire a graduate with an entrepreneurial degree," said Isley. "I like that mindset."

On the concept that will be made possible by his gift, Isley says, "There's a lot of opportunity surrounding it. I'm just thrilled to be in a position to do this. ECU was a big part of the foundation that helped me get to where I am."

## What's Next?

Eakins points out that there are steps that must happen before the newly-renovated building, currently known as Building 43, opens. Final decisions need to be made regarding what goes into and what happens in the building. Architects must update a proof of concept that was previously submitted. Construction companies must provide bids before renovation starts. Locations for the building's current residents need to be found.

Said Isley, "I think it (the building) has the potential to create a lot of opportunities for a lot of people who might not otherwise have those opportunities."

*Photos courtesy of Cliff Hollis*



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# Eakins Steps Down

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After serving as dean for more than six years, Dr. Stanley G. Eakins will step down as the College of Business leader June 30. Prior to being named dean in 2012, Eakins served as interim dean starting in 2010.

Dr. Paul Schwager will serve as the college's interim dean beginning July 1. Schwager is currently the college's associate dean.



Chancellor Cecil Staton praised Eakins' direction of one of the university's largest colleges.

"Under Dean Eakins' leadership, the College of Business has prepared our students to become the entrepreneurs and business executives who will contribute mightily in whatever role they might play, whether locally, regionally or nationally," said Staton. "Stan has been an inspirational leader for the university, the college, our alumni and most of all, to our students."

Before being named dean, Eakins served as the college's associate dean for six years. Before that appointment, he served as chairman of the department of finance.

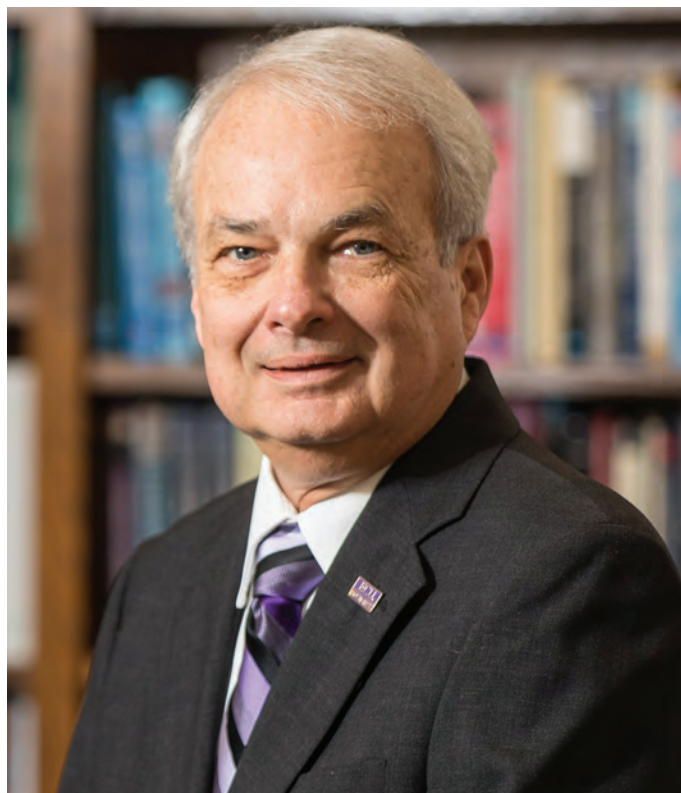
"I'm very proud to have been at the College of Business during a time of extraordinary and exhilarating change," said Eakins. "The college has worked hard to give our students an engaged learning experience where they can take what they've learned, starting with their freshman year, and make an impact on the community."

"Our team of outstanding chairs, directors and staff are unsurpassed," added Eakins. "Their commitment makes this place hum."

Eakins came to ECU in 1990 after receiving his doctorate from Arizona State University. Before focusing on his academic career, he worked in the commercial space as a bank vice president and served as a chief financial officer for a multimillion-dollar construction and development company.

He's also the author of several textbooks that are currently in use worldwide.

## Building Leaders



*Eakins' leadership led to the establishment of the Miller School of Entrepreneurship, as well as a strong focus on building future leaders.*

Under Eakins' guidance, the college turned its purpose to building leaders "that inspire, innovate, create and positively impact society." He was instrumental in implementing the college's Leadership & Professional Development Program, which teaches students 21st-century skills such as professionalism, leadership and communication in addition to the nuts and bolts of business.



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Another focus of Eakins' tenure as dean was entrepreneurship. The Miller School of Entrepreneurship was established in 2015 under his leadership and serves as a regional core for preparing students to take an entrepreneurial mindset and skillset into their communities.

Mark Copeland, a member of the college's business advisory council and the southwest region transaction advisory services leader for accounting firm EY, was a student of Eakins in 1993, and over the years has spent significant time with him.

He described his former professor as a "strong mentor and partner that brings the best out of his students, faculty, staff and alumni." He added that watching Eakins grow as a leader has been very rewarding.

"Whether building trusting relationships with alumni, donors, students, faculty or staff, Dean Eakins is 100-percent dedicated to ensuring the best outcome for each of these stakeholders," said Copeland, who is also a member of the ECU board of trustees. "A productive leader will leave an organization in a better position than what was originally presented. In all areas, Dean Eakins has achieved and exceeded this goal."

Eakins plans to return to teaching in 2019, as well as focus more on writing textbooks. Outside of ECU, he hopes to increase his travels with his wife, Laurie, who is an instructor in the college's management information systems department.

As far as stepping down, Eakins says it's a good time to do it.

