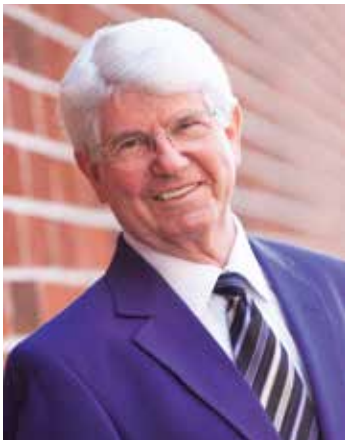


Stocknotes

FALL 2016

COLLEGE OF BUSINESS NEWSLETTER

Bearden to Retire After 56 Years of Service



Dr. James Bearden

After serving as the second dean of the School of Business from 1968 until 1983, Dr. James Bearden has continued to make a difference at ECU for more than three decades. He went on to direct the BB&T Center for Leadership Development, making him the university's most senior faculty member in years of service. Until several years ago, he led official academic processions for ECU and carried the university mace, one of three official symbols of East Carolina. It has been a fitting tribute for a man who has contributed so much.

At age 83, Bearden says it's finally time to retire from his 56-year career at ECU – a career that has spanned seven chancellors. He will remain active on the BB&T Center for Leadership Development board of directors, but he says he looks forward to spending more time with his wife, children, and grandchildren who all reside in Greenville.

“What a blessing it has been to share my life with this institution,” Bearden said. “You just can't fathom all the excitement of these years – there have been so many exciting ventures, administrators, faculty members, and students, and they have all combined to make my journey most enjoyable.”

Originally from Marion, Ala., Bearden first came to Greenville in 1958. He had just completed a two-year tour of duty at Fort Bragg as an artillery officer, and his future wife encouraged him to look at East Carolina's business program. He soon signed up to earn his masters degree.

One class had an especially big impact: Executive Technique taught by Dr. Elmer Browning, the first dean of what is now the College of Business. Through that one-on-one relationship with the dean, Bearden came to understand Browning's vision for the future – a substantive shift in a business department that had been rooted in office administration. Bearden stayed on to teach as an instructor at East Carolina and became an assistant

professor, an associate professor, a full professor, and then assistant dean for administration and development. Finally, just 10 years after arriving in Greenville, Bearden was tapped to become dean of the College of Business at age 35. He was on the ground floor of major change.

“The early to mid 1960s were really among the most exciting years that this university has ever experienced, and the business program was such a central part of ECU's transformation,” Bearden said.

Among Bearden's long list of accomplishments is his spearheading the establishment and accreditation of the MBA degree. He completed numerous departmental modifications, including the addition of a B.S. degree in accounting and the formation of the Marketing and Decision Science departments. Bearden developed the Bureau of Business Research at ECU and also established the East Carolina Business Foundation, which supplemented the business school's activities.

Another important dimension of Bearden's academic career has been the nation's honor community. He established a Beta Gamma Sigma chapter at ECU and later would become that society's national president. Bearden also was the founding president of Sigma Beta Delta, another honor society for business students at the nation's smaller colleges and universities, which has



The five deans who have served the College of Business since 1936: (Left to right) Dr. Stan Eakins, Dr. Rick Niswander, Dr. Ernest Uhr, Dr. James Bearden, and Dr. Elmer Browning (pictured in the portrait).

continues on page 2

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cont. Bearden retirement

now installed chapters at more than 400 colleges and universities.

Bearden also stayed very active at the university, community, and state levels as dean, serving on 19 university committees, six committees of the American Assembly of Collegiate Schools of Business, and five committees of the state of North Carolina, including the Governor's Committee on Economics and Environment. He contributed significantly to civic and community affairs, serving on the Greenville Board of Education and the Pitt County United Fund, among many others. In 1971 – just three years after his appointment as dean – he was named “Tar Heel of the Week” by the Raleigh News & Observer.

Thanks to his long tenure and closeness with the community and people of eastern North Carolina, Bearden has touched the lives of countless individuals. Many of his former students – now successful business executives – continue to show their appreciation to Bearden and support of ECU by serving on the board of the BB&T Center for Leadership Development.

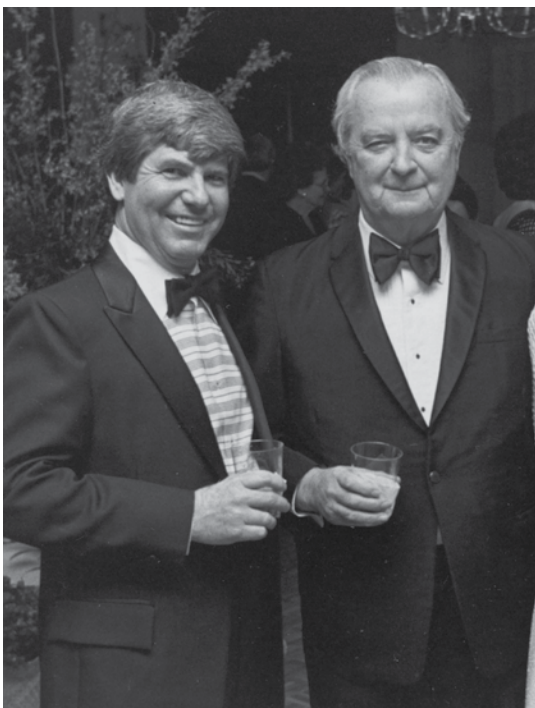
Bearden established the BB&T Center for Leadership Development in 1983, when he stepped down as dean but still wanted to advance ECU. Through this Center, he began a program for developing and creating leaders – long before “leadership” became a buzz word. He founded the initiative through a generous \$250,000 donation from BB&T Corporation, and their gifts have continued to just under \$3 million. Thanks to the BB&T Center for Leadership Development, Bearden administers grants throughout ECU to advance student leadership development in courses and classrooms – and he has had a profound impact on the university's journey of building a leadership culture.

“What a delight it has been to see this fine university evolve,” Bearden said. “To be a part of something like this and to witness its evolution and cross paths with the players who made it happen – that doesn't happen too often. It's rather awesome to think about how many lives have been touched from the time we were a teacher training school to the time we've become a doctoral/research university. It has been a remarkable journey to see it play out during my 56 years here.”

Bearden's retirement is effective Dec. 31, 2016.



Dr. James Bearden in 1974



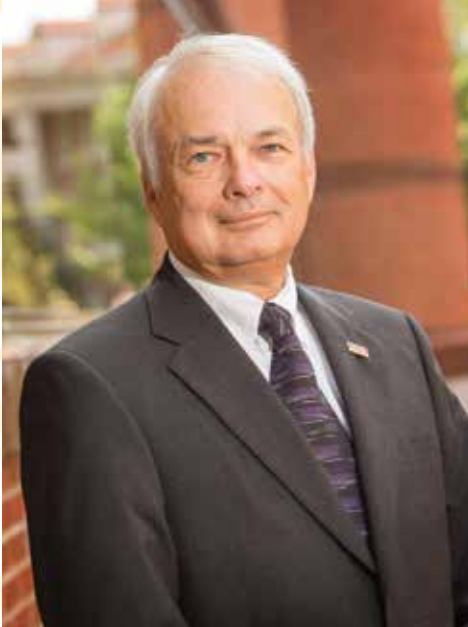
Dr. James Bearden with Dr. Leo Jenkins at the 1984 ECU Chancellor's Society Dinner.



Henry G. Williamson Jr. and J. Vincent Lowe Jr. of BB&T present a check to Dr. James Bearden and John Howell to support the BB&T Center for Leadership Development at East Carolina University.

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Letter from the Dean



Dr. Stan Eakins

The College of Business strives to innovate and respond to market demands in all we do. Looking back on this past year, we have enjoyed significant successes, and we remain committed to our mission of providing students with a highly engaged learning environment while building their innovative and entrepreneurial capabilities.

From the integration of ECU's School of Hospitality Leadership, to the 9.2% increase in total students over last year, to the official founding of the Miller School of Entrepreneurship, it has been a year of considerable progress bolstered by our six strategic pillars: learning, leadership, outreach, scholarship, people, and sustainability. And although we have experienced some challenges, we are gratified at the substantial achievements made with your support.

Building the Miller School of Entrepreneurship into a nationally recognized and impactful program remains a primary objective for the COB at this time. We must hire the right individual to initially lead the School, while also ensuring that the Miller School has the infrastructure, physical space, and resources necessary to attract and retain top faculty and students who share the innovative mindset we hope to embody. We recently launched the Idea Lab as part of the Miller School of Entrepreneurship, which is open to anyone who would like guidance in determining the business potential of an idea. We continue to expand our offerings in entrepreneurship-related education, too, with a new undergraduate degree, an undergraduate minor, and graduate-level programs planned for the coming year.

We will complete a new Student Technology Center in early 2017 that will provide in excess of 4,700 square feet of cutting edge technology-enabled learning and meeting space for our students. Our faculty also continue to infuse innovative technologies and teaching strategies into the classroom.

Our efforts continue to earn national recognition. This fall, for the 10th straight year, the COB was ranked among the best business schools by The Princeton Review. U.S. News & World Report once again ranked the COB among the best online MBA programs. Similarly, U.S. News & World Report ranked our graduate programs 15th nationally as Best Online for Veterans. Concurring with this, OnlineU, a free and comprehensive guide that enables students to compare online degree programs in the United States, named our MBA program one of the most affordable in the nation, ranking 24th. Finally, GetEducated.com has repeatedly identified the COB among its top ranked schools; this year ECU was ranked 6th on the "Best Affordable AACSB Online MBA" listing and 3rd among "Best Buy Online Bachelors Business" programs; in both instances it was the highest ranked business program in North Carolina.

We have much to be proud of and much more work ahead. We are so thankful for support from our alumni across the globe. Thank you for representing the College of Business wherever you are.

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

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Pulitzer Prize-winning Columnist Speaks at ECU



Dan Neil

Dan Neil, ECU alumnus and Pulitzer Prize-winning columnist, spoke at East Carolina University on Thursday, Nov. 3, as part of the Cunanan Leadership Speaker Series hosted by the College of Business. The public was invited to attend this free event in the Mendenhall Student Center Great Room.

Neil presented, “The Future of Fast: How hyper-efficient ground-effects technology can make cars cleaner, safer and much, much faster. Behold a Speedster Paradise.”

Neil currently writes for The Wall Street Journal as a renowned automotive columnist. He previously worked as staff writer at the Los Angeles Times, AutoWeek and Car and Driver. He also served as a panelist on 2011’s short-lived “The Car Show” with Adam Carolla on Speed Channel. In 1999, Neil received the International Motor Press Association’s Ken Purdy Award for automotive journalism, and in 2004 he won the Pulitzer Prize for Criticism, presented annually to a newspaper writer who has demonstrated “distinguished criticism,” for his LA Times column “Rumble Seat.” He also won the National Newspaper Award for Best Columnist in 2004.

As part of the job, he has driven F1 cars, electric dragsters, Class 1 buggies (in the Baja 1000), and every exotic car made, from McLaren P1

to Bugatti Veyron. Neil also drove the record-setting Porsche 918 Hybrid at the Nurburgring and the 911 GT3 Hybrid at Estoril.

