

STOCKnotes

Third Pirate Challenge Finds its Winners



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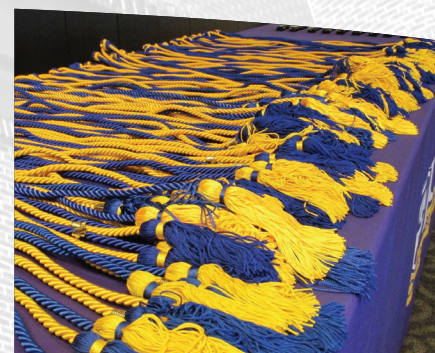
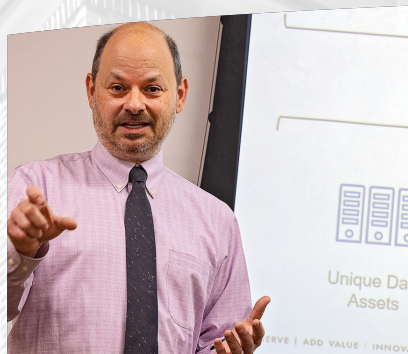
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Third Pirate Challenge Finds its Winners

The final round of the 2019-20 Pirate Entrepreneurship Challenge concluded with FishingLicense.us taking first place and a cash prize of \$15,000.

FishingLicense.us is the team of ECU biology graduate major Mallory Miles and her software developer husband, Felipe de Araujo. The online company streamlines the process of registering for a fishing license with the goal of making outdoor recreation more accessible to everyone. FishingLicense.us is currently operating in Florida.

"Felipe is an entrepreneur, and his dream is to have a successful business," said Miles. "My dream is to impact conservation, and I'm excited we have a chance to make both of our dreams come true."

Serial entrepreneur Ryan Butcher mentored FishingLicense.us, which plans to use the winnings to continue building out the company's software platform.

Other winners of the third Pirate Challenge included Snap Slimes, which won second place and \$10,000. HonestBlox came in third place and will take home \$5,000. LightsOut took fourth place and a check for \$1,000.

Now in its third year, the Pirate Challenge is the signature pitch competition of ECU's College of Business (COB) and its Miller School of Entrepreneurship, with \$100,000 in cash prizes and in-kind services awarded to teams that placed in the competition. According to Miller School officials, the year's prize winnings make the challenge the richest entrepreneurship pitch competition in North Carolina.

"This year's finals were validation that the entrepreneurial spirit is still spreading across campus and the ECU community," said Dr. Mike Harris, Miller School director. "We helped a biology major and her entrepreneurial husband realize a dream, and that's what we're all about."

Judges for this year's Pirate Challenge are entrepreneurs and ECU alumni whose influences have been felt at the national and local levels. They included:

- James Maynard, chairman and co-founder of Golden Corral and chairman and founder of Investors Management Corporation.
- Fielding Miller, CEO and co-founder of CAPTRUST. His 2015 gift to the COB established the Miller School of Entrepreneurship.



Judges for the third annual Pirate Entrepreneurship Challenge included, from left to right, Taylor Walden, Fielding Miller and James Maynard (ECU Photo by Rhett Butler).



- Taylor Walden, owner of Greenville's Simple and Sentimental and the first-place winner of the inaugural 2017-18 Pirate Challenge.

As a Pirate Challenge judge for the first time, Miller was excited to see the young entrepreneurs getting their start, and he was impressed with how well they prepared.

"It was very hard to find a winner," said Miller. "There were six great presentations and ideas."

Miller also had sage words of wisdom for those student teams that did not walk away with awards during the challenge.

"As entrepreneurs, you're going to face a lot of adversity," he said. "You're not going to get what you want when you want it. It's times like this when you go out there and try your best, and if you don't win, those are the times you learn your lesson and get better and stronger."

This year's Pirate Challenge kicked off in October with more than 120 student teams participating in the first round. Those teams represented 11 schools and colleges and 50 academic programs.

Six teams competed in this year's finals.

This year's Pirate Challenge also included sponsors who will provide in-kind services to the winners. Those sponsors are:

Bolt Group
Coffman's Mens Wear
Forrest Firm



Hannah Sanders and her company, Snap Slimes, won second place and took home \$10,000 (ECU Photo by Rhett Butler).

Greenville Utilities
org
Instigator
Jenkins, Wilson, Taylor, Hunt
Kellum and Campbell
Nucleus Uptown
Pitt County Development Commission
Red Shark Digital
Greenville SEED
Uptown Greenville

The Thomas Harriet College of Arts and Sciences, which is represented by the winning team, was awarded the Challenge Cannon trophy to be housed in its college until next year's Pirate Challenge. Interim Chancellor Dr. Ron Mitchelson accepted the award on the winning college's behalf.



Rod Mallette: Paying it Forward

Rod Mallette is the CEO of International Auto Logistics (IAL), a special-purpose company designed and built to provide quality-driven automotive transportation and logistics services to the U.S. government and other industries. His company operates an extensive, worldwide supply chain, a term in the limelight these days, that annually moves 70,000 privately-owned vehicles for service members being deployed or coming home from overseas.

Mallette's supply chain career began when he was a logistics and transport officer for the Army. While in the Army, he obtained his Master of Business Administration from the College of Business to help him with the modeling and data analysis needed to perform the operations research required for his work.

Recently, Mallette and his wife, Wanda, established a scholarship for active-duty military, reserve or National Guard and their spouses. We spoke with him about his time at ECU and why he decided to give back to the College of Business. "I finished my undergraduate degree in December 1977," said Mallette. "Early in 1978, I joined the Army and found myself overseas four years later. Then when I left Germany in 1985, I became an Army recruiter based out of Greenville, and I decided to get my MBA from ECU (and the College of Business). I started as a part-time student, and I then asked the Army if they would let me attend full time and finish up my MBA."

How was your experience getting your MBA from ECU (and the College of Business)?

It was wonderful, a really good experience. I can't say I was the most dedicated student as an undergraduate but being married and having two young sons has a way (of sobering) you up a little bit. I was there at the right time for me. I'll always remember Don Boldt, whom I've stayed in touch with over the years, and learning how to look at problems in a structured way, which really helped me out.

I learned a lot from Don. I was really challenged by him and wanted to finish at the top of his class. Another professor, who has since retired, and with whom I stayed in touch with since graduating, was Maggie Capen. She was a big influence on me. I actually called her many times during my military career to say, "Maggie, I am trying to solve this problem. Here is how I looked at it. Am I on the right track?" and she was always helpful to me.

How has the MBA benefited you?

If you're an officer in the military, at least when I came through, you needed to have a master's degree at a certain point if you were going to stay competitive for promotion. More importantly, the strategy courses, like the one Don Boldt taught, gave me a foundation and a structured way of looking at things that I drew on in the military and still draw on in my commercial career. It's a good value for the money going to East Carolina.



Why did you establish the scholarship? What do you hope for it and what would you like to see accomplished?

When I joined the College of Business' Board of Advisors, it was emphasized to us that we need to share our time, talent and treasure. Some people are fortunate and have more treasure than others. My wife and I wanted to establish something. My wife and eldest son went to school at ECU. It was just time. There are so many military service men and women and their spouses who weren't as fortunate as I was, having the military pay for my school. I want them to have the ability to attend ECU and the College of Business. Hopefully, this scholarship will make it a little bit easier for them. It was very important to my wife that spouses are a part of it and have the (same) opportunity.

I believe it is the tipping point for them to go to ECU if they get help with tuition.

Why would you recommend other COB alumni and Pirates give of their time, talent and treasure to the College of Business? How do you think it will benefit them to give back?

I feel like someone has helped my wife and me along the way. You always pay past assistance forward and help someone else materially. That's what you're doing is paying it forward to someone else.

This gift is our way of saying thank you.

Last question. What's the last book you read?

I'm reading "The Immortal Irishman" right now. It is about Thomas Meagher, who is a famous Irish man that was convicted and sent to Australia by the British and eventually went on to fight in the Civil War on the United States side. It's just a biography of his life. It's written in a historical fiction style and it's pretty good.

In the News

The College of Business' **Department of Accounting** recently hosted its third annual Accounting Research Roundtable Gathering (ARRG!) on ECU's campus.

Four accounting doctoral students traveled to Greenville to visit with the ECU faculty and to present an early-stage research idea in a conference-style format. These students represented the University of Central Florida, the University of Alabama, the University of Nebraska, and Virginia Commonwealth University.



Each student was allotted 45 minutes to present their research proposal and to field questions and suggestions from the accounting department's faculty, as well as the accounting students.

