

Stocknotes

SUMMER 2017

COLLEGE OF BUSINESS NEWSLETTER

Student Pirate Investment Fund



Thanks to a recent donation to the College of Business, the Student Pirate Investment Fund is set to go live.

The \$100,000 leadership gift by East

Carolina University Trustee Bob Plybon, a 1972 graduate of the college, will be part of a graduate/undergraduate-level finance class where students will serve as investment advisors. They will construct, manage and monitor the fund using approaches employed by professional registered investment advisors.

"I think it's important that young people have some accountability for what they're learning," said Plybon of Greensboro. "If we can put something in place where our students can have a great learning opportunity and make a difference in other students' lives again and again, what a great legacy."

The class of 20 students meets twice a week with the College's Department of Finance Chair Dr. Scott Below, who says the students now can put what they've learned in the classroom into practice. According to Below, students will "act in a variety of investment management roles and will have full fiduciary responsibility, following the tenets of modern portfolio theory."

The Student Pirate Investment Fund will follow the same endowment rules set by the ECU Foundation's board of directors. The foundation's finance committee will provide additional oversight.

Graduate student Zach Bass and senior Mark Matulewicz understand the impact of the leadership gift. However, according to Matulewicz, several actions need to happen before final investment decisions can be made.

"We're taking a lot of steps that include the necessary research and analysis," said Matulewicz. "Then, we'll start investing that money."

Though everyone will be anxious to see how the group of assets performs, Bass pointed out the investment portfolio is a long-term endeavor.

"Hopefully, in years coming and with a longer period to generate more returns, we can start applying (these returns) to scholarships," Bass said.

A 'transformational' gift

A proud alumnus, Plybon understands the positive effects his gift will have on generations. This endowment will change the lives of current students and future students, he said.

"To the extent we can promote the college experience, it's transformational," said Plybon. "It's going to impact them (the students) economically, socially, their children and grandchildren."

Additionally, Plybon said the fund will need to grow beyond his initial donation.

"We need to get this to be a million dollar fund to have the impact that we should be having," said Plybon. "This is a great opportunity for not only individuals but foundations and corporations that want to have a long-term impact on the students coming out of East Carolina University and the College of Business."

Proceeds from the student-managed endowment will benefit more than scholarships. Returns will also supplement student travel experiences, allow for data and software purchases and support other enrichment opportunities.

"This is an investment in the future," said Plybon.

For more information, contact Paige Sammons, director of outreach for the College of Business, at sammonse15@ecu.edu.



COLLEGE NOTES

Highlights from the Third Annual Business Leadership Conference

The College held its third annual Business Leadership Conference April 11-12 at the Mendenhall Student Center.

The two-day conference, which was open to College 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.

More than 50 leaders representing Fortune 500 companies, small businesses, startups, nonprofit organizations, higher education and government participated in more than 35 breakout sessions during the two-day event.

Below are highlights from some of the speakers.



"To be successful, you have to be abreast of the latest technology."
Robert D. Cabana, Director of the Kennedy Space Center



"Your gut makes a lot better decisions than your head. Take a risk and then assess."
Vern Davenport, NovaQuest Capital Management



"Ask yourself, what do you want to do before you die? Where do you want to make your mark?"
Inez Ribustello, Tarboro Brewing Company & On the Square Restaurant



"Stay sticky. Be the first one in. Be the last one out."
Johnathan Cook, Cisco Systems (and ECU College of Business Graduate)



"With forums like this (the Business Leadership Conference), you are being taught a broad set of skills that you can leverage later."
Gerald Ladner (Closing Keynote, Director of Sales, State Auto Insurance Company)



"Take on the jobs that need to be fixed; need to be grown."
Jan Davis, retired CEO

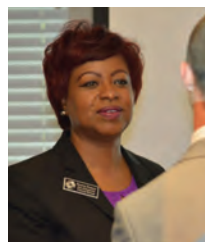


"The glass ceiling never impacted what I wanted to do. I might have thrown a rock right through it."
Dasha Little, President & CEO for Apogee Solutions, Inc.

"Integrity. At the end of the day, that's all you can take to the grave."
M. Scott Diggs, President & Co-Owner, Lift It Rentals



"Great effort will never take the place of readiness."
Tom Arthur, retired executive



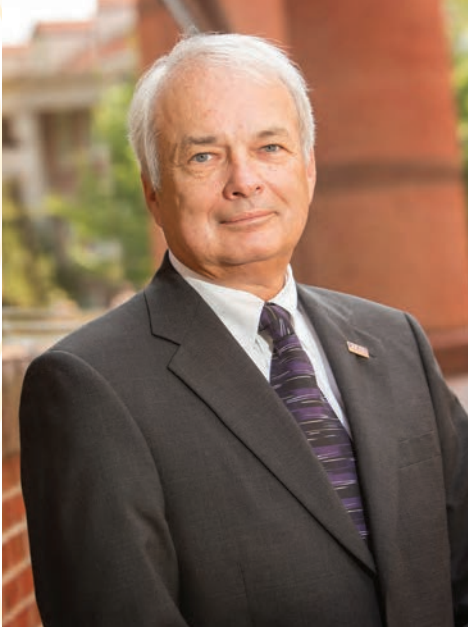
"Fair. Happens once a year and lasts about a week."
Bernita Demery, Financial Services Director, City of Greenville

"Leveraging your time well between semesters and during the summer will help you stand out."
Paul Adkison, Entrepreneur & Founder, Lift It Rentals



COLLEGE NOTES

Letter from the Dean



Dr. Stan Eakins

The College of Business has been extremely busy since our last Stocknotes and with this issue, we trust you'll be up-to-date with all the wonderful things that have happened.

Our feature story looks at how ECU Trustee (and College alumni) Robert Plybon funded our Student Pirate Investment Fund with a \$100,000 leadership gift. With this new funding, graduate/undergraduate finance students will serve as investment advisors. They will conduct, manage and monitor the fund. They will act in a variety of investment management roles and will have full fiduciary responsibility, following the tenets of modern portfolio theory. The money raised in this fund will benefit scholarships, travel experiences and other enrichment opportunities.

This year's annual Business Leadership Conference was once again successful. I don't know how our staff does it, but they were able to put together another stellar slate of speakers. Robert D. Cabana, former NASA astronaut and current director of NASA's John F. Kennedy Space Center, served as opening keynote. Gerald Ladner, director of sales for the Standard Lines Division at the State Auto Insurance Company, was the closing keynote. Students were able to participate in more than 35 breakout sessions with Fortune 500 leaders, entrepreneurs, small business owners and government officials.

In an effort to transform and impact the region, we've partnered with NC State University in an executive farm management program that will, initially, help the state's farmers be globally competitive and sustainable as they grow into a more complex, business organization.

The college also held the Inaugural James H. Bearden Induction Ceremony for new members of the ECU Chapter of Beta Gamma Sigma. Donors gave more than \$125,000 to the newly created James H. Bearden Endowment Fund, which supported this induction ceremony and will help fund future induction ceremonies and student scholarships that will also bear the former dean's name.

We've also included quite a number of news snippets about the latest happenings with our faculty, students and the college. Plus, we shine the light on two of our esteemed alumni who give annually to the College, and for that, all of us are extraordinarily thankful.

Lastly, and here's a hint, we are revamping the look and feel of Stocknotes. The next issue you will receive will reflect this change. We hope you like it. The College has worked hard on it, and I assure you, it will continue to provide the same level of stories and updates that will make you proud. I can't wait to show it off to you.

Again, we are so thankful for your support over the past years. You are the reason why we continue to be North Carolina's destination of choice for future business leaders.

Gratefully yours,

A handwritten signature in black ink that reads "Stan Eakins". The signature is written in a cursive, flowing style.

Dr. Stan Eakins
Dean, ECU College of Business

Farm Management Program

A series of workshops designed to help North Carolina's sweet potato and tobacco farmers maintain and improve sustainability kicked off with assistance from East Carolina University.

Instructors from ECU's College of Business joined event organizer NC State University in developing and delivering content to help large family-owned farmers strengthen their business management skills, meet the demands of the global market and gain a competitive advantage. Key topics during the five-day workshops included strategic planning, succession planning, human resources (HR) and labor management, financial management and risk management.

Curriculum for the sessions came out of a series of focus groups that included eastern North Carolina farmers.

The North Carolina Tobacco Trust Fund Commission helped fund the program.



Meeting ENC's Agricultural Needs

Dr. A. Blake Brown of NC State initiated the program after receiving feedback from local farmers who attended similar programs out of state. Following the support from NC State leadership, Brown developed this pilot program to focus on the "specialized needs of large commercial farms in the southeast."

"Southeastern agriculture is very diverse, and farms grow many specialty crops, most of which are labor and management intensive," said Brown.

"Our goal was to bring farmers together," said Sharon Justice, an instructor with ECU's business leadership and professional development



program. "The program wants to provide the tactical tools and resources so our farmers can compete, be sustainable and grow their business." David Mayo, an instructor with the College's Miller School of Entrepreneurship, joined Justice as a representative from the university.