In 2015, he served as a TEDx presenter at Monmouth College’s “Accelerators” panel. In 2016, he was a panelist at EVS 29, the world electric-vehicle symposium, in Montreal. In September he received The Disrupter Award from the Alternative Energy and Transportation Expo. Neil was born in Harrisburg, Pa. and moved to New Bern at age four with his parents. He received a B.A. degree in Creative Writing from East Carolina University in 1982 and an M.A. degree in English Literature from North Carolina State University in 1986. He currently resides in Raleigh with his family.

Dr. Stan Eakins, dean of the College of Business, said, “Dan is a one-of-a-kind author with numerous accolades, and he is the only automotive writer ever to win the Pulitzer Prize. It was our pleasure to welcome him to Pirate country as both an alumnus and an automotive industry expert, and it was enriching to learn about his experiences.”

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

New Student Technology Center Set to Open

Construction is nearly complete on the College of Business’ overhauled Student Computer Lab, with a grand opening set for early 2017.

Demolition of the old space began June 13, the first step in transforming the traditional 1980s-era lab into 6,230 square feet of collaborative meeting areas, a business center, an information center, two interactive white boards, two conference rooms, and two boardrooms for student/client meetings.

When completed, niches for independent study and computer use will also be interspaced throughout the center, maintaining the more traditional functionalities associated with computer labs.

The completely renovated lab, called the Student Technology Center, is scheduled to open at the start of the spring semester in 2017. Construction ended in September, with finishing work continuing throughout the fall.

In response to student demand, the Student Technology Center will stay open later on weeknights until 9:30 pm, and it will open on Sundays beginning at 1:00 pm. Students will also have a printer dedicated to résumés and business cards, and charging stations will be strategically placed throughout the lab.

Since 2012, the college has modernized a total of six classrooms as well as a large teaching computer lab and the graduate student lab.

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Student Pirate Investment Fund Goes Live

A new student-managed fund has gone live at ECU, with business students acting as investment advisors over real donations as part of a finance practicum course, FINA 6914. 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.

Under the faculty mentorship of Dr. Scott Below, associate professor and chair of ECU's Department of Finance, the first group of students began building the model portfolio in the 2015-16 academic year. The model has now gone live and has amassed nearly \$4,000. This academic year, College of Business officials are hoping to grow the fund even more through alumni donations.

Below said, "There's no better way to learn than by doing, and our Student Pirate Investment Fund provides in-depth, hands-on experience to graduate students and upper level undergraduates. Our finance students act in a variety of investment management roles, and they come away with a completely new depth of understanding. Now, we need private donations to help support this initiative."

As part of the course, students meet twice weekly with Below to gain professional investment management experience as they construct,

monitor, and manage active investment portfolios in real time. The course is offered over both semesters and students may repeat it, giving them the opportunity to work on the fund for an entire academic year.

Students use Morningstar Direct, a cloud-based investment analysis platform, for research and portfolio construction. They present reports and pitches weekly in class, including economic analysis, risk and performance analysis, asset allocation analysis, and fund pitches.

Students also take on different positions in the class, including Domestic Equity Strategists, Foreign Equity Strategists, Fixed Income Strategists, Chief Economist, Risk and Performance Manager, and Asset Class Manager.

Below says the Student Pirate Investment Fund is organized and managed using the same approach as professional Registered Investment Advisors. Acting as fiduciaries, students must follow the tenets of Modern Portfolio Theory, as required of investment fiduciaries under the Uniform Prudent Investor Act.

To learn more about the Student Pirate Investment Fund and how your donation can benefit student learning, please contact Dr. Scott Below at 252-328-6670 or belows@ecu.edu.

Edwin B. Jones Professorship in Accounting Unveiled

The College of Business has unveiled a special plaque commemorating the Edwin B. Jones Family Endowed Distinguished Professorship in Accounting.

Mrs. Joan Jones presented remarks and reflections as part of the unveiling on May 24 to honor the award named after her late husband, a 1958 College of Business graduate who enjoyed an impressive career with the U.S. Department of Treasury. Ed Jones's work spanned across the country as he rose to hold the third highest investigative position within the IRS. In an earlier ECU publication printed before he passed away, Jones said, "ECU changed from the little red engine that could to the sleek locomotive that is driving the economy of eastern North Carolina."

Earlier this year, Dr. Doug Schneider was honored with the first Edwin B. Jones Family Endowed Professorship in Accounting, a five-year award that recognizes an eminent scholar and faculty member at the full professor level in the ECU College of Business.

The plaque is on display in the Harold H. Bate Building at ECU.



Dr. Stan Eakins, dean of the College of Business, and Mrs. Joan Jones, wife of the late Edwin B. Jones, unveil a special plaque commemorating the Edwin B. Jones Family Endowed Distinguished Professorship in Accounting.

COB Launches Snapchat Profile

The College of Business has launched a new social media outlet called Snapchat to connect with its younger constituent.

Snapchat, a relatively new photo-messaging app, allows users to “snap” and share a photo or video that remains viewable for only 24 hours. After that, the “snap” disappears. Of all the social media platforms, Snapchat is considered a more intimate, real time experience when sharing content and is especially popular among millennials, who account for approximately 70 percent of all Snapchatters.

The COB’s Snapchat account (@ecucob) will focus on posting relevant and creative posts that students can easily relate to and share among friends. In addition to publishing candid Snapchats, this platform will also promote activities and events occurring within the College of Business. Posts may include photos and videos of guest speakers, student organizations, casual engagements with students and faculty, and major coverage of events such as the annual Business Leadership Conference.

Snapchat is the latest social media platform used by the College of Business to connect with its constituents, in addition to Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, and various blogs. For more information, visit www.ecu.edu/business/connect.



ECU College of Business Named a Top Business School for 2017



For the 10th straight year, the College of Business ranks among the best U.S. business schools according to The Princeton Review. The education services company profiles East Carolina University in its 2017 annual ranking of business schools, “The Best 294 Business Schools,” which was released on Oct. 6.

As part of its rating in the latest guide, the College of Business is featured in a two-page profile highlighting academics, career and placement, student life and environment, and

admissions information. The profile states, “East Carolina is a medium-sized public school, but it seems like a smaller, more expensive one.” It also said the MBA program “provides students with lots of individual attention and allows them to tailor the program to their needs.”

Business professors at East Carolina also get high marks in the profile, which notes, “The strong and challenging faculty members are genuinely concerned with their students’ success in the program, and really push them to get better. They are accessible outside of class, and students can build real relationships with them.”

Dr. Stan Eakins, dean of the College of Business, said, “For a full decade, the College of Business has earned recognition as one of the nation’s most outstanding business schools, and we are proud of our achievements. We graduate more than 1,000 business students each year, and through all that we do, we strive to prepare and challenge our students with the necessary skills to think, act, and lead in today’s business world.”

The Princeton Review compiled its information based on surveys of 25,000 students attending the 294 business schools included in the book. The 80-question survey asked students to rate their schools on various topics and report on their experiences. For more information, visit online at <http://www.princetonreview.com/business-school-rankings/best-business-schools>.

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Dean's Student Advisory Council Meets

The Dean's Student Advisory Council met on Sept. 26, consisting of more than 15 student organization leaders throughout the College of Business. The group provides advice to Dr. Stan Eakins from a student perspective and meets two to three times per semester.

At its most recent meeting, the council discussed the soon-to-be-completed Student Technology Center, planning for the Miller School of Entrepreneurship, the possibility of lounge chairs for individuals in the downstairs lobby, and possibly dividing the Graduate Room into half or thirds, along with other topics.

The Dean's Student Advisory Council held its first meeting in fall 2013.

Eakins said, "It's exciting to meet with student leaders who are passionate about the overall advancement of the College of Business. They voice great ideas on student body issues, and I always look forward to their feedback."



Dr. Stan Eakins, dean (back center), meets with members of his Student Advisory Council.

'Meet the Firms' Accounting Event Draws Record Number of Participants

Nearly 20 accounting firms participated in this fall's "Meet the Firms" event, an annual networking and recruiting forum where students in the Department of Accounting meet with representatives from various organizations. This was the event's 15th and largest year to date, drawing in more than 130 students.

Participating organizations included Grant Thornton; Hughes Pittman & Gupton (HPG); Langdon & Company; Dixon Hughes Goodman; Myers and Stauffer; Wall, Einhorn & Chernitzer; Johnson Lambert; Blackman & Sloop; KPMG; Williams Overman Pierce; Thomas, Judy and Tucker (TJT); Virginia Auditor of Public Accountants; N.C. Office of the State Auditor; RSM; N.C. Department of Revenue; Ernst & Young; Becker Professional Education; Carr, Riggs & Ingram (CRI); and Hutchins, Canning & Company.

Dr. John Reisch, chair of the Department of Accounting, said, "Each year we look forward to this valuable recruiting event, when our students have the opportunity to meet with firms and learn about their employment opportunities, locations, client base, and more. It's also a great way to reconnect with our accounting alumni, and we're grateful for their involvement."

The event has nearly doubled in size over the past five years.

If you would like more information about "Meet the Firms," please contact Dr. Reisch at reischj@ecu.edu or 252-328-6055.



COLLEGE NOTES

Business Scholars Program Honors Top Students

The Business Scholars program, now in its fourth year, continues to attract the most intellectually talented high school students to ECU and the College of Business, thanks to the generosity of 10 donors who sponsor these top students.

A joint effort between the Honors College and College of Business, the Business Scholars program targets Honors College awardees who wish to study business and pursue careers in business. Business Scholars benefit from a generous scholarship of \$12,000 (distributed as \$1,500 per semester over eight semesters) beyond other scholarship money awarded by the Honors College. They are also guaranteed entry into the East Carolina University MBA or MSA program upon completion of their undergraduate degree, provided they satisfy program requirements.

ECU currently has 10 Business Scholars, and the first set of seniors will graduate next spring. Generous donors make the Business Scholars program possible, and they are listed below. We are most grateful for their continued support and involvement.

The F. Jay Haskins Business Scholars Award was established in 2012 by Frank Floyd (MKTG '86) in honor of his colleague, Jay Haskins, who has been a major part of Floyd's company, Floyd Development, Inc., for many years. To honor his service and contribution to the company, Floyd created this scholarship.

The current recipient of the F. Jay Haskins Business Scholars Award is Rachel M. Eker, a junior from Jacksonville, Fla. who is majoring in Finance and Accounting. She is a member of the Honors College, and she is actively involved in the Residence Hall Association and tutors economics at the Pirate Academic Success Center. She also volunteers with Habitat for Humanity, the Humane Society, and the Boys & Girls Clubs. After she graduates in 2018, Eker plans to begin a career with the state or federal government; her ultimate goal is to join the Federal Reserve. She is also the recipient of the Archie R. Burnette Scholarship.

The Lynn Schubert Business Scholars Award was first awarded in 2013. Schubert is a 1977 graduate of the ECU College of Business and later went to law school at Notre Dame. She is the president of The Surety and Fidelity Association of America, a trade association of insurance companies. Schubert lives in Washington, D.C. and has served as chair of the Business Advisory Council and is a member of the Risk Management and Insurance Advisory Council. She was selected as one of ECU's "Incredible Women" in 2010 by the Women's Roundtable.



Business Scholars at the Scholarship Reception (left to right) Sarah Glave, Rebecca Wagner, Rachel Hull, Dr. Stan Eakins, Meenal Nandwani, Taylor Chappell, and Rachel Eker. Not pictured: Ashley Montaquila, Taylor Leposa, and Kaleigh Launsby.