Leah Hall, Virginia Commonwealth University, said of the event, "The interaction and thoughtful additions to the proposals were really a great way to get feedback."

"I think this conference is really beneficial as a Ph.D. student," said Jacob Lennard from the University of Central Florida. "I've told some of the other students here to look for the invitation next year. Any opportunity to present research in front of such a collegial audience is very helpful."

Xiao Song is from the University of Nebraska. He saw the ARRG event as a good opportunity to present his research and to learn more about ECU's accounting faculty. "I have been interested in ECU and searching for information on Greenville. So, attending the ARRG allowed me to actually see (what) the town and school look like."

"The annual ARRG event allows us to bring in scholars in training and to highlight our accounting department as a possible destination of choice for future faculty," said Dennis O'Reilly, College of Business accounting professor.

Set up for success

He first tried Johnson and Wales University in Charlotte. Charlotte was not his ideal environment, and after deciding to pursue hospitality business, Aaron Zimmerman landed at the School of Hospitality Leadership, a decision that he says, "set him up for success."

"The School of Hospitality Leadership allowed me the ability to work with great professors like Dr. O'Halloran and Dr. Weber, among many others, to gain a full understanding and working knowledge of the industry. While in the program, I was able to build bonds with my professors and fellow students, become part of many great campus groups, and graduate with a Bachelor of Science in Hospitality Management.

"The opportunities I was given in the SHL program helped lead to my success in the (hospitality) industry. I was able to go through internships in the program and gain certifications, including Serv-Safe Food Safety Certification, STAR Certification in Hotel Industry Analytics, Certification in Hotel Business Acumen, and Cvent Certification. All of these opportunities allowed me the ability to graduate and become a part of Aramark's A2L (Accelerate 2 Leadership) program. (This opportunity) jump-started my career out of school. I worked as part of the management team at Elon University with Aramark and worked my way to becoming a Hospitality Services Director. I also helped pilot a new entity of Aramark called Harvest Table Culinary Group.

"I recently took a position at the University of Delaware with Aramark and am currently working as a Hospitality Services Director for more than 10 managers/supervisors and 100+ associates.

"I am thankful to ECU SHL for helping to set me up for success, and I look forward to working hard to make the industry better and more innovative than ever before!"



These RMI students are a little bit of terrific

It's not surprising the College of Business has produced another first in Pirate Nation.

Two College of Business Risk Management and Insurance students will intern this summer with Wholesale Specialty Insurance Association (WSIA), a member-services organization representing the entirety of the wholesale, specialty and surplus lines industry.

The "first" refers to it being the first time two COB RMI students have been accepted to WSIA's Summer Internship Program at the same time. The program awards paid scholarships to college students interested in an insurance career.

Here's a fun fact. Rising seniors Nina Ferrari of Connecticut and Jeron Foxx of Fuquay, North Carolina, the two internship awardees, initially had no interest in the RMI career field. She was an MIS major and he was in criminal justice. Why did they switch to the RMI major? Both heard from RMI flag wavers. Foxx is friends with Logan Krause, an RMI alumnus AND a former WSIA intern. Krause raved about the program and Foxx saw firsthand Krause's interaction with the RMI department; saw the success that came to Krause during his collegiate career and after.

The RMI department habitually brings in industry leaders to speak to its insurance classes. Ferrari attended one of those classes. She learned more about surplus lines – risks that traditional insurers cannot or will not insure. Ferrari then applied for the program and took her first RMI class.

Getting involved

Dr. Brenda Wells' director of COB's RMI program, office is adorned with Pirate memorabilia. She has two purple sofas and it's common that she, along with Dr. Brad Karl, an RMI associate professor, and Kurt Fickling, industry veteran and teaching instructor, meet in her office to discuss the program and its students.

When asked what makes an RMI student successful, they'll say, "they do what we say to do."

"Make good grades, apply for internships and take advantage of what the program provides, such as our trips to industry conferences and Lloyd's of London," says Wells. "This program will be good to you if you put in the passion and dedication it takes to be successful."

When asked why they thought they were able to win these internships, both Ferrari and Foxx said, "get involved." Both joined Gamma Iota Sigma and went to the organization's annual conference. There, they met Chris Timmerman, WSIA's career development programs manager and learned more about WSIA's summer internship program.



To get into the program, Ferrari and Foxx had to have an overall/cumulative GPA of 3.25 or higher, or 3.5 in their major. They had to be an RMI major, complete an application and submit a current resume, letter of reference, transcript and a short essay.

"In addition to their outstanding applications, Jeron and Nina displayed great maturity, communication and leadership skills," said Timmerman.

Both plan to use this internship to figure out what fields they want to pursue in risk management.

What's Next

Ferrari and Foxx will have internship orientation in Kansas City in May 2020, where they will attend a three-day Intern Orientation in Kansas City and get to meet all their fellow interns. While in Kansas City, they'll meet the mentors who will be with them for the entire summer.

The students will learn both the underwriting and brokerage side of the excess and surplus lines industry. They will spend five weeks with a carrier and four weeks with a broker in two different cities from L.A. to New York.

And, if Ferrari and Foxx wow WSIA, and we suspect they will, they could be selected to attend the 2020 WSIA Annual Marketplace in San Diego. They also have the opportunity to study the London market in June 2021.

"I would never have imagined (I have this opportunity)," said Ferrari. "I'm excited and grateful."

"Knowing the faculty in the program put the time in for us (to succeed), they make me want to do the best that I can," said Foxx.

At the College of Business, we have the future leaders in the RMI field.



RMI Students Adapt and Produce

In January 2020, Andrew Blanchard of Verisk/ISO visited ECU's campus to once again enlist the support of ECU's risk management and insurance (RMI) students for research. The request was not the first time the company, a leading data analytics provider for insurance companies and underwriters, asked the RMI program for help. Prior student research projects looked at issues surrounding active shootings and cannabis legalization.

Blanchard, who is Verisk/ISO's director of emerging issues, said the company saw the benefits of tapping into ECU student talent. "They've done great research already, which (helps) the insurance industry."

RMI students leaned on teleworking technology to continue the research project.

For this term, Blanchard asked students to look at risks pertaining to human trafficking, and the RMI students jumped at the chance and were ready to proceed.

The COVID-19 pandemic then threw these seniors into a new challenge. In a regular learning environment, Allison Pigora, Ramez Botros, Amelia Reiher, Amirah Pitt-Bey and Travis Miles would have collaborated face-to-face to prepare their research. Five other students originally were slated to be part of the project team, but many had to opt out due to conflicts. The project team eventually moved to a virtual, collaborative environment.

"The other presenters and I have been communicating through email, group text messages and video conference calls," said Pitt-Bey.

Although the students expressed disappointment both in not coming back to campus and in having their in-person commencement exercises canceled, their approach to the research project has been undaunted, to borrow an oft-used and accurate Pirate phrase.

"If I've learned anything here in my time at ECU (and the College of Business), it has been resilience and perseverance," said Reiher. "I'm confident that I will be able to finish out the year strong no matter the unfortunate circumstances."

"It is a bit of a challenge to go from seeing my group members in class every day to having to depend on technology for communication, but we are all going to get through it together," added Pigora.

"I accepted this challenge (learning from home) with a level of confidence because East Carolina University (and the College of Business) has properly trained me on how to use professional technology," added Botros.

Miles provides perspective. He says, "I would much rather everyone's family stay safe during these hard times ... despite all these challenges, life moves on, and we must adapt to be successful."

"Working with Verisk/ISO is a dream come true for a professor," said Wells. "Imagine handing your students the most cutting-edge emerging issues portal and having them build on it by doing in-depth research. And then, to have them produce a webinar all on their own that will be broadcast to a national audience? This takes the RMI program at ECU to an entirely new level. We are very thankful and appreciate our partnership with Verisk/ISO."

About the research itself, the student researchers were surprised to learn that men also are victims of human trafficking under the guise of forced labor. Additionally, current laws and regulations that combat human trafficking aren't enough and more can be done.

