

Stocknotes

FALL 2014

COLLEGE OF BUSINESS NEWSLETTER

College of Business Names First Thomas D. Arthur Professor of Leadership

Dr. Aneil Mishra has been named the inaugural Thomas D. Arthur Professor of Leadership, the university's first endowed leadership chair. He began July 1 and is based in the College of Business, with the mission to help build the capability of students and faculty throughout ECU.

Mishra is an internationally recognized expert on how leaders build trust. He is the coauthor of two books with his wife Karen Mishra: "Trust is Everything – Become the Leader others will Follow" (2008) and "Becoming a Trustworthy Leader – Psychology and Practice" (2013). He has developed and conducted leadership assessment, executive education programs, and team development for a variety of Fortune 500 firms and other organizations, including leading health care organizations and non-profits across the globe.

Mishra says he feels like a kid in a candy store working with other colleagues who share a passion for leadership and strive to make a difference to students.

"I love ECU's desire to transform students' lives through leadership," he said. "I'm excited to be the champion for new initiatives, making the College of Business and entire campus stronger in leadership and leadership development."

Prior to joining ECU, Mishra served as Associate Dean for Academic Affairs at North Carolina Central University. Before that, he was Vice President of Curriculum and Faculty Relations for 2tor, Inc (now 2u), working with the University of North Carolina at Chapel Hill's Kenan-Flagler School of Business on its online MBA program, MBA@UNC. He has also served as a management professor on the business school faculties of Duke University, Wake Forest University, Penn State University, and Michigan State University's School of Human Resources and Labor Relations.

He earned his Ph.D. in Business Administration from the University of Michigan and earned his undergraduate degree in economics, cum laude, from Princeton University.

This fall, Mishra is teaching an undergraduate course in leadership as part of the College's Leadership and Professional Development Program while also developing new research and teaching initiatives, including an MBA-level leadership course.

The College of Business' leadership chair was made possible by Tom Arthur of Tampa, Fla., who donated \$1 million to the ECU Foundation to establish the endowed professorship. The university's long-range plan is to endow leadership chairs for each college in the university.

Arthur earned his MBA from ECU in 1971 and is the grandson of Louis C. Arthur, one of the nine men who submitted the formal location offer of the East Carolina Teachers Training School to the State Board of Education in 1907. Before his MBA, Arthur earned his undergraduate degree from the University of North Carolina-Chapel Hill in 1966 and then served three years as an infantry officer during the Vietnam War, earning the Silver Star and other military awards.

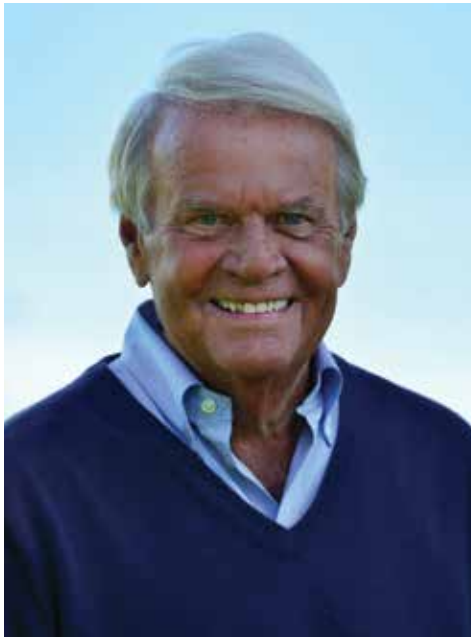


Dr. Aneil Mishra

Arthur said, "Leadership is everywhere you look. Thanks to this new leadership chair and others to come, we will send our students away from ECU with a stronger leadership foundation, which is critical because everybody will probably end up serving as a leader at some point – and good leaders can make a big difference."

COLLEGE NOTES

Cleveland Clinic Trustee and Retired General Motors Executive Speaks at ECU



Bob Lintz

Bob Lintz, Cleveland Clinic Trustee and retired plant manager of General Motors, spoke at East Carolina University on Wednesday, Nov. 12 as part of the Cunanan Leadership Speaker Series hosted by the College of Business.

A native of Flint, Mich., Lintz retired from GM in 2000 after 36 years of service. He is a nationally renowned leader, especially known for his efforts that helped turn a distressed GM stamping plant in

Parma, Ohio into one of the company's most efficient stamping plants worldwide.

Lintz began his GM career after graduating from Michigan State University in 1963. He first joined as a College Graduate-in-Training at the Flint Metal Fabricating Plant. After holding various positions, he was named Superintendent of Inspection and Quality Control at the GM Bay City, Michigan Plant in 1972. In 1974, he was transferred to the GM Parma

Pressed Metal Plant as General Superintendent Manufacturing, and in 1980, he was promoted to Plant Manager of the Pressed Metal operation. In 1987, he became Manager of the entire Parma Complex. He also chaired the GM Public Affairs Committee in addition to his service on numerous civic oriented boards. The book "Becoming a Trustworthy Leader," written by Dr. Aneil Mishra, the Thomas D. Arthur Professor of Leadership in the ECU College of Business, highlights Lintz's leadership journey.

Throughout his life, Lintz has stayed active in his community. He currently serves on the Board of Trustees of the Cleveland Clinic, one of the nation's top hospitals, where he focuses on the Quality, Safety, and Patient Experience Committee. He also serves on the Cleveland Clinic's Audit Committee and the Research and Education Committees. He has worked for many years with the Boys Hope/Girls Hope Foundation, and he used to help raise money for charity through the original "Ghostbusters" vehicle that he owned.

Dr. Stan Eakins, dean of the College of Business, said, "Bob's leadership vision, along with his courage, humility, and authenticity, challenged the status quo at GM. We are proud to have him visit the College of Business and teach our students and faculty how critical trust-building is to leaders."

The Cunanan Leadership Speaker Series is made possible by a 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.

ECU's Online MBA Program Ranks Among Most Affordable in Nation

East Carolina University's MBA program is one of the most affordable in the nation, ranking #24th according to OnlineU, a free and comprehensive guide that enables students to compare online degree programs in the United States. No other North Carolina schools made the 2014 list.

Schools included in OnlineU's MBA list ranged in annual tuition from \$3,912 up to \$17,404.

As of August 2013, OnlineU says the majority of college seniors graduated with more than \$26,000 of student loan debt. About 8% of those graduates are still unemployed and half are working jobs that do not require a college degree.

OnlineU's stated mission is to refocus the higher education conversation around affordability and quality and make access to online college information more transparent.



COLLEGE NOTES

ECU College of Business Named a Top Business School for 2015

For the eighth straight year, the College of Business ranks among the best U.S. business schools according to The Princeton Review. The education services company features ECU in the 2015 edition of "The Best 296 Business Schools."

Dr. Stan Eakins, dean of the College of Business, said, "The College of Business is proud to be honored once again as one of the nation's most outstanding business schools. 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."

As part of its rating in the new guide, the College of Business is outlined in a two-page profile highlighting academics, career placement, student life and environment, and admissions information. The profile states that, "ECU has an intimate feel...Professors know students' names, and the campus has a friendly atmosphere." It also said the MBA program "provides students with lots of individual attention and allows them to tailor the program to their needs."