*Photos courtesy of Cliff Hollis*



# Education for Knowledge

## Professor William Swart, PhD

We are in an age where economic success is the result of the working of the mind. We have progressed from the agrarian economy where economic success was achieved on the back of workers through the industrial economy, where success was achieved through the manual work that took place in our factories and offices. During the agrarian age, higher education was determined by your status in society. If you belonged to the nobility, you learned the skills to govern. If you were a member of the clergy, you learned about religion so that you could promulgate it. If you were not a member of those classes, you did not need a university education. Guilds, through apprenticeships, taught the trades. As we progressed through the industrial age, universities became increasingly viewed a path to good jobs. Often, what you learned in college sufficed to carry you through life. Things did not change all that fast and neither did the universities. The lecture method was the standard pedagogy used in class. It had been developed in the days when books were scarce and only the teacher possessed one. In order to share the book's content with the class, the teacher read and explained the book to the students who took copious notes which they studied as appropriate.

It took mankind until 1905 to learn how to fly. By 1969, man had landed on the moon and the first satellite was placed in orbit around mars by 1971. In 2007, Steve Jobs announced the first iPhone whose computational power exceeded that available to NASA for the first moon mission. Today, the largest companies in the world, such as Google, Tesla, Amazon, Facebook, and Apple, to name a few, have demonstrated that innovation is the key to economic success. They and their peers create knowledge at an exponential rate and the wealth that they create is referred to as the knowledge economy. Such an economy

is driven by innovation which is generated by human capital that is engaged in lifelong learning producing ideas as commodities. Furthermore, they are measurably engaged in improving their human capital so that it can continue to contribute in the future.

Knowledge based economies can be regional as well as national. Perhaps the first national knowledge-based economy was Israel. When the Israeli State was established, their land had virtually no resources and only through innovation were they able to start up their nation and, eventually, develop it into a high-tech economy. At the regional level, Silicon Valley is the premier example. Today, it is difficult to find any reference to economic development that does not include some reference to a knowledge-based economy. Many countries around the globe, in particular in the Middle East, have formulated plans to transform their economies from a resource base to a knowledge base. The reason is simple, resources are non-renewable while knowledge, like entropy, is always increasing.

Regardless of its scope, the development of a knowledge-based economy requires a partnership between university, industry, and government. The greatest challenge falls upon the university because it must develop the human capital upon which the knowledge-based economy depends. It has been estimated that the unique new information that will be generated this year is more than that generated during the previous 5,000 years and that the amount of new technical information is doubling every two years. For students pursuing a technical degree, half of what they learn in their first year of study will be outdated by their third year of study. ([https://www.youtube.com/watch?v=uqZiIO0YI7Y&feature=iv&src\\_vid=XrJjfDUzD7M&annotation\\_id=annotation\\_1871640555](https://www.youtube.com/watch?v=uqZiIO0YI7Y&feature=iv&src_vid=XrJjfDUzD7M&annotation_id=annotation_1871640555)).







In the traditional lecture method, the instructor must master the knowledge for the class, present it to students, and assess whether they have learned it. With this method, a teacher must learn the new knowledge that is being generated well enough and in a timely manner so that it can be effectively presented to students. As new knowledge is generated at an exponential pace, it becomes increasingly difficult for a teacher to assimilate and share. Hence, if universities are to be an effective partner in the knowledge-based economy, a different model of teaching and learning is required - a model that focuses on collaborative learning with the teacher becoming a learning coach and consultant who helps students learn.

While such a model is alien to what many perceive for a university, East Carolina's College of Business, under the leadership of Dean Stan Eakins, has recognized that for many business subjects, collaborative problem-based learning is more effective than traditional lecture-based methods. Understanding that traditional classrooms are inhibitors to collaboration in the classroom, Dean Eakins championed the transformation of College of Business classrooms to Problem Based Learning Classrooms. Dr. William Swart, Professor of Marketing and Supply Chain Management, was one of the first to be assigned such a room. Having served as Vice President for Operations Systems and later as Vice President for Management Information Systems at Burger King Corporation, his corporate experience had shown him that recent graduates from traditional universities were not prepared to be effective employees that could apply the theories they learned in college and effectively collaborate in teams. Over the next four years, in the Problem Based Learning Classrooms, he reinvented how his students learned. He redefined what students did in class, what they did out of class, the learning materials they used,

and how technology was used to support learning. He then redefined his role to coach students to become effective learners and to focus his attention on those students that had particular difficulties in learning. He then developed a method to measure the obstacles that his students encountered to be fully engaged with their learning and instituted a system of continual improvement to methodically reduce such obstacles. As a result, the performance of his students improved by a full letter grade and the number of students receiving poor grades was greatly reduced. His approach was recently published by IGI Global Publishers in the book "Extending the Principles of Flipped Learning to Produce Measurable Results: Emerging Research and Opportunities."

Professor Swart's approach has particular relevance in enhancing the development of human capital which is a cornerstone of the knowledge-based economy. It provides the foundation for life long learning, it combines theory and practice, it enhances higher order learning (applying, synthesizing and developing knowledge), it personalizes teaching and learning, it develops teaming abilities, and it develops experienced leaders and followers. His work has gained him international recognition. In November of 2017, he was invited as keynote speaker and to conduct a workshop for the International Conference on Blended Learning in Riyadh, Saudi Arabia. Attendees at this international conference included representatives of a number of the Arabian Gulf States as well as Saudi Arabia, who have committed to transition from an oil to a knowledge-based economy.

Dr. Swart's central role in that conference placed the College of Business and ECU front and center of an international audience and showcased them as leaders in delivering an education that will serve to develop the human capital that is required to make a knowledge-based economy a reality. More importantly, this same educational model will provide the talent so essential to achieving ECU's strategic objective of being an engine for regional transformation that has global impact.