The current recipient of the Lynn Schubert Business Scholars Award is Sarah Elizabeth Glave, a senior Accounting major from Waxhaw, N.C. She is a member of the Honors College, the Student Accounting Society, and Beta Alpha Psi, and she serves as the lead accounting tutor at the Pirate Academic Success Center. She also serves as an accounting intern at the ECU School of Dental Medicine. After completing her BSBA next May, Glave plans to pursue her MSA at ECU and earn her CPA designation. Her goal is to join a large public accounting firm and eventually further her education with a master's degree in international business. Ultimately, she hopes to create a non-profit organization that helps developing countries. Glave is also the recipient of the Beta Alpha Psi Scholarship in Memory of Mandy Kelly.

The Eakins Business Scholars Award was established in 2013 by Stan and Laurie Eakins. Eakins serves as dean of the College of Business and is former chair of the Department of Finance, and his wife Laurie is a faculty member in the Department of Management Information Systems at ECU. They have both taught at ECU since the early 1990s. The Eakins also annually support The Eakins Scholarship, a one-year scholarship for an outstanding business student. These scholarships represent the Eakins' strong belief in the value of higher education.

The current recipient of the Eakins Business Scholars Award is Ashley Banks Montaquila. Originally from Greenville, Montaquila is a senior majoring in Marketing and Finance. She is a member of Beta Gamma Sigma, Phi Eta Sigma, and Phi Kappa Phi, and she actively volunteers with the Rocking Horse Ranch Therapeutic Riding Program. She studied abroad with the College of Business in Australia during the

summer of 2015 and in Italy during the summer of 2016. After she graduates next spring, Montaquila plans to pursue her MBA and then start her own business. She is also the recipient of the Greenville-Pitt Board of Realtors Scholarship.

The Harry Moser Business Scholars Award was established in 2013 by Harry Moser, a two-time graduate of ECU (Math '75 and MBA '78). He resides in Atlanta, where he is vice-president of Caggemini Consulting North America. Moser has served on the College's Business Advisory Council for more than 10 years, serving as chair twice. He also previously served on the ECU Foundation Board of Directors.

The current recipient of the Harry Moser Business Scholars Award is Haley Michelle Smith, a sophomore Finance major from Cary. She is a member of the Honors College, where she serves as a recruitment ambassador and a philanthropy ambassador. She has also volunteered with Building Hope. After completing her bachelor's degree, Smith plans to pursue her MBA at ECU and then begin her business career as a financial analyst. She is also the recipient of the J. Fred Hamblen Scholarship.

The W. Kel Normann Business Scholars Award was established in 1999 by Kel Normann, a 1985 Marketing alumnus who serves as managing director of the Normann Group in Sanford. Normann is a former member of ECU's Business Advisory Council and serves on the ECU Board of Trustees and the ECU Foundation Board of Directors. He and his wife Parker also generously fund several other scholarships for ECU students, including the W. Kel Normann Business Scholarship, which recognizes a full-time business major who displays superior academic achievement and demonstrates financial need. The Normann

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family also gives to the EC Scholars Program and provides funding for an Access Scholarship each year.

The current recipient of the W. Kel Normann Business Scholars Award is Kaleigh Launsby, a sophomore Finance major from Indian Trail, N.C. Launsby is both a Business Scholar and an EC Scholar. She is a member of the Honors College, the Financial Management Association (serving on the fundraising committee), and College Republicans. As an ECU student, she has volunteered for Cultivate Greenville, a garden refurbish project, and Building Hope. Launsby is a first generation college student. After she completes her undergraduate degree, she plans to pursue her MBA at ECU. She has been extremely inspired by her scholarship benefactor, Kel Normann, and hopes to follow in his career footsteps as a financial advisor.

The Richard K. and Jane C. Worsley Business Scholars Award was established by Richard Worsley and his late wife Jane to recruit outstanding incoming freshmen to the ECU College of Business. Worsley has been an avid supporter of East Carolina University for many years in different capacities. He is a retired CPA and practiced in his own firm in Greenville for many years.

The current recipient of the Richard K. and Jane C. Worsley Business Scholars Award is Meenal Mahesh Nandwani, a junior from Cary who is majoring in Marketing and Computer Science. She is a member of the Honors College, the American Marketing Association, The Society for Human Resource Management, ECU Parindey dance team, and She's the First, holding numerous leadership positions in these organizations. Nandwani has also been employed by the ECU Student Media Marketing and Advertising Agency since her freshman year. She recently completed a summer internship with Wharton Gladden & Company. After she completes her dual undergraduate degrees in 2018, Nandwani plans to pursue her MBA at ECU and then begin her business career in the marketing department of a technology firm.

The Copeland Family Business Scholars Award was established in 2013 by Mark and Tracy Copeland, who are both ECU Accounting graduates. Mark (BSA/MSA '96) began his career with Ernst & Young and has climbed the company's ladder, currently serving as the regional managing partner for Transaction Advisory Services in the Southwest Region. He is a member of the ECU Board of Trustees and has served on ECU's Business Advisory Council as well as the Board of Visitors. Tracy is a 1995 graduate of ECU's Accounting program and previously worked

as Accounting Manager for The Shopping Center Group in Atlanta, but now she stays at home with their two young children. The couple resides in Dallas.

The current recipient of the Copeland Family Business Scholars Award is Rebecca Lynn Wagner, a senior Accounting major from Williamston. She has completed more than 500 community service hours since 2013 as a member of the ECU Ambassadors. She is also a member of the Student Accounting Society and Beta Gamma Sigma, and she works for ECU Transit as a support staff supervisor and telecommunicator. After graduating next spring, Wagner plans to complete the ECU MSA program, sit for the CPA exam, and begin a career in public accounting. She is also the recipient of the Howard and Virginia Brown Community Service Award.

The Yadkin Bank Business Scholars Award was established by VantageSouth Bank, which was created in North Carolina in 2011. VantageSouth merged with Yadkin Bank in 2014 and serves more than 80,000 customers across North Carolina and upstate South Carolina. Steve Jones, Chief Banking Officer of Yadkin, was instrumental in establishing this scholarship. Jones is a 1991 ECU Finance graduate and has served the university as a member of the Board of Trustees and the ECU Foundation.

The current recipient of the Yadkin Bank Business Scholars Award is Taylor Alexandra Leposa, a junior Management and Psychology major from Smithfield, N.C. She is a member of Beta Gamma Sigma, the Financial Management Association, Phi Kappa Phi, and Pirates Promoting Community Wellness. She is involved with a wide variety of community service organizations, including Mothers Against Drunk Drivers, American Cancer Society, March of Dimes, Mental Health Awareness, and Youth and the Arts. She is also a resident advisor in her dorm. After completing her dual undergraduate degrees, Leposa plans to pursue both her MBA and MD at ECU. Her goal is to become a child psychiatrist who works with the underserved communities of Eastern North Carolina.

The BB&T ECU Regional Presidents Business Scholars Award was established in 2014 by alumni Scott Evans, Wesley Beckner, and Phil Marion, all BB&T executives in North Carolina, to recruit outstanding incoming freshmen students to the ECU College of Business. Evans (FINA '84) is President, Eastern Region for BB&T and lives in Rocky Mount. Beckner (FINA '82) lives in Charlotte, where he is BB&T Regional President, and Marion (MGMT '80) is Southeastern Regional President for BB&T and resides in Lake

Waccamaw.

The current recipient of the BB&T ECU Regional Presidents Business Scholars Award is Rachel Hull, a freshman from Laurel, Md. who intends to major in Accounting. She was involved in a wide variety of activities in high school, including the Debate Club, Cross Country Team, Finance Club, and Rockbridge Recorder Ensemble. She has also volunteered at the NSA's National Cryptologic Museum as well as a local homeless shelter, in addition to tutoring students in geometry and serving as a mentor for fourth grade girls on a weekly basis. Rachel has already delved into the business world through her work experience with the Laurel City Budget and Personnel Services Department and the Laurel City Mayor's office. On a college visit to ECU, she knew without a doubt that this was the right school for her, and she is very excited to begin her educational journey as a Pirate.

The Sam and Sandy Wornom Business Scholars Award was established in 2012 by Sam and Sandy Wornom. Sam (BUSA '65) co-founded The Pantry chain of convenience stores in 1967, two years after graduating from ECU. He sold the business in 1987 and founded Nouveau Investments, a financial vehicle that manages his business interests. Sam and Sandy met at ECU, and Sandy left school before graduation to get married and raise children. She returned as a student to completed her business education degree in 1999. The Wornoms and their entire family are avid Pirate fans, and they have a long tradition of service to ECU. Sam joined the Board of Visitors and was a founding member of the Chancellor's Society. He was honored with the Outstanding Alumni Award in 1980 and served on the Board of Trustees from 1983 to 1991. The Wornoms also support numerous other scholarships at ECU.

The current recipient of the Sam and Sandy Wornom Business Scholars Award is Taylor Chappell, a freshman intended Accounting major from Pequimans County, where she was dual enrolled in Pequimans County High School and College of the Albemarle. As a high school student, Chappell was SGA president, an all-conference softball and volleyball player, a member of the Beta Club, Drama Club, Future Farmers of America, and several other organizations. She served as a tutor and volunteered at the Albemarle Senior Games. She also completed an internship with the Perquimans County Clerk of Court's office. She is excited to start her college career at ECU and looks forward to pursuing her bachelor's and master's degrees in Accounting and then beginning a career in corporate or governmental accounting.

FACULTY NOTES

Chullen and Kros Honored for Outstanding Teaching

East Carolina University honored two College of Business faculty members for their excellence in teaching during the seventh annual Founders Day and University Awards Celebration held April 27.

Dr. John Kros of the Department of Marketing & Supply Chain Management earned the UNC Board of Governors Distinguished Professor for Teaching Award, and Dr. Cody Chullen of the Department of Management won this year's ECU Alumni Association Award for Outstanding Teaching.

Kros began teaching at ECU in 2002, and he has won numerous teaching awards throughout the past 14 years. Last year, he was recognized with the McMahon Distinguished Professorship, a five-year position that honors scholarship and teaching in the College of Business. In 2014, he earned the East Carolina Alumni Association Award for Outstanding Teaching. Additionally, Kros was recognized with the College of Business Teaching Excellence Award in 2010 and 2006, and he won the East Carolina University Scholar-Teacher Award in both 2004-2005 and 2009-2010.

Chullen has taught at ECU since 2011 and has made quite a mark during his five years as a Pirate.

He is frequently cited as the "person who has made the most significant positive contribution" to his students' education and has been selected by graduating seniors in management as their faculty marshal on several occasions. In 2014, he earned the College of Business New Faculty Teaching Award. Additionally, he is a Chancellor's Leadership Fellow, BB&T Faculty Leadership Fellow, and Teaching with Technology Fellow of the university.

Provost Ron Mitchelson commended all award nominees and recipients for their service to the university during the awards celebration.

"We offer promises of student success, public service and regional transformation," Mitchelson said. "The recipients of awards today are helping to ensure that we are making very good on those promises."

Also, as previously reported in the spring issue of Stocknotes, ECU honored Dr. Joy Karriker with one of 10 ECU Scholar-Teacher Awards for 2015-2016 at an awards ceremony and symposium held March 26. The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in classroom.