Robert Franek, Princeton Review senior VP/publisher, said, "East Carolina University is one of the 296 outstanding schools we profile in this book and on our site. For this edition, we factored in data from our surveys of 21,600 students attending the 296 schools in this book and from administrators at these schools who completed our institutional data surveys."

The Princeton Review compiled the information based on its 80-question survey asking students to rate their schools on several topics and report on their experiences at them. Some ranking list tallies also factored in school-reported data. The ranking lists and other data are available online at <http://www.princetonreview.com/business-school-rankings.aspx>.



College of Business Named Top Online Program for Veterans

U.S. News & World Report has named the College of Business at ECU as one of the best online graduate business programs for veterans, ranking #15 out of 45 schools. The rankings, now in their second year, help veterans identify high-quality online degree programs that suit their educational needs.

"Veterans and active-duty service members face unique challenges as students, from transitioning between bases and grappling with deployment to balancing work and family life upon return," said Robert Morse, director of data research for U.S. News. "The Best Online Programs for Veterans are high-quality programs that also offer educational benefits and flexibility for veterans pursuing a degree."

To be ranked, an online degree program had to report participation in four key programs that offer educational benefits to people with military service. The rankings methodology requires programs to belong to institutions that are certified for the GI Bill; they must also belong to schools participating in the Yellow Ribbon Program or public institutions that charge in-state tuition for all out-of-state veterans. The Best Online Programs for Veterans are also affiliated with schools that are members of the Servicemembers Opportunity Colleges (SOC) Consortium and offer at least once course in the Defense Activity for Non-Traditional Education Support (DANTES) catalog.

"Veterans are going back to college in the highest numbers since World War II," said Brian Kelly, editor and chief content officer of U.S. News. "We developed these rankings to help them find top-quality institutions and programs that also offer federal benefits that ease the burden of applying, paying for and completing a degree."

COLLEGE NOTES

College of Business Honors its Founding Dean

In July, a classroom in the Bate Building was dedicated to the memory of the late Dr. Elmer R. Browning, who served as the first dean during his 32-year career on the faculty of what is now the College of Business.

"We are extremely proud of where we are and where we are going," said former College of Business Dean James Bearden, "but we have deep roots and that's what we're honoring today."

"I'm pleased that you all came today to witness this, because (Browning) has a special legacy here," Chancellor Steve Ballard said at the ceremony. "(Because of Browning), this is a college in ascendency."

Browning and his wife, Marie, an English instructor, both taught at East Carolina from 1932 until 1968. The Brownings served under five presidents of the college. Browning also was faculty manager of the student store and the Y-Hut. He also served as the school's postmaster for many years.

Browning's son, former N.C. Superior Court Judge Robert R. "Bob" Browning of Greenville, said East Carolina's business school "was the love of his life. East Carolina is a part of my heritage."

He said seven family members have graduated from East Carolina, including his wife, Mary Ann, two of their children and their wives.

Elmer Browning was the first instructor hired in the new Department of Commerce. The department started with two instructors, 11 students, and 25 typewriters. The curriculum was entirely a teacher education program with an emphasis on typing, shorthand, and other office skills.



Dr. Elmer R. Browning's portrait

In 1960, the department was elevated to the School of Business with a curriculum that focused on professional business and management.

Beginning in the mid 1950s, Browning began a dogged effort to achieve accreditation for the School of Business from the Association to Advance Collegiate Schools of Business.



(Left to right) Former College of Business Dean James Bearden; Robert R. Browning, son of Elmer Browning; Current College of Business Dean Stan Eakins; and Former College of Business Dean Rick Niswander, now ECU's Vice Chancellor for Administration and Finance.

When that recognition finally came in 1967, East Carolina became just the second accredited school of business in North Carolina – the other was at UNC Chapel Hill – and one of just 132 in the nation.

When Browning retired in 1968 the School of Business had grown to 1,800 students, 51 full-time faculty members and 20 graduate teaching fellows.

Today it has more than 3,000 undergraduate majors and nearly 1,000 graduate students.

In 1962, the Delta Sigma Pi business fraternity and three other student groups raised money to commission an oil portrait of Browning. The portrait was hung in the lounge of Rawl, where the School of Business was centered until moving to the Bate Building in 1988.

The portrait, after cleaning and restoration work, now hangs in Room 1400 of Bate. A plaque will be mounted on a wall outside the classroom paying tribute to Browning as the first dean of the business school.

A native of Logan, W.Va., Browning received his undergraduate degree from Bowling Green College of Commerce. He received a master's from Marshall University and a doctorate from Colorado State University. He came to East Carolina after serving as principal in West Virginia high schools. He died in 1990 at age 86.

*Story courtesy of Steve Tuttle, ECU News Services
(Photos courtesy of Cliff Hollis)*

COLLEGE NOTES

ECU Hosts CPA Exam Field Test Again

This past April and September, the College of Business again served as one of the few host schools in the country for the CPA Exam Field Test.

Approximately two dozen ECU MSA students participated in sitting for the Field Test, which required about two hours of the students' time. Students also provide valuable feedback on the questions. The American Institute of Certified Public Accountants (AICPA) has requested that ECU host the Field Test for six consecutive semesters.

Dr. Douglas Schneider (ACCT) coordinates the CPA Exam Field Test at ECU. Since 2008, he has worked with the AICPA on CPA Exam development. In addition to helping develop questions for the CPA Exam, he was instrumental in setting up the first CPA Exam Field Tests at East Carolina, allowing MSA students to have a test run themselves while trying out both simulation and objective questions.

"Few schools and their faculty have been as involved in the CPA Exam as ECU," Schneider said. "Since it is operationally identical to the actual CPA Exam, the Field Test is a positive and professional experience for our MSA students."

He added that hosting the Field Tests would not be possible without technical assistance from the College of Business Office of Technology, Information & Operations as well as proctoring support from graduate assistants.



MSA students take the CPA Exam Field Test in April.

ECU offers its first Massive Open Online Course

East Carolina University is now offering its first Massive Open Online Course (MOOC), making education available to online learners around the globe.

MIS faculty members Dr. John Drake and Dr. Elaine Seeman, and Dr. Ramin Maysami of the University of North Carolina at Pembroke, opened the course, "The Transformation of Asian Economies," on May 19.

Drake and Seeman explained that with North Carolina's tightening educational budget, universities are being challenged to effectively educate more students with fewer funds. "This MOOC demonstrates that ECU can continue its leadership in distance education and better achieve its mission in these fiscally challenging times," said Drake.

The free seven-week course was developed collaboratively by ECU and UNC at Pembroke with a grant from the UNC General Administration.

The course focuses on successes and failures of government policies in promoting economic growth, the role of culture in shaping such policies and what lessons can be learned and applied to newly emerging economies. "Our primary goal was to help students understand the process that countries go through to move from developing to developed economies," said Drake, assistant professor of Management Information Systems in ECU's College of Business.