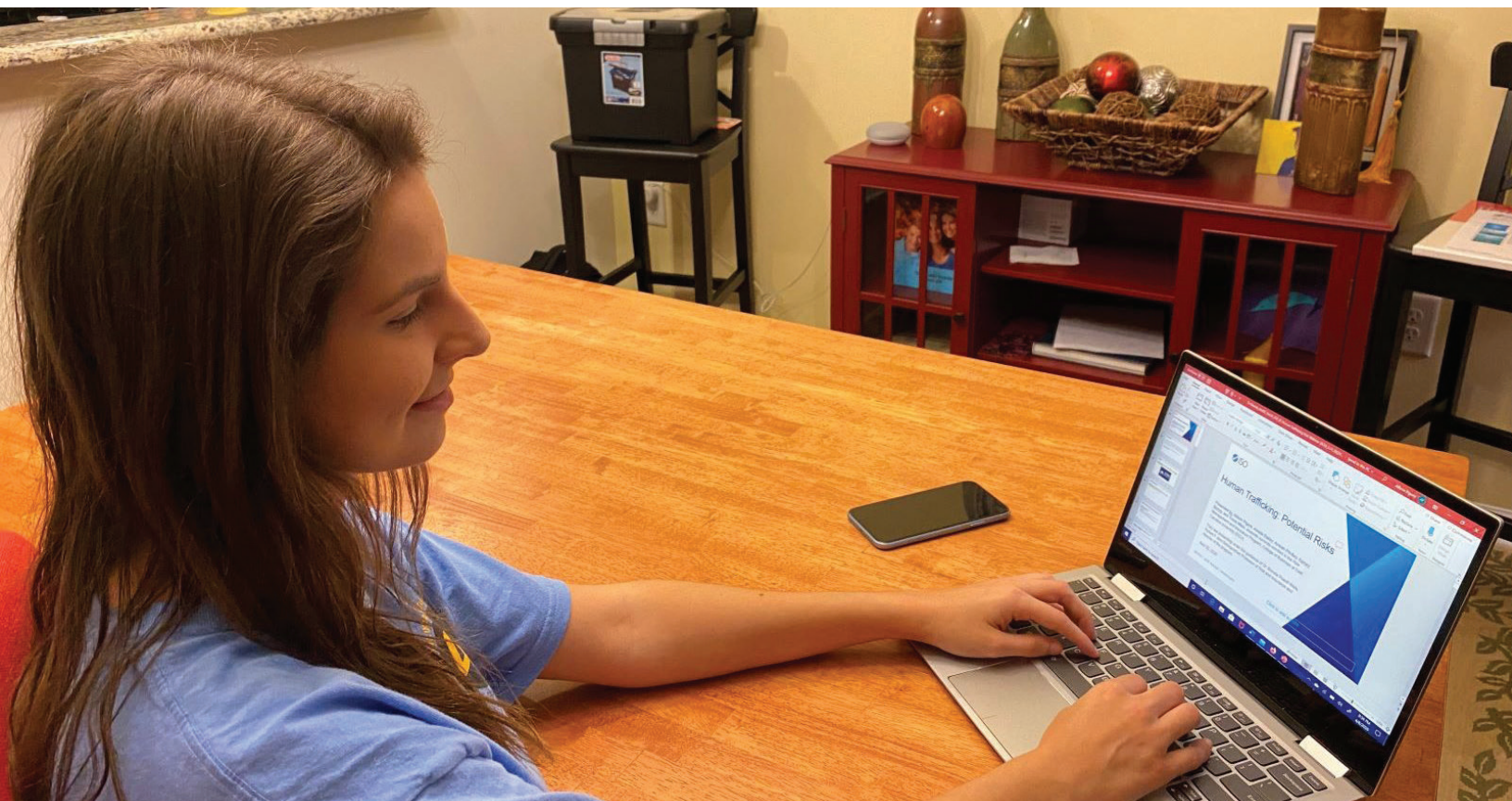
"The first step in solving a problem is understanding and defining it," said Wells. "These ECU students have done a great job of defining the problem and highlighting its importance and severity."

Presentation of their research to Verisk/IOS took place during an April 22 web-conferencing meeting.

"Being affiliated with a company as reputable as Verisk helps build credibility for ECU's RMI program, and I am thankful for the opportunities this relationship has provided," said Pigora, who served as team lead for the project. "I am extremely thankful to have professors in the College of Business, and primarily the RMI program, who are working with students to provide a flexible environment due to the transition to online learning."



RMI students leaned on teleworking technology to continue the research project. Clockwise, from top left, Allison Pigora, Ramez Botros, Amirah Pitt-Bey, Travis Miles, and Amelia Reiher.



Alumni Spotlight

Thomas Graham



Thomas Graham, vice president and chief information security officer (CISO) for CynergisTek, is a proud alumnus of ECU and the College of Business (COB). He received his BSBA with a management information systems (MIS) concentration in 2007 and his MBA in 2010. He wasn't done, then. He went on to obtain a master's in information security, and he is in the final stages of a Ph.D. in information assurance and security.

As a CISO, he's responsible for all security-related issues around CynergisTek's information. This is quite a Herculean task, but he still finds time to give back to the COB and the future leaders the College is preparing.

We recently spoke with him about his experience and ongoing relationship with the COB.

How did the College of Business prepare you for your career path?

While the education I received in the classrooms at ECU has been truly beneficial, I feel like I actually learned more from talking to my professors outside of the classroom than I ever did inside of them. This is because COB professors took the time to speak with me and to get to know me as more than just a student. I could meet them in their offices and talk through real-world problems, not simply something we were reading about in a textbook.

Whenever I started to try and give time back, I did it for the COB because I feel more at home here; I feel the value and the ability of the students coming out of the College is really strong.

When did you know you wanted to give your time back to the College of Business?

To be a little selfish, the better the students do in school, the better they do in their careers, and therefore, the better my degree looks. All joking aside, this was something I knew from the beginning. Anyone can write a check for \$5, \$100, etc., but the knowledge and insight provided by alumni cannot truly be quantified.

Once I got into the business world, I worked with my Charleston-based company to establish a recruitment program with the MIS department. When the students came into the company, I did my

best to help them and point them in the right direction. I think at one point, 10 – 15% of the Charleston workforce were ECU grads. Some stuck around, and some went on to bigger and brighter things.

Why do you give to the College of Business?

As a nontraditional student, I had a family to support upon graduation. I didn't have the monetary means to help the COB. So, what could I do? I can provide insights from the real world. I can tell the students and faculty, "Here's what we're seeing, and here's our advice" that will benefit the students and possibly open them up to new opportunities in the job market.

How does giving of one's time benefit the College of Business?

I think my interaction with the College can help the MIS department keep its curriculum current. You don't want the curriculum to target what is required today. You want it to target what will be needed for tomorrow. I want to help the College stay on the cutting edge as opposed to the bleeding edge.

Why would you recommend other COB Pirates to give their time to the College of Business?

Giving of your time and intellectual knowledge, no matter how you decide what that looks like, can benefit one student or 50 students in the real world. Selfishly, the better the students coming out of ECU, the better your own degree will look, as I mentioned before. However, one of the mantras, while I was a student at ECU, was around service – service to the community, to each other, to yourself and to the University. By providing just a small portion of time back to ECU, you may provide information that a student may not otherwise have known. You may be able to validate what a professor has been talking about all semester long in class. Or, you may even provide insight to a professor that helps her or him communicate their lesson plan(s) just a little bit better.

What's the last book you read and why?

So, I am probably an anomaly in the business world. In my off time, I try not to read a book about my profession or generally the business world as I am inundated daily with articles and news clippings about different items. Between this and the reading I have had to do for my Ph.D., I try to decompress in some way as I do feel you should allow your mind to relax. I am trying to think of the very last book I read, and I am drawing a blank. It was, however, not business related. It was probably more sci-fi fantasy.

Recent RMI grad shares his COB experiences

We had the pleasure of recently speaking with Aundray Johnson (BSBA '20) about his experiences with the COB's risk management and insurance (RMI) program. Johnson, who is in the AAA Carolinas Agency Owner Program, told us the RMI faculty was welcoming, supportive and "wanted me to succeed."

Why did you choose the RMI program?

At first, I was an accounting major. The accounting professors were awesome at teaching the classes, but I had a difficult time grasping the concepts and keeping up with the pace. I visited Dr. Jim Westmoreland to see if he had any suggestions about my academic path of study. He mentioned COB's RMI program, and at first, I thought to myself, "Insurance? Not really sure about that." At that time, I was already in my junior year and close to graduating. He then introduced me to Dr. Brenda Wells, who is the RMI department chair, and she showed me the department's video, and she answered my questions. I didn't know the breadth and scope of the insurance industry. It was then I decided to join the RMI program.

Describe your experience in the RMI program.

My experience with the RMI program was awesome. It provided a scholarship that was a big help to me. As a class, we visited different insurance companies and heard from guest speakers that told us about their companies. I also was able to attend an RMI career fair that had various representatives who were looking for RMI students to hire.

Describe your experiences with the RMI faculty.