Justice adds organizers of the program, as well as farmers statewide, recognize that strengthening farming business skills will strengthen the area's economy. All involved agree that maintaining and improving the economic sustainability of these farms is critical for North Carolina's rural areas.

Looking Beyond Agriculture

According to Dr. James Kleckley, director of professional services and research to ECU's College of Business, the approach the university took in helping shape the Executive Farm Management Program is emblematic of how the university can benefit the many industries that call North Carolina home.

"The College of Business is much more than academics," said Kleckley. "Our faculty has the professional expertise to work with any industry that needs help in making an impact on their customers and their community."

No matter the size of the company or the market that company serves, the college's professional services capabilities, said Kleckley, can certainly complement any organization's needs when it comes to conducting its business.

The program will continue with a series of webinars and meetings, and a second five-day workshop is being planned for November.

COLLEGE NOTES

Proof is in the Pudding: College Students Impacting the Region



At the recent National Small Business Institute® (SBI) Conference, East Carolina University represented very well.

Dr. Michael Harris, interim director of the Miller School of Entrepreneurship, was inducted as a Small Business Institute® Fellow. This honor recognizes many years of service and his long history of SBI® leadership, which includes being the Institute’s president. Under his 17-year leadership, College of Business students have won SBI® awards for the past 12 years.

At the conference, ten COB students walked away as top project winners. The team of Nate Dadosky, Morgan Harvey, Harrison Rosenbaum, Cameron Whitaker and Ben Worthington won first place in the Undergraduate Specialized Division.

The other team of Kevin Coughlin, Paige Harrison, Matt Hooks, Grey Johnson and Kaitlin Quinn took first place in the Undergraduate Comprehensive Division for their work with the Craven County ABC Board. The organization turned to the College’s Small Business Institute to help them with issues, according to Board Chairman Chip Chagnon, that plagued his organization for years.

“We got a call from Chip and based on his needs, we put together a team that was well-suited to meet the needs of the Craven County ABC Board,” said Harris.

After meeting with Chagnon and his team, the ECU SBI student team provided an integrated, high-level business study with recommendations that focused on professional development, strategic planning and a marketing strategy. In particular, they analyzed near term multi-million dollar building projects and location selection, as well as efficient external and interior store design.

Impacting and Transforming the Region

According to Chagnon, the study results had an immediate effect at several levels.

“Since the study, we have increased our profit-to-expense ratio. We have instituted many of the marketing recommendations and increased sales last fiscal year by three percent, more than \$300,000.”



And the study is continuing to have an impact. Chagnon said the Board is doing due diligence on a study-recommended site for a new complex, which will house a retail store, administrative offices and a warehouse. A second store is also being investigated.

“The ECU SBI study was instrumental in providing direction and purpose,” said Chagnon. “The rendered report was of the professional level expected; not expected from undergraduates, but rather by MBA level students. The report displayed many high-order business recommendations expected from writers who had many years of business experience; that were highly knowledgeable of North Carolina ABC operations and highly skilled in marketing.”

“The students were professional in demeanor and presentations. They were highly interested in our issues and a pleasure to work with. They represented the very best of ECU.”



COLLEGE OF BUSINESS

ALUMNI NOTES

2016

Gabe Bowman (MBA, MKTG '15) is a Financial Advisor for Edward Jones in Raleigh.

Victoria Centeno (MKTG) is a Client Development Associate for Brasco Design + Marketing in Raleigh.



Victoria Centeno

Leo Corbin (MGMT) is the President of the Greenville-Pitt Chamber of Commerce.

Ashley Griffith (MGMT & MKTG) is an Executive Recruiter for Ajilon in Raleigh.

Meredith Johnson (MGMT & MKTG) is a Logistics Account Executive for Total Quality Logistics in Charlotte.

John Hsien Lee (FINA) is a Client Relationship Specialist for Vanguard.

Chris Lineback (MBA) is a Corporate Engineer for Metrie in Richmond, Virginia.

Christopher Reaves (MBA) is a Management Analyst for Spirit AeroSystems.

Calvin Sampson (MGMT) is an Area Manager for Amazon.com.

Jessica Schisler (MSA, ACCT '15) recently started a new job as a Federal Tax Staff Accountant for KPMG in Raleigh.

Ryan Senior (MGMT) is a Continuous Improvement Specialist for PBM Graphics Inc. in Durham.

Michael Chad Sloan (MBA) is a Project Manager for AT&T in Raleigh.

Caroline Starnes (MBA) accepted a position as a BSA/AML Special Investigator at US Bank in Charlotte.

Ashley Renee Steinberg (MBA, MGMT '15) started her career with Vidant Health in Tarboro as a Human Resources Specialist in October 2016.

Mary Emaline Toler (MGMT) recently accepted a position for her first job where she is a Recruiter for Insight Global in Raleigh.

Jamie Cooke Watson (MIS) recently graduated from East Carolina and is currently living in Kenly.

Samuel Wood (MBA) works in finance at Pepsico.

2015

Nathaniel Perry Cohen (FINA & MGMT) is a Financial Advisor for Wells Fargo Advisors in Greenville.

Justin Davis (FINA) is a Business Development Coordinator for Nease Personnel in Greenville.

Giovanni Leon (MSA) is an Audit Associate at KPMG in Washington, D.C.

Houston B. Pittman (FINA) is an Underwriter for AmWINS Access Insurance Services in Charlotte.

Hunter Hale Rudd (MGMT) was previously a Green Beret and served with the 3rd Special Forces Group (Airborne). Today, he is working towards completing his MBA with an eye toward creating a smartphone app related to the wine industry.

Patrick Neal Stewart (ACCT) is a Staff Accountant at Metebolon, Inc. in Durham.

Trevor Topping (MGMT) is an Insurance Agent for All Peninsula Insurance Agency Inc. in Newport News, Virginia.

2014

Ashley Beddard Cauley (MSA) received licensure as a CPA in North Carolina.

Donald Besecker (MBA, FINA '13) completed his Bachelors in Finance and his MBA at East Carolina. He is currently living in Mooresville.

Melinda Nguyen (MKTG) is an Office Manager at Armstrong & Son Heating & Air, LLC in Columbia.

Justin Smith (FINA) is a member of Wells Fargo Home Mortgage in Greenville.



Justin Smith

Sahil Vahewala (MSA, ACCT '13) completed his Bachelors of Management Accounting and his MSA at East Carolina. Sahil is currently an accountant in Elizabeth City.

2013

Micah Robertson (FINA) is an AVP for Citi Bank. Micah recently relocated to Tampa, Florida after graduating.

2012

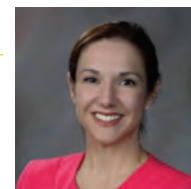
John Charles Anthony III (MSA, ACCT '11) is a Certified Public Accountant for Anthony & Tabb, PA in Wilson.

Nicholas M Carstens (MBA) is a Business Analysis Manager for The Coca-Cola Company in Rogers, AR.

Riley Higgins Spicer (MKTG) married Allen Spicer on September 4, 2016. Riley is Social Account Analyst for Elite SEM in Atlanta, Georgia.

2011

Elizabeth Browning Brooks (MBA) is a HR Generalist for Eastern Carolina Vocational Center in Greenville. Elizabeth recently married Adam Brooks on September 24, 2016.



Elizabeth Browning Brooks

Jessica Louise Pearson (ACCT) is a Senior Tax Accountant for Ernst & Young in Raleigh.

Scott Senatore (MBA) was the President and CEO for the Greenville-Pitt County Chamber of Commerce. He is currently Vice President of Development for Vidant Health in Greenville.

Graham Warren (FINA) is a Virtual Account Manager for Cisco Systems.

2010

Michael Stanley Kowalczyk (MBA, MGMT '09) is an Account Executive for Aramark.

2008

Caroline Brown Gay (MSA, ACCT) was promoted to Associate Vice President of Analytics at Lakeland Regional Health System in Lakeland, Florida.

A L U M N I N O T E S

2007



Lauren Harris Hunt

Lauren Harris Hunt (ACCT) wed Shauntae Hunt, a graduate of ECU in December 2006 with a degree in Information Technology, on October 15 in Greenville. She is an Assistant Athletic Director for Compliance at the University of Delaware and he is a police officer for the City of Wilmington, DE.

She is an Assistant Athletic Director for Compliance at the University of Delaware and he is a police officer for the City of Wilmington, DE.

2005

Lauren Asby (FINA) is a Mortgage Loan Officer for BB&T in Greenville.

Meredith Hardison (MSA) is a Senior Financial Auditor for Duke Energy in Charlotte.

Timothy James Morgan (FINA) was an honoree for the 2016 ECU 40 Under 40 Leadership Award. He is a Risk Advisor with Town Insurance in Raleigh.

Steven Brent Young (MKTG) is a Manager at Inmar in Winston-Salem.