Dr. John Kros



Dr. Cody Chullen

Paul Named ECU's Interim Director of Global Affairs



Dr. Ravi Paul

East Carolina University has appointed Dr. Ravi Paul as interim executive director of Global Affairs, effective May 23 through the end of 2016. Paul, an associate professor in the Department of Management Information Systems, will continue teaching during this appointment.

As part of his new role, Paul will provide leadership to the Office of International Affairs at ECU and oversee all of the university's globalization initiatives. Paul co-led the working group of the University Committee on

Fiscal Sustainability, and he will now help implement the committee's recommendations regarding global opportunities at ECU.

Paul earned both his M.S. and Ph.D. in Industrial Management from Clemson University after completing a B.S. in Mechanical Engineering

from Bangalore University in India. Before coming to ECU in 2003, Paul served as assistant professor in the Department of Information Systems at the New Jersey Institute of Technology (NJIT). His research has been published in journals such as Information & Management, IEEE Transactions on Professional Communication, Journal of Computer Information Systems, Requirements Engineering Journal and International Journal of Medical Informatics. Prior to entering academia, he worked in the computer industry for several years, holding technical and managerial positions in systems analysis, design, development, and administration.

In 2012, Paul received the highest teaching award at ECU, the University of North Carolina Board of Governors Award for Excellence in Teaching. He has also earned other accolades, including the UNC Board of Governor's Distinguished Professor for Teaching Award, ECU Alumni Association's Robert L. Jones Award for Outstanding Teaching, College of Business Teaching Excellence Award and New Faculty Teaching Award, and ECU Scholar-Teacher Award. Graduating seniors have consistently voted him a faculty marshal, and he was invited to deliver the Commencement address at ECU's Fall 2012 Graduation. He is a College of Business Fellow and an ECU Chancellor's Leadership Academy Fellow.

FACULTY NOTES

Salute to Department Chairs, New Assistant Dean

The College of Business welcomed a host of new department chairs at the start of the fall semester. Many of these new department chairs have served as longtime professors in the College of Business and will continue their teaching roles as well.

Please join us in recognizing our department leaders:



Dr. John Reisch

Department of Accounting: Dr. John Reisch
Reisch is beginning his 18th year with the Department of Accounting this fall and has won numerous awards for his outstanding teaching. He is a licensed CPA and primarily teaches auditing and fraud examination, but he has also taught a variety of financial and cost/managerial accounting courses during his tenure at ECU. His wife, Michele, is also on the accounting faculty. Together they have two children in high school. In his leisure time, Reisch enjoys spending time with his family, playing tennis, hunting and fishing, watching college football, and traveling. He is very involved with his church and several community organizations in Greenville, including his son's Boy Scout troop where he serves as a scout leader.

Department of Finance, Dr. Scott Below

Far from new, Below will continue to lead the Department of Finance as chair, a position he has held since 2003. He has taught finance at ECU for 23 years, focusing primarily on graduate investments and portfolio management courses. He holds a PhD in Finance from the University of Kentucky and BS and MS degrees in Economics from South Dakota State University. Below and his wife Kristen reside in Greenville and have two grown daughters, Kara and Chelsea. His hobbies include following University of Kentucky basketball, cooking, gardening, fishing, and reading.



Dr. Scott Below



Dr. Robert O'Halloran

School of Hospitality Leadership: Dr. Robert O'Halloran
O'Halloran has served as director of ECU's School of Hospitality Leadership for nearly 10 years. He previously directed hospitality programs at the University of Memphis, SUNY Plattsburgh, and the University of Denver. He also has extensive experience in the private sector, including restaurant management, operations management, and consulting work. He earned his Ph.D. in Hospitality and Tourism from Michigan State University. ECU's

School of Hospitality Leadership moved to the College of Business last year as part of the university's academic restructuring.

Department of Management: Dr. Michael Harris

When it comes to small business and teaching tomorrow's entrepreneurs, Harris is ECU's expert. For more than 17 years, he has taught Small Business Management and other courses – all while directing ECU's Small Business Institute® (SBI), an innovative national teaching model that emphasizes hands-on learning by having student teams work directly with small firms in the area. Harris (MKTG '82, MBA '93) is also a proud ECU College of Business graduate. His wife April also graduated from East Carolina.



Dr. Michael Harris



Dr. Elaine Seeman

Department of Management Information Systems: Dr. Elaine Seeman

Seeman has taught in ECU's Department of MIS since January 2002. Her research involves 911, with more than 12 publications in technology and law journals relating to 911. In addition to her teaching and research, she is passionate about exposing students to international ideas, people, and experiences. She has stayed actively involved with the College's Summer Study Abroad Program for the past 13 years, traveling with students to places such as China, Chile, Argentina, Italy, and Australia. In her spare time, Seeman enjoys gardening and is a master gardener volunteer. For the past two years, she has been inducted into ECU's SERVIRE society, an organization that honors faculty, staff, and students who have demonstrated a commitment to volunteer service by contributing 100 or more hours to the community in the previous year.

Department of Marketing and Supply Chain Management: Dr. Judy Siguaw

Siguaw has served at ECU for almost eight years as an administrator in the College of Human Ecology. She served as dean of ECU's College of Human Ecology from 2009 to 2015, and prior to that role she was a professor of marketing in the School of Hotel Administration at Cornell University. She was also the founding dean of Cornell-Nanyang Institute of Hospitality Management in Singapore. In recent years, she has examined the attitudes and behaviors of retired seasonal migrants on tourism, servicescape, and end-of-life issues. She began her first teaching role in the College of Business this fall.



Dr. Judy Siguaw



Dr. Scott Dellana

In addition to these departmental chair changes, **Dr. Scott Dellana** will serve as assistant dean for assessment and accreditation, a new position created in the College of Business. In his new role, Dellana will work to continually develop and promote a dynamic culture of assessment. He will monitor and direct ongoing curricular assessment at the course and program levels and ensure compliance with accreditation standards.

Dellana has served ECU and the College of Business in various capacities throughout the past 23 years. From 2001 to 2006, he led the Department of Decision Sciences as chair and then took over as interim chair for the Department of Marketing and Supply Chain Management from 2012 to 2016. Between those times, he served as chair of the university's Graduate Curriculum Committee and was a member of the Graduate School Administrative Board and the Academic Program Development Committee for ECU. In 2010, he earned the Max Ray Joyner Award for Faculty Service through Continuing Education, an award that honors an outstanding faculty member who has shown commitment and enthusiasm in teaching and mentoring off-campus students – and also demonstrates excellence in the delivery of courses offered through distance education. He currently serves on the ECU Faculty Senate and is leading the unit code merger with the School of Hospitality Leadership. Dellana still teaches two courses per semester in the area of Supply Chain Management and stays active in publishing research.

COLLEGE OF BUSINESS

FACULTY IN THE NEWS

Fenich Receives International Hospitality Award

The International Council on Hotel, Restaurant and Institutional Education (ICHRIE) recently honored Dr. George G. Fenich with the Stevenson W. Fletcher Achievement Award, recognizing his many contributions to the field. Fenich serves as a professor in ECU's School of Hospitality Leadership, which is now housed in the College of Business.

The award, which was bestowed during ICHRIE's annual summer conference in Dallas, Tex., recognizes an individual educator or trainer for outstanding achievement in contributing innovative ideas, methods or programs that have advanced teaching, learning or practice in the field of hospitality and tourism education. The award recipient must demonstrate exceptional professional ability and/or commitment through service to ICHRIE and/or to the hospitality industry and education.



Dr. George Fenich (center) receives the Stevenson W. Fletcher Achievement Award with Dr. SoJung Lee (left) and Dr. Robert Boselman (right) from Iowa State University.

Ngo Awarded Stansell Fellowship, Earns CFA Credential

Dr. Thanh Ngo, associate professor in the Department of Finance, has been named this year's recipient of the Stansell Faculty Research Award, an honor that supports faculty research and is named in memory of Dr. Stanley Roger "Buddy" Stansell. Stansell was a beloved finance professor at ECU. He retired in 2005 after a 17-year career as the Robert Dillard Teer Jr. Distinguished Professor of Business, but he stayed involved with many of his students until he died on April 15, 2014. His family created an endowment in his memory in 2014, and both family and friends have made contributions. The Stansell Fellowship is funded by those gifts, with a new award recipient chosen each year. Ngo is the third recipient of this honor.



Dr. Thanh Ngo

Ngo's research focuses mostly on firm restructuring activities. She has published 45 articles in peer reviewed journals.

Ngo also recently earned the Chartered Financial Analyst (CFA) credential, which is granted by the CFA Institute to financial and investment professionals who have passed all three levels of examinations and met other professional criteria. It is considered the most respected and recognized investment management designation in the world.

Luchtenberg Wins Manuscript Prize Competition

Dr. Kimberly Luchtenberg, assistant professor in the Department of Finance, won the 2016 American Real Estate Society (ARES) Manuscript Prize Competition in the Real Estate Investment category for her paper titled "Cure Rates on Defaulted Junior Lien Mortgage Debt." Luchtenberg coauthored the paper with Michael LaCour-Little (California State University, Fullerton) and Michael J. Seiler (The College of William and Mary). They presented their work at the 32nd Annual ARES Meeting, held in Denver, Colo. earlier this year.

FACULTY IN THE NEWS

Fay Earns Best Paper Award from American Accounting Association

The American Accounting Association (AAA) presented Rebecca G. Fay and Norma R. Montague the Issues in Accounting Education Best Paper Award for their paper titled “Witnessing Your Own Cognitive Bias: A Compendium of Classroom Exercises.” The award was presented in the form of unique glass art pieces and a \$2,500 prize on August 10 at the 2016 AAA Annual Meeting in New York, NY. The Issues in Accounting Education Best Paper Award is presented to the best paper published each calendar year.

Dickins Appointed to American Accounting Association Committee

Associate Professor Denise Dickins of the Department of Accounting has been appointed to the Auditing Standards Committee of the Auditing Section of the American Accounting Association (AAA). The AAA is the largest community of accountants in academia, with the mission to promote worldwide excellence in accounting education, research and practice.



Dr. Denise Dickins

Kirchoff Named to Two Editorial Boards

Dr. Jon Kirchoff, assistant professor in the Department of Marketing and Supply Chain Management, has joined the editorial boards of both the Journal of Supply Chain Management (JSCM) and the International Journal of Physical Distribution and Logistics Management (IJPDLM.)

JSCM has increasingly become a top ranked supply chain publication and publishes peer-reviewed papers by thought leaders and top scholars in the field of supply chain management. IJPDLM is in its fifth decade of publication and provides business practitioners, consultants, and academics with leading edge information and discussions of current developments in the field of physical distribution and logistics management.

Chullen Appointed to Crisis Intervention Board

Dr. Cody Logan Chullen, assistant professor in the Department of Management, has been appointed to the Board of Directors for REAL Crisis Intervention. REAL Crisis Interventions is a regional non-profit agency that provides counseling, sexual assault services, advocacy, suicide intervention/prevention, and Dial-a-Teen, in addition to overseeing the Pitt Resource Connection and Community Resource Connection in Eastern NC. The organization also administers some statewide services.