So far, more than 80 students from around the world have enrolled. "We have a lot of students from Russia, Peru, and professionals working in the world trade," said Seeman, associate professor of Management Information Systems in ECU's College of Business.

The course, which has been in development over the past year, incorporates online discussion forums for students to share their stories

and personal experiences related to the topic. "What we're running right now is a kind of a pilot, or a proof of concept," Seeman said. "The idea is that over time, the course will get richer and richer."

Drake said that offering the MOOC is one of many ways that ECU can serve the community. "Hopefully we can do more of this in the future," he said. "I hope that ECU can work together with professors to develop more materials that can reach out to much wider groups of people."

Seeman, who has been developing and teaching online classes since 1995, said that MOOCs and other forms of distance education make learning available to people who may not have the opportunity to attend a university. "There are different ways that people learn, and this works very well for some people," she said.

For more information about the course, visit <https://mooc.northcarolina.edu/courses/UNCOOnline/ECON3001/Summer2014/about>

Story courtesy of Grace Haskin, ECU News Services



MIS faculty members Dr. Elaine Seeman and Dr. John Drake (Photo courtesy of Cliff Hollis)

COLLEGE OF BUSINESS

COLLEGE NOTES

PCAOB Announces Scholarship for ECU in 2014-2015

The Public Company Accounting Oversight Board (PCAOB) has announced the 2014-2015 recipient schools receiving \$10,000 merit scholarships, including East Carolina University among the 102 recipients. This is ECU's second year to receive the scholarship.

Rachel Parrish was named this year's PCAOB scholarship recipient at ECU. Last year, the scholarship was awarded to Allison Johnson.

The scholarship program, mandated by Congress in the Sarbanes-Oxley Act, provides awards to one student at each of the 102 colleges and universities. It encourages students to pursue an auditing career.

"We are proud of the role this scholarship program plays in recognizing student achievement," said PCAOB Chairman James R. Doty. "We hope to inspire students to become future thought leaders in auditing for the benefit of investors."

This is the Board's fourth year granting scholarships through the PCAOB Scholarship Program.

New Advancement Officer Joins College of Business

W. Preston Lovett recently joined ECU's Advancement team to help support the College of Business.

Lovett comes to East Carolina with more than eight years of experience in sales, relationship development, management, and finance. He most recently worked at Auburn University, where he served in the Office of Trusts, Estates, and Gift Planning for nearly three years. At Auburn, he earned his MBA as well as an M.S. in Information Systems. He also earned his B.S. in Hospitality Management from the University of Central Florida in 2003.

Prior to Auburn, Lovett worked as supervisor/assistant manager with the Ritz-Carlton Resorts, became a professional caddie with the Ladies Professional Golf Association (LPGA), and served as an associate financial representative with Northwestern Mutual.

"Throughout my professional career, I have been presented exceptional, exciting opportunities," Lovett said. "Today, I continue this passion at East Carolina University, an institution with vision and values I greatly admire. It is a new day in my philanthropic career. I'm incredibly grateful for the opportunity."

Lovett is originally from Greenville, S.C., but he spent the majority of his youth growing up in Naples, Fla. In his free time, he enjoys playing golf, live music, and cooking. He even passed the Level I Sommelier Exam to fine tune his wine and spirits knowledge.

At ECU, Lovett will focus on advancing the College of Business through financial support, alumni involvement, and other volunteer opportunities.

To contact Preston Lovett, he can be reached at (252) 328-9562 or lovettw14@ecu.edu.



Preston Lovett

FACULTY NOTES

Tomkiewicz Retires after 33 Years at ECU

Dr. Joseph Tomkiewicz has stepped down as chair of ECU's Department of Management after 21 years, in addition 12 years of teaching at East Carolina. He will continue teaching two sections of a management course online for the next several years but plans to spend more time with his family and grandchild in his retirement. Dr. Michael Harris will serve as the Department of Management's new chair, effective Aug. 1.

"I am proud of our faculty," Tomkiewicz said, reflecting on his time as chair. "Everyone who went for tenure received it – a total of 14 since I became chair. Everyone who applied for full professor made it. In addition, Department of Management faculty have won so many teaching awards up to and including the highest awards offered by the UNC system that I literally lost count. Our department could always be relied on to do what had to be done, and do it right. Any time faculty members were needed to engage in any activity and I asked for volunteers, the result was always more than needed. I think I am most proud of how, as a department, we always got along. We did not always agree, but we were able to disagree in a friendly way and work out a consensus that excluded no one's opinion."

He added that he always thought of ECU students as genuine, and he enjoyed working with students who he knew to be hard workers. He says he's also grateful to his office assistant, Terri Gray, for her insight, help, and experience over the years.

Tomkiewicz first came to ECU in 1981. At the undergraduate level, he has taught Management Principles, Organizational Behavior, Human Resource Management, and Managerial Negotiations. He also taught graduate-level Human Resource Management.

Prior to ECU, he served as an employment counselor at the Pennsylvania Bureau of Employment Security, an employment representative with RCA Service Company, and a controller at the Berean Institute. He also was an assistant professor at James Madison University.

Originally from Philadelphia, he earned his undergraduate degree at Drexel University and his MBA and PhD at Temple University.

"I had fun for 33 years at ECU, and I feel like a lucky person," Tomkiewicz said. "I often



Dr. Joseph Tomkiewicz with his family

referred to a Lao Tzu quote whenever I needed to re-establish my awareness of what being a chair was supposed to be: A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves."

University Awards Day Honors Excellence in Teaching, Service



Dr. John Kros won the East Carolina Alumni Association Award for Outstanding Teaching.

Faculty and staff members throughout East Carolina University were honored with teaching awards and other accolades during the annual University Awards Day celebration on April 30. The College of Business enjoyed numerous honors this year, both in nominations and awards.

"Today we recognize the best there is in teaching, research, service, leadership and engagement – all hallmark characteristics of this university,"

Chancellor Ballard said, opening the ceremony in Hendrix Theatre.

Dr. John Kros, associate professor in the Department of Marketing and Supply Chain Management, won the East Carolina Alumni Association Award for Outstanding Teaching.

The 2013-14 recipients of the Scholar-Teacher Award, now in its 18th year, were previously recognized during Research and Creative Achievement Week on April 3. Dr. Jason Oliver in the Department of Marketing and Supply Chain Management received one of the 10 awards.

In addition, the Centennial Awards for Excellence recognize distinction in four areas – service, leadership, ambition and spirit. In the ambition category, recipients included Kristen Harris, academic advisor in the College of Business.

Also recognized were inductees into the Servire Society, who have contributed 100 or more hours of volunteer service – without compensation and outside their normal realm of duties – to the community at large within the previous year. Inductees from the College of Business included Haozhe Chen, John Davis, and Nancy Ray.

In addition to these university awards, Professor Douglas Schneider is this year's recipient of the prestigious College of Business Teaching Excellence Award. It's his second time to earn this honor.

The College of Business honored Dr. Cody Logan Chullen with this year's New Faculty Teaching Award. He has taught in ECU's Department of Management since 2011.