The RMI faculty were exceptional! They care about their students, and there is a welcoming feeling when one is in their classrooms and offices.

The faculty wanted all of us to succeed. Dr. Wells, Dr. Brad Karl, and Professor Kurt Fickling understood my struggle with working full time while attending their classes. They invited me to their office to further bring clarity on a subject that I had trouble understanding, and as long as I put in the effort, they worked with me.

How did the RMI faculty support you?

There were times where I felt overwhelmed with my full-time job and also attending the classes. Dr. Wells, Dr. Karl, and Professor Fickling encouraged me not to give up. I recently had gone through a major change in my life, and I had communicated with the professors about what had happened to me. They provided encouragement and were there for me. At that time in my life, I really needed someone to talk to. I used what happened to me as a motivation to become a better me. I think they (RMI faculty) would tell you they were impressed with how I conducted myself even at the time of my loss.



How did the RMI program prepare you for your career?

RMI made me and the students understand the language of insurance, the importance of risk, and ways to conduct myself professionally. The faculty demonstrated a level of professionalism and required us to follow suit.

Why would you recommend the RMI program to students who have not declared a major?

To the undecided students, I encourage them to research the RMI program and ask questions. The insurance industry offers claims, underwriting, adjuster, personal lines, commercial lines, risk management and more! The demand is high for new talent because there are many people who are retiring from the insurance industry who must be replaced. So, the opportunity is there for you. Don't miss this opportunity! Decide to sign on to the program once you learn more about the program. You will have the support of the faculty. The curriculum is straightforward, and you will earn your degree if you put in the work.

What would people be surprised to learn about you?

I am the direct descendant of Antony and Isabella, whose child was born on the shores of Virginia in 1619. The child's name was William Tucker, named after the ship captain.

I drew my inspiration from my parents, Vivian Johnson and the late Ernest Anderson. They always strive for me to do better. I am the first generation to ever graduate from a university.

I served as the president ECU's National Association of Black Accountants and was an active member of the RMI program. I also received the best student award from the RMI faculty for my hard work and dedication to both school and work.

'19 Beta Gamma Sigma Fall Inductees

The 2019 fall James H. Bearden Induction Ceremony of the ECU Chapter of Beta Gamma Sigma (BGS) recently was held at the Murphy Center at Dowdy-Ficklen Stadium.

The College of Business inducted 60 new members into BGS, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The BGS tapping ceremonies - the presentation of BGS invitations during class time - took place earlier during the fall semester.

Beta Gamma Sigma membership is the highest recognition a business student can achieve. Two times each year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only and is based upon eligibility criteria, including those who rank in the top 10% of the second semester, and classes, as well as the top 20% of graduating graduate students within the College of Business. Before nomination, College of Business faculty reviews each candidate to ensure he or she meets the standards of character and integrity that membership represents.

Congratulations to the following inductees:



Sophomores

Wesley Atkins
Maeher Chawla
Jessie Clark
Hannah Farber
Grayson Fussell
Julio Garcia-Cornejo
Ryder Giles
James Hoagland
Wisse Willem Jonker
Mary King
Jack Merklein
Ryan Moran
Keaton Pagani
Pooja Patel

Kellen Pecuch
Nicolas Pittman
Erica Saintsing
Connor Shulstad
Merica Simpson
Joshua Smith
Carter Spivey
Jimmy Williams
Wesley Atkins
Maeher Chawla
Jessie Clark
Hannah Farber
Grayson Fussell
Julio Garcia-Cornejo
Ryder Giles

James Hoagland
Wisse Willem Jonker
Mary King
Jack Merklein
Ryan Moran
Keaton Pagani
Pooja Patel
Kellen Pecuch
Nicolas Pittman
Erica Saintsing
Connor Shulstad
Merica Simpson
Joshua Smith
Carter Spivey
Jimmy Williams



Juniors

Joseph Adgate
Jesse Bailey
Kelsey Black
Elizabeth Blythe
Phillip Bowling
Jonathan Burgess

Jaclyn Burrows
Haley Dellinger
Robert Everhart
Shelley Freeman
Jonathan Hampton
Jordan Hess
Christian Hicks

Kelsey Jackson
Kathryn Latham
Rebecca Mallol
Elizabeth Martin
Keyshorn Smith
Matthew Talton



Seniors

Mary Deans
Steven Edmundson
Sydney Farmer
Lincoln Farmer
Richard Fisher
Alexandra Leviner

Brent Rhodarmer
Melanie Stiles
Lia Thurber
Clarke Webster
Jordan Whitehead
Courtney Radley



Masters

Joshua Brown
Gwendolen Ernesty
Julie Hartmann

Cheryl Hill
Daniel Leighton
Aliya Sanderson
Shaina Schreuder

Alumni Notes

The 80's

Randall Langley (MGMT '81) joined Transamerica in August 2019 as a financial representative, he has 15 years of experience in the insurance industry. Randall is married to his wife Denise and has 2 children. Matthew and Kate.

Bobby Moon (BSBA '81) has retired after 39 years with Pepsi Bottling Ventures. Bobby has held various leadership roles, most recently Division Vice President- Sales. In 2010, Bobby was selected as PepsiCo's North America- Bottler of the Year. Bobby has been a faithful Pirate Club member since 1981. Go Pirates!

David Edwards (MGMT '82) became the Ambulatory Manager for the Engineering & Operations department at Duck Health.

Debbie Ward (MKTG '88) is a licensed NC Broker/ Realtor and joined HM Properties Real Estate in Charlotte, NC in the spring of 2019.

Jeffery Buennemeyer (MKTG '88) is now the President for ASSA ABLOY Pedestrian Door Solutions.

The 90's

Michelle Taylor (ACCT '93, MBA '97) changed jobs to VP of Finance at Vidant Beaufort Hospital in November 2019.

2001-2019

Meredith McNamara (MGMT '01) was recently promoted (January 2020) from Director of Programs & Operations, to Vice President of Percival Engineering in Columbia, MD. Percival is a successful, growing small business providing cutting edge engineering solutions with the expertise and understanding of tools, techniques, and technologies to solve our customers most complex challenges in combating today's Cyber Threats. Percival is at the forefront of innovation in vulnerability analysis and research, software engineering, reverse engineering, embedded development, and cybersecurity solutions. Merri graduated from ECU in 2001 and shortly thereafter started her career supporting the Department of Defense and Intelligence Community. Merri obtained her MBA concentrating in Information Technology from Johns Hopkins University (Carey School of Business). She is also a certified Program Management Professional (PMP) accredited by the Program Management Institute (PMI).

It has been a journey at Percival over the last year. As a growing small business they wanted to offer their employees more space with a collaborative working environment with all

the modern amenities, so through careful selection and design and months of a complete overhaul and renovation, Percival moved to its new headquarters in July of 2019 in Columbia, MD. Six weeks after completion, that brand new office was completely destroyed by a gas explosion that could be felt and heard from miles away. Thankfully there were no injuries, however, this devastating loss forced most of the 22, locally owned small businesses, to close their doors forever.

This tragic event didn't define Percival, Percival and all the employees came together as a team, as a family, and persevered. An office, a building, isn't what makes Percival, it's the people who make Percival. With whatever each employee had in their backpacks, the team rallied, 2-3 days later the network infrastructure was restored, temporary workspace secured, and the company was back to working together and continued on with scheduled customer meetings. Business was back to usual, just in a different location. The leadership (President Sam Ely & Vice President Merri McNamara) at Percival did whatever they could to ensure that it wouldn't, and it didn't, impact morale of the employees and customers. Percival truly puts it's people and mission first, even in the face of a natural disaster.

Jim Wallace (MBA '02) is a Certified Financial Planner and Senior Partner with Millennium Planning Group in Cary, NC.

James Morgan (FINA '05) was recently promoted to Senior Vice President of Towne Insurance. James has worked for Towne Insurance for 7 years in Raleigh, NC. Towne insurance is a full service insurance brokerage firm headquartered in Virginia Beach, and is owned by TowneBank. James and his wife, Kimberly, just added another member to their family- Everett Morgan was born in December 2019.

Kristen Moss (FINA '06) is the co-owner of MPourium along with her husband. MPourium is a bottle shop and tap room that includes 52 self-pour taps located at 814 Dickinson Avenue here in Greenville.

Grant Sellers (MKTG '07) is living in Hendersonville, NC and is married to Ashley Sellers. They have two boys, Collin (6) and Colton (4). Grant won the Outstanding Performance with Amarin Pharmaceutical award in 2019. Grant started a new position with Astellas Pharmaceuticals as the Western North Carolina Representative.