2004

Ashley Underwood (MKTG) is a Regional Manager for DePuy Synthes Companies of Johnson & Johnson in Cary.

2003

Karalee Coughlin (MBA) is a Mortgage Lender with First South Bank in Greenville.

Andrew Cox (MBA) is Finance Director for the Elizabeth City-Pasquotank Public Schools. He was with the N.C. Department of Public Instruction.

W. Brandon Hinton (FINA) is Deputy County Manager for community services in Henrico County, Virginia. He was director of the county's office of management and budget since 2012 and assistant deputy county manager for community services since April 2016.

2002

Bernita Whitaker Demery (MBA) is a financial director and chief financial officer for the City of Greenville. She also co-founded the East Carolina Ivy Foundation with other members of the Alpha Kappa Alpha Sorority alumni group. Last year she was given the university's Women of Distinction award.

Sean Lavin (MGMT) works at defense contractor TCom in Elizabeth City building surveillance aerostats in giant, World War II airship hangars.

1999

Jennifer O'Connor Busse (MKTG) is a Senior Director National Talent Acquisition Leader at RSM US, LLP in McLean, VA.

1998

David R Damm (MBA) is a Managing Partner for Carolina Wealth Management Inc in Greenville. David began his career in 1998 with a company that focused on investment education. He co-founded Carolina Wealth in 2004 whose primary focus is to advise individuals, institutions, and nonprofits about better ways to manage investment portfolios. In 2005, David received the Accredited Investment Fiduciary (AIF) designation and he has also served on the City of Greenville Investment Advisory Board for 7 years.

1996

Franz Propst (Hosp MGMT) is a Corporate Chef for the Peak City Grill in Apex.

Scarlette Kaye Gardner (MBA, FINA '95) was recently named State Workers' Compensation Manager for the State of North Carolina's self-insured workers' compensation program covering approximately 125,000 state employees in state agencies and the UNC System.

Steven Spaanbroek (MBA) is CEO for MSL Healthcare Partners, Inc.

1995

Tony Mack Messer (MSA) is a Chief Finance Officer for Chatham County Schools, which is a fast-growing public school district in NC. Tony is also the current president of the Southeastern

Association of School Business Officials (SASBP) which has a membership in excess of 4,000 over 12 southeastern states.

Charles Clark Russell (MBA) is a Controller for Exelon, BGE Subsidiary in Baltimore, Maryland.

1991

Stanley P. Turbeville (MGMT) was named as Vice President of College Advancement for James Sprunt Community College in Kenansville after seven years as Director of Marketing and Public Information for Guilford Technical Community College in Jamestown. Stanley received his MA from ECU in 1999.

1988

Kevin Plotkin (FINA) relocated his Merrill Lynch practice from Center City Philadelphia, PA., to Wayne, PA.

1987

Donald R. Payne, Jr. (MBA) joined MBL Advisors in Charlotte as a managing director. He was previously a managing director of Harris, Crouch, Long, Scott & Miller.

1986

Connie Pritchard (ACCT) was promoted to Vice President with the Jones Financial Group of Wells Fargo Advisors in Greenville.

1985

Stephen McKinley Blizzard (MKTG) received the Distinguished Military Service Society recognition.

Dr. Nancy Dawn Whitfield (ACCT) published *The Gift of Serving: The DAVE Volunteer Model*, which described how to create healthier volunteer relationships. She is the President of *The Leader's Lightship* in Chesapeake, Virginia.

1983

Don Carter (MBA, MKTG '82) followed in his brother's (Worth Carter) footsteps and went into the Air Force after graduating. The brothers served and flew together for a time at Seymour Johnson Air Force Base near Goldsboro. Don retired as a Lieutenant Colonel and now lives in Buies Creek.

COLLEGE OF BUSINESS

ALUMNI NOTES

1982

William Russell Overman (ACCT) received the Order of the Long Leaf Pine in June 2016. William is a retired Carteret County Manager with 34 years of local government service in Herford, Martin, and Carteret Counties as well as the Town of Ahoskie.

1981

Worth Carter (MBA, BUSA '77) along with his brother, Don Carter, graduated from ECU and joined the military. Since retiring from the military, Worth is now a Deputy Program Manager for readiness, ground-based midcourse defense at the Missile Defense Agency in Huntsville, Alabama.

Robert "Bob" Gagnon (MKTG) retired from Selective Insurance after 35 years and started a second career as Director of Claims for Sentinel Risk Advisors LLC, an insurance brokerage firm with offices in Raleigh and Greenville.

1979

Gail Parkerson Herring (MKTG) is the Senior Vice President for First Citizens Bank in Wilmington.

1964

Phyllis Brock (BUSA) and her husband, Jim, celebrated their 50th wedding anniversary in 2016. She was a business teacher at Pinecrest High School in Southern Pines.

1953

Annie Pickett Smith (BUSA) wrote a novel, *Hester: Historical Fiction about the Life of a Slave*, based on the life of Hester Pearsall, who was the oldest known living ex-slave living in Duplin County in 1953. It was published in 2012.

**Got
News?**

**Submit your own
Alumni Note
online at**

www.ecu.edu/business/update



COLLEGE OF BUSINESS

ALUMNI NOTES

IN MEMORIAM

1950s

Reuben Walton Berry, Jr. (BUSA '52) of Fort Worth, Texas died July 23. A WWII Army veteran, he worked for Montgomery Ward & Co., Beatrice Companies Inc. and retired as CEO of Eastman, Borne and Associated in Chicago.

Kenneth Lee Clark (BUSA '59) of Sanford died June 5. In the late 1970s, he started Clark Textile Machinery in Charlotte, which he maintained and managed until his retirement.

Rogers H. Clark (BUSA '59) of White Lake died September 9. He was 80. He was a retired Army National Guard officer and was President of Sampson-Bladen Oil Co. and Waccamaw Transport Co.

Betty Mann McKinney (BUSA '56) of Raleigh died August 8. She taught in the Hampton (VA.) Public School System before leaving to raise her daughters.

Margaret Mellon Nemtuda (BUSA '57) of Greenville died August 8. She was a real estate agent in Wilmington for more than 25 years, retiring from Coldwell Banker in 2005.

Mary Grey Tart Porter (BUSA '57) of Raleigh died July 24. She retired from the Environmental Protection Agency.

Augustine J. Russo, Jr. (BUSA '52) of Virginia Beach, Virginia died May 13.

Charles Vardell Simmons, Jr. (BUSA '57) of Smithfield died July 31. He retired from the N.C. State Auditor's office.

Curtis G. Summers (BUSA '54) of Chesapeake, Virginia died June 16. He worked for the Virginia State Health Department and Browning's Marine, delivering boats up and down the East Coast.

Louie L. Tyndall (BUSA '56) of Ayden died April 25. A U.S. Army Veteran, he taught in public schools and then worked for 30 years as a manufacturing supervisor with DuPont in Kinston until retiring in 1991.

Norwood P. Whitehurst (BUSA '56) of Greenville died May 5. A U.S. Army Korean War veteran, he retired in 1999 from his accounting firm.

1960s

Robert Richard "Bobby" Bradley (BUSA '62) of Vass died May 23. He served six years in the National Guard.

William Richard Collier (BUSA '66) of Virginia Beach, Virginia died July 15. Retired Lt. Col.

Jesse Paul Davenport, III (BUSA '61) of Pactolus died May 21. In 1981, he retired from the Air Force after more than 22 years. He joined the family business, JP Davenport & Son, retiring after 20 years.

John Robert "Bobby" Draper (BUSA '64) of Suffolk, Virginia died May 20. In 2004, he retired as Director of Renewal Services for the Norfolk Redevelopment and Housing Authority, which he joined in 1970. He was on the baseball team at ECC.

Gerald Wingfield "Jerry" Gilliam (BUSA '68) of Forest, Va., died May 2. A U.S. Navy veteran, he retired after 34 years in management from Babcock and Wilcock. After retirement, he was a part-time cost analyst at Eagle Eyrie Conference Center.

Charles Paul Herron, Jr. (BUSA '69) of Charleston, South Carolina died May 16. He served as a deputy sheriff for Dorchester County sheriff's office, where he retired in 1998 after serving in the U.S. Air Force.

Terry Steve Leonard (BUSA '66) of South Lake Tahoe, California died July 7. A U.S. Army veteran, he was a lead bartender at Caesars (now Montbleu) from 1985 to 2016.

1970s

Kay Stephenson Wallace (ACCT '76) of Clayton died June 21. Memorials may be made to the ECU Foundation, Mailstop 301, 2200 S. Charles Blvd., Greenville, NC 27858-4353. Please write "Kay Wallace Endowed Scholarship Fund" in the memo line.

Carlton "Wayne" Vandiford (BUSA '71) of Fayetteville died April 28. He was a retired banker.

1990s

John Edwin Weaver (MKTG '90) of Wilmington died April 12. He has a career in which he completed professional interviews with authors and provided book reviews for many accomplished authors.