FACULTY NOTES

Harris Awarded First Stansell Fellowship

The College of Business recently honored Dr. Oneil Harris with the first Stansell Fellowship, a \$1,000 annual award to support faculty research that 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 up until he died on April 15, 2014. His family created an endowment in his memory earlier this year, and both family and friends have made contributions. The Stansell Fellowship is funded by those gifts, with a new award recipient chosen each year.

Patricia Stansell, wife of Dr. Buddy Stansell, says her family is very education-oriented – and she is thrilled that the first fellowship has been awarded in her husband’s name. Her daughter, Dr. Stacy Klein-Gardner, came up with the idea. Education has played an important role in her life, too, as she holds a PhD in Biomedical Engineering from Vanderbilt University and currently serves as Director of the Center for STEM Education for Girls at Harpeth Hall, an all-girls private college preparatory school in Nashville, Tenn.

“Buddy loved research. That was one of his favorite parts of university life,” Patricia Stansell said. “It meant a lot to him that he held the Teer Chair of Research at ECU and could continue his work in the summer. He would be glad to be doing something for other College of Business faculty to help support them and encourage them in their work. This award symbolizes him.”

Harris joined the Department of Finance in 2008, after he spent two years teaching at Florida Atlantic University and earning his PhD in Finance. He also holds an M.S. in Economics and B.S. in Economics from Florida Atlantic University.

Originally from Jamaica, Harris has been very productive in his research since joining the College of Business faculty six years ago. His studies have touched upon almost all areas of finance, and he has published a large number of articles in high quality journals. He is currently exploring market microstructure, although his research portfolio covers topics in financial markets, banking, international finance, and corporate finance.



Dr. Oneil Harris

He says he enjoys staying involved in every aspect of his research – from the data collection process and methodologies used for hypothesis testing to the writing.

He also enjoys his reputation as a popular instructor, despite teaching challenging classes like Derivatives, and he is frequently elected to serve as Faculty Marshal by graduating students. In addition, he readily volunteers to teach new courses and has done more new course preps than anyone else in the Department of Finance.

“I am gratified whenever my past students inform me that my course materials proved beneficial in their personal and professional lives,” Harris said. “Overall, I think I am well liked and respected among my students, because they know that I have a sincere interest in their success. I love to teach, but my heart truly lies in research. I am deeply honored to receive the inaugural Stansell Fellowship.”

FACULTY NOTES

Faculty in the News

A recent article published in the premiere accounting education journal, *Issues in Accounting Education*, reports that ECU ranks among the top 50 institutions in education research rankings, and it is ranked #18 in published case research. Drs. John Reisch and Denise Dickins are also individually ranked among the top 50 authors in accounting education research.

Dr. Cody Logan Chullen, Assistant Professor of Management, earned the “Best Paper Award” for his work “The Mediating Effects of Role Stressors in Supervisor to Subordinate Burnout” at the 57th Annual Meeting of the Midwest Academy of Management held in Minneapolis, Minn. He was also named an Outstanding Reviewer.

The American Marketing Association (AMA) recently honored Assistant Professor Stacey Robinson as one of the top three young scholars internationally in the Retail and Pricing field, earning an honorable mention for the 2014 Young Scholar Award. Robinson was presented with a plaque of recognition at the AMA's Summer Educator's Conference held Aug. 1-3 in San Francisco.



Dr. Stacey Robinson

Dr. J. Bradley Karl's paper, “Market Structure and the Performance of the U.S. Health Insurance Marketplace,” was recently listed on the Social Science Research Network's Top Ten download list for market structure, microeconomic studies of health markets, and health care. Karl coauthored the paper with faculty members at Florida State University and the University of North Texas.

Dr. Jim Kleckley, Director of the College's Bureau of Business Research, presented “An Economic Update: History and Forecast” at the Summer Marketing Forum for the Textile Technology Center in Belmont, N.C.



Dr. Jim Kleckley

Former College of Business Official Honored by USDLA



The United States Distance Learning Association (USDLA) presented its 2014 International Distance Learning Awards in May 2014, honoring Dr. Margaret O'Hara with the Outstanding

Leadership by an Individual in the Field of Distance Education Award.

O'Hara, who is currently Director of E-Learning for the University of North Carolina, previously served as Assistant Dean

in the College of Business at ECU, where she primarily led the College's online efforts. She also taught in the Department of MIS.

In her new role, she provides leadership and direction for an online outreach strategy for the UNC System's distance education programs. She also provides strategic leadership to expand and establish the University's online presence as a preferred choice for postsecondary attainment of degrees, continuing education, and professional development.

O'Hara said, “Degrees and courses available online provide access to so many students who would otherwise not be able to further their education and obtain a degree. Knowing that I and The University of North Carolina have

made a difference in so many of our citizens' lives is so gratifying.”

The USDLA is a 501(c)3 nonprofit association, founded in 1987 as the nation's leading distance learning organization. The organization's awards acknowledge major accomplishments in distance learning and highlights those distance learning instructors, programs, and professionals who have achieved and demonstrated extraordinary results through the use of online, videoconferencing, satellite and blended learning delivery technologies.

FACULTY NOTES

Certified Career Facilitator Joins College's Career Center

Did you know it takes six to ten months on average for students to land their first job?

Dr. Susanne Killian, the College of Business' new career counselor, says it's never too early to start preparing for your future. She joined the COB Career Center in October 2013, becoming the College's first-ever Certified Career Facilitator.

Originally from Wake Forest, N.C., Killian brings 20 years of educational and career development experience to her role. She also holds a Ph.D. in Educational Research from N.C. State University. She says she enjoys interacting with business students and exploring their options through self-assessment, networking opportunities, and internships. She works with undergraduates, graduate students, distance education students, as well as alumni – and her services are offered for free through the College's Career Center.

Killian says she offers different types of one-on-one appointments, with students typically needing a general internship/job search session. At this type of meeting, students discuss their concentration, think about their future ambitions, explore their strengths, and discover

tools and resources to network and prospect for jobs. She also offers advice on resumes and cover letters, and she has even been known to help students practice talking on the phone – an important skill to develop with so much done digitally these days.

She says that landing a quality internship is pivotal for many students, helping them gain valuable interpersonal skills in an office environment while strengthening their work ethic – traits that employers stress in today's marketplace.

"It's a different world now, so students need to use our services and get on the right track early," Killian said. "There's a fine line sometimes between networking properly and being perceived as a job hound. Our role is to support students throughout the prospecting process and enable them to put their best foot forward."

To make an appointment with Susanne Killian, please contact the College of Business Career Center office at 252-737-1236. For resources and other information, visit online at <http://www.ecu.edu/business/careers>.



Susanne Killian, Career Counselor

CALLING ALL EMPLOYERS

Post your job or internship with the College of Business!

Visit <http://www.ecu.edu/business/careers>



ALUMNI NOTES

2014

Lucas Lee Harrison (MGMT) is a sales and marketing representative at Xerox in Greenville.

Allison Somers Johnson (MSA, ACCT '13) is an assurance associate for McGladrey in Charlotte.

Kathleen Tcherkezian (MGMT) was commissioned as a Second Lieutenant into the US Air Force on June 30th.



Kathleen Tcherkezian with Stan and Laurie Eakins.