Swart, O’Dor, and Mai Awarded BB&T Grants

Dr. William Swart, professor in the Department of Marketing and Supply Chain Management, and Richard O’Dor, director of the Business Communication Center in the College of Business, were recently awarded the BB&T Active Learning and Leadership Development Incentive Grant. They will receive the \$1,000 grant based on their proposal to document the impact that their joint work – which is providing communication, consulting, and coaching to online MBA student groups while working on semester-long research projects – has on the development of students’ transformative leadership abilities.

Dr. Shirley Mai, associate professor in the Department of Marketing & Supply Chain Management, is also a recipient of the 2016 BB&T Active Learning and Leadership Development Incentive Grant. Mai will receive \$1,000 for her use of the flipped classroom approach to enhance leadership. She currently teaches Marketing Intelligence (MKTG 4682) in a flipped classroom approach, which is specifically suited for collaborative active learning.

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 student 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 see the enclosed envelope to make your donation and invest in the College of Business. You may also contact Paige Sammons or Jim Westmoreland for more information on how your support makes a difference. *Thank you!*



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COLLEGE OF BUSINESS

ALUMNI NOTES

2016

Lindsey Albaugh (FINA) is a transportation underwriter for Jackson Sumner & Associates.

Jennifer Betz (MKTG) is an SMB account manager for Lenovo in Raleigh.

Victoria Centeno (MKTG) is an account coordinator intern for Clean Design in Raleigh.

Chelsea Codd (MBA) is an executive assistant for Evolent Health in Arlington, Va.

Colleen Estes (MBA, HLTH&FIT '11) is a senior manager, regional sales for the GolfNow in Charleston, S.C.

Mary Catherine Hardwick (MGMT) is a bank advisor for Union Bank in Youngsville.

Lindsay Hargett (MGMT) is an executive team leader for Target in Greensboro.

Yuexian Hong (MBA) is currently a graduate assistant in the College of Business.

Abdulla John Landis (MKTG) is supply chain coordinator for PepsiCo in Winston-Salem.

Brian Charles Minshew (MBA, MIS '00) is case management business manager for Vidant Medical Center in Greenville.

Paige Christian Norris (MBA, MGMT '15) joined Nolan Transportation Group as an account manager.

Laura Oldham (MBA) joined Global Brands Group as a staff accountant in Greensboro.

Madison Parsons (MKTG) joined Globe Fire Sprinkler as a sales representative selling fire sprinkler heads from South Carolina to Washington, D.C.

Krista Rodbourn (MKTG) is a carrier sales coordinator at J.B. Hunt in Lowell, Ark.

Alyssa Rodrigues (SHL) joined Fernandez Bay Village of Cat Island, Bahamas as a leadership intern.

Vishal Hemendra Shah (MSA, FINA '12) joined Thomas, Judy & Tucker, P.A. as an audit associate in Raleigh.

Edward Ashton Stinnett, Jr. (MKTG) is an office engineer for Holder Construction Company, Inc. in Herndon, Va.

Hali Strykowski (ACCT) joined the North Carolina Department of Revenue as a tax auditor in Raleigh.

Ryan Wilson, Sr. (MGMT) is an ADP associate for PBM Graphics, Inc. in Holly Springs.

2015

Alexa Cannon (MGMT) is in her second year as a student at Campbell School of Law.

Charlie Coggins (MBA, MKTG '14) is an account coordinator for Professional Builders Supply in Charlotte.

Andrew Hardee (FINA) is a facultative underwriter for Gen Re in Dallas, Texas.

Zackery Hawkins (FINA, ACCT) is a retirement specialist for Vanguard in Charlotte.



DaJuan Lucas and Teresa Dent

DaJuan Lucas (MBA, MGMT '13) accepted a role as a Vanguard Accelerated Development Program associate at Vanguard in Charlotte. He wed Teresa Dent (MSA '14, ACCT '13) on October 1 in Elizabeth City.

Jonathan Rorech (MBA, COMM '03) recently opened Blue Mango Works, a production, marketing and event company in uptown Greenville. The company specializes in creating engaging marketing, realty and corporate videos, event photos/video and marketing campaigns.

Allan Landry Staten (MBA, ACCT '12) is a Financial Manager for Cherry Energy in Kinston.

Michael Paul Whittington (MKTG) is a Sales Development Representative for ChannelAdvisor in Morrisville.

2014

Brendan Bennett (MBA, MGMT '13) is co-founder and CEO of start-up Blueprint Cube in Raleigh.

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

Joeroyal Anthony Evans Jr. (MGMT/HOSP MGMT '14) has been promoted to general manager of dining services with Aramark at Fayetteville State University.

James Christian Keel (MBA, MGMT '12) joined the City of Greenville, S.C. as assistant director of public transportation.

Morgan McDonald (MGMT) is a consultant for NTT Data Consulting, Inc. in Huntersville.

Brett Samuel Medlin (MBA) is the owner of Medlin Farms in Indian Trail.

Sarah Morgan Hunter (MBA, MGMT '13) has been promoted to project manager at Allscripts in Raleigh, N.C.

Justin Smith (FINA) joined Wells Fargo Home Mortgage in Greenville. He was a personal banker at Wells Fargo Bank, Snow Hill.

2013

Emily Hurst (MIS) is a consultant for Deloitte Consulting LLP in Arlington, Va.

Bobbi Shoenberger (MBA, FINA '10) is a Logistics Finance Manager for Walmart in Bentonville, Ark.

2012

Brad Brumbaugh (FINA) is now a senior analyst for VMG Health, a healthcare-focused business valuation firm in Denver, CO.

William Andrew Haddock (MSA) wed Kristi Michelle Rogers (ECU '12) on October 24 at The Village Chapel, Pinehurst. He is a CPA with Dixon Hughes Goodman in Raleigh; she passed the N.C. State Bar Exam.

Robert "Bobby" Holmes (MBA) became a Senior Strategy Consultant for Appirio in Lake Wylie, S.C.

Jason Peduto (MKTG) is an account manager for CTI Towers in Tulsa, Okla.

Chase Robert Schaap (OMGT) is an independent contractor in the health and fitness industry in Chicago, Ill.

Antonio J. Virella Jr. (FINA) was recently promoted to senior consultant for Ernst & Young, LLP in Charlotte.

Oliver Timothy Willis Jr. (MIS) is now a quality engineer at Allscripts in Raleigh, N.C.

ALUMNI NOTES

2011

Brian Ferguson (MSA, ACCT '10) is a senior accountant/specialist in the Investment Accounting & Reporting division of Lincoln Financial Group in Winston-Salem.

Ray Ferrell (MIS) is an application analyst at Virginia Polytechnic Institute and State University in Blacksburg, Va.

Alexandra Susanne Herring (MGMT) wed Edward Moore Venters on Oct. 2 on the beach in Emerald Isle. She works at Just Hair, Emerald Isle.

Joshua Hudson (MBA, MGMT '09) earned his doctorate from Kwansei Gakuin University, one of the oldest and leading private universities in Japan, on Sept. 15. He's one of the first business graduates known to pursue a PhD overseas.

Robert MacLeod (MGMT) has been promoted to national sales manager at Phreesia in Raleigh, N.C.

Claire Judd (MIS) is a senior systems analyst for Fidelity Investments in Raleigh.

Scott Senatore (MBA) is vice president of development for Vidant Health, Greenville. He was president and CEO of the Greenville-Pitt County Chamber of Commerce.

Andrew Michael Tilley (MSA, ACCT '10) wed Samantha Paige Meinsen (ECU '12) on July 11 at Saint Thomas Preservation Hall, Wilmington. In Atlanta, Ga., he works with the Large & Gilbert accounting firm and she works at Scottish Rite Children's Hospital.

Phillip Cameron Watson (MKTG) is an eCommerce Sales Manager for Hog Slat in Newton Grove.

2010

Michelle Beracha (MSA) is a relationship associate for Polen Capital Management, LLC in Boca Raton, Fla.

Lt. Ariel Campbell (MBA, BIOL '07) is a healthcare administrator for the U.S. Navy.



Alumni Michael S. Kowalczyk, Joeroyal Anthony Evans Jr., Sarah Morgan Hunter, and Oliver Timothy Willis Jr. celebrate their new promotions.

Michael S. Kowalczyk (MBA, MGMT '09) is now account executive for Aramark Refreshments in the Triangle Area of North Carolina.

Tyler Closson Lumley (MGMT) wed Lauren Brittney Perry (ECU '12) on Sept. 19 at

Whitehorse Lake House, Washington. He works for Wells Fargo Dealer Services in the Title Processing Unit. She works in ECU's Office of Institutional Integrity.

Chris Waivers (FINA) was hired as an associate attorney at White & Allen, P.A. in New Bern, N.C.

2009

Jamie Cordara Brown (MIS) is an analyst/programmer for Nottingham Investment Administration in Rocky Mount.

Debra Dianne Beamon Bunn (MBA, MGMT '94) is a senior resource partner for New Hanover Regional Medical Center in Wilmington.

Pamela Elizabeth Rouse (MGMT) wed Aubrey Joel Edens on May 2, 2015, at St. Thomas Preservation Hall, Wilmington. She is an information technology analyst at New Hanover Regional Medical Center.

2008

Candace Beverly (FINA) was recently promoted to vice president of Commercial Credit for BB&T, specializing in commercial real estate in Eastern N.C.

Aubrey J. Elmore (MSA) is a consultant for HighPoint Solutions, LLC in East Norriton, PA.

Caroline Brown Gay (MSA, ACCT) was recently promoted to associate vice president of Analytics at Lakeland Regional Health Systems in Lakeland, Fla. Caroline started there as a senior financial analyst in Dec. 2011. She has also served as the manager of Accounting

and most recently as the director of Financial Analysis and Budgeting at LRH.

Byron J. Murphy (MBA, ACCT '07) spent seven years serving as a cost analyst, integrated business team manager, finance manager, and senior finance manager for Spirit Aerosystems in the firm's North Carolina and St. Nazaire, France facilities. He recently accepted a position as the controller for Package Craft in Bethel. He is also serving on the advisory board for Industry Expansion Solutions at North Carolina State University.

2007

Christina Lewellen (ACCT) recently received her PhD in Accounting from Florida State University. She is now an assistant professor of Accounting at North Carolina State University in Raleigh.

Mark Tyson Ruddock (MBA) is a store team leader for Target in Greenville.

2006

Andrew Chow (MBA, FINA '03) became university cash manager at the University of North Carolina at Chapel Hill.

Jason B. Creel (ACCT) is a CPA for Anthony & Tabb PA in Wilson.

Donetta Steiner Godwin (MBA, MKTG '04) is a quality improvement consultant for Eastern AHEC in Greenville.

Brandon Hollis (MSA) is an assurance manager for RSM in Raleigh.

Allison LeGrande (MGMT) was promoted to assistant vice president at TowneBank's headquarters in Suffolk, Va., where she is part of the electronic banking team.

Abbe Lewis (MKTG) is a sales representative & brand ambassador for Beecher's Handmade Cheese in New York, N.Y.

2005

Mark Estock (MBA) is vice president of National Accounts for Skyjack in Waxhaw.

Kevin P. Gaffney Jr. (MBA, DSCI '03) is a senior software engineer for EPAM Systems, Inc. in Conshohocken, Pa.