2000s

Brian E. Brinkley (MKTG '03) of Greenville died June 29. He was a department manager for Lowe's, assistant store manager for CVS and in the loan department at Wachovia Bank.

Delores "Dee" Brown (ACCT '04) of Atlanta, Georgia died April 14. She was a solution center consultant II for Automatic Data Processing in Alpharetta, Georgia for eight years.

Christina Marie Dinardo Fisher (BSBA '10) of Hendersonville died May 24. She worked for Morrow Insurance for 10 years.

Michael Glenn West (MGMT '01) of Simpsonville, South Carolina died June 14. A U.S. Navy veteran of Desert Storm and Somalia, he was Vice President of Retail Banking for Park Sterling Bank in South Carolina and Georgia.

2010s

Eric M. Barlow (MBA '14) of Durham died June 3. He was an academic coordinator for UNC-Chapel Hill.

Graham Smith Ferguson (MBMT '11) of Raleigh died June 4.

Sebastian L. May (DSCI '12) of Chesterfield, Virginia died May 2. He was a U.S. Navy Veteran.

Faculty

Bob L. Meyers of Winston-Salem died April 6. He taught in ECU's business school from 1960 to 1965.

Jack Thornton, Jr of Greenville, NC, died on May 5, 2017. He retired from the College of Business as professor emeritus in 1998.

Dr. Becky Fay of Lynchburg, Va died Jan. 2. Dr. Fay was an assistant accounting professor with the College.

ALUMNI NOTES

Alumni Q&A with Mary Howard Bartlett



We had the pleasure to speak with Mary Howard Bartlett of Goldsboro, North Carolina. Originally from Kinston, she graduated from the College in 1981 and earned her undergraduate degree in business administration with a concentration in accounting.

Below she shares some fond memories of her time at the College of Business. And, don't be surprised if you find some sage words of advice.

Please tell us about your current job/career

Until recently, I was the vice president for finance & CFO at 3HC, Home Health and Hospice Care, Inc. for 11 years and previously had been the director of finance at Wayne Memorial Hospital in Goldsboro for 18 years.

I have taken a new direction in returning as a healthcare finance consultant, which accords me more time to serve on five non-profit boards (I currently chair two) in Wayne County and chair the Advisory Board of BB&T, Goldsboro. Over the years, my finance skills have proven to be a strong asset to my board involvement.

Describe your family

I'm married and have one son.

Why did you choose ECU?

Since I was 13, I wanted to either go to the College of Business to be an accountant or be an attorney. I, then, decided I wanted to stick with business. I chose ECU because of the College of Business and its fine reputation.

The small class size was very important to me. I liked the smaller school atmosphere.

What are some of your fondest memories of ECU?

Back then, you didn't have this huge campus to move about because we were all in Rawl. It was right across the street from the student store. If you parked your car across the street, you could walk to it. You could move around the campus easily.

I had a class with a finance professor, James Buck. I loved it. It drove me throughout my career to be more of an analytical type accountant. Dr. Angel was my advisor, and he was always very good at leading me at what I needed to do and my class selection. If I had any issues, he was a good professor with whom to talk.

How did your education at ECU prepare you for your career?

I think having the close relationships with your professors made you want to work hard. You're right there sitting in the second or third row, and there they are. I learned a hard work ethic, and that has carried me through my entire career. I think those who work hard especially in the early days of their career understand one does not step out of school knowing how to do the job when hired. You have to learn that job. What you learn in school are the tools that you can use to learn your job.

I think ECU gave me a great fundamental background in how to learn.

Why would you recommend ECU's College of Business to those who are interested in pursuing similar career paths?

ECU and the College of Business have transformed into much more than a regional place for higher education. There's a lot more programs than when I attended. There also is the risk insurance program, which is a big industry now. You've got the hospitality program, and I think there are some programs in healthcare finance.

There are a lot more opportunities to be more prepared in different segments of industries that we did not have when I went to school.

I think the mission of ECU is so strong in helping this region. I can't say enough about the School of Medicine. Over the years the College has grown stronger than it was.

That is a testimony to the administration and the alumni that have done a lot to drive the ECU College of Business.

Is there anything else you'd like to share about yourself?

I am an avid golfer. I started golfing when I was about five years old. My dad taught me how to play golf, so I've been playing most of my life. I enjoy playing with my husband and son and especially enjoy playing in charity golf tournaments.

What's your motivation for giving?

My husband and I appreciate the blessings we have, which is why we support many nonprofits including ECU and the College of Business. We see our donations complementing College scholarships to attract top students and funding that will bring in even more, accomplished professors.



ALUMNI NOTES

RMI Spring Break Trip to Atlanta

Members of the College's Gamma Iota Sigma (GIS) Beta Theta Chapter spent their 2017 spring break learning all about the world of risk insurance. Twenty students and two faculty members from the program traveled to Atlanta in March and toured three organizations.

IBHS

The first stop was the Insurance Institute for Business and Home Safety's (IBHS) laboratory in Richburg, South Carolina. Funded by members of the insurance industry, IBHS conducts cutting-edge research that builds stronger buildings and communities. Said IBHS CEO Julie Rochman, "IBHS was thrilled to host these future insurance industry executives at our Research Center, to help give them a full appreciation for the many ways in which our industry helps protect homes, businesses, and communities across the nation."



RSUI

The following morning, the group visited RSUI Insurance in Atlanta. The group was treated to a personal tour conducted by Mr. Dave Leonard, chairman and chief executive officer of RSUI. Mr. Leonard is also a proud ECU College of Business alumnus.

Many of the RSUI senior executives visited with the group and shared details about their expertise. During the trip, the group had the privilege to enjoy a private dinner generously hosted by Mr. Leonard and his wife, Mrs. Pamela Leonard.



RPS

Risk Placement Services (RPS) also hosted the students for a visit. Mr. Wayne Leshynski, senior vice president of RPS, arranged the visit. During this visit, the students were engaged with several top managers who described in great detail the intricacies of the insurance business. Said Prof. Kurt Fickling, a faculty advisor to GIS who went on the trip, "the knowledge the students gained from the RPS team was invaluable, and we even lined up an internship for one student who was on the trip."

Coca-Cola

The group also enjoyed a visit to the World of Coca-Cola, which provides an in-depth look at the history, strategy, and manufacturing capabilities of Coca-Cola. Dr. Brenda Wells, the director of the ECU Risk Management Program and the other faculty advisor on the trip said, "While a visit to Coke may not seem like it's related to risk management, it definitely is. The students get to see high-tech manufacturing equipment in action, as well as interact with exhibits that wonderfully depict the capabilities of corporate risk management."



GIS members were treated to this trip through the generous sponsorship of Independent Insurance Agents of North Carolina (IIANC) and Mr. David and Mrs. Pamela Leonard. "We could not provide this wonderful opportunity to our students without the benevolence of IIANC and the Leonards. We appreciate their generosity in ways that words cannot express."



Alumni Q&A with Heather Misenheimer Stepp



We recently had a wonderful conversation with Heather Misenheimer Stepp of Greenville, North Carolina. A native of Rockwell, Ms. Stepp graduated from the College of Business with a BSBA degree.

Her family has deep roots with the University, and we're so happy she continued that tradition. Here's what she had to say about her experiences with the University and the College of Business.

Please tell us about your current job/career

I've been a realtor for Keller Williams Realty Points East out of Greenville for the past three years.

Describe your family

I met my husband Derek Stepp '98 at ECU, and we have been married for 19 years. We have 2 daughters: Olivia (14) and Stella (8). My father is an ECU alum, as are my two sisters, one brother in law, and a sister in law.

Why did you choose ECU?

I can remember coming for a Spring Open House while I was still in high school and getting the opportunity to talk to professors and students one on one. That made a huge impression on me!!! Being a part of a university with a close-knit community was important to me.

What are some of your fondest memories of ECU?

My fondest memories of ECU are my days as an ECU Ambassador and participating in the Shared Visions Capital Campaign and Homecoming Festivities. I always looked forward to springtime on campus. That first warm day was always the best.

Did anything interesting happen during your time as a student at ECU?

I was at ECU in the late 90s when so much growth took place—from the new Dining Halls to the Student Recreation Center. I can remember the old battery plant located on Evans Street and Greenville Blvd. I can't even believe that 20 years has passed, and Greenville has grown so much with the expansion of the University.

My favorite thing I did at East Carolina University was in the entrepreneurship class. We got to work with and consult with a client for a semester. It was awesome. I just loved it!

As a member of the Society for Advancement Management, I even attended a conference in Las Vegas.

How did your education at ECU prepare you for your career?

ECU and the College of Business taught me about the importance of building relationships and remaining in a state of constant learning.

Why would you recommend the College of Business?

I just think the opportunities here are tremendous. I recently was able to sit in on the professional development class that focuses on networking. That was phenomenal. I can't imagine having this available to me when I was a student, to prepare me for when I got out in the real-world.

What advice do you have for current business students?