*Photos provided*

# Business Leadership Conference

## Tarboro Native and Entrepreneur Janice Bryant Howroyd Speaks at Annual Business Leadership Conference

The College of Business (COB) held its fourth annual Business Leadership Conference April 10-11 at the Mendenhall Student Center.

The two-day conference, which was open to COB juniors, seniors and graduate students, complemented the intensive leadership preparation students receive while enrolled. Speakers and breakout sessions prepared students for the realities of the business world and provided opportunities to interact with conference speakers, ECU's Business Advisory Council, alumni, employers and community members.

Janice Bryant Howroyd, founder and CEO of ActOne Group, was this year's keynote speaker. She returned to the conference, by popular demand, after participating in it last year. She gave an inspiring talk to a packed room of future business leaders. Her



*Photo courtesy of Cliff Hollis*

presentation was very proactive and often, she went to the audience to speak with students directly. She left the crowd with words of wisdom that seemed to resonate throughout the auditorium.

"You lead from where you are," said Howroyd. She added, "don't look for change, be change."

Born in Tarboro, Howroyd founded ActOne Group in 1978. Today, the

company is a multibillion-dollar global enterprise with multiple divisions including AppleOne (staffing), ACheck Global (background checks and screening), and AgileOne (workforce, total talent management and procurement solutions). Each of these divisions service unique areas of workforce needs and provide total talent communities and management solutions across the globe. Staffing offices are located in more than 300 cities across the United States and Canada. ActOne Group does business in 21 countries and addresses the needs of workforce, technology and competitiveness.

Howroyd also is the author of "The Art of Work: How to Make Work, Work For You" and serves on academic and industry boards that promote the education and support of women and minorities in business.





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# Alumni Notes

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## An Interview with Paul Russell, Director of Graduate Programs for the College of Business at ECU

Reprinted with permission from  
OnlineMBAToday.com

Students who are contemplating pursuing an online MBA program have many questions. What will an online experience be like? How will the online education be different from being a residential student? Will I be as successful online as I would be in a classroom? What does the MBA program entail? Will future employers respect my online degree? Will my job prospects expand? Will the program be worth the time, money, and effort I put into it?

Online MBA Today sat down with Paul Russell, the Director of Graduate Programs for the College of Business at East Carolina University, to help answer some of these important questions. Located in Greenville, North Carolina, this university is home to nearly 29,000 students and more than 5,800 faculty and staff. They are committed to student success, public service, and regional transformation. There are more students enrolled in the East Carolina University College of Business than in any other business school in the state. The ECU College of Business is one of the 15 accredited business schools in North Carolina. Also, it is one of only two institutions in North Carolina – and 120 worldwide – that has been continuously AACSB accredited since 1967, receiving its most recent five-year AACSB re-accreditation in 2015. There are more than 1300 Graduate Business Programs nationwide and only 454 are AACSB accredited. Out of 23 North Carolina business schools, ECU is 1 of 4 GMAC members. The online MBA program consistently ranks as a Best Buy for online education and is ranked in Online MBA Today's Top 50 Best Value Online MBA Ranking, Top 10 Online MBA in Hospitality Ranking, Top 50 Online MBA in Management Ranking, Top 100 Most Affordable Online MBA Ranking, and many more.

### **Online MBA Today: What do you think are some advantages of an online MBA program versus a residential program?**

*Paul Russell:* An online MBA program allows students to pursue a degree while continuing to work full time. Students in online programs do not have to put their lives on hold while they take classes. They are also able to put what they learn in to practice immediately at their jobs.

### **Online MBA Today: What makes your program unique among online MBAs?**

*Paul Russell:* Our MBA program is extremely flexible. Students do not have to follow a prescribed path through the various courses. They can also specialize in an area of interest by completing a graduate certificate at the same time.

### **Online MBA Today: What do you look for in successful applicants to your program?**

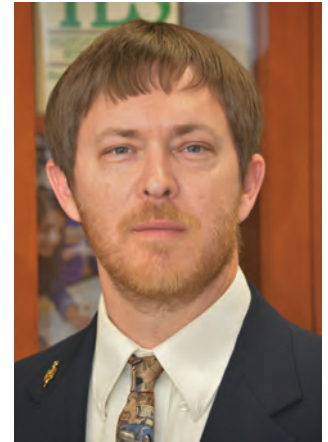
*Paul Russell:* We look for students who had good undergraduate GPAs, good GMAT/GRE scores, and/or students with extensive professional experience. We also welcome students who hold other graduate degrees into our program.

### **Online MBA Today: What has been the experience of your graduates in the job market?**

*Paul Russell:* While the majority of our online MBA students are already employed, most report receiving promotions as a result of their degrees...many before they ever graduate. Others go on to careers in new fields.

### **Online MBA Today: Anything else you'd like to say about your program?**

*Paul Russell:* We strive to keep our program as flexible and affordable as possible. We are committed to providing a highly quality graduate business education at a reasonable cost. Our admissions requirements value professional experience as well as past academic accomplishments. We encourage anyone who is considering an MBA to reach out to us.



## **BIG TAKE AWAYS**

**Applicability:** One of the biggest advantages to an online degree, like this ECU online MBA program, is the flexibility that allows a student to attain a degree while working full-time. To expand on this advantage, a student who is working while pursuing their online MBA can immediately apply what they are learning in their course work to their current job. Another way a student can find this beneficial, is when they work on an individual or group project, they can use a real situation in their workplace to help find an applicable solution while using the knowledge, expertise, and man power of classmates through the process.

**Specializations:** The ECU Online MBA program exposes students to a range of subjects, including economics, marketing, accounting strategy and operations management. In addition to the basics of business administration, ECU gives students the opportunity to pursue certificates that are created to provide knowledge and prepare students for a specific industry. These certificates are in the field of Business Analytics, Finance, Health Care Management, Hospitality Management, Management Information Systems, Marketing, Project Management, Security Studies and Supply Chain Management. Since MBA programs are so popular, specializations are a way for students to not only tailor their studies to their pursuits, but also to help them stand out in the job market and become more marketable in their field.