COLLEGE OF BUSINESS

ALUMNI NOTES

Charl Meyer (MBA, FINA '04) is the managing director of Mahan Tejarat Distribution and director of Behrouz Nik Food Industries in Tehran, Iran. Within his roles, Charl specializes in the fields of FMCG distribution, manufacturing, and farming. He also maintains a consulting role for two Fortune 500 companies regarding their Middle East expansion.



T. James Morgan with his wife

Timothy James Morgan (FINA) has been appointed by Gov. Pat McCrory to serve as a member of the N.C. Symphony Society Board of Trustees. The term will begin immediately and will expire March 10, 2020. He

has also been appointed to the ECU Board of Visitors for a four-year term. In addition, he was an honoree for the 2016 East Carolina University 40 Under 40 Leadership Award. He is a risk advisor with Towne Insurance in Raleigh.

Olaf Tobola (MGMT) is a building construction estimator for City Care Ltd. in Christchurch, New Zealand.

Sherelle Washington (MBA) is executive director of ambulatory care centers at Holy Cross Hospital, Fort Lauderdale, Florida.

Cliff Webster, Jr. (MBA, MKTG '99) was promoted to regional manager of International Real Estate for Greystar's Property Management Expansion into Europe. He currently oversees The Netherlands and United Kingdom in addition to oversight of all property management relations. He currently resides in Amsterdam, The Netherlands.

2004

Trey Oglesby (MSA) was promoted to managing director, audit, at KPMG, Norfolk, Va.

Sara Twiford (HOSP MGMT), part of the treasury and merchant sales team at TowneBank's headquarters in Suffolk, Va., was promoted to **assistant vice president**.

Joshua C. Waller (MBA, MIS '02) was recently promoted to Management Integration Department supervisor at NAVAIR Fleet Readiness Center East, Marine Corps Air Station in Cherry Point. He started his career with the DOD in 2003 after

being hired as Co-op at the ECU Career Fair. He currently resides in New Bern, N.C.

2003

Karalee Coughlin (MBA) is a mortgage lender with First South Bank, Greenville.

John Lee (MGMT) is executive director of First Tee of ENC serving children and schools in Craven, Jones, Pamlico, Onslow, Carteret and Lenoir counties through The First Tee Life Skills Experience.

John Longley (MGMT) has recently joined Allscripts as a senior sales director of RCM Services in Raleigh. In his role, he handles the medical billing and collections process of medical practitioners.



Ben Pritchard

Ben Pritchard (MKTG) is owner of Jugg Heads Growlers & Pints in Winston-Salem, which he founded last year. The heart of his bar is a wall of 32 taps, all of which are devoted to North Carolina beer and hard cider.

Trevor Strauss (MBA) recently accepted a position as director of strategic partnership for the Healthcare Division of PPR Talent Management Group in Atlanta, Ga.

2002

Bernita Demery (MBA) was recently highlighted in the Fall 2016 issue of East Magazine. Bernita has built a successful career as the financial director and chief financial officer for the City of Greenville and is known throughout the community for helping and encouraging others.

Daniel Duffy (FINA) recently graduated in May 2016 from ECU's School of Dental Medicine with a Doctorate of Dental Medicine degree. He has also joined the practice of Riverside Dental Arts in downtown Wilmington.

Lenwood Morris "BJ" Murphy (MGMT) of Kinston, N.C. is a business-to-business certification trainer and field trainer with LegalShield. He also serves as Mayor of Kinston and was elected in Nov. 2009.

2000



Dr. Chesley "Chess" Black (DSCI '00, MS '08) has joined Sealed Air Corporation as executive director of Corporate Campus Operations for the firm's new global headquarters in Charlotte. Prior to

this, he was executive director of University IT Service Management of Johnson & Wales University's four-campus system (Providence, Charlotte, Denver and North Miami). Dr. Black earned his doctorate in higher education administration from Northeastern University.

Johnica Ellis-Kiser (MBA, ED '06), program chair and instructor of business administration/accounting at Edgecombe Community College, received the 2015-2016 Keihin Endowed Faculty Chair.

1996

Amy Bisette Barber (MBA, MKTG '80), associate registrar of technology at ECU, received the American Association of College Registrars and Admissions Officers 2014 W. Ackerman State and Regional Professional Activity Award. She is past president of the Southern Association of College Registrars and Admissions Officers.



Maurice Moody's children, Evan and Blake

Maurice C. Moody (MBA, MKTG '92) was recently appointed as executive vice president and head of digital banking for Renasant Bank in Birmingham, Ala.

Chad Brian Pike (FINA) is a realtor/broker associate for Resort Brokerage and Consulting, LLC, specializing in beach and golf course communities in Brunswick County, New Hanover County, N.C., and Horry County, S.C.

Steve Spaanbroek (MBA) is the chief executive officer of MSL Healthcare Partners, Inc. in Barrington, Ill.

ALUMNI NOTES

Michelle Renee Terry (MBA, MGMT '92) is a budget analyst for North Carolina Central University in Durham.

Drock Vincent (ACCT) and his wife, Ashley Driver Vincent (ECU '95) welcomed a baby girl in 2015.

1995

Robert E. Fleming (FINA) recently became director of Database & Web Development for AGC of America, a non-profit in Fairfax, Va.

Sybolt Jacon Nauta (MBA) is a manager of program management for Certe in Groningen, The Netherlands.

1994

Markku Juhani Savusalo (MKTG) recently became managing director of Siili solutions business unit in Oulu, Finland.

1993

Brandy Pletcher (DSCI) was promoted to southeast regional business manager for Roche Diabetes Care, Inc. She manages a team of five diabetes sales representatives in Florida and North Carolina. She currently resides in Wilmington with her husband, Todd, and their two daughters.

W. Scott Newton II (FINA) is senior vice president and city executive with Southern Bank in Goldsboro.

Jonathan Powers (MKTG), a financial adviser with Edward Jones, Greenville, received the A.F. McKenzie Award for his business-building skills and client services in 2015.

1992

Steward Esposito (MGMT) is the owner/operator of Absolutely Clean Pressure Washing in Raleigh.

Allen Thomas (MKTG) won reelection to a two-year term as mayor of Greenville. He serves as treasurer of the N.C. Metropolitan Mayors Coalition.



Mayor Allen Thomas

1991

Ricky Brown (MBA, ACCT '83), CFO at Pitt Community College, is serving a one-year term as president of the N.C. Association of Community College Business Office Professionals.

Cavan Harris (MKTG) was promoted to regional vice president of Wells Fargo & Co. Charlotte West commercial banking team.

1989

Willie M. Carawan (FINA) is manager of Washington County. He was previously Chowan County's finance officer.

1987

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

1986

Connie Pritchard (ACCT) was promoted to vice president with the Jones Financial Group of Wells Fargo Advisors, Greenville.

Tommy Stoughton (MBA) was appointed by the Greenville City Council to a three-year term on the Greenville Utilities board of commissioners. He is a partner with Kittrell and Armstrong LLC, Greenville.

Richard "Trey" Williams (MKTG) is senior director of sales for the aviation firm Erickson's government aviation services.

1985

Therese Aarseth (MGMT) is project business controller for ABB AS in Bergen, Norway.

Rev. Lynn B. Benson (FINA) is an ordained deacon in full connection with the United Methodist Church. She was recently appointed as the director of legacy giving with the North Carolina United Methodist Foundation in Garner. Most recently she served as the Christian education director with Rosemary United Methodist Church.

1982

Lt. Gen. William "Mark" Faulkner (MKTG), deputy commandant of the Marine Corps for installations and logistics on board Camp Lejeune, retired in 2015 after nearly 34 years of service.

1981

Robert "Bob" Gagnon (MGMT) retired after 34 years of handling claims in the insurance business. He is now the director of claims for Sentinel Risk Advisors, serving as a claim advocate for the agency clients. Sentinel has insurance agency offices in Raleigh and Greenville.

Randy K. Langley (MKTG) joined United Insurance, Rocky Mount, as sales manager.

Bruce Mullis (FINA) joined First Bank as a vice president and area executive II for commercial lending and business development in its Robeson County office.

1978

Arthur B. Mayo, Jr. (BUSA) was recognized by the Business Enterprise Institute as a Certified Exit Planner. He is a managing partner of Cornerstone Business Advisors in Wilmington.

1977

Tony Roebuck retired as manager of ECU's medical storeroom after 33 years.

1975

Kenneth L. Daniels (MBA) was elected to the board of directors of United Community Banks and its subsidiary, United Community Bank.

1972

Mickey Furcron (BUSA) was inducted into the 2016 Rio Grande Valley Walk of Fame for his work for the South Padre Island Chamber of Commerce, on behalf of the real estate industry, with the Point Isabel Independent School District and with his church.

Leonard G. Green (BUSA) is senior staff attorney for the N.C. Utilities Commission focusing on the commission's regulation of electric and natural gas utilities.

Patrick Anthony Knowles (BUSA) is managing director of Tyreflex Star Motors in Nassau, Bahamas.

COLLEGE OF BUSINESS

ALUMNI NOTES

1971

Kelly King (MBA, BUSA '70), BB&T CEO, was named "Banker of the Year" by American Banker, an industry trade publication. He also received an honorary Doctor of Laws degree and addressed graduates as the keynote speaker during the 2016 University of Charleston commencement on May 1.

1970

Bob Barnhill (BUSBA), chairman of the board and CEO of Rocky Mount-based Barnhill Contracting Co., was inducted into the N.C. Business Hall of Fame.

1963

James (Jim) W. Chesnutt (BUSBA '63), chairman and CEO of National Spinning Co., hosted a ribbon cutting ceremony on June 19 to honor the grand opening of a new facility in Maiden, N.C. for Carolina



Jim Chesnutt

Nonwovens, LLC, a wholly-owned subsidiary of National Spinning Co., Inc. Notable guests included Gov. Pat McCrory, Mayor Robert Smyre of Maiden, and Catawba County Board of Commissioners Chair Randal Isenhower. The site consists of 92,000 square feet on 11 acres. The current workforce has been retained, and 35 new jobs are being added for a total of approximately 65 employees. National Spinning Co., Inc., founded in 1921, is an employee-owned manufacturer and distributor of yarn, nonwovens, and consumer craft items, with plant locations in Washington, Whiteville, Beulaville, Burlington, and Maiden, N.C. Sales are domestic and international.

1962

James B. Kirkland (BUSBA) of Lumberton received the Devoted Lion Award in honor of his 50 years of service to Lions Club International. The retired business owner has served as club secretary, bulletin editor, and tail twister, among other positions.

Got News?

Submit your own Alumni Note online at
www.ecu.edu/business/update



ALUMNI NOTES

IN MEMORIAM

1950s

Max G. Abernathy (BUSA '56) of Greensboro died March 28. A U.S. Army Korean War veteran, he owned and operated Southern Business Systems.

Willie Elbert Briley (BUSA '51) of Greenville died February 22. A WWII veteran, he served in the U.S. Navy in the South Pacific. He retired in 2002 from Briley & Co. Accounting, Winterville. He was 91.

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

Bobby R. Blinson (BUSA '60) of Fernandina Beach, Fla., died August 26. A U.S. Navy veteran, he retired as chief of audits for the IRS in Washington, D.C., in 1994. In 1990, he received the Clifford R. Gross Award for "Excellence in Federal Government Service."