Kendall Stafford (FINA '08) was named one of the Top 10 Business Women to Watch in 2019 by InsightsSuccess.com. Kendall welcomed her second child in September 2019.

Mark Macchioni (MGMT '10, MBA '14) has been with Bandwidth for almost 4 ½ years and has held roles ranging from Operations Leadership to Product Management.

Jessica Pearson (ACCT '11) was promoted to Global Tax Director at Cree, Inc. in Durham, NC.

Nathan Perry (MGMT '11) started a new Real Estate company in September of 2018.

Mike Kelly (MGMT '11) was recently awarded with the President's Circle Award for demonstrating extraordinary performance, leadership, and activities related to company initiatives.

Lucas Harrison (MGMT '14, MBA '15) Recently joined CBI as Director of Sales and Business Development in Raleigh, NC. CBI is a premier interior workplace solutions provider. For more than 25 years, CBI has partnered with companies to understand their business objectives and workplace needs to leverage their three most important assets - People, Technology, and Real Estate. We believe that the workplace matters and that the built environment, when leveraged correctly, can have a profound and positive effect on our clients' people, processes, and overall business results.

Thomas Knight (MIS '15, MBA '18) just accepted a new position as Online Student Support and Technology Specialist at Rockingham Community College in Wentworth, NC.

Nolan Tubb (MKTG '14) has recently relocated to the Lancaster, PA area and is working as a Quality Analyst at Listrak to help implement effective digital marketing solutions for retail clients.

Thomas Wertheimer (MBA '16) was recently appointed to the Board of Directors at the telemedicine and healthcare consulting firm, qler Solutions, Inc. Thomas continues to practice medicine in Wilmington, NC and work nationally as medical services coding and billing consultant.

James Cobb (FINA '17, MBA '18) finished his MBA in 2018 and began his career as an Account Transition Specialist with the investment firm, Vanguard, in Charlotte, NC.

Carter Espinosa-Blanco (MGMT '19) accepted a full-time position as a Program Support & Accounting Technician at a local Greenville non-profit, Martin-Pitt Partnership for Children, where he worked part-time throughout college.

Miller School wins award for entrepreneurship innovation

East Carolina University's student entrepreneurship program, RISE29, was honored for its co-curricular innovation by the United States Association for Small Business and Entrepreneurship (USASBE) at its recent annual conference in New Orleans.

RISE29 received the association's Excellence in Co-Curricular Innovation Award, presented annually to the college or university whose entrepreneurship program encourages creativity, quality and sustainability, and produces an impact on the communities it serves.

In its first year, RISE29 earned top honors over a field that included the country's No. 1 ranked entrepreneurship program by U.S. News & World Report.

Mike Harris, director of ECU's Miller School of Entrepreneurship, and Sharon Paynter, assistant vice chancellor for economic and community engagement, co-led the program during its inaugural year.

"When we first had the idea for the program, we knew we wanted RISE29 to become a national model for rural entrepreneurship," Harris said. "We're excited that other entrepreneurship educators from across the country saw the same potential in the program that we did. They have faith that RISE29 will serve as a blueprint to foster economic success in rural regions not only in North Carolina, but across the country."

Spurred by population loss, declining employment opportunities, and "brain drain" in eastern North Carolina, RISE29 began in February 2019 as part of a \$1 million grant from the Golden LEAF Foundation. Led by the Miller School of Entrepreneurship and the Division of Research, Economic Development and Engagement, the program became the first university-wide initiative targeted at transforming students into emerging entrepreneurs.

The program works hand-in-hand with local community leaders to identify community needs and pairs business clients with students to address those concerns. As a result, students that participate in RISE29 create new opportunities and sustain existing businesses in rural North Carolina that add value and complement existing ventures in the university's 29-county service area.

During its first year, RISE29 recorded more than 18,000 hours of fieldwork with 36 business clients in Beaufort, Hyde, Martin and Pitt counties. In total, more than 140 students with backgrounds ranging from nutritionists and biologists to engineers and marketers participated in the program.

RISE29 leaders plan to expand the program to more counties in 2020, eventually servicing all 29 counties that help make up its name.

RISE29 is part of a growing effort to advance entrepreneurship across ECU's campus. In 2015, the university established the Miller School of Entrepreneurship and last year announced a new undergraduate degree in entrepreneurship. The university has also developed the annual Pirate Entrepreneurship Challenge and its residential, entrepreneurship-based Horizons Living Learning Community.



United States Association of Small Business and Entrepreneurship President Eric Liguori, left, congratulates the RISE29 team of Mike Harris, Sharon Paynter and Dennis Barber during an award ceremony at the association's annual conference. RISE29, East Carolina University's student entrepreneurship program, received USASBE's Excellence in Co-Curricular Innovation Award for the program's novel approach to rural entrepreneurship.

SHL Students assist ECU with Sustainable Project

The School of Hospitality Leadership's senior cost control class partnered with ECU's Sustainability Manager Chad Carwein and ECU Dining to compile the list of food products ECU Dining purchases to determine what products meet the criteria to be quantified as plant-based and sustainably or ethical produced.

East Carolina University has recognized the importance of sustainability and chosen to participate in the Sustainability Tracking, Assessment and Rating System (STARS). Established by the Association for the Advancement of Sustainability in Higher Education (AASHE), STARS is a voluntary, self-reporting framework for colleges and universities to gauge progress toward sustainability and be acknowledged for their leadership.

Student-led teams, in coordination and with guidance from Craig Marshall, SHL Instructor for the course, and Chad Carwein, ECU's sustainability manager, were provided documents and invoices by ECU Dining that listed all the items purchased in school year. Each student team was assigned a different category of food. For example, one group looked at canned and dry food, and another group looked at produce.

"Our goal with this project was to establish a baseline inventory of food and beverage purchases by Aramark for ECU Dining Services," said Carwein. "We had never done anything like this before, but I think the project turned out great, and we've learned a lot from this experience. I hope that it was mutually beneficial and that the students also were able to gain something valuable out of the project."

The students were tasked to determine if the food meets the criteria to be considered plant-based and sustainably or ethical produced. They compared the food manufacturer and

process to the STARS criteria for each of the two categories. If a product manufacturer could not be determined, a list of those products was given to ECU dining, who then gave the list to SYSCO. SYSCO sent the list back and identified the manufacturer so the students could confirm if the newly identified manufacturer met the criteria for plant-based and sustainably or ethical produced.

After all the food products were reviewed, the students looked for products that met the STARS criteria and provided that information to ECU Dining. Along with providing the alternative products, the students also provided an analysis to ECU dining that explained how much of these purchases meet the STARS criteria for each of the categories.

Added Carwein, "the next step for me is to compile their findings from each of the six food and beverage categories then use that information to report on the Sustainability Tracking, Assessment, and Rating System (STARS) credit. Once we're able to breakdown this data and further analyze it, I think we'll be more informed to meet with Aramark and ECU Dining staff and then begin looking into more sustainable or ethically produced food and beverage products."



The **School of Hospitality Leadership** hosted its annual career fair Feb. 4 in the ECU Main Campus Student Center. The fair followed the spring meeting of SHL's Advisory Board.

The fair attracted thirty-nine organizations, more than sixty recruiters and more than 200 students. Students met with company representatives and scheduled interviews for entry-level management and internship positions.

Says SHL Director Dr. Bob O'Halloran, "It was exciting to see that ECU SHL alumni returned to ECU for the career fair and represented one-third of the recruiters.

The companies that participated are listed:

Amos Mosquitos
Aramark
Bald Head Island Club
Biltmore
BPR Properties
Carolina Country Club
Carolinas Chapter CMAA
COB Graduate Programs
Collabera Inc.
Compass Group
Coral Bay Club
Daly Seven Hotels
Durham Bulls Baseball Club/Bull
City Hospitality
Empire Eats
First Carolina Management
Golden Corral
Harrah's Cherokee Casino and Resort
Insight Global
J. Alexander's Restaurant

Kings Dominion
Longhorn Steakhouse
Marriott International
North Ridge Country Club
Old Edwards Hospitality Group
Parks Hospitality Group
Prime Investments
Pyramid Hotels alum
RSVP Events
Sanderling Resort ECU
Sodexo, Inc. @ Vidant Health
Summit Hospitality
The Trump Organization
The Umstead Hotel and Spa
Thunderdome Restaurant Group
Twiddy and Co.
Waffle House Inc.
Washington Duke Resort and Club
Winwood Hospitality Group

Nationally ranked

The College's Miller School of Entrepreneurship made the Princeton Review and Entrepreneur magazine list of Top 50 Undergraduate Schools for Entrepreneurship.