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# COB Faculty Retiring

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## *Thank You!*

It's always a sad day when we have to say goodbye to faculty. At the same time, we're so happy that these esteemed people, influencers of many, have decided to move forward with their new journey.

Therefore, we want to thank you, Dr. Maggie Capen, who's impacted so many for almost 37 years; thank you, Dr. Fred Schadler for 34 years of instruction; thank you, Dr. Judy Wagner for 15 years of dedication; and thank you, Dr. Dave West for almost 22 years of devotion.

The College of Business wishes you all the best!





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# Perfect Leader

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## Harris Named Director of the Miller School of Entrepreneurship

*Photo courtesy of Cliff Hollis*

East Carolina University and the College of Business (COB) have named Dr. Mike Harris the director of the Miller School of Entrepreneurship (MSOE). Harris has served as MSOE's interim director since January 2017.

"The removal of 'interim' recognizes the outstanding work he and the MSOE team have been doing," said Dean Stan Eakins. "I look forward to working with Mike and making the school a national model for entrepreneurship education."

Before being named MSOE director, Harris was the chair of the COB's department of management, and for the past 18 years, he directed the college's Small Business Institute. In 2017, he was also named a Small Business Institute Fellow.

As director of the MSOE, Harris will be responsible for curriculum and degree offerings, hiring faculty, and invigorating the entrepreneurial spirit across ECU and in eastern North Carolina.

Dr. Lee Grubb, currently the director of the COB's Leadership Program, will serve as interim management chair.

"We've developed a strong team in the Miller School of Entrepreneurship," said Harris. "I'm very excited to continue working with them, campus partners and the school's statewide, regional advisory councils to build a destination school of entrepreneurship at ECU."

"It's critical that we help students find their entrepreneurial passion and then connect them with the mentors and resources necessary to develop successful enterprises."

Made possible by a generous commitment from Raleigh-area entrepreneur and COB alumnus J. Fielding Miller and his wife, Kim Grice Miller, the MSOE was established in 2015 and serves as a regional hub that prepares students to take an entrepreneurial mindset to their communities.

With the goal of being a conduit for transformation, the MSOE links the university and the region by developing and delivering entrepreneurship education and co-curricular student engagement.

"I am delighted with the decision to have Mike lead the Miller School of

Entrepreneurship," said Miller. "We did an exhaustive search and found that we had the perfect leader right in front of us. He has the creativity, work ethic and leadership qualities we need to build out a world-class program. The future is bright for future Pirate entrepreneurs with Mike at the helm."

### Transforming Indeed

MSOE's impact in the region is evident with initiatives and programs that have started since its beginning. The inaugural Pirate Entrepreneurship Challenge kicked off in 2017, allowing teams of aspiring entrepreneurs from across campus to compete for \$20,000 in prize money. MSOE and COB recently announced the new James W. Chesnutt and David A. Bond professorship that will support an associate or full professor who delivers entrepreneurial skills to students.

Additionally, the College received a \$2 million commitment in 2017 from Van and Jennifer Isley of Raleigh that will provide a "hub" that houses the MSOE and where business, engineering, technology and art students can have "creative collisions" that produce innovation and entrepreneurship.

In total, the MSOE has mentored and tutored more than 100 students who are trying to turn their ideas into realities.

According to Harris, the MSOE is building a comprehensive program that will include a new undergraduate degree in entrepreneurship to complement COB's entrepreneurship certificate.

"Along with innovative co-curricular activities such as the Pirate Challenge and I-Corps@ECU, the Miller School of Entrepreneurship will play a pivotal role in creating a robust entrepreneurial ecosystem," said Harris. "I truly believe the Miller School is a game changer on ECU's campus."



# Miller School of Entrepreneurship

## Miller School of Entrepreneurship Students Visit and Learn From School's Namesake

*Photos courtesy of Cliff Hollis*

In 2015, the Miller School of Entrepreneurship was established thanks to a \$5 million gift from ECU College of Business (COB) alumnus Fielding Miller and his wife, Kim Grice Miller. The school's goal is to serve as a regional hub that prepares students to take an entrepreneurial mindset and skill set into their communities.

Three years later, Miller School students hit the road and pitched their ideas to the school's regional advisory councils, which include COB alumni and entrepreneurs. The council visits have included Wilmington, Greenville and Raleigh.

On April 6, students with the Miller School visited CAPTRUST Financial Advisors, the Raleigh-based independent investment research and fee-based investment advisory firm. This visit marked the first time that Miller, co-founder, chairman and CEO of CAPTRUST, was able to see Miller School students in action, which included a five-minute presentation and 30-minute Q&A session with three student teams.

When asked how it felt to see these presentations, Miller said, "I was thrilled with the visit - the student presentations were compelling and showed a lot of creativity, and the turnout of the experienced entrepreneurs in the Raleigh area was heartwarming to see."

The Raleigh-area entrepreneurs that Miller mentioned included members of the Miller School's Triangle Advisory Council. Van Isley, the Triangle Advisory Council's president, also attended the event. He recently gave \$2 million to the COB that will be used to provide a space for business, engineering, technology and art students to collaborate on product innovation and entrepreneurship. The Miller School student presentations marked his first time Isley saw the student entrepreneurs in action. Of the presentations, he said the students' energy, enthusiasm and passion was exciting and invigorating to witness.

"Several years ago I participated in one of the first shark tank presentations, which was part of a final exam for one of the senior business classes," said Isley. "It was one of the



most rewarding things I've ever done, and it made me want to get more involved. It really speaks to the quality of students the College of Business is producing."