Bernadette Manning (MBA) is a financial examiner for the North Carolina Office of the Commissioner of Banks (NCCOB) in Charlotte.

Jeffrey Mason (FINA – RMI) is an associate agent for Parks Insurance Group – Nationwide in Charlotte.

Delonte Miller (MSCM) is a distribution supervisor for QVC in Rocky Mount.

Daniel Alexander Nowicki (MBA) is a materials planner for NACCO Materials Handling Group in Greenville.

Diana Nicole Spell (MD/MBA) is doing a combined internal medicine and pediatrics residency at Penn State Hershey Medical Center in Hershey, Pennsylvania.

Goran Vukicevic (MSA) is a tax associate for Hughes, Pittman & Gupton LLP in Raleigh.

2013

Erin Waters Cutler (MSA, ACCT '12) is a staff accountant at Murphy and Bunch CPAs in Greenville.

Mary Abigail Hill (MGMT) wed **Charles Robert Means III (MBA '13 and MGMT '11)** on May 17 at St. Mary's Episcopal Church, Kinston. She is pursuing an MBA at ECU, and he is a financial analyst with Discovery Insurance, Kinston.

Cassandra Hundertmark (MSCM) recently accepted a new position with Creative Marketing Alliance (CMA) in New Jersey as a business development and marketing associate. Her major focus is a project called "In the

Midst – Bringing Tourism to Mid- New Jersey."

Bryant Douglas Osorno (MSCM) is a business development associate for Medtronic in Elizabeth, NJ. He is the youngest medical device development associate in the entire division. He is proud to be representing the ECU Pirates in New York City.

Stephanie Ward Rose (MSA, ACCT '12) was licensed as a Certified Public Accountant in North Carolina.

2012

Brad Brumbaugh (FINA) is a senior consultant for Ascendiant Healthcare Advisors in Raleigh. He recently passed the Level 2 Chartered Financial Analyst (CFA) exam.

Nicholas Carstens (MBA) was promoted to Manager – Test and Learn Analytics at Walmart Stores Inc. in Bentonville, Ark.

Tim Cullen (MGMT) moved to Los Angeles in 2013 to work for a talent management company, SMAC Entertainment. He started as an assistant but now manages the day-to-day schedule of recently retired NFL player, Tony Gonzalez. He also works closely with clients Michael Strahan and Deion Sanders. He was involved in the planning Michael Strahan's 2014 induction into the Pro Football Hall of Fame in August.

Katherine "Kitty" McLeod (MBA) and **Lofton Johnson (MBA '11)** were married on August 2. Kitty is a financial advisor with Edward Jones Investments in Smithfield, NC, and Lofton is the shipping manager for Smithfield-Farmland in Wilson.



Kitty McLeod and Lofton Johnson

Aayushi Naik (FINA) was licensed as a CPA in North Carolina.

Lyndsey N. Thompson (MBA, MGMT '11) works at Vendoz.net, a subsidiary of eBay, in Boynton Beach, Fla.

2011

Barden Elizabeth Wood Browning (MBA) has accepted a new position as HR Administrator

with Nucor Steel in Hertford County. Previously, she was a recruiter with Vidant Health in Greenville.

Thomas Grant Jennings (MGMT) has been in the United States Air Force for two and a half years, serving in various state-side and deployed locations. He is an E-3 AWACS Air Weapons Officer and is currently stationed in Oklahoma City.

Joel Brent Stocks (MSA, ACCT '09) was licensed as a CPA in North Carolina. He is an audit associate with Dixon Hughes Goodman in Greenville.

Adam Bradford Wells (FINA) is an analyst for IFC Investment Management LLC in Kinston.

2010



Patrick Bradsher

Patrick Glenn Bradsher (MGMT) was promoted to Buyer at Novozymes North America in Franklinton, NC.

Jennifer Ruth Whichard (MSA) wed James Nelson Galloway Jr. on October 5, 2013, at Beacon's Reach, Pine Knoll Shores. She is a senior accounting and reporting analyst for NACCO Materials Handling Group, Greenville.

2009

Ginger Vereen (FINA), a Keller Williams Realty agent in Raleigh, was the Web choice winner in the 2014 Realtor magazine "30 under 30" recognition.

2008

Heather Nicole Chisenhall (MKTG) wed Joshua Dennis Jackson April 12 at The Boathouse, Beaufort. She is an executive assistant in business development at Pharmaceutical Product Development LLC.

Katherine Clyde (MBA) has been named dean of Pitt Community College's Business Division. She previously served as coordinator of the college's business administration program and is a former president of the PCC Faculty Senate. As dean, Katherine will direct and supervise all activities within the Business Division, which is comprised of four programs



Katherine Clyde

COLLEGE OF BUSINESS

ALUMNI NOTES

of study.

Michael Crooke (FINA) is Business Banking Manager for New York City and Long Island for Wells Fargo. He oversees a team of 13 relationship managers, business sales officer, credit analysts and business associates, serving companies with annual sales of \$2 million to \$20 million. He has offices in Melville and Manhattan. He was recently featured as a "Mover and Shaker" in Long Island Business News. Michael and wife **Lyndsey Hankins Crooke (FINA '08)** reside in New York City.

Rachel Mason (BSA/MSA) is senior internal auditor for the AICPA in Durham.

2007

Rick Sanford (MBA) is the president of Whitener Capital Management Inc. of Rocky Mount. The company was recently named by CNBC as one of the top 100 fee-only wealth management firms in the country. Whitener Capital Management Inc., founded in 1987, serves clients across the country and currently manages \$159,687,000 for more than 150 families.

2006

Jason Douglas Edwards (FINA) was recently promoted to Commodity Manager with Electrolux North America's Major Appliance division. Jason, his wife Larisa, and 3 year-old daughter Colbie are based in Charlotte.

Kia Barriteau Ikpe (MSA, ACCT '05) was licensed as a CPA in North Carolina.

2005

Susan R. Barnes (MBA, ACCT'03) is a managed care coordinator at Wayne Memorial Hospital in Goldsboro.

Mark Andrew Estock (MBA) was recently promoted to the North American leadership role as Vice President of National Accounts for Skyjack, Inc. Skyjack designs, manufactures, and distributes construction equipment worldwide. Mark previously worked for 19 years at Greenville-based Hyster-Yale Materials Handling (NACCO).

Matthew Hanlon (MGMT) is a project manager for CDW, an IT products and professional services building in Bethesda, Md.

2004

Michael David Holt (MBA), vice president/commercial lender in Greenville, was recognized as a Top Commercial Banker at Southern Bank's annual Best Bankers Event in Norfolk, Va.

Paul Russell (MBA, DSCI '02) is the Kiwanis Club of Ayden-Grifton's Kiwanian of the Year. He is assistant director of ECU's Graduate School in the College of Business.

2003

Michael Grover (MBA) was selected to fill a vacancy on the Nash-Rocky Mount Public Schools Board of Education. He is director of implementation of strategic initiatives for OptiCare Managed Vision in Rocky Mount.