Robert R. "Bobby" Bradley (BUSA '62) of Vass died May 23. He retired from N.C. State Government and served six years in the National Guard. He was a member of the APO service fraternity.

Edgar "Eddie" Alton Buck Sr. (BUSA '64) of Charleston, S.C., died December 3. He was chair of Jupiter Holdings Co. and Buck Lumber Co., a former Charleston County councilman, and a noted sport fisherman.

Bobby D. Branch (MBA '76, BUSA '74) of Rock Hill, S.C., died August 22. He was a U.S. Army veteran.

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.

Peggy J. Jessup (ACCT '62) of Charlotte died October 28. She was a CPA for 50 years.

Gary Edward Lakin (BUSA '63) of Virginia Beach, Va., died September 4. A U.S. Air Force Vietnam War veteran, he became a commercial pilot for National, Pan Am, and Delta airlines after leaving the military.

J. Paul Ramey Jr. (BUSA '67) of Charleston, S.C., died February 20. In 1995, he retired from the FDIC and Resolution Trust Corporation.

Charles Robert Watson (BUSA '62) of New Castle, Del., died February 21. For 30 years, he worked for DuPont, first in the explosives department and then in marketing and personnel.

1970s

Charles F. Atkins (BUSA '75) of Sanford died November 1. He was a businessman and real estate developer.

Philip Alan Grochmal (BUSA '74) of Norfolk, Va., died October 25. He was an accountant and a financial planner before becoming a teacher of accounting at the University of Phoenix.

Martin Richard Havens (BUSA '72) of Raleigh died March 4. A U.S. Air Force Vietnam War veteran, he retired from sales and management with United Auto Parts, Durham.

Myron "Gig" Shelton Staton (BUSA '70) of Garner died September 29, 2015. A U.S. Air Force Vietnam War veteran, he retired as finance director of the Wake County ABC Board.

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

1980s

Julia Katherine "Kat" Littlejohn Foard (ACCT '80) of Hendersonville died October 26. She was a CPA until retirement.

John Arendall Parrott Jr. (MGMT '83) of Raleigh died January 19. A U.S. Army veteran, he served in Bosnia and Afghanistan. He was a financial advisor with Waddell & Reed, Raleigh.

Thomas Cole Richardson (MGMT '87) of Raleigh died Jan. 24.

Clinton Swaringen Rogers (ACCT '86, MGMT '83) of Durham died October 6.

Joseph Blalock Ward (ACCT '86, MGMT '83) of Newport died October 2. He owned and operated Pro Bait and Tackle, Atlantic Beach.

2000s

Caroline Johnson Ennis (MKTG '04) of Wilmington died October 28. She was an administrative representative with Verizon. She was a member of Sigma Sigma Sigma Sorority.

Jennifer Lea Wemple Tynch (ACCT '01) of Edenton died September 18. She was a bookkeeping accountant for several area businesses, and she co-owned with her husband All Season's Garden Shack & Landscape and Evans Florist.

2010s

Justin Ryan Pierce (MGMT '14) of Elizabeth City died August 28. He worked at Jordan Company.

Zeke Martin Sigler (MSA '16, ACCT '15) of Wilmington passed away on October 14. He completed his undergraduate degree in three years and finished his masters in July 2016. Zeke received a full tuition scholarship for his masters degree and was planning to work for Ernst & Young. In lieu of flowers, memorials may be made to ECU University Foundation, Greenville Centre, Suite 1100, 2200 South Charles Blvd., Greenville, NC 27858.



Zeke Sigler

Caleb Andrew Stocking of Durham died March 25. He was a junior in the College of Business.

Faculty

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

ALUMNI NOTES

Alumni Highlight: Charlie McGimsey (ACCT '80)

When Charlie McGimsey graduated from high school in Lenoir, N.C., the All-State wrestler knew exactly where he was headed for college: Pirate country.

ECU had the best wrestling program in the state, along with the best music program in the state, and he had a passion for both. He applied to East Carolina and nowhere else, and little did he know he was creating a legacy. His brother Jim McGimsey (ACCT '89) and sister Mary McGimsey Wright (ART '84) would soon follow in his footsteps. His other siblings did the best they could, he says, and attended UNC, Appalachian State, or N.C. State – but three out of six isn't bad.

When McGimsey saw Greenville for the first time, he says the flat land was a striking contrast to the mountains where he grew up. He continued his percussion training on scholarship as a music major, and he played with the Marching Pirates during his freshman year. To this day, McGimsey says the marching band's unique arrangement of the Star Spangled Banner takes his breath away; he remembers playing it the first time it was unveiled during a home football game.

During McGimsey's sophomore year, however, he decided to march to a different beat. He walked on the varsity wrestling team, where he later earned a scholarship there, too. He also decided to pursue a different major. He thought being a CPA would be exciting, so he switched to ECU's business school.

"I know it's not that common to meet a CPA who wrestled in college," McGimsey said. "Looking back, I can see how wrestling has contributed to my ability to handle conflicts. It taught me how to deal with challenges head on, as opposed to running from them. It also instilled in me toughness and 'stick-to-itiveness.'"

In 1980, he graduated from ECU with an accounting degree. He worked for his father's wholesale grocery business back home at first while he studied to take the CPA exam, asking to do the most menial tasks possible to help him stay focused. After loading trucks at minimum wage, he passed the CPA exam and joined a small firm in Lenoir called Huntley & Keys CPAs.

McGimsey headed to Georgia in 1983, where he worked for several small firms until he joined Windham Brannon, one of Atlanta's largest and oldest independent certified public accounting firms. The company has been ranked among the top 25 accounting firms in America by Inside Public Accounting.

He served as managing partner of Windham Brannon from 1996 through 2010. Now, he leads the firm's litigation services team. His extensive accounting experience includes damage measurement, litigation support services, income taxation, fraud and forensic investigations, business planning, business valuations, and engagements under Sarbanes Oxley.

He credits ECU for providing both the book knowledge and people skills that have helped him thrive.

"East Carolina is a blend of academic preparation and learning how to work with people," he explained. "Students should never underestimate the value of people skills, because that's what business is all about. At our firm, we hire people who are smart, and that's important. But having other skills aside from technical ability is also very important. ECU was a great place for me to develop those other skills and abilities. They may seem underrated, but in the end they're crucial."



Charlie McGimsey

McGimsey also credits his people skills with helping to attract his wife, Willa, who was his neighbor during his early years in Atlanta. His stepson, Myers, is an accomplished vocalist. "Both help me stay grounded and are the joy of my life," he said.

At age 59, McGimsey stays active both professionally and personally – and he has come a long way from a boy who used to deliver newspapers in Lenoir (although he notes that Fielding Miller's family was on his paper route as a kid). McGimsey was recently appointed to serve on the American Institute of CPAs (AICPA) Forensic and Valuation Services Executive Committee. He is also a past chairman of AGN International - North America, part of the largest association of accounting firms in the world, among numerous other state and local associations.

In addition, McGimsey generously supports ECU students through the Sarah S. and Charles G. McGimsey Accounting Scholarship, a scholarship he established in memory of his parents to honor a full-time undergraduate accounting major who has demonstrated academic merit.

He says his firm recruits people from all over the country, but ECU grads seem to offer something special, especially when it comes to interpersonal skills. He encourages ECU students to consider locations beyond their backyard and possibly even outside of North Carolina when applying for a job.

"I see a lot of top East Carolina grads who immediately go to Raleigh or Charlotte after graduation. While those are great places, I believe students should be willing to expand their horizons a bit," he said. "They might see more and have more valuable experiences if they widen their perspective."

When asked what advice he would offer to others, he said, "I believe in hard work and doing what you're great at. I have found the most personally satisfying wins in business come from helping clients and colleagues find success."

ALUMNI NOTES

Alumni Highlight: Gary Snyder (MGMT '95)

As Chief People Officer for Compass Group North America, the largest food and support services company in North America, Gary Snyder (MGMT '95) oversees numerous areas for the \$15 billion firm – recruiting, diversity and inclusion, compensation, benefits, learning and development, labor relations, and communications – for nearly 240,000 associates in 27 operating companies across the U.S. and Canada.

Snyder says Compass operates like a holding company, as it does not typically go to market as Compass Group. The firm has scores of different operating companies in different sectors (some include Levy Restaurants, Restaurant Associates, Bon Appétit Management Company, Flik International, Wolfgang Puck Catering, Crothall Support Services, and Chartwells to name a few) and are made up of well-known brands.

Snyder says his 21-year career in HR continues to be a great journey.

Prior to Compass, he served in progressive HR leadership roles with Bank of America for nine years, culminating as the head of HR for the Consumer and Small Business Bank and Wealth Management Division that included 170,000 employees. He has also held HR leadership roles at Diageo North America, Gateway Computers, and USAA Insurance.



Gary Snyder

He said, “Career management is about three things: performance, credentials, and sponsorship. The third component is important, and I often find graduating students look past that piece. While performing in a role is expected, the ability to build relationships and to solicit support for continued development and job opportunities is a major differentiator.”

He says he knows it is sometimes difficult for students to determine what they want to do, but he believes declaring a direction early is better than not having one – you can always change. He also recommends that young career professionals go after jobs that may be perceived as unpopular and more difficult.

“Those are the type of roles that allow you to differentiate yourself and receive developmental opportunities more rapidly,” he said. “For me, that started with my HR internships, an employee relations role in a manufacturing plant, and evolved into HR roles focused on mergers and acquisitions. All of those experiences built on a foundation that helped to prepare me for broad organizational responsibility.”

After graduating from ECU in 1995 with a degree in Management and concentration in Human Resource Management, Snyder went on to earn a master’s degree in Human Resource Development at George Washington University.

Today, Snyder lives in Charlotte with his wife, Michele, and three daughters. Their oldest is 15, and their twins are 12. Amid the hustle and bustle of their children’s sporting events and traveling, he still returns to campus about four times each year for College of Business events as well as School of Hospitality Leadership functions. He also serves on the School of Hospitality Leadership Advisory Board. In his free time, he also enjoys barbecuing and bourbon tasting with friends. He even holds the title of “Pit Master” for the Compass Group BBQ Team.

Snyder said, “I still feel the Pirate Pride just as if I never left campus. I love when people say to me, ‘You are not like any Human Resources professional I have ever met.’ My response is always, ‘I am an ECU grad!’”

.....
“ECU is the perfect balance of academic and social development. As soon as I say I am an ECU grad, it is an instant conversation starter about my experiences at East Carolina, continued connection with the university, and my career experiences.”
.....

Originally from Virginia Beach, Snyder says he chose ECU in 1991 because he wanted a large school in the southeast with a reputable business program and a great social atmosphere. He enrolled along with 12 friends from his high school.

“ECU is the perfect balance of academic and social development,” Snyder said. “As soon as I say I am an ECU grad, it is an instant conversation starter about my experiences at East Carolina, continued connection with the university, and my career experiences.”

As a student, Snyder was accepted into the Honors College, and he earned the Yellow Freight Systems Scholarship for academic achievement. He also took on some interesting HR internships, such as one with Perdue Farms, where he worked 20 hours per week in a poultry plant in Robersonville, N.C., and one with USAA in Norfolk, Va.

He adds that while his classes helped to prepare him for his first set of professional roles, the social interaction component set the foundation for his career.