### Student Experiences

The Raleigh-area entrepreneurs were not the only ones in the meeting that were impressed. The participating student teams were also impressed with what they saw and heard.

CAPTRUST's offices sit on top of the 17-story, CAPTRUST Tower in Raleigh and provide a view of Raleigh's growing skyline. They heard from Miller, who talked about his entrepreneurial journey and his top lessons learned over the years. And, these students heard pointed, direct feedback from the entrepreneurs in the room.





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# Miller School of Entrepreneurship

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Chris Allen is a pre-med computer-science major who is taking advantage of the entrepreneurial and small business management classes provided by the Miller School. He pitched a health care related blockchain idea during his visit.

"I never had an experience that was that invigorating, and that allowed me to learn so quickly and connect with so many people that could influence my future," said Allen. Brady Hillhouse of the Charlotte area is a freshman that is pursuing a double major in finance and

entrepreneurship. He is already an entrepreneur who owns a foreign exchange education company. He viewed the experience as a working lunch to receive mentorship and guidance from entrepreneurs from multiple industries. According to Hillhouse, his projected career path is very similar to Miller's. He wants to become a stockbroker and open his own financial advisory firm, and Hillhouse says what he heard at the event was valuable.

"That was just incredible feedback and mentorship on the next steps to take in life and his company," said Hillhouse. "It's feedback I couldn't have gotten anywhere else even if I paid for it."

According to Dr. Mike Harris, director of the Miller School, the April event, as well as the previous events, were designed to help establish mentoring relationships.

"The Miller School is very fortunate to have four advisory councils with active statewide members who are willing to help nurture the next generation of entrepreneurs," said Harris.

"I was astounded by the quantity and quality of successful entrepreneurs who were willing to give of their time, energy and experience," said Isley.

After the event, Miller was not only pleased with what he witnessed but is excited for the future.

"I want to participate in as many as I can," said Miller. "It is fascinating to see the students in action, and I came away more enthusiastic than ever about the potential of the program. So far, it (the Miller School) has exceeded my expectations."

According to Harris, the Miller School will plan a similar event in Charlotte during a Fall 2018 meeting of its Piedmont Regional Advisory Council.



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## Chancellor Visits SHL

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*Photos courtesy of Cliff Hollis*

# School of Hospitality Leadership Notes

## Another Successful Career Fair is in the Books

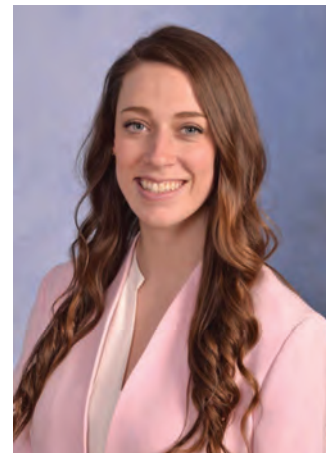
The School of Hospitality Leadership (SHL) hosted its annual career fair Feb. 6, 2018.

Thirty-six companies with more than 70 recruiters engaged with students, distributed information and scheduled interviews. The companies were and are hiring for internships and entry-level management positions.

This successful career fair is one reason the SHL continues to boast a 100 percent placement rate. The companies attending included:

- Aramark
- Beacon IMG, Inc - Hyatt & Hilton Hotels
- Biltmore Estate
- BPR Properties - Residence Inn Greenville
- Carolina Country Club
- COB Graduate Programs
- Compass Group
- Concord Hospitality Enterprises
- Coral Bay Club
- Corolla Classic Vacations and Hatteras Realty Outer Banks: Wyndham
- Courtyard by Marriott - Poteat Hospitality
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- King's Dominion
- Marriott International
- Parks Hospitality Group
- Pinehurst Resort & Country Club
- Prime Investments - Hilton, Holiday Inn, Hampton Inn
- Sanderling Resort
- Siena Hotel
- Summit Hospitality Group LTD
- The Bald Head Island Club
- The Umstead Hotel and Spa
- Twiddy & Co.
- Waffle House
- Washington Duke Inn and Golf Club
- Winwood Hospitality Group

Amber Dyanne Clawson was one of the many students who attended this year's career fair. Clawson, a junior in hospitality leadership, is hoping to pursue a career in club management. At the fair, she also was hoping to network with different companies in the hospitality field.



"I believe it is important to practice communicating with professionals before graduation, so one is not completely blindsided walking into the 'real world' after graduation," said Clawson.

Sarah Myers, recruiting coordinator for Wyndham Vacation Rentals, said she was pleased with the quality of the students and the turnout. "I have a large number of resumes to sift through and that has made me a happy camper."

Maria McKown, human resources coordinator for Carolina Country Club, said, "The students at ECU never cease to impress. We look forward to seeing them every year."

According to Dr. Bob O'Halloran, SHL director, "we are already planning for next year's event!"





# School of Hospitality Leadership Notes

## SHL Awards More than \$40,000 in Scholarships

The School of Hospitality Leadership (SHL) announced that it has awarded \$45,000 in scholarships to twenty-nine students in the SHL program for the 2018-2019 academic year.

Scholarships were made possible by Aramark, Bodenhamer USA, Taylor Spirit of Hospitality, Bengel Family Hospitality, Donnie & Linda Vann Lassiter, J.R. & Elgie Wordsworth, Irwin C. Roberts, and the American Hotel & Lodging Education Foundation (AHLEF) Scholarship and a new award from La Chaîne des Rôtisseurs.