The Miller School is the only endowed school of entrepreneurship in North Carolina and ranks No. 47, marking its first appearance on the list. North Carolina State University is the only other university in the state on the list.

"We've accomplished so much in a short time," said Dr. Mike Harris, director of the Miller School. "I'm proud for ECU, the College of Business, our faculty and staff, and most importantly, the students. I'm really excited about the entrepreneurial ecosystem that's thriving in our community."

"I am over the moon and thrilled about this accomplishment," said Fielding Miller, CEO of Raleigh's CAPTRUST, COB alumnus and ECU Board of Trustees member. "The work that Mike Harris and team have done to launch and lead our entrepreneurship program is extraordinary. In only four years, our school has gone from a ground floor start to being ranked in the top 15% of 300 programs in the U.S."

"The future looks bright for our budding ECU entrepreneurs."

Leading Regional Transformation

The Miller School was established in 2015 thanks to a commitment of \$5 million by Miller and his wife, Kim Grice Miller. It serves as a regional hub for preparing students to take an entrepreneurial mindset and skillset into their communities.

Since 2015, the Miller School has implemented numerous programs that have served as a catalyst for regional transformation.

In 2017, the Miller School kicked off the annual Pirate Entrepreneurship Challenge, the signature business pitch competition for ECU student teams. Cash and prizes for the contest have grown from more than \$15,000 in the first year to this year's \$100,000 purse. Past winners have created jobs and are experiencing more than \$1 million in sales.

Additional multimillion dollar gifts have led to the establishment of the Van '85 and Jennifer Isley Innovation Building that will house the Miller School when completed and provide space where any ECU student can collaborate on product innovation and entrepreneurship. The Crisp Small Business Resource Center opened earlier this year and will provide access to best practices and proven knowledge for ECU students and area entrepreneurs who plan to start or sustain enterprises in eastern North Carolina. The center was made possible thanks to a gift from Matt '93 and Kim Crisp.



Throughout the calendar year, the Miller School and the ECU chapter of the Collegiate Entrepreneurs Organization hosts hackathons, sponsors the annual Hult Prize competition and provides mentorship to students and other companies who need guidance with turning their ideas into realities. ECU's Dr. Mike Harris speaks to audience at CAPTRUST.

"The Millers, Isleys, Crisps and many others are our inspiration," said Harris. "They've given so much to their College of Business. We would not be here without them, and for that, all of us are grateful for their belief in what we want to accomplish here at the Miller School."

"We look forward to developing additional innovative programs that will benefit the emerging entrepreneurs on campus and throughout our region."

East Carolina University ranked on the Princeton Review's Best 385 Colleges, Best Southeastern Colleges and Green Colleges 2019 lists.

About the List

Princeton Review tallied the 2020 lists based on a 2019 survey of administrators from 300 schools with offerings in entrepreneurship studies. More than 40 data points were analyzed for the ranking list tallies. Topics on the 60-question survey included: the percentage of faculty, students, and alumni actively and successfully involved in entrepreneurial endeavors; the number and reach of mentorship programs, scholarships and grants for entrepreneurial studies; and the level of support for school-sponsored business plan competitions.

Commitment to community

Simple and Sentimental is a Greenville-based online and storefront operation that creates unique, personalized gifts. Before the pandemic, its operation was running smoothly.

"We were in the process of acquiring new suppliers to get our product costs down and planning out the rest of the year," said owner Taylor Walden (BSBA '19). "We were shipping out 50 orders per day."

Today, Simple and Sentimental is following Greenville's Stop the Spread order. Three employees are staying safe and working from home. Walden and her husband, Nick, are running the company's daily operations.

"Today, we literally do a happy dance if we get an online order," says Walden. "Weddings are being canceled and postponed. Brides are not looking to buy wedding decor, bridesmaid gifts or anything else for their wedding because the outlook is so uncertain."

What is certain is the Waldens' commitment to give back to the community they call home. In a Facebook group of laser engravers, group members were sharing plans for producing personal protective equipment. And on March 25, Simple and Sentimental leaned on its entrepreneurial spirit, assessed its capabilities, and began producing face shields for Greenville-area hospitals.

They started a GoFundMe account, and for every \$8 raised, they can produce one face shield.

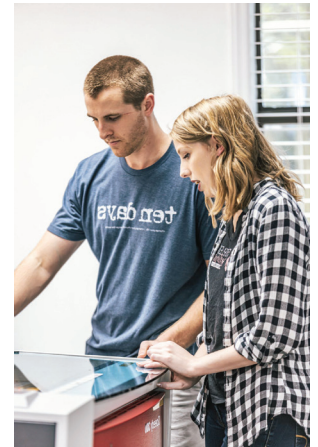
"So far, we have raised funds to make 295 face shields," said Walden. "We have manufactured 116 face shields. We are currently waiting on more supplies to arrive so we can keep making them and sending them out."

Walden said that her ECU family was a great source of information to turn to in these trying times. Walden is the inaugural winner of the Pirate Entrepreneurship Challenge, the signature business pitch competition of the Miller School of Entrepreneurship. She called Miller School instructor David Mayo after she had the idea to create the face shields.

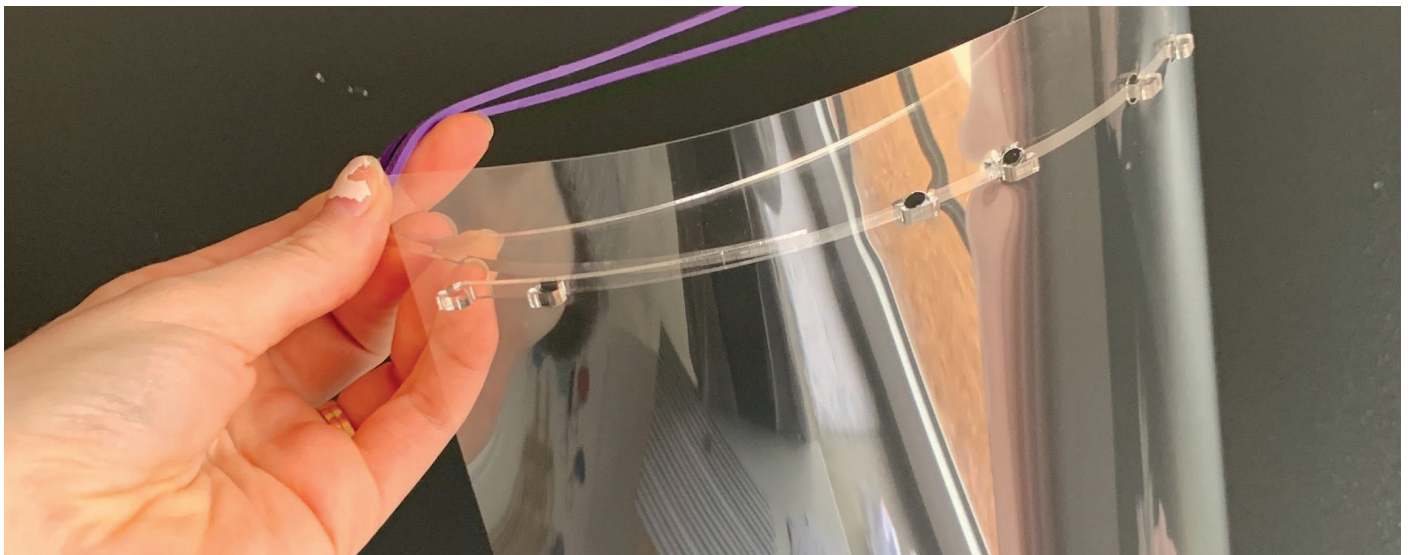
"I reached out for advice on how to move forward," said Walden. "He (Mayo) gave me the idea of crowdfunding instead of directly reaching out to hospitals to fund the materials. I would have never thought of that on my own. I'm glad that even as an alumna, I'm still part of the Miller School family and can reach out for help when I need it."

For now, Walden keeps a positive spirit for both her company and her employees. "The pandemic has shown me how important it is to stay positive and maintain a 'the show must go on' mentality," said Walden. "My heart breaks for those who have passed away or fallen ill to COVID-19. However, during this crisis, I still have to move my business forward."

"Our community ... will get through this."



Taylor, left, and Nick Walden, wanted to do something to help their community. After joining a Facebook group of laser engravers, they decided to produce protective face shields for healthcare workers.



Miller School hauls in more national awards

Drs. Michael Harris and Dennis Barber III of the Miller School of Entrepreneurship recently attended the 2020 National Small Business Institute® (SBI) Conference in New Orleans, Louisiana. During the event, both picked up awards for the work coming out of the Miller School and the College of Business' Small Business Institute.