ALUMNI NOTES

Alumni Highlight: Jack Cohen (FINA '87)

For nearly 30 years, College of Business alumnus Jack Cohen has served as a financial advisor in the Atlanta area, assisting his clients with comprehensive wealth management – including retirement planning, estate planning, and investment management.

“It might sound boring to some people, but no matter how many outside interests I try to develop, I always come back to the fact that I get the most enjoyment out of learning all I can about my trade,” he said. “Every day is exciting and an opportunity to experience something new.”

His passion and dedication to his clients and the profession have been recognized by his firm, Robert W. Baird & Co., the educational community, and the industry.

Cohen has been chosen as one of Atlanta’s Five Star Wealth Managers each year since 2008, when Atlanta Magazine first began the honor. He also serves as a member of Baird’s Investment Council, The Financial Planning Association, Investment Management Consultants Association, and The Atlanta Estate Planning Council. He holds numerous professional designations and certifications, and for several years he served as an instructor at The University of Georgia and Oglethorpe University in the CFP® program, where he also served on the program’s advisory board.

Cohen grew up in northern New Jersey, in a small town called Mendham. He says he first fell in love with East Carolina University and the south during high school, while he was visiting a buddy. Following that road trip, there was no question about where he would attend college.

“I think ECU offered a very solid education in finance and accounting,” Cohen explained. “Many of the principals I learned there provided the foundation for what I do today. Back then, we didn’t have the technology that schools have today, mostly wooden desks and textbooks, but frankly I think that’s all that’s necessary to get a solid education. You can get through to students most effectively in a small classroom setting like the one ECU offers.”

Cohen pledged Tau Kappa Epsilon fraternity during his time at East Carolina, and he says his fate in investment services was sealed one

homecoming when he ran into alumnus and fraternity brother Paul Alar (MKTG '78). Alar invited him down to interview with Bear Stearns in Atlanta, and Cohen landed a job with the firm after he graduated cum laude in 1987. He has lived in the Atlanta area ever since.

Today, Cohen and his wife Audrey live in Norcross, Ga. Together they have 23-year-old twins, Jake and Rachel. Jake has followed closely in his father’s footsteps; after earning his finance degree from the University of Georgia, he now works in equity research at SunTrust Robinson Humphrey (and Cohen says they love to discuss the stock market together). Rachel is currently in the undergraduate program at Central Saint Martins in London, studying to become a journalist.

Cohen said, “I tell my children the same advice I would give to any student: Do what’s right. Do the best you can. Treat others the way you want to be treated. Enjoy the learning process. Seek internships as early and as often as possible in whatever field you’ve chosen. Develop meaningful relationships and maintain them after leaving school.”

Cohen says he has very fond memories of his ECU experience, and he gets excited whenever he meets a fellow Pirate.

“I see them all over the world,” he said. “I have traveled many places in Europe and elsewhere, and I always get a smile on my face when I see the ECU logo on a shirt or hat. Pirates are everywhere.”



Jack Cohen



Jack Cohen is pictured with his wife Audrey and their 23-year-old twins, Jake and Rachel.

STUDENT NOTES

Beeson Elected SGA President

MSA student Ryan Beeson of Sophia, N.C. has been elected president of ECU's Student Government Association (SGA) for 2016-17, making this the fourth consecutive year that a business student has taken the helm.

Beeson said, "As president, I aim to be the best advocate for the students possible. Advocacy means representing the students well on various boards and to our administrators as well as letting students know about the resources they have available to them here at ECU. It has definitely been an adjustment to have so much going on all the time, but I am glad to have the students back."

Beeson says he has always had a passion for service and leadership, and getting involved in the Student Government Association offers opportunities for both. He graduated from ECU as an undergraduate in 2015, double majoring in Economics and Political Science. He earned an Honors College Scholarship for 2012-16, received the Outstanding Achievement Scholarship for Economics in 2014-15, won the Tinsley E. Yarbrough Scholarship for Political Science for 2014-15, and earned the Thomas W. Rivers Scholarship for Study Abroad in 2013. Beeson also held multiple offices prior to the SGA election, including speaker of the senate, attorney general, and senator.

As an MSA student in the College of Business, Beeson was honored with the Gold Scholarship, a merit based scholarship providing tuition for three semesters in the program. He plans to graduate one semester ahead of schedule in May 2017. After that, he hopes to enter law school and also pursue a Master of Trust and Wealth Management.

"I look forward to the coming year of service to more than 28,000 fellow Pirates," he said. "Each day I make it my mission to strive to be a true embodiment of our school's motto, 'servire', to serve."



Ryan Beeson, SGA President

Students Place Third at Regional SHRM Case Competition



A student team at ECU has a practice session with local HR professionals, arranged by Sharon Justice (co-advisor of SHRM.)

A graduate student team in ECU's Society for Human Resource Management (SHRM) took third place at the 2016 SHRM Eastern Student Case Competition held in Atlanta, Ga. – beating out 11 other schools such as Penn State, University of Tennessee, and Texas A&M University.

The graduate student team was led by Shannon Zamary. The undergraduate team, led by Rachel Ionta, also performed well, placing seventh of 16 teams.

As part of the SHRM student case competition, team members leverage knowledge acquired through their studies and apply it to a realistic HR situation likely to be encountered in the work world. The competition requires integrated HR thinking, ethical decision-making, and strong communication and presentation skills. Teams must prepare and submit a written analysis of an assigned case, and then deliver a 15-minute oral presentation to a panel of judges.

Dr. Craig Williams in the Department of Management served as faculty advisor and coach to both teams.

STUDENT NOTES

Largest Group Ever Participates in COB Summer Study Abroad

This past summer, 36 students participated in the College of Business' Summer Study Abroad trip to Italy, thanks in large part to alumni donations totaling \$30,000 that made the trip possible through scholarships. It was the largest group ever taken on a study abroad trip by the College of Business.

As part of the experience, students visited Vicenza, Italy for five weeks accompanied by Dr. Amy McMillan (MGMT) and Dr. Scott Dellana (MSCM). During the week, students heard guest lecturers discuss topics such as doing business internationally, the European Union economy, corporate social responsibility, cross cultural management, and more. The lecturers included professors from various countries and universities. The College of Business partnered with Fondazione CUOA Centro Universitario de Organizzazione Aziendale to provide the educational content.

The group also toured Italian businesses, including a production facility for Giorgio Armani; Marco Bicego jewelry, which is sold at Nordstrom's and other stores; Zamperla, a roller coaster and amusement park ride manufacturer that provides rides for Disney as well as other parks; and Villa Mosconi Bertani, a winery in the Valpolicella region.

On weekends, the group traveled to Rome, Florence, Verona, Venice, and Lake Garda. Students also had free weekends to travel on their own, when some had the opportunity to see the Pope. Others chose to visit countries such as Greece, England, and The Netherlands.

This was the second time that the summer study abroad trip visited a location for five weeks; in the past, most trips have included two weeks abroad.

McMillan said, "We chose Italy because of its rich history and culture, but also because it is part of the European Union, which provides an interesting view of business practices. We also chose Italy because our partner CUOA has extensive experience in dealing with international students and providing quality business programs."

Next summer, the College of Business Summer Study Abroad program will travel to Australia with Drs. Elaine Seeman, Lee Grubb, and Joy KARRIER. For more information, visit online at www.ecu.edu/business/studyabroad/.



STUDENT NOTES

Outstanding COB Student-Athletes Recognized

The ECU Department of Athletics honored numerous student-athletes at the 2016 Breakfast of Champions earlier this year, including 10 College of Business students who have excelled in the classroom while participating in university-level sports.

Travis Watkins, management major and catcher for the ECU baseball team, won the award for Outstanding Scholar Athlete. After undergoing elbow surgery in 2014, Watkins returned to the team and has served as the Pirates' starting catcher for the past two seasons. He is also one of the team's three current captains. In addition, he is a four-time nominee for the Johnny Bench award.

Parker Lamm, senior management major and outfielder, earned the Walter and Marie Williams "Spirit of the East" Scholarship. Lamm also serves as one of three team captains elected by his peers.

In addition to these accolades, the Department of Athletics names an All-Academic Team to recognize the student-athlete with the highest GPA on each team. This year those recognized on the All-Academic team included:

- Chandler Chase (Finance) – Men's Track
- Al Dickens (Marketing) – Men's Golf
- Fredric Lehfeldt (Finance) – Men's Tennis
- Madison Rayfield (Marketing) – Women's Track
- Gregory Robbins (Finance) – Men's Basketball
- Nicoline Skaug (Finance) – Women's Golf
- Austin Teague (Management) – Football
- Charlie Yorgen (Management) – Baseball



Pictured left to right are Austin Teague, Charlie Yorgen, Travis Watkins, Coach Cliff Godwin (BSBA 2000), Parker Lamm, and Dr. Michael Harris, Chair Department of Management.

ECU Hospitality Student Selected for National Lodging Conference Scholarship Program



ECU student Daniel VanDeMoere (bottom left) meets with scholarship recipients from universities throughout the nation at the ASHLEF Lodging Conference.

ECU's School of Hospitality Leadership (SHL) was selected to participate in the American Hotel & Lodging Educational Foundation's (AHLEF) Lodging Conference Scholarship Program, held September 26-29.

Each year, only 10 schools are invited to nominate one of their AHLEF scholarship recipients to attend the Lodging Conference at the Arizona Biltmore Resort and Spa in Phoenix, where students have the opportunity network and attend all activities, including Think Tank Sessions.

SHL student Daniel VanDeMoere was selected to represent East Carolina University. AHLEF paid for his lodging at the Arizona Biltmore Resort and Spa, plus a \$450 stipend to be used toward travel costs and incidental expenses.

VanDeMoere said his time at The Lodging Conference was one of the most educational experiences he could have asked for as a hospitality student at ECU.

He said, "Throughout the four-day conference, I was able to network with many top industry professionals from around the world. Attending this conference really helped to showcase different types of jobs our industry

offers. Along with networking, I believe I received valuable knowledge about the industry in today's marketplace and how the industry will change in the future. I would like to thank the American Hotel & Lodging Educational Foundation as well as East Carolina for giving me the opportunity to attend the event, which helped to advance my knowledge – and that no doubt enlightened my career path."

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New 'Idea Lab' Fosters Entrepreneurial Culture



As new businesses continue sprouting up across the East, the College of Business has taken new steps to encourage even more local growth.

Students, faculty, and staff at ECU now have a dedicated place to discuss their business ideas and receive guidance from professionals, thanks to the College of Business' new Idea Lab housed under the Miller School of Entrepreneurship. As part of the Idea Lab, students can pitch their ideas to business instructors and work to determine the potential. If the idea seems viable, instructors can then help with next steps, including market research, writing a business plan, and securing funding.

Dean Stan Eakins said, "The Miller School is committed to helping build an entrepreneurial culture. If we can bring our students in and help them create businesses, then we can grow an economy that will foster and continue to develop."

The Idea Lab, which opened on Sept. 6th, is located in Bate 1200 and is open every Tuesday and Thursday from 8:00 am until noon. No appointment is necessary. The lab has already helped numerous students with their innovative plans and was recently featured on WNCT-TV's "9 On Your Side" news segment. For more information, please contact idea@ecu.edu.

About Stocknotes

Stocknotes is published by the ECU College of Business. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

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