Recipients include:

- Alexandra Conners: La Chaîne des Rôtisseurs
- Alison Rohr: AHLEF Scholarship
- Andria McLawhorn: Donnie & Linda Vann Lassiter Scholarship
- Angela Hollowell: Donnie & Linda Vann Lassiter Scholarship
- Ariel Malone: ARAMARK Scholarship
- Audrey Williams: AHLEF Scholarship
- Autumn Hubbard: J.R. & Elgie Wordsworth Scholarship
- Britnee Bogue: ARAMARK Scholarship
- DeAnna Barbour: J.R. & Elgie Wordsworth Scholarship
- Elizabeth Dunlow: Donnie & Linda Vann Lassiter Scholarship
- Elizabeth Rowe: AHLEF Scholarship
- Emily Gillis: ARAMARK Scholarship
- Emily Patton: Donnie & Linda Vann Lassiter Scholarship
- Hayley Morrissey: J.R. & Elgie Wordsworth Scholarship
- Janna Sager: Donnie & Linda Vann Lassiter Scholarship
- Joshua Davidian: Donnie & Linda Vann Lassiter Scholarship
- Katie Thompson: Bodenhamer USA Scholarship
- Kenzie Endreson: Donnie & Linda Vann Lassiter Scholarship
- Madeline Mondloch: La Chaîne des Rôtisseurs
- Madelyn Evans: Irwin Roberts Scholarship
- Madison Mize: AHLEF and J.R. & Elgie Wordsworth Scholarship
- Maya Jindrak: Donnie & Linda Vann Lassiter Scholarship
- Megan Smicklas: Donnie & Linda Vann Lassiter Scholarship
- Milton Johnson: Donnie & Linda Vann Lassiter Scholarship

- Nicholas Fair: Donnie & Linda Vann Lassiter Scholarship
- Smaria Carter: J.R. & Elgie Wordsworth Scholarship
- Sydney Parker: Taylor Spirit of Hospitality Scholarship
- Taylor Cinotti: J.R. & Elgie Wordsworth Scholarship
- Toketa Greenfield: Donnie & Linda Vann Lassiter Scholarship

Lassiter says he and his wife give because “it is important to provide scholarships to students because we all have been blessed financially with more than we need. It is our duty to return some of those resources to others to help them realize their dreams and to contribute back to the industry that helped provide for our families.”

Melissa Riggle, marketing manager for Aramark Higher Education, said of Aramark’s scholarship, “ECU has had a long-standing tradition for developing and producing leaders in the hospitality industry. We at Aramark pride ourselves on being able to invest in future leaders through supporting the ECU hospitality programs and providing scholarship opportunities to students. Our continued goal is to assist the university with cultivating the best and brightest and ensuring student success.”

Added Michelle Poinelli, Sr. VP American Hotel and Lodging Foundation Programs, “With \$1.3 million available for scholarships, AHLEF has partnered with top hospitality schools like ECU to empower the lodging workforce and build the next generation of hoteliers.”

“Every year, I’m humbled how the School’s supporters give back to it and the students,” said Robert O’Halloran, director of SHL. “All of us at the School of Hospitality Leadership thank these amazing individuals and institutions for their confidence in our program.”



# Honor Wall

At the College of Business, we always look for ways to thank all those who have made COB the top destination in North Carolina for future leaders. Very soon, we will unveil COB's Honor Wall, a tribute...better yet...a big thank you to the many who have given to the college over the years. This installation will include the inaugural list of the donors, which can be found in the following pages.

Plus, we'll announce when the Honor Wall is unveiled. So, check the College's website, blog and social media channels often for more information.

Thank you, again, to everyone who has given to the College of Business.

## #EveryGiftMatters

### COB donors with realized lifetime gifts of \$5,000 +Donation

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Thomas Arthur

*Thank  
you!*

# Accounting Notes

## COB Accounting Hosts Doctoral Event

East Carolina University, its College of Business (COB) and the College's department of accounting recently hosted the inaugural Accounting Research Roundtable Gathering (ARRG!) on ECU's campus.

Six accounting doctoral students with diverse, multifaceted backgrounds presented their research ideas in an informal format much like a roundtable discussion. These students represented Texas Tech University, University of Mississippi and Virginia Tech and were given 10-15 minutes to discuss their research. Each discussion was followed by a 45-minute question and answer section.

COB students and faculty also participated in the discussion.

Emily Hornok from the University of Mississippi welcomed the feedback she received and thought it was, "incredibly helpful...will definitely improve my project."

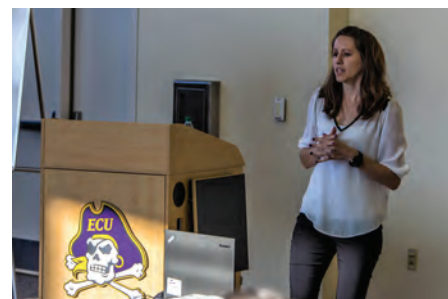
Danielle Gant from Texas Tech University reiterated what Hornok said. "I appreciate all the great feedback I received on my paper," she said. "I hope you (department of accounting) continue to have this event

in the future as it was really beneficial to network and share research ideas."

Ashley West, also from Texas Tech University, was grateful to "get differing perspectives." She added, "the comments I received from the roundtable will greatly benefit the progression of my paper. Even more than that, I made some great, new connections and friends!"

According to Dr. John Reisch, chair of COB's department of accounting, the COB plans to host the ARRG! event every other year. The exposure and goodwill created by the event, he says, reflects a long-term strategy to use these new (and future) connections to increase the field of diverse applicants for future faculty positions at ECU.

"Everyone in attendance benefited from the discussion of research ideas, and it provided a unique opportunity to network with a diverse population of doctoral students," said Reisch. "Reaching out to these students is a critical aspect of our goal to have a more inclusive faculty."