Trevor Strauss (MBA) has recently accepted the position of Strategic/National Account Manager with Weatherby Healthcare, the leader in temporary physician and mid-level consulting and staffing in the country. He has relocated to southern Florida.

Justin Tart (FINA), a financial advisor with Culpepper-Jones Investment Group of Wells Fargo Advisors, of Greenville, completed the chartered retirement plans specialist professional designation program.

2002

Cliff Godwin (MBA, DSCI '00) a four-year Pirate letterman who has been a part of seven NCAA Regional and two College World Series appearances coaching at the Division I level, has been appointed head baseball coach at East Carolina University. With his hiring, Godwin becomes ECU's 16th head baseball coach in the school's history.



Cliff Godwin

Kelly Edwards (MBA) and twin brother **Chris Edwards (MBA '02)** are the co-owners

of Edwards Insurance and Financial Strategies, a Raleigh-based insurance and financial services firm with five locations in the Triangle. They also own and operate The Edwards Companies – Investment Real Estate Group, a Raleigh-based full service investment real estate firm. The brothers were recently featured on WRAL-TV as well as the Triangle Business Journal for their work on homes in southeast Raleigh.



Kelly and Chris Edwards

Adam Mitchell (MBA, FINA '00) has been named Fuquay-Varina's new Town Manager. Previously, he served as town manager of Ayden, N.C. for 10 years. He serves on the Board of Directors for both ElectriCities of North Carolina and the Neuse Regional Water and Sewer Authority, and he is a member of the International City Managers Association and the North Carolina City and County Manager's Association.

Courtney Ryberg Sturges (MBA) is a graduate recruiter for the College of Business at Texas A&M University.

Jennifer Worsley (BSA/MSA) is assurance director at McGladrey LLP in Rocky Mount. Previously, she was an assurance manager with the company.

2001

Michael McNally (MBA, MGMT '99) is director of existing industry services for Catabwba County Economic Development Corp. He was previously president and CEO of Burke County's Chamber of Commerce.

Marybeth Petteway Eason (MBA, MKTG '00) was promoted to business services officer at BB&T, Greenville.

2000

Katie Matthews Elder (FINA), senior vice president and consumer market manager at Capital Bank in Franklin, Tennessee, graduated from the Graduate School of Banking at Louisiana State University in 2013.

ALUMNI NOTES

1995

Daryl Crouse (MGMT) passed the February 2014 California Bar Exam. On May 22, he became a licensed attorney in California. In May, he was elected board secretary of the Registry of Interpreters for the Deaf, Inc., a leading national membership organization in advocating for excellence in the delivery of interpretation and transliteration services between people who use sign language and people who use spoken language.

1993

Melanie Becton Vance (ACCT) is a senior tax analyst at Allscripts in Raleigh.

1990

Richie Shreves (MGMT) is director of human resources for Greenville Utilities. Previously she was the HR manager of idX Impressions.

1989

Jerry D. Chase (MBA, MKTG '81) is president and CEO of Bsquare Corp. He was previously interim CEO and is on the board of ECU's BB&T Center for Leadership Development.

Gary Woodlief (FINA) is president of North State Bank's CommunityPLUS division. He was previously chief business development officer for the bank.

1987

Don Hale (FINA) received the President's Award for outstanding service with Community Health Systems. He was also recognized for 15 years of service as their most senior patient financial services regional director.

1985

William T. Sneed Jr. (MGMT) was promoted to director at Dixon Hughes Goodman Wealth Advisors in Raleigh, where he was previously a vice president.

1984

Rickey Godwin III (ACCT) is chair of the board of the Wilmington chamber of Commerce. He is a partner at McGladrey LLP, Wilmington.

1982

David Randolph Edwards (MGMT) is manager of facilities at WakeMed Health & Hospitals in Raleigh.

1981

Robert Ladd III (MKTG) joined Providence Bank as its market executive for Tarboro and Edgecombe County.

1980

Jeff Triplett (MKTG) completed the paralegal certificate program at the University of South Carolina.

Charlie M. Wells (MKTG), senior vice president of Southern Bank and the bank's western region area manager, received one of nine top Commercial Banker Awards at the annual Best Bankers Event in Norfolk, Va.

1977

Dennis Myers Huggins (MGMT), director of development for Wilkes County Schools, was elected president of the Wilkes Community foundation. He is also on the governing board of the Wilkes County Hall of Fame and vice president of the Wilkes County Chamber of Commerce.

1976

Steven Nobles (ACCT) is finance director for the town of Belhaven.

1975

C. Colon Willoughby Jr. (MBA) retired as Wake county district attorney, and office he held since 1983.

1967

Robert D. Teer (BUSA) received Durham's annual Civic Honor Award. He is the third generation of his family to receive the award.

1966

John Thomas Holton (BUSA) recently moved to Lake Lure, North Carolina.

Got News?

Submit your own
Alumni Note online at

www.ecu.edu/business/CONNECT

COLLEGE OF BUSINESS

ALUMNI NOTES IN MEMORIAM

1950s

Eugene “Gene” Wilson Ayers (BUSA ’56) of Charlotte died May 3. A retired corporal in the U.S. Army and a Korean War veteran, he retired as a chemical salesman.

Mary Ann Jones Ball (BUSA ’56) of Kinston died Feb. 14. She taught in the business department at Lenoir Community College.

William Mack Edmondson (BUSA ’57) of Kinston died April 8. He served as an auditor in the U.S. diplomatic corps. From 1978 to 1982 he was deputy director of General Accounting Office’s European Branch Office in Frankfurt, Germany. He was later appointed to the international audit staff of NATO in Brussels.

Joe Darrell Mayo (BUSA ’58) of Little River, S.C., died May 18. He founded Southron Inc., a development company in North Myrtle Beach, S.C. He played football at East Carolina.

H. Douglas Moore (BUSA ’53) of Erwin died April 30. He retired as a civil engineer with the Department of Defense at Fort Bragg.

Charles E. Woods (BUSA ’50) of San Antonio, Texas, died Jan. 1. He served in the Air Force for more than 30 years and had the distinction of commanding three different Air Force wings. In 1981, a scholarship at ECU was named in his honor. He also received an Outstanding Alumni Award in 1985.

1960s

Samuel “Sam” Alexander Brown (MBA ’68, BUSA ’67) of Pinehurst died March 18. He owned The Real Estate Center of Pinehurst.

Joseph B. “Skipper” Duke (BUSA ’64) of Greenville died Jan. 19. He retired from DuPont. He played football at ECC and was a member of Lambda Chi Alpha fraternity.

James Richard “Dick” Lytle (ACCT ’69) of Brandon, Florida, died March 31. He worked for the FBI for 30 years, retiring in 2002 from the Tampa office.

Harold Gene Marlow (BUSA ’60) of Whiteville died Dec. 9, 2019. He was CEO of Pioneer Savings and Loan and owned the Farm Store in Whiteville. He was a member of Kappa Alpha fraternity.

David L. McCaffrey Jr. (ACCT ’69) of Newark, Delaware, died December 4, 2013. He worked for Blue Cross/Blue shield of Delaware.