Soak up every opportunity you have to learn and continue learning throughout your career. If you think you are the smartest person in the room, you need to find another room.

Do you have any final thoughts?

A very wise man by the name of Gary Keller said that every person is only five years away from anywhere he or she wants to be. This statement is so profound yet easy to wrap my head around. Success is simple, not easy. Opportunity is there for anyone who is willing to seek it, make it or take it!

Why do you give to ECU?

My last gift to the College supported the Student Travel Fund because I think it's important for students to have travel opportunities abroad as part of their education. It will expose them to many different cultures and give them the opportunity to learn how to handle different situations. Travel can make you a smarter and stronger business person.



ALUMNI NOTES

Believe in Yourself and be Persistent



“It was through my mother’s influence that my current identity matured within me. .. I am a first-generation American and a bona fide Ukrainian-American. She raised me to be proud of both aspects of my nationality. I also learned that hard work could get you beyond the standard lines drawn by society. If my mom can go from not speaking English and raising me through a divorce to buying a house and getting her Masters of Business Administration, can anything stop me from winning a Nobel Prize in Economics?”

Roman Bilan, 17, Incoming Freshman in ECU’s Honors College

Some parents would be humbled knowing their children felt the same way about them as Roman feels about his mother, Svitlana Bilan. As her story inspired her son, her story might inspire others in the same situation.

OK. Her situation is going to be a little different, but the reason why she chose ECU’s College of Business is common: her family.

Journey to Greenville

Svitlana is a medical doctor from Ukraine. She valued the role of education “back home” and took advantage of it.

Her journey to the United States began with marriage, which eventually dissolved and then Svitlana, with a baby in tow, was all alone. She did not have a car. She did not speak English.

It was easy to compile a list of all the negatives, but there was one positive that kept Svitlana going, Roman Bilan.

Svitlana knew education was the outlet that would position her for better opportunities. Her medical degree is a testament to that belief. However, it would not provide those opportunities in the states. She had to start from scratch.

Yes. She could get a medical degree, again, at ECU. However, she knew the time commitment it would take. More importantly, she knew a residency would take time away from Roman. Another medical degree was not an option.

She then turned to the College of Business. She first got her bachelor’s in Accounting in 2014. Then, two years later, she received an MBA degree. This type of degree, she summarized, would put her in the position to provide a good life for Roman.

Beyond the Standard Lines

Fast forward to December 2016 and to Minges Coliseum. Roman is part of an audience to see loved ones receive their degrees. As his mother crosses the stage, one can assume that some memories flooded his mind. His mom buying her first car and her first house. Mom up late at night studying for tests. Mom taking him to Washington, D.C, to attend Ukrainian President Poroshenko’s address to the joint session of Congress. And, making sure mom’s tassel was on the correct side of the mortar board before joining her fellow MBA graduates in line to get their degrees.

Mostly, it’s the sacrifices she’s made that he remembers.

And, as Svitlana crossed the stage and shook the hand of Dean Eakins, she knew she was better armed to provide for her son and to help, as she puts it, her “motherland Ukraine, which is currently at war with Russia, and give back to the United States, the land of opportunity.”

She also reflected on the professors that sat on stage and on the Coliseum floor; professors who helped her achieve her goals because “they love what they do and they care about the students.”

She added, “With the professors’ support, and the College’s excellent reputation, I knew doors would open so I can have better employment opportunities.”

Svitlana also knew that somewhere in the audience of other adoring families sat the one person who inspired her and drove her to embark on a new journey. And, if she had additional advice for Roman, it would be, “believe in yourself and be persistent.”

These are words to live by.

COLLEGE OF BUSINESS

FUNDING PRIORITIES

Funding Priorities for the College of Business

Through your support, you profoundly impact the lives of our business students, the economic development of the state and nation, and the future of your alma mater. We graduate more than 1,000 business students each year. When we say we prepare the leaders of tomorrow, it is demonstrated by you and our students' successes. Based on past growth and your support, our goal over the next 10 years is to build the College's endowment to \$100 million. We invite you to invest in the College of Business and help continue its transformation. Thank you for standing by us.

Endowed Scholarships

Attracting the best and brightest students—and ensuring access to an East Carolina University education—rank among our highest priorities in the College of Business.

All students benefit when great students are included in the mix. The dynamics of each class changes, the bar is set higher, student organizations thrive with their enthusiastic leadership, and teachers grow under the challenges great students generate. The only way ECU will attract these students is with scholarships that are equivalent to those offered by other prestigious programs.

The College of Business is now a four-year college that admits students directly from high school. These top students are also recruited by other universities. If we want to attract them to our campus, and to thereby raise the competitive level of our college, we need to offer competitive scholarships. Endowed scholarships can be structured in various amounts for any number of years. There is no limit to the number of these that are needed, but an aspirational goal is that the top 10% of our students receive financial help. The endowment level for a scholarship is \$25,000 and may be pledged over a 5 year period. Annually funded scholarships are also available.

Faculty Support

Inspired, knowledgeable, and caring faculty are the lifeblood of any university program. Students come to a program because of its reputation, but they stay in a program because of the quality of the education that faculty provide. Any college that aspires to greatness must attract and retain its best. The primary tool used in academics is the professorship. This supplements the base state salary, provides discretionary funds for research and student programs, and is a recognized honor that all faculty take very seriously. Over the last five years we have grown our number of professorships from two to nine. This number needs to continue to increase.

The minimum endowment the state will accept for matching funds is \$336,000. Our goal is to provide each of our departments with two to three professorships to retain the best faculty available.

Endowed faculty fellowships are another way to provide support to further the research, teaching, and outreach of our faculty. Fellowships help attract and retain the best faculty, providing a way to reward top performing faculty in an environment with limited merit raise funding options.

FUNDING PRIORITIES

Priority Fund Growth

Our College of Business is a complex, rapidly moving enterprise where opportunities are constantly arising to enrich our programs, research, and student experience. These cannot all be predicted in advance. The solution is a discretionary fund that can be used to as needed. The College of Business has such a fund, which supports all college activities not covered by state funds. As the college grows and our opportunities to enhance the student experience expands, this fund must also be expanded. The Leadership & Professional Development Program is a great example of our discretionary funds at work. Over the last 10 years, this four-course leadership program has been implemented in the college and is a unique and effective program which grooms our students to assume leadership positions upon graduation.

Student Travel Fund

The best business programs do not limit the educational experience to faculty standing in front of students. An increasing number of faculty are opting to take students on both national and international educational trips, to enrich their learning experience. The experiential part of class is what impacts the students the most, and we need to encourage these kinds of activities. State funding does not support most of these enriching activities; they only happen when a college has enough private funding to support the many varied and significant co-curricular programs that become available. Through your support to the COB Student Travel Fund, many more students will be able to take advantage of these remarkable and rewarding trips.

The Student Pirate Investment Fund

ECU's student-managed fund has recently gone live, with business students acting as investment advisors over real donations as part of a finance practicum course. Proceeds from the Student Pirate Investment Fund will benefit student scholarships, supplement student travel experiences, purchase data and software related to the class, and support other student enrichment opportunities.

Please contact **Paige Sammons** or **Jim Westmoreland** for more information on how your support makes a difference. *Thank you!*



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FACULTY NOTES

Tuten Provides Training at Slovakian Conference



Dr. Tracy Tuten, a professor in the Department of Marketing and Supply Chain Management, served as marketing faculty for the NGO Leadership Conference, which took place in early December 2016 in Bratislava, Slovakia.

The conference is an initiative established by The Weiser Center for Emerging Democracies (WCED) to strengthen civil society in new democracies by providing leadership training to non-governmental organizations (NGOs). In partnership with the William Davidson

Institute (WDI) and the Pontis Foundation, the NGO Leadership Conference provided training at no cost to leaders from NGOs in select countries where authoritarian regimes have collapsed. As recent events in Ukraine, Russia or Tunisia have shown, there is an urgent need to strengthen civil society organizations so that they can advance positive social and political change. Participants came from Belarus, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Moldova, Russia, Slovakia, Serbia, Tajikistan, Tunisia, Turkmenistan, Uzbekistan, and Ukraine.

The goal of the NGO Leadership Conference is to make civil society organizations more effective and durable. NGO leaders gain managerial capacity and the tools and skills that will help them to successfully engage with the general public, government stakeholders and international partners. The program included sessions on vision and strategy, financial management, resource mobilization and marketing proposal.

Falasca Awarded BB&T Grant

Dr. Mauro Falasca, an assistant professor in the Department of Marketing and Supply Chain Management, was awarded a \$1,000 BB&T Active Learning and Leadership Development Incentive Grant for the spring 2017 semester. The program is administered through the ECU Office for Faculty Excellence.

The grant will support the use of active learning to develop leadership abilities of students enrolled in Business Decision Modeling. The purpose of the project is to explore the relationship between different kinds of active learning strategies (from problem-based learning to cooperative learning) and the development of group and individual abilities of transformative leadership.