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# Finance Notes

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## College Alumni Rings the New York Stock Exchange Bell

College of Business alumni Randy See and Garrett Ford took part in the ringing of the NASDAQ opening bell Oct. 17 in New York City. See and Ford are both Certified Financial Planners with Principal Financial Group and were chosen from advisors across the country to be a part of a select group to participate in the opening bell.

Principal was listing a new exchange-traded fund the same day.

See graduated from the College of Business with an MBA in 2009. Ford graduated from the College with his BSBA in 2001.



From left to right, Garrett Ford and Randy See

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## College Junior Receives Industry Honor, Represents a First for ECU

Congratulations to college junior Logan Krause. The Wake Forest-native is an Anita Benedetti Student Involvement Program Scholar, awarded by the Risk and Insurance Management Society (RIMS). As part of the recognition, he attended a paid trip to April's national RIMS conference where he got a chance to interact and network with leaders in the industry.

About this opportunity, it was Krause's goal to learn as much as he could at the conference and share with his fellow risk management students, as well as his professors.

Krause is the very first ECU College of Business student to receive this honor. Only 30 students are selected each year from across the country, and he wants to make sure that the College of Business is represented again next year.

"Getting involved can lead you to what you want to do," said Krause.

What's next for Krause? He starts an internship with WSIA (Wholesale and Specialty Insurance Association) in June 2018.



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# Management Notes

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## The Unselfish Helping the Unselfish

If there was a photo of the perfect ECU student, Pol Solanellas would at least be in the gallery. He was captain of ECU's track team and the recipient of the 2017 Outstanding Scholar Athlete award. In the classroom, he maintained a 4.0 GPA as an MBA student. He worked as a graduate assistant for the College of Business and its School of Hospitality Leadership. He also was the recipient of the 2017 David A. Dosser Pirate Service and Leadership Postgraduate Scholarship and the 2017 Vance & Sue Taylor Graduate Fellowship.

Pol made an impact off the track and outside of the classroom, as well. Over the last three years, he completed more than 100 hours of community service.

Being from Spain, one would assume that Pol faced challenges upon moving to Greenville, e.g., different languages, different cultures and different customs. With the information above, one also would assume he knew how to meet those challenges and excel.

On Feb. 12, Pol faced a new challenge that changed everything. He was on his bicycle when a car struck him. His injuries included traumatic brain injury due to a blood clot, collapsed lungs, ribs broken, lacerated kidney and broken scapulae.

He spent two weeks in ICU and was hospitalized for five weeks. His mom came the day after the accident, and a new challenge of a language barrier emerged.

### Challenges met with selflessness

If there was a photo of a perfect ECU faculty member, Dr. Amy McMillan would be in the gallery.

Pol was Dr. McMillan's graduate assistant. She was at the hospital every day to serve as translator for Pol, his mother and the doctors, provide emotional support and be a caregiver that allowed Pol's family to eat and get some rest. She was there before and after class.

She also knew travel was not going to be easy for the family. She started a GoFundMe page where money raised would go to travel-related expenses. The goal was to reach \$15,000. The goal was met thanks to more than 175 people.

McMillan is an assistant professor in the College's Department of Management. Her chair, Dr. Lee Grubb, witnessed her, "efforts, compassion, sacrifices and dedication."

"I cannot put into words the difference she (McMillan) has made to the Solanellas family," said Grubb.

Grubb's absence of words didn't stop him from showing his appreciation. He nominated McMillan for the College's Crystal Duck award, which is given to the COB employee that demonstrates extraordinary achievements well beyond expectation.

Dr. Grubb recently presented McMillan with the award. When giving the award to McMillan, Grubb reiterated how proud he was of her and "how she has represented us (COB) and how she has positively impacted the lives of others."

"Pol is the student that we dream about as faculty," said McMillan. "He is intelligent, dedicated, eager to learn and humble. He has a promising future and wants to get his Ph.D. and become a professor to teach at a university somewhere."

"For me, it was about doing everything I could to make sure that his future was still possible."

With the help of his parents, Pol is back in Spain recovering from the accident. He will have to go through rehabilitation, but one can assume, again, Pol will overcome these new challenges and get that Ph.D. he wants.



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## Dr. Laura Madden Awarded Pirate Duck

For her role in helping Pol Solanellas, Dr. Lee Grubb recently presented Dr. Laura Madden with the Pirate Duck award, which is awarded from an employee to another employee for demonstrating one or more accomplishments that exceeded usual expectations.

Madden supported both Pol and Dr. Amy McMillan during the five weeks that Pol was in the hospital.

Madden was used to Pol dropping by her office. Those visits usually focused on work, careers and yes, cooking advice. After the accident, Madden made sure those visits continued as they moved to the hospital room. According to Madden, she and Pol played cards, joked about the food and took walks around the property. Madden says these visits, either in the office or in the hospital room, were always bright spots in her day, and "they made my life richer and happier."





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# MIS Notes

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## Business Camp Introduces Pitt County Students to Stem- and MIS-Related Fields

Twenty-two middle and high school girls from Pitt County recently attended a Management Information Systems (MIS) Science, Technology, Engineering and Mathematics (STEM) Camp, which was hosted and managed by the MIS department within the College of Business (COB). Participants were chosen based on their participation in Pitt County School's AVID (Advancement via Individual Determination) program. AVID classes help students focus on academic and life skills that will help them be successful in college classes and in their careers.

The MIS STEM camp introduced area girls to STEM, increased their awareness of MIS concepts and career opportunities, and educated them on the MIS programs available at East Carolina University and the COB. Donna Phillips, a COB MBA alumna and a senior economic development manager with Duke Energy, kicked off the STEM Camp with an address to the participants.