Stewart Edmond Oldham, Sr. (BUSA ’62) of Fort Mill, S.C. died May 15. He was a CPA with Ernst & Ernst and retired as CEO of Harrison-Wright Co. Inc.

William “Bill” King Willis (BUSA ’61) of Manakin-Sabot, Virginia, died May 6. After retiring from Landin Companies, he worked at the Tuckahoe YMCA and Newman and Wright Law firm as a paralegal.

1970s

George William Ahlsen Jr. (BUSA ’70) of Newport died March 31. A Navy veteran, he taught at Lenoir Community College in Kinston and was a computer programmer.

Steven Kent May (MGMT ’73) of Winston-Salem died Nov. 24, 2013. He was a commercial lender with NCNB, Nationsbank, and The Self Help Organization in Charlotte.

Joseph Elliot Patrick (MBA ’71, BUSA ’69) died Nov. 22, 2013. He retired as a CPA and auditor from Fluor International.

Cleo Philip “Pete” Stapleton (BUSA ’79) of Swansboro died Jan. 3. A Korea and Vietnam veteran, he received the Bronze Star and other commendations.

1980s

Michael “Mike” McPartland (MKTG ’86) of Cary died Nov. 27. At ECU he played rugby and was a member of Phi Kappa Tau fraternity.

1990s

Walter “Trey” Lawrence Chapman III (MKTG ’90) of Altavista, Virginia, died Jan. 11. He was manager of The Sportsman restaurant at Smith Mountain Lake.

2000s

Josh Brewer (MBA ’02) of Raleigh died March 29. He was a founder and co-owner of Lane Bradford Building Co.

Aubrey Antley Wilford (MSA ’07) of Greenville died Jan. 4.

Faculty

Stanley Roger “Buddy” Stansell of Greenville died April 15. He retired in 2005 after a 17-year career as the Robert Dillard Teer Jr. Distinguished Professor of Business and is the author of numerous peer-reviewed manuscripts and edited books. He enjoyed teaching and mentoring graduate students, remaining actively involved in the careers of many. His family created an endowment in his memory earlier this year, and both family and friends have made contributions. The Stansell Fellowship is funded by those gifts, with a faculty award recipient chosen each year.



Dr. Buddy Stansell

ALUMNI NOTES

ECU Homecoming 2014

Pirate pride was in the air as East Carolina University celebrated Homecoming weekend Oct. 3 to 5, with events including alumni reunions, the annual Homecoming parade, and a match-up at Dowdy-Ficklen stadium with the Pirates playing the Southern Methodist University Mustangs.

The College of Business hosted its annual Homecoming Parade Tent, where alumni, faculty, and friends gathered and enjoyed some southern hospitality. Be sure to join us next year!



ALUMNI NOTES

Bill Clark Retires from the ECU Foundation

William F. (Bill) Clark (BSBA '69, MBA '73) has announced that he will retire from East Carolina University on Oct. 31. He has worked at ECU for 12 years, and has served as President and CEO of the East Carolina University Foundation, Inc. for the past 9 years.

"I have enjoyed being able to apply what I learned as a student at ECU, and in the business world, and as a community service leader, to develop best practices and strong governance within the ECU Foundation," Clark said. "And, I appreciate having had the opportunity to lead the foundation, and work with an outstanding board of directors, and

a strong university leadership team, during the university's record breaking \$220 million dollar Second Century Campaign."

Prior to working at ECU, Bill held senior management positions in the textile and automotive industries. Bill and wife Linda (BSBA '70) will continue to reside in the Greenville area.

"I look forward to having more time for following pirate sports, travel, bike rides, dancing, Bible study, volunteer work, and of course, doing things with the grandchildren," he said.



Bill Clark

Alumni Highlight: Rick Sanford (ECON '95, MBA '07)

Rocky Mount native Rick Sanford has a lot to smile about these days.

CNBC recently named his investment advising firm, Whitener Capital Management, one of the top 100 fee-only wealth management firms in the country. The inaugural list was published on May 14, 2014. Only one other North Carolina-based company is included on the list.

Sanford says the honor pleasantly surprised him, especially since no one knew CNBC was compiling the info – culling through filings with the SEC, reviewing state and federal records, and learning about each firm's unique history before unveiling the top 100.

"In our business, confidentiality is a huge issue," Sanford explained. "We cannot toot our own horn or publicize our clients and what we do for them, so having a national news outlet recognize you is very special."

As part of the recognition, Sanford attended a reception at the Lincoln Center in New York City on June 10 with his wife.

Sanford began working at Whitener Capital Management in 2004, after spending six years

as a broker with a major investment firm. With support from the company, he decided to earn his MBA online part-time at ECU and complement his undergraduate degree in economics. Sanford had a lot to juggle, especially since he took the GMAT the day after his son was born. He graduated in 2007, completing his MBA in five years while working full-time.

In 2010, Sanford raised enough capital to purchase Whitener Capital Management, becoming president and CEO. He says there aren't many firms like his – although it's a growing field. His firm serves 150+ clients across the country and currently manages more than \$150 million in assets.

"We aren't a brokerage firm," Sanford explained. "By being fee-only investment advisors, we don't profit from selling anything. We manage our clients' portfolios and charge a fee like a mutual fund would. In the end, it's a cleaner relationship and better way to manage money."

Today, Sanford continues to live near his hometown in Red Oak, N.C. with his wife Kimberly (DSCI '96, MSA '07), who works as



Rick Sanford with his wife, Kimberly.

a CPA in Nashville, N.C., and their 11-year-old son Evan. He says ECU holds a special place in his family's heart since that's where he met his future spouse. He even proposed on the steps of Belk Hall.

"East Carolina has given our family so much opportunity, and it laid the foundation for what continues to be an incredible career," Sanford said.

ALUMNI NOTES

Alumni Highlight: Barbara Stanley (MGMT '14)



Barbara Stanley

When Barbara Stanley of Washington, N.C. crossed the stage at graduation this past May, the crowd went wild as she officially earned her undergraduate business degree.

"The cheering was awesome and unexpected, and it felt like God's way of giving approval on what I had accomplished in my life," Stanley said. "There aren't too many times that I have been overwhelmed, but that was one of them."

As a 58-year-old grandmother and minister, Stanley did not fit the typical ECU student profile. But for four years, she commuted to campus every day (except summers) all while holding down a part-time job for a courier service transporting medicine and medical devices.

She says she got a little weary along the way, especially when the courses got tough, but she never gave up on her dream.

Stanley first went back to school in 2003 at Beaufort County Community College after working on an assembly line at Weyerhaeuser Tree Plant, where she cut pine cones and processed trees. She eventually earned her associate degree along with several other degrees, including business administration and office systems technology.

"I started taking general courses to get the hang of being back in school," she explained. "Things started to awaken, and so I proceeded to set

my goals a little higher and challenge myself to take on a career path. I am super excited about graduating from ECU this past spring and finishing what I started so long ago."

Stanley has continued with her prison ministry following graduation, and she plans to set up a half-way house in Greenville for prisoners when they are released. Ideally, she would serve as an administrator and help former inmates find a job and take charge of their own lives. She is also taking college-level courses on the Bible — it's hard to stop learning once you start, after all.