Swart Selected to BB&T Fellows Program



Dr. William (Bill) Swart, professor in the Department of Marketing and Supply Chain Management, has been chosen as a program fellow for the BB&T Faculty Leadership Fellows Program for the spring 2017 semester. The program is administered by the ECU Office for Faculty Excellence.

The purpose of the BB&T Faculty Leadership Fellows Program is to support and extend the development of student leadership capacity abilities as an integral part of regular course instruction.

Twelve BB&T Faculty Fellows will meet weekly to discuss ideas, readings and the strategies they can implement in their courses as they teach in their disciplines. Upon completion of the program, fellows will receive a \$1,800 stipend. Fellows who complete the program can apply for continued involvement in the program as mentors or investigators.

The Faculty Leadership Fellows Program plays a key role in the growth of ECU as a Leadership University.

FACULTY NOTES

Reed Accepted to Engagement & Outreach Scholars Academy

Dr. April Reed, an associate professor in the Department of Management Information Systems, has been accepted to the ECU 2017-18 Engagement and Outreach Scholars Academy (EOSA) Cohort to conduct a STEM summer camp for local middle and high school students to introduce them to Management Information Systems.

EOSA was created in 2009 to increase the knowledge of, motivation for, and capacity to secure research funding and conduct scholarly engagement with community partners. More than 90 faculty members from seven colleges and nine departments have participated in the Academy to date.

Faculty scholars will complete workshops that aid in the understanding of scholarship of engagement, the building of strong, sustainable partnerships, and consideration of ethical issues that arise in community-university partnerships. During the spring and summer, faculty and their community

partners will design an engaged research project that will be submitted for approval by the EOSA Director and the Institutional Review Board. Research grants and graduate student funding will be available when proposals are approved.

Pending availability of funds, each person selected for the Academy will be awarded up to \$5,000 for an engaged scholarship project. In addition, funding for a graduate assistant for the 2017 fall semester is provided as part of the EOSA award.



We Lost a Rising Star



East Carolina University accounting assistant professor Dr. Rebecca Fay died unexpectedly Jan. 2 after being involved in a car accident in Roanoke, Virginia.

Fay's husband, Patrick Fay, and their two young children sustained minor injuries in the accident according to a post on his Facebook page. Patrick Fay is the marketing and communications manager for ECU's enrollment services.

Dr. Stan Eakins described Fay as "one

of the stars of the college."

"She had a tremendous academic future ahead of her," said Eakins. "She was extremely liked by faculty and students, and a future leader of this college."

Fay's brief but prolific career at ECU does include the hallmarks of a rising star. She came to ECU in 2011, the same year she received her doctorate in business from Virginia Polytechnic Institute and State University. She was a licensed, certified public accountant (CPA), and before joining ECU, she worked as an audit manager for Cherry Bekaert, an accounting firm headquartered in Richmond, Virginia. She received her bachelor's and master's degrees from Liberty University.

Fay's primary research interests focused on enhancing the quality of audits and accounting education. She received the College of Business' Scholar-Teacher Award in 2015 for the outstanding integration of research in the

classroom. Her work has been featured on the cover of the Journal of Accountancy and has been published in Issues in Accounting Education, the CPA Journal, Managerial Auditing Journal, Current Issues in Auditing, and Research in Accounting Regulation.

In 2016, Fay received the Innovation in Auditing and Assurance Education Award from the American Accounting Association.

Fay was also engaged with the students. She recently served as the president of Beta Gamma Sigma, an honor society for business students, from 2013-2015 and was also the faculty advisor for Beta Alpha Psi in 2015.

"Dr. Fay was very talented and dedicated to her work," said Dr. John Reisch, professor and chair of the College of Business' Department of Accounting. "She was willing to work with students outside of the classroom to help promote their intellectual curiosity. Her presence will be sorely missed."

In addition to her research on auditing, Fay was the lead author of "Incorporating International Financial Reporting Standards (IFRS) into Intermediate Accounting," a textbook supplement developed by a team of authors from Virginia Tech that has been implemented in classrooms across the country. She has provided IFRS training seminars to accountants and professors, and has contributed IFRS questions to the CPA exam.

FACULTY NOTES

Two College Faculty Members Named University Scholars



Congratulations to the College's Dr. Huigang Liang, management information systems professor and Dr. Thanh Ngo, associate professor of finance, for both being named a University Scholar by the Vice Chancellor for Research, Economic Development and Engagement. Drs. Liang and Ngo were recognized for their 2016 achievements in research and scholarship that placed them in the top five percent of their ECU Peers.

In 2017, both will serve as a resource for leadership on issues that impact scholarship in their disciplines.

Wells Named a "Woman of Distinction"



Dr. Brenda Wells, the Robert F. Bird Distinguished Professor of Risk and Insurance, has been selected as a 2017 "Woman of Distinction" by the Chancellor's Committee on the Status of Women (CCSW).

The ECU Women of Distinction Awards are given every two years to recognize the outstanding contributions by women of East Carolina University. Nominees for the awards may include ECU faculty, staff, administrators, and alumni. Ten women were selected for this prestigious award, one of whom will be chosen to receive the Linda Allred Profiles in Leadership Award.

The awards recognize women who have distinguished themselves in academic work, career, leadership, public service, or any combination thereof through commitment, determination, empowerment and generosity of spirit and time; contributed to the personal growth and success

of others, especially women, through education, research, or public or volunteer service, beyond their expected job responsibilities; and created positive social change, increased equality and fairness for all, and built community. Areas in which nominees demonstrate outstanding contributions may include but are not limited to, academics/education; professions; research; health care/services; management/administration; politics; social services; volunteer, charity, community outreach organizations; and athletics.

Wishing Them the Best!

The College and the Department of Marketing and Supply Chain Management recently held a retirement reception for Dr. Ken Anselmi, Dr. Sue DeVecchio and Mrs. Jane Lang. Colleagues and staff came out and shared stories, shed tears and provided heartfelt (and much deserved) best wishes. All three retired at the end of the Spring 2017 term.

Department Chair Judy Siguaw led the ceremonies and presented gifts from the College.

Thank you, Dr. Anselmi, Dr. DeVecchio and Mrs. Lang. You've given us a lasting legacy that we should all follow.

Editor's note: Margy Conchar, associate professor in the Department of Marketing and Supply Chain Management, retired at the end of the Fall 2016 term. The College wishes Margy the very best as she moves on to more traveling and time with her family. Thank you, Margy!



COLLEGE NOTES

School of Hospitality Leadership Ranks Second in the Nation!

BestColleges.com, a website dedicated to conducting data-driven research about higher education in the United States, has ranked the College's School of Hospitality Leadership the Number 2 online hospitality program in the nation.

In the course of their research, they identified a recent surge in not-for-profit public and private colleges and universities incorporating online hospitality management degree programs to meet the demand for students and professionals pursuing new careers.

Best Colleges.com published an investigative review of the best online programs available in the US.



College of Business Partner University Named Business School of the Year in the UK



Strathclyde Business School, an ECU College of Business bilateral partner university in the UK (AACSB accredited) has been named the UK's Business School of the Year by the Times Higher Education (THE) for outstanding overall performance and innovative and entrepreneurial outlook.

The prestigious award was presented at the higher education awards in London, which recognize universities that have demonstrated exceptional

performance against specific indicators including innovation, teaching, research and student experience. Judges also assessed the strength of partnerships with the business community and the positive impact of these links.

This news is the latest in a series of high-profile awards for Strathclyde, which was named The UK Entrepreneurial University of the Year in 2014 and UK University of the Year in 2013.

The news comes just a month after the Business School celebrated the re-opening of its state-of-the-art building, which has been transformed with a £23 million investment, and in the 50th anniversary year of its internationally-renowned MBA program.

The awards judges cited the Business School's strong performance in the latest Research Excellence Framework and indicated they were particularly impressed with the School's level of external engagement.

IIANC Awards \$71,500 to RMI Program

Recently, IIANC- Independent Insurance Agents of North Carolina generously awarded the College of Business' Risk Management and Insurance (RMI) Program a \$71,500 gift. The gift will support a number of initiatives, including student travel, faculty support and recruiting efforts.

Aubie Knight, CEO of IIANC, and independent insurance agents Steve Chalk of Chalk & Gibbs and Bill Vogedes, president of Vogedes Insurance Agency in Edenton and Kitty Hawk (and 2016-17 IIANC Board chairman), presented a check to Dean Stan Eakins and RMI program students. They also shared their time, expertise and valuable industry insight.



COLLEGE NOTES

Student Technology Center Opens

The College of Business' new student technology center opened its doors Jan. 10, 2017. Located on Bate Building's third floor, the nearly 5,300 square foot space will allow students to collaborate with other students and faculty or just hang out. The intent of the center is in lock step with the college's goal of providing an environment of engaged learning for the college's students.

What's New?