"The decline of females in STEM fields leaves them out of great and future career opportunities," said Dr. Reed, a COB associate professor and camp organizer. "The MIS STEM camp was designed in an effort to address this issue and to make a small difference in eastern North Carolina."

### Introductions Made

During the camp, attendees networked with MIS alumnae from Credit Suisse and SAS, current MIS majors and current ECU scholars. Students were taught how to develop a webpage and how to write code. Then, the girls were put in small teams where they collaborated and used their new skills to develop a small application that addressed social issues, such as:

- Women self-esteem issues
- Hurricane relief
- Health issues – sickle cell
- Poverty
- Bullying
- Crime reduction

The camp closed with each team presenting its new application to parents, ECU alumni and COB faculty and staff. Participants learned a lot during the three-day camp. Martina Stoecke of Ayden Middle School said, "I can't really choose my favorite thing because everyone was very welcoming and all the projects were really fun."

Joslyn Russell, also from Ayden Middle School, said she loved the programming portion of the camp. "Learning how to code has always been interesting to me because if you make one wrong move, it (the application) will totally glitch."

Talijah Barrett of North Pitt High School added, "My favorite thing about the camp was getting to meet new people and see how coding can turn into your life career."

The MIS STEM Camp was part of Reed's involvement with the Engaged Outreach Scholarship Academy and will be included in an overall research project conducted by Reed. Fritz Robinett, the district specialist for elementary and middle grades science of the Pitt County School Administration, was the community partner for this project and collaborated with Reed to plan the camp.

"In the end, several students indicated they were interested in pursuing STEM further, which was one of the main goals of the camp," said Reed. "I'm confident we opened their eyes to the possibilities of a STEM career."

Current plans include another MIS, STEM-related camp to be held in 2018.



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# Marketing and Supply Chain Management Notes

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## Blockchain Comes to the College of Business

by Dr. Jason Rowe

As efficient as supply chains are at getting our products to us, these channels can be very complex making products difficult to track when problems arise. For example, foodborne outbreaks are a serious threat to companies in the food industry, and it can take months for the exact source to be identified.

One solution to such challenges lies within the emerging technology called "blockchain." Its notoriety stems from its first known application, Bitcoin, a decentralized cryptocurrency that has quickly gained attention from investors, banks, world leaders and large corporations.

However, the utilization of blockchain technology extends beyond cryptocurrencies and supply chains. Blockchain seeks to allow companies and individuals to participate in the transfer of data, property, money and goods; faster, easier, and safer. All opportunities for blockchain technology are still largely undiscovered and widespread use is advancing.

Applications of blockchain are not exclusive to any particular industry sector and will create many opportunities for students of different majors. For example, tech companies needing marketing, smaller businesses who want to implement and understand blockchain technology, and many more.

Recognizing the importance of blockchain and realizing employers are likely to seek this knowledge in the future, the College of Business at East Carolina University has started a special topics course on blockchain in-progress.

The blockchain course is lead by Dr. Jason Rowe and Dr. Jon Kirchoff, both Associate Professors in the Department of Marketing and Supply Chain Management. The aim of the course is to provide students basic exposure to blockchain applications and a more complete understanding of this rising technology.

This course is a first step in the broader integration of blockchain technology in the curriculum offered by the College of Business. Stay tuned for future developments.



*Photo courtesy of Cliff Hollis*

Blockchain student, Christopher Allen, pitches his blockchain idea to Raleigh-based entrepreneurs and College Alumni.





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# The Career Center Notes

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The Career Center interviews its own Lee Brown for some inside information as to current events and what the Center's future holds.

## **Describe how 2017 was successful for the COB Career Center.**

2017 was a year of growth and transition for the COB Career Center. In early 2017, we hired an assistant director (Robyn Slocum) who hit the ground running and is doing a great job for us in employer outreach, marketing, and assessments. We also filled a new internship coordinator position (Angie McCoy) who is responsible for handling all internships for the COB. This is a strategic area of growth for us, and Angie made an immediate impact. Our Employer in the Foyer program continues to provide students the opportunity to informally network with employers, and many of our students have landed full-time jobs and internships. We are excited to see what 2018 holds for us!

## **What can students expect from the COB Career Center in 2018?**

2018 is going to be an exciting year for us as we are now fully staffed! With everyone in place doing what we do, I anticipate some really great things this year. We are launching several new programs and building upon existing ones. We have collaborated with offices across campus that will create a stronger synergy for our students. We, as a college, have many initiatives moving forward this year, and I'm excited that the COB Career Center is a part of many of them.

## **How important is the relationship between the COB Career Center and faculty?**

I believe our partnership with faculty is instrumental for us to do what we do. We are so fortunate to have supportive faculty and staff who understand the importance our office plays in the success of our students. Being able to address a large group of students at once by visiting classes is essential to our objective. Not only that, having faculty actively promote our programs and services is immeasurable. Students for the most part, listen to their instructors/professors more so than anyone else, so faculty partnerships are absolutely necessary.

## **If a student is interested in using the COB Career Center, what is the first step they should take?**

Students may come by Bate 3016 to schedule an appointment or call 252-737-1236. We can also be reached via e-mail at [cobcareers@ecu.edu](mailto:cobcareers@ecu.edu). We welcome the opportunity to partner with each and every student to help them be the best they can be.

## **What is the one thing people will be surprised to learn about you?**

My plan was to join the PBA Tour (Professional Bowler) until an injury sidelined me for several months. During my time away from bowling, I met my wife and life carried me in a different direction. I'm a firm believer that we are here for a purpose, and I'm grateful mine is being able to work with students in a way that might positively impact the rest of their life.

# Graduation Fall 2017







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Thank you, Dean Eakins, for  
providing the College of  
Business more than 28 years  
of dedication and leadership!

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