National Best Practices Award – The winning submission, “Using Internships to Increase the Impact of Small Business Institute Projects”, focused on the integration of ECU's RISE29 program with the Miller School's Small Business Institute course. This recognition is the second national award for the RISE29 program since January of this year. RISE29 is made possible by a \$1 million grant from the Golden LEAF Foundation and is operated by both the Miller School and ECU's Division of Research, Economic Development and Engagement.

First Place, National Project of the Year Competition – Taking first place in the undergraduate comprehensive category, the project was conducted for Lil Elite Boutique in Goldsboro, North Carolina. COB students Allison Martin, Kallie Phillips, Malcolm Ellis and Jhaquez Langley created a succession plan to help the business continue into its third generation of family ownership. Barber served as advisor.

Second Place, National Project of the Year Competition – Taking second place in the undergraduate business plan/feasibility division, the project work was for Havens Wharf in Washington, North Carolina. The primary goal of the team was to design a personalized, conceptual consulting report for undeveloped land directly adjacent to the historic Havens Wharf Building. The final report addressed a potential mix of retail options, followed by the development of appropriate promotional tactics to help launch the retail venture. The student team included Taylor Walden, Andrew Ciaccia, Troy Demers, Barry Smith and Trey Benton. Harris served as advisor.

Distinguished Empirical Conference Paper of the Year Award – The winning submission was “Do Entrepreneurs Do Good Deeds to Maximize Wins or Avoid Losses? A Regulatory Focus Perspective.” Using regulatory focus theory as a theoretical lens, the authors examined how promotion focus versus prevention focus of the small business owner motivates social responsibility engagement targeted at society, employees and customers. Authors included Whitney Peake and Mariah Yates, both of Western Kentucky University (WKU), and Barber and COB Professor Dr. Amy McMillan.

Paper of the Year Based on a Publication in the Journal of Small Business Strategy – The winning submission was “Do Management Control Systems Stifle Innovation in Small Firms? A Mediation Approach.” The paper examined the relationship between an individual-level measure of entrepreneurial orientation and innovation level and explored the mediating role of financial and nonfinancial management control systems on that relationship. Authors included Peake, Barber, McMillan, Dawn Bolton (WKU) and Leanne Coder (WKU).

“The awards validate the work and the research coming out of the COB and the Miller School,” said Harris. “We are impacting the students and business that call eastern North Carolina home. For that, I am most proud.”

The SBI program at ECU's College of Business has worked on consulting projects with regional business clients each year since 1974. An ECU team has placed in the Top 3 of the Project-of-the-Year Competition in 14 of the past 15 years, including seven national championships.

Along with bringing in awards, the Miller School is spreading its influence at the national level. Both Harris and Barber were recently added to the board of directors for the National SBI. Harris will serve as the vice president for development, and Barber will be the vice president for programs elect.

In other Miller School award news, the Lil Elite Boutique project, in partnership with Downtown Goldsboro Development Corporation, won a Best Innovation merit award at the 2020 Annual North Carolina Main Street Conference.



In the News

Accounting faculty member, Denise Dickins, was recently appointed to serve as academic editor of the American Accounting Association's journal, *Current Issues in Auditing* (CIIA). CIIA is devoted to advancing the dialogue between academics and practitioners on current issues facing the auditing practice community (e.g., new opportunities and challenges, emerging areas, global developments, effects of new regulations or pronouncements, and effects of technological or market developments on audit processes).

Her two-year term begins June 2020.



Last week, **Speedway visited the College of Business (COB) to continue its investment in both the future of our students** and as they would say, their workforce. Dean Paul Schwager accepted the check and thanked Kienna McGee, HR advisor, region 80; Becky Ruble, region manager, region 80; and Molly Kube, district manager (and COB alumna).

Check presentations are nice. Better yet, they are fantastic. They are emblematic of the confidence one organization has in another.

Management Chair Dr. Lee Grubb reaffirmed that the donation would continue to be used for the COB's leadership and professional development curriculum, e.g., etiquette dinners, class presentations, etc. COB Career Center Director Lee Brown reiterated an open invitation for Speedway to continue its participation in the College's Employer in the Foyer and mock interviews.

However, if all were to be surveyed, it was the attending students who stole the moment. Haley Williams, soon to be COB graduate, is a current Speedway intern and will participate in the company's district manager trainee (DMT) program when she graduates. Tyler Smith is a COB graduate and MBA candidate and is currently a DMT. Both talked about how the College helped them get introduced to (and prepared for) Speedway and how Speedway welcomed them to the company's DMT program and, subsequently, to its corporate family.

All great meetings end with, "what can we do for you?" When asked, Speedway wanted the COB to help the company emphasize the benefits of relocation; how this employment benefit shows a company's belief and trust in the employee.

"Speedway is involved with the COB in so many ways," said Schwager. "They've given their time, talent, treasure and influence in helping our students succeed. For that, all of us are grateful for the enthusiasm they have for what we're doing with our future leaders."

Oh, for those COB students reading this article, did you know that Speedway's district management program has a tuition reimbursement element?

Thank you, Speedway, for continuing to support your COB. And, thank you students and alumni for representing your COB in the best of ways.



In the News



SHL's Dr. Seung "Jenna" Lee recently was elected to the position of director of research for the International Council on Hotel, Restaurant and Institutional Educators.

ICHRIE is a non-profit professional association that provides programs and services to continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry. It values creative, ethical and progressive action and improvement of global hospitality and tourism education and research.

The ICHRIE director of research position is an ICHRIE Board Position. The director of research serves as chair of the ICHRIE's Research Committee and is responsible for quality assurance for membership journals. Dr. Lee as an ICHRIE member with a significant track record in scholarly and research publication was an ideal candidate for this position.

Two College of Business supply chain management (SCM) majors attended the Council for Supply Chain Management Professionals conference in Anaheim Sept. 15-18.

Allyson Boos was sponsored by the Raleigh Roundtable of the Council of Supply Chain Management Professionals. Lilly Rakes was sponsored by Dr. John Kros' Vincent K. McMahon Distinguished professorship. They were chosen from all the other COB SCM students due to their grades and leadership qualities. Boos and Rakes also served as interns at the conference.



Below, both Boos and Rakes provide their thoughts on the experience.

"Through this experience, I learned about the logistics behind hosting a conference, networking, and advancements within the field of supply chain," said Boos. "Thanks to the support of East Carolina University and its College of Business and the Raleigh RoundTable, I gained real-world experience, which helped me better understand the industry I will be in upon graduating."

Said Rakes, "I am grateful to have had the opportunity to attend the CSCMP conference in Anaheim, California. Talking to different companies helped me figure out what I like and what I don't like and gave me a better idea of where I want to be in the broad term of supply chain. This was such an amazing experience, and I have learned a lot to take with me throughout my journey."

COB Research Looks at Efficacy of Cellphone Ban

Past studies that examine the effectiveness and efficacy of distracted driving laws often rely on traffic crash and fatality data that have the potential for bias due to data reporting/collecting deficiencies (e.g. failure to record a distraction during an accident, etc.). However, in an article titled "How Cellphone Bans Affect Automobile Insurance Markets" Drs. Brad Karl and Charles Nyce identify a robust correlation between the enactment of a cellphone ban and the reduction of automobile insurance losses and premiums.

Since automobile insurance companies pay for the overwhelming majority of automobile accidents, there is a strong correlation between accident frequency/severity and the claims incurred by insurers. Therefore, the novelty of this new research is the ability to examine the efficacy of handheld cellphone bans using a data source that is not biased by potential reporting errors.



"This research adds a new perspective to the debate surrounding the efficacy of cellphone bans and the cost of distracted driving. We hope our research will help shape future policy decisions pertaining to cellphone bans and distracted driving," said the College of Business' Dr. Brad Karl, the IIANC-NCSLA W. Kurt Fickling Distinguished Scholar in Risk Management & Insurance.

In the News

East Carolina University's Miller School of Entrepreneurship is the newest chapter member of the Sigma Nu Tau entrepreneurship honor society. ECU becomes the 31st Sigma Nu Tau chapter overall and second among North Carolina universities.

Dr. Nancy Church, executive director of Sigma Nu Tau, presided over the induction ceremony.

Sigma Nu Tau's mission is to promote, recognize and reward academic excellence in entrepreneurship. The honor society encourages and acknowledges the practice of principled entrepreneurship, which is maximizing long-term profitability for the business by creating real value in society while always acting lawfully and with integrity.