The new interior design is based on student feedback and reflects current trends in the business workplace. Here's what one can expect when visiting the center:

- Forty-two individual workstations
- Two boardrooms where students can practice and hone their presentation skills
- Robust wireless
- Student ambassadors that will provide services such as, but not limited to, production of materials, critique of presentations and equipment (laptops, charging cables, cameras, etc.) checkout.
- Tech support for the college's students, faculty and staff



SHL Awards \$40,000 in Scholarships

The School of Hospitality Leadership awarded more than \$40,000 in scholarships for the 2017-2018 academic year.

The Scholarship Committee, led by Dr. Jay Lee, reviewed over 60 applications. Hospitality students were evaluated based on donor criteria, which might include financial need, class level, GPA, or residency by state or county. The following scholarships were awarded:

- **American Hotel and Lodging Educational Foundation** – *The School is part of the AHLEF Scholarship program and receives \$7,500 annually from the foundation.*
Brittany Burk, Savannah Carlucci, Kaitlin DeSimone, Jennifer Fox, Madison Thompson and Laurie Williamson
- **Aramark** – *Aramark Scholarships can also be partnered with an internship on campus.*
Nathan Lavoie, Kaitlyn Pacitto, Mary Poteat & Trista Spencer
- **Bodenhamer USA Scholarship** – *This is a 2-year scholarship.*
Audrey Williams
- **Irwin Roberts**
Victoria Hawkins, Ashley Larsen, Leah Rogers, Katie Thompson, Leanna Wiggins & Audrey Williams
- **Donnie & Linda Vann Lassiter Scholarship**
Ashlee Dawson, Angela Hollowell, Sarah Huegel, Cloe Jones & Madison Mize
- **Taylor Spirit of Hospitality Scholarship**- *This scholarship was established by the family of Carol Taylor a former SHL colleague.*
Meredith Teasdale
- **J.R. & Elgie Wordsworth Scholarship**
Samaria Carter, Madelyn Evans, Kyrsten Gable, Harold Grooms & Elizabeth Rowe

COLLEGE NOTES

SHL Tourism Class Links with Kyrgyzstan

The College's School of Hospitality *Dimensions of Tourism* class was recently engaged in video links and a semester-long project with a tourism class at Kyrgyz-Turkish Manas University in Bishkek, Kyrgyzstan.

The course was taught by Dr. Cynthia Deale and was part of the Global Understanding Program at ECU, which is sponsored by Global Academic Initiatives and Emerging Academic Initiatives. Global Understanding Program courses are taught within a variety of disciplines and aim to provide a more global point of view for the students both here at ECU and at our sixty partner universities in thirty countries. Students learn about other cultures without the expense of studying abroad.



HMGT 3200 covers a variety of topics related to tourism including tourism organizations, culture, diversity, safety and security, sustainable hospitality and tourism, product development, and tourism in the future. Students collaborate on projects with Kyrgyzstan partners while comparing and contrasting leadership in hospitality and tourism in the two countries.



Harris Named Interim Director of the Miller School of Entrepreneurship



Dean Stanley Eakins said the college received more than 50 nationwide applications. At the end of the day, according to Eakins, “Dr. Mike Harris is better qualified than the other available applicants and can readily move the entrepreneurship program forward.”

And moving forward it is.

The Miller School of Entrepreneurship, established in 2015, serves as a regional hub for preparing students to take an entrepreneurial mindset to their communities. The school links with partners throughout the university and region to bring entrepreneurship education and co-curricular student engagement to enable regional transformation.

Under Harris’ guidance, the MSOE is currently working on its curriculum, providing coaching sessions for student teams competing in spring competitions, connecting student entrepreneurs with coaches and regional experts, and hiring additional faculty.

Currently, Harris is the chair of the College’s Department of Management, and for the past 17 years, he has directed the College’s Small Business Institute. He was recently named a Small Business Institute® Fellow, and for that organization, he has previously served as its president, vice president and co-editor of its journal.

Through his small business management classes and engaged learning approach, Harris has supported 700 students who have provided more than 45,000 hours for 120 client projects.



Karl Wins Scholar-Teacher Award

Dr. Brad Karl, an assistant professor in the Department of Finance, has been selected as the 2016-2017 College of Business recipient of the ECU Scholar-Teacher Award.

The ECU Scholar-Teacher Awards Program recognizes outstanding faculty members who integrate scholarship and teaching.

Karl was recognized at the Research and Engagement Awards Program in February 2017 and received his award at a program held in April 2017.

COLLEGE NOTES

College of Business Receives Contribution from Speedway, LLC

Region Manager Alan Zell and Centralized Recruiter Rachel Ionta, both of Speedway LLC, recently gave a contribution to the College. Zell and Ionta, both ECU College of Business graduates, presented the check to Dean Eakins during a visit to the College.

Over the years, the relationships and employment pipeline from the College to Speedway have been very strong. The official convenience store of the East Carolina University Pirates, the company has more than 36,000 employees and approximately 2,800 stores.

Speedway actively supports the College's Employer in the Foyer program and is interested in participating in the College's etiquette dinners and mock interviews. Regarding the donation, Eakins said, "I am grateful that Speedway wants to continue to build its relationship with the College. They are a valued regional partner, and I'm proud they turn to us to find their future leaders."



ECU Team Places 3rd at BB&T Leadership Symposium

The team Beyond Tutoring, LLC, comprised of Matt McCall and Katie Thomas, placed third at the BB&T Leadership Symposium recently held at the Institute for Emerging Issues on the campus of NC State University. Their team competed with 14 teams from universities across North Carolina and was awarded a \$2,000 cash prize for their business idea pitch. Additionally, last November, Beyond Tutoring, LLC, finished in the top three at the Greenville Discovery Forum competition that was co-sponsored by the College of Business and held on the campus of ECU.

McCall, an ECU engineering student, and Thomas, his business partner, worked hard to refine their presentation, and their recent win emphasizes the reach the Miller School of Entrepreneurship has across campus when working with students from other disciplines. McCall offered his thanks by stating, "The symposium was an unforgettable experience for Katie and myself... I thank all of you for your

help thus far. You've all gone above and beyond your roles as our mentors, and helped make this possible. We're excited to continue moving forward after this success and glad that we have such incredible support from the College of Business, Miller School of Entrepreneurship, SBTDC, Greenville SEED, Office of Technology Transfer, and others!"

As a side note – last year, it was also an ECU team (FreshSpire) who was the \$10,000 Grand Prize winner of the competition. It's safe to say that the College of Business and the Miller School have been well represented at this annual statewide competition whose key objective is to inspire, support, and develop young social entrepreneurs and innovators across North Carolina.



STUDENT NOTES

Computer Science and Business Students Participate in Hackathon

Between 9 p.m. Feb. 23 and 8 a.m. Feb. 24, 16 students from the College of Engineering and Technology (CET), the College of Business (COB) and other University colleges came together to help launch a company.

The College of Business' Student Technology Center hosted a hackathon where these students created a website, or what they call a web store, for gamers, musicians, writers, artists, etc., to sell their content.

"I was working on a project in my spare time," said Samuel Carraway, a CET junior from Chapel Hill. "I wanted to make it a reality."

Carraway said he participated in two hackathons off campus and that's where the idea germinated to have a hackathon at the University. He presented the idea to the recently formed student organization, EPIC or Empowering Pioneers through Innovative Culture, which includes students from all over the University who have an entrepreneurial spirit.

To help cultivate that spirit, COB's Miller School of Entrepreneurship and instructor David Mayo oversaw this hackathon's proceedings. Though these types of events are usually software intensive, Mayo believes it's important to have a business component, as well.

"This hackathon not only produced a product, but we also came out with a business model that makes that product useful for the owner and the customer," said Mayo. "Entrepreneurship acts as a bridge for that innovation."

"We liked this collaborative atmosphere and having people from different majors and backgrounds come together," said CET senior and EPIC co-president, Magus Pereira. "The hackathon was a good experience."

Along with the new web store, a business plan was also finalized to help the store go to market. Teams of engineering and business students focused on three areas: the building of the website, a Kickstarter campaign, and a business model canvas. Business senior Christopher Rudkowski joined the hackathon and was anxious to take what he's learned and put it to practical use. He said, "I've never been so immersed in a situation where we can get together and make something work."

Business senior Dakota Votaw had never participated in a hackathon, but he's glad he joined in this one. "It was a very positive experience for everyone," he said. "I don't think anyone left there thinking it was a wasted night."



Computer Sciences Senior Patrick Luy, left, works with Samuel Carraway, computer sciences, junior, on a business model canvas during the hackathon.



The Feb. 23 & 24 hackathon included students from both the College of Engineering and Technology and the College of Business

Corporate Social Responsibility in the Dominican Republic

Faculty from the College's Department of Marketing and Supply Chain Management, including Dr. Judy Siguaw (chair), Dr. Mauro Falasca (assistant professor), Dr. Jon Kirchoff (assistant professor) and Alina Augustine (undergrad student) traveled to the Dominican Republic with executives from HanesBrands Inc. and Knight Apparel (a HanesBrand company).

The trip allowed the faculty to witness first-hand how Hanes is using corporate social responsibility to improve the lives of employees and community members, to improve environmental sustainability, and to support a medical facility in the country.



STUDENT NOTES

CMAA Group Volunteers

In the fall of 2016, eleven student members of ECU's Club Managers Association of America (CMAA) colony volunteered at the Chefs of the Carolinas Competition held at Johnson and Wales University in Charlotte, North Carolina.

The CMAA group, led by president Hannah Neale and vice president Dan VanDeMoere, helped chefs from private clubs in North and South Carolina prepare and serve various dishes at the fundraising event. Some of the event proceeds will go to help the ECU CMAA student members attending the CMAA World Congress in Florida in 2017. The CMAA includes students interested in careers in the private club industry and is advised by Dr. Cynthia Deale of the School of Hospitality Leadership.



Eta Sigma Delta Conducts Service Learning Project



In the fall of 2016, the Eta Sigma Delta (ESD) student honor society in the School of Hospitality Leadership completed a service learning project for the Food Bank of Central and Eastern North Carolina.

For this project, student members gathered more than 143 pounds of cleaning supplies to help victims of the 2016 flooding.

ESD is an international society for hospitality management majors and the chapter at ECU is quite active. Dr. Alleah Crawford and Dr. Cynthia Deale of the SHL are co-advisors of the group.

School of Hospitality Leadership Seniors Earn National Designation

Students in the School of Hospitality Leadership's HMGT 4650 Financial Management course recently earned their Certification in Hotel Industry Analytics (CHIA). The program is geared to revenue managers, general managers, corporate staff and research professionals.



The Certification in Hotel Industry Analytics (CHIA) is the only hotel-related certification for industry professionals focused on analytics. Jointly offered by the American Hotel & Lodging Educational Institute (AHLEI) and STR (Smith Travel Research) The Certification provides recognition of thorough knowledge of the foundational metrics, definitions, formulas, and methodologies used by the hotel industry. Core content areas include hotel industry analytical foundations, hotel math fundamentals, property level benchmarking (STAR Reports), and hotel industry performance reports.

Dr. Robert M. O'Halloran, the instructor for this course, has participated in the program since its inception and ECU's School of Hospitality Leadership students have traditionally been very successful in the certification process. For this course, 100 percent of the students passed the national examination to earn the designation.

COLLEGE OF BUSINESS

STUDENT NOTES

Beta Gamma Sigma Inducts Two New Classes

Fall of 2016

The College of Business inducted 79 new members into the ECU Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

The fall induction ceremony and reception were held on November 17 at the Murphy Center at Dowdy-Ficklen Stadium to honor and recognize the students and their families. Kieran Shanahan, ECU Trustee and a member of Beta Gamma Sigma, offered congratulatory remarks and advice to the inductees.

The Inaugural James H. Bearden Induction Ceremony Welcomes 66 Students to Beta Gamma Sigma

The inaugural James H. Bearden Induction Ceremony was recently held for new members of the ECU College of Business Chapter of Beta Gamma Sigma.

Dr. James H. Bearden, College of Business Dean Stan Eakins, college faculty and family members celebrated the induction of 66 students and one faculty member into the chapter.

Donors gave more than \$125,000 to the newly created James H. Bearden Endowment Fund, which provided support for this induction ceremony and will help fund future induction ceremonies that will also bear Bearden's name.

“In honor of Jim’s passion and interest in promoting academic excellence, the new fund will support the efforts of Beta Gamma Sigma,” said Eakins.

The endowment was set up to recognize Bearden’s 56-year career at ECU. He served as the College of Business’ second dean from 1968 to 1983, established the college’s MBA degree and was instrumental in the accreditation of the college’s graduate program.

Bearden also established the Beta Gamma Sigma chapter at ECU and later became that society’s national president.

Beta Gamma Sigma membership is the highest recognition a business student can achieve. Two times a 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 10 percent of the second-semester sophomore, junior and senior classes, as well as the top 20 percent of graduating

graduate students. Before nomination, the entire faculty of the College of Business reviews each candidate to ensure he or she meets the standards of character and integrity that membership represents.

Tina Williams, a college faculty member, currently serves as the advisor and president of ECU’s Beta Gamma Sigma chapter.



Sophomore



Junior



Senior

STUDENT NOTES

Business Students Participate in Hult Prize Regionals

Congratulations to **Zach Willon** (Accounting major) and **D.J. Casto** (Entrepreneurship/ Small Business Management major). Both recently participated in the Eighth Annual Hult Prize Regional Final held in San Francisco in March 2017. The Hult Prize is the world's largest student competition. College students from around the world competed to solve a pressing social issue faced by millions via start-up enterprise. A one million dollar prize was awarded to the winner.



Student Involvement and Leadership at ECU funded the trip for Zach and DJ.



Finance Major Receives Robert H. Wright Alumni Award

Congratulations to our own finance senior, **Mark Avery Matulewicz**, for being a recipient of the 2017 Robert H. Wright Alumni Leadership Award.

The most prestigious honor bestowed upon a student by the East Carolina Alumni Association, the award recognizes those who have excelled in the areas of academic achievement, service and leadership.

Mark was presented the Award during commencement exercises this spring.

Beta Alpha Psi Welcomes New Members

A total of 48 accounting majors were inducted into BAPsi during the 2016/2017 academic year. Pledges and inductees attended numerous BAPsi meetings, presentations, and events including those by Becker CPA Review, Dixon Hughes Goodman, ECU Internal Audit, Ernst & Young, Grant Thornton, Hughes Pittman & Gupton, KPMG, RSM, and Wall Einhorn & Chernitzer. BAPsi members also volunteered at NCPacks4Patriots and helped students taking introductory accounting courses by volunteering at the Academic Success Center.



New BAPsi officers assumed office in January, 2017. They are: President - Jessma Thomas, Treasurer/Secretary - Katelyn Metcalf, and Vice Presidents - Rachel Eker and Sarah Glave. Pictured left are the officers who, along with Dr. Schneider attended a regional meeting of Beta Alpha Psi in Raleigh. Each summer officers attend the Annual Meeting, this year held in Anaheim, CA. Drs. Schneider and Hagan serve as faculty advisors for BAPsi. You can visit the ECU BAPsi Chapter's Facebook page at: <http://www.facebook.com/ECUBAP>.

AITP Introduces the Raspberry Pi to Local School



Dr. John Drake and the ECU AITP student chapter (Association for Information Technology Professionals) visited Greenville Montessori School to work with 4th – 6th-grade students on projects that dealt with setting up computers and basic computer programming skills.

The projects used the Raspberry Pi, a credit-card sized computer that plugs into a monitor, mouse, and keyboard and allows users to learn computer programming through fun, practical projects.

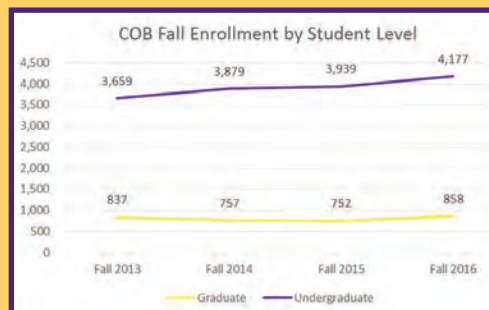
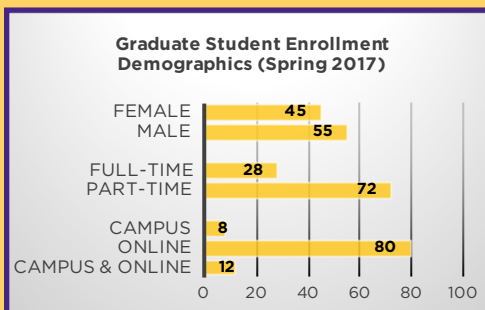
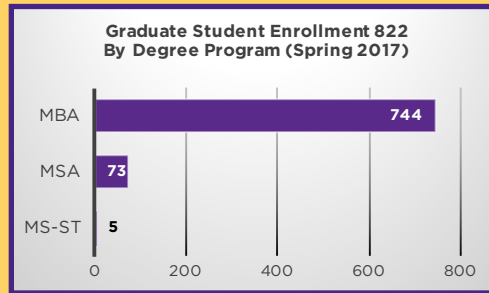
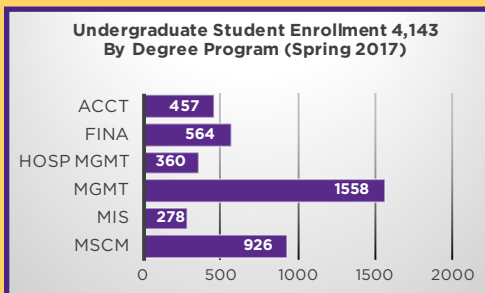
Montessori students were able to understand the main internal parts that make up a computer, as well as code and execute a simple program that they created.

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College of Business by the Numbers



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