To start the chapter at ECU, the Miller School must offer an undergraduate degree in entrepreneurship, be accredited, have a dedicated faculty advisor and recommend four students and two faculty for charter members.

Brandon Gildersleeve, Rowe Mellot, Melanie Stiles and Taylor Walden were inducted as the charter student members.

Charter faculty member inductions included Dr. Dennis Barber III, who also will serve as faculty advisor, and Miller School Director Dr. Mike Harris, who will serve as chapter secretary.

Four students were inducted as charter members of ECU's Sigma Nu Tau chapter. From left to right, Dr. Nancy Church (Sigma Nu Tau), Dr. Mike Harris, Fielding Miller, Melanie Stiles (student), Brandon Gildersleeve (student), Taylor Walden (student) and Dr. Dennis Barber, III

Fielding Miller, ECU College of Business alumnus and namesake of the Miller School, was inducted as the charter honorary member.

According to Barber, "the Sigma Nu Tau Honor Society provides opportunities for students to apply for scholarships and participate in the society's video pitch competition. We are always looking for ways to support and recognize our students for their accomplishments."

The Miller School plans to have the Sigma Nu Tau inductees provide service to the community via their participation in entrepreneurship-related events, e.g., judging the annual middle and high school Youth Entrepreneurs Pitch (YEP) challenge. The chapter will provide another outlet for future entrepreneurs to establish networking relationships over the years.

New research: the influence of attractiveness and expertise on celebrity endorsement efficacy

COB's Dr. Diana Haytko, et al., have published a cross-cultural study that examines several issues related to the use of celebrity endorsers. The abstract found in this [link](#) goes into more detail, but the key takeaway is that celebrities who are known for their likability and attractiveness can endorse more products than those known for a particular expertise.

Additionally, the study shows male celebrities can endorse more products than female celebrities.

"I think the advertising industry would like to know that males can endorse more products than females," said Haytko. "However, males are riskier as they are more likely to have scandals. The key to it all is the fact that the product must match the celebrity persona or image."

Dr. Diana Haytko, COB marketing and supply chain management, is a co-author of the study, along with Drs. Christina S. Simmers and Ron A. Clark, both from Missouri State University.



In the News

Expert: Many local tourism systems won't survive pandemic

Dr. Jalayer (Jolly) Khalilzadeh is an assistant professor of tourism in the COB's School of Hospitality Leadership. His research looks at network and system science in tourism and hospitality contexts.

Khalilzadeh just issued an opinion piece titled, "The Future of the Global Tourism System Post COVID-19." In this piece, he describes tourism as a complex system consisting of multiplex networks. This network has a hub-and-spoke structure wherein a few main hubs (e.g., major airlines) are connected to numerous spokes (e.g., local pubs and restaurants). The tourism industry can better handle the outbreak when spokes are attacked, but in today's situation, both hubs and spokes are being attacked by COVID-19.

Khalilzadeh says, "The fact that COVID-19 is attacking both hubs and spokes simultaneously with intense and forceful waves is very concerning. This behavior makes COVID-19 the most disastrous health crisis of tourism history over the past 70 years."

Other highlights

The global tourism system will survive the COVID-19 pandemic due to its well-connected state to other economic and social systems/networks. The same is not true for many local tourism systems as they are not going to survive this pandemic.

In time of prosperity, tourism is among the most human-intensive industries, employing a large portion of the global workforce. However, in time of crisis, tourism is also among the first industries to lay off its employees and let them go.

It is too soon to discuss what the post-COVID-19 tourism system will look like, but we are confident that it is not going to look like what it was before.



In Closing



Let's address the obvious upfront.

Your College of Business is currently adapting to today's norm. At the time of this printing, the roadmaps to help us exist in today's higher education environment are still being developed, and when we get them, we'll be ready. Students, parents, faculty and staff are depending on us to provide a safe and inviting environment that continues to build leaders. After all, that's what we do, and that will not change.

The stories you have just read feature today's leaders (the Miller School, Rod Mallette, Thomas Graham, Aaron Zimmerman and our faculty) and tomorrow's leaders (RMI students, SHL students, Pirate Challenge winners and more). These stories, like always, encourage me. These individuals provide me hope and solace. I feel encouraged and know everything's going to be OK; that we got this.

Let's Be Clear

As of printing, our fall 2020 undergraduate and graduate numbers, combined, are steady considering everything that is going on. For right now, I'll take it. These numbers reflect the hard and long work that our staff and faculty have put in behind the scenes. I see their work daily, and they are a strong reason why I know we got this. For the next Stocknotes, we plan to share behind-the-scenes stories that will shine the spotlight on that hard work, but let's be clear, we'll need some additional help moving forward. How can you help?

Pirates Being Pirates

There's a reason why all of you are Pirate Strong. You are proud of your alma mater, and you are proud to be a pirate. You wear your purple and gold boldly.

We will continue to ask you for your time, talent, treasure and influence, and it's the latter where I think we can make some immediate impact. Please spread the word that at your College of Business, we got this. Please reassure your nervous friends who are rightly worried about their children's future. Please tell them that ECU and your College of Business will have safeguards in place. Let them know that our faculty will continue to be there for our students. Our internship opportunities have not changed, and our programs will continue to produce future leaders who are ready to meet today's needs now.

Lastly, I hope this issue of Stocknotes finds you and your family safe. I hope you are coping during today's unprecedented times. Please know, your College of Business is here for you if you should need us. We, indeed, are all in this together. Let's lean on each other.

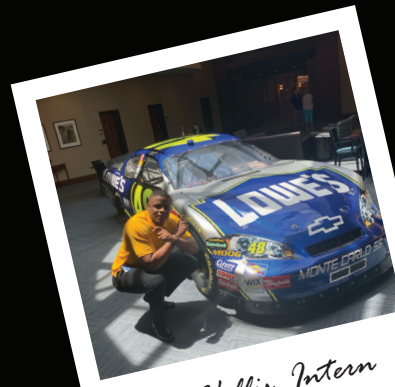
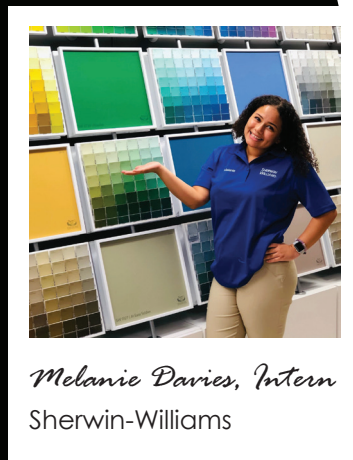
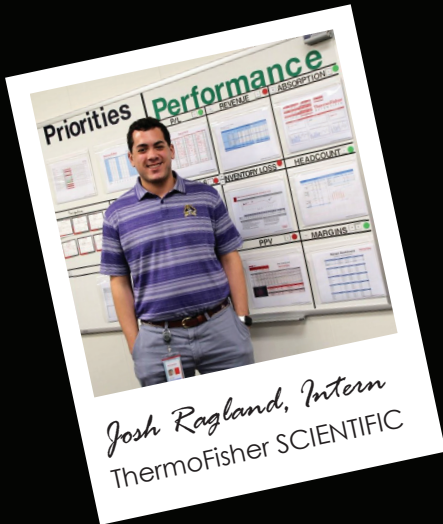
All the Best,

Paul Schwager, Ph.D.
Dean & W. Howard Rooks Distinguished Professor

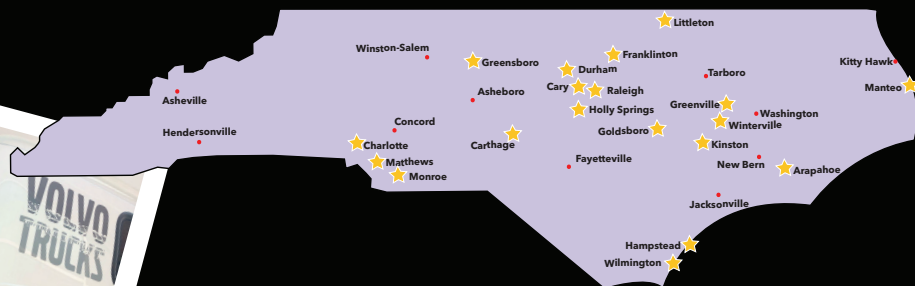
Does your company have an Internship Program?

Benefits of an Internship Program

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



Starred locations of COB Student Interns



Interested in learning more?
Contact Melissa Parks
COB Internship Coordinator
parksr19@ecu.edu or 252.328.6596



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