"I am excited about the course that my life has taken, from being a manual laborer to being the CEO of Me," Stanley said. "I learned a long time ago that if I keep my mind busy, it doesn't get as old as fast. So I plan to keep on learning as long as I can."

Alumni Highlight: J. Robert Mann, Jr. (CMGT '00, MBA '02)

Since graduating from ECU's MBA program in 2002, Robert Mann has stayed busy building high profile projects across the country.

He first worked in Washington, D.C. on the post 9/11 Pentagon rebuild, then tackled the Howard Hughes Medical Institute East Coast campus, one of the largest private funding organizations for biological and medical research in the United States. He also worked on the Newseum in Washington, D.C., an interactive museum of news and journalism.

After dating and ultimately marrying a Houston girl, he moved to the Lone Star State and today works with the Patrinely Group — a national real estate development firm specializing in commercial office and residential projects throughout the country. As development manager, Mann oversees the entire building development process for his projects, including design, construction, and ultimately occupying the facility.

His latest project involves managing much of the build of the new Southwestern Energy Headquarters, a 515,000-square-foot corporate headquarters campus in Springwoods Village, located in north Houston.

Mann credits his MBA and business minor for laying a strong foundation that has helped his career, complementing his construction management degree. It's his business education, he says, that has helped him to see the full view.

"Business school was something I always wanted to do, and it gave me a fundamental understanding of the bigger picture," Mann said. "Having a business base teaches you how to lead and improve, versus simply specializing in a technical trade."

Originally from Dunn, N.C., today Mann lives in Houston with his wife, Elizabeth, and two daughters, Mary Evans (4) and Eloise Elizabeth (1).



Robert Mann with his family

COLLEGE OF BUSINESS

ALUMNI NOTES

College of Business Faculty/Alumni Trip Planned for Summer 2015

This past summer, nearly 30 ECU faculty, staff, alumni, and friends enjoyed a 12 day tour of Italy. The trip was such a success, the College of Business has decided to plan an official faculty/alumni trip to Italy for 2015.

All are invited to join the two-week trip from June 26 to July 10, traveling to various cities on a Gran Turismo bus – including Lake Como, Turin, Asti, Florence, and the Italian Riviera. The estimated cost per person (not including airfare) is between \$2,500 to \$3,000 depending on the number of participants.

“Touring Italy is such a fantastic experience, and it’s even more fun to experience it with a wonderful group of people,” Dr. Amy McMillan, the trip organizer, said. “This is a safe and efficient way to cover a lot of ground.”

The trip will include breakfast every morning, hotel accommodations, six dinners, and three lunches. Hotel accommodations are for double occupancy and all hotels will be three or four stars.

For more information about the 2015 trip, please visit www.ecu.edu/business/travel or contact Dr. Amy McMillan in the Department of Management at mcmillana@ecu.edu or 252-258-6463. A \$250 non-refundable deposit is required by Jan 15th to join.

Faculty/Alumni Italy Trip Itinerary for 2015

- Arrive in Milan and travel to Lake Como for one day and one night.
- Visit Turin for two days and two nights (will include a visit to Fiat as well as free time to enjoy the city.)
- Spend one day and night in Asti, touring a vineyard and winery for wine tasting.
- Travel to Genoa and spend two days and nights. Genoa is one of the busiest port cities in Italy. We will have free time as well as a visit to an olive oil production company.
- See the Italian Riviera for three days, with day trips to Portofino, Cinque Terre, and Portovenere. Our base will be La Spezia, where we will take boats and ferries to each of the beautiful cities.
- Continue on to Lucca, with two days and two nights to enjoy free time in the city.
- The trip ends in Fiesole (near Florence) for three days and three nights. On the way, we will stop at San Gimignano, the medieval walled town. We will have free time to visit Florence and see the Uffizi Gallery, Accademia Gallery, Duomo, Baptistery, Boboli Gardens, etc. We will also visit a local artisan.



STUDENT NOTES

MBA Student Named ECU's Most Outstanding Male Scholar-Athlete

East Carolina tennis player Joran Vliegen has been named ECU's Most Outstanding Male Scholar-Athlete for 2013-14. He was honored at the 25th Annual Breakfast of Champions on May 3 at the Murphy Center.

The award, sponsored by Potash Corp Aurora, is considered the most prestigious award that is presented annually to a male and female student-athlete. The award recognizes academic achievement at ECU, qualities of leadership, and service to the university and community.

Now a first-year MBA student, Vliegen earned his degree in management in Dec. 2013 with a 3.62 grade point average and is a three-time member of the Conference USA Commissioner's Honor Roll. Vliegen has also served as the men's tennis team's representative on the ECU Student Athlete Advisory Committee (SAAC) for the past two years. Originally from Maaseik, Belgium, he finished out his last semester of eligibility playing tennis this past spring.

Earlier this year, Vliegen was honored as the 2014 C-USA Player-of-the-Year. He is a two-time First-Team All-Conference USA performer, two-time Player-of-the-Month, and four-time Player-of-the-Week honoree. He became the first player in school history to be ranked nationally, receive an invitation to the NCAA Championships, win the ITA Carolina Region, participate in the USTA/ITA National Indoor Collegiate Championships, and advance to the main draw of the All-American Championships. Vliegen was the first ECU tennis player to compete at the NCAA Singles Championships in May.

"This feels like a sort of capstone to my collegiate career," Vliegen said. "I would have never thought I would be in this situation when I arrived four years ago."



Joran Vliegen

Student Teams Win First Place in Global Business Strategy Simulation Game

Two student teams in Dr. Joy Karriker's undergraduate strategic management class recently tied for first place in the world in the Glo-Bus: Developing Winning Strategies competitive simulation. The competition consisted of 3,400+ teams in more than 180 countries around the world.

ECU's two first place teams both maintained their rank for three consecutive weeks in the spring 2014 semester. The teams consisted of Cody Chrismon, Neil Krajewski, and Logan Leitch (team Eastern Camera) along with Keith Doe, Tyler Surles, and Robert Tibbs (team Conglomerate).

In the GLO-BUS simulation, one to five class members are assigned to run a digital camera company that produces and markets entry-level and upscale, multi-featured cameras in head-to-head competition against camera companies run by other student teams. The companies compete in a global market arena, selling to camera retailers in four geographic regions—Europe-Africa, North America, Asia-Pacific, and Latin America.

Each student team is responsible for assessing market conditions, determining how to respond to the actions of competitors, forging a long-term direction and strategy for the company, and making decisions in a dynamic environment. At the end of each decision round, which represents a year of company operations, a sophisticated algorithm scores the teams on five metrics (e.g., earnings per share, return on equity, stock price, credit rating, quality/image rating and market share) based on

their performance relative to stated investor expectations and to the best performance in the industry.

Karriker and Dr. Joshua Aaron have written an article (in press) for the Journal of Management Education, "More than just fun and games: BSG and Glo-Bus as strategic education instruments," that draws on their successful integration of simulations in the capstone course.

Karriker said, "Inherent in the growing popularity of simulations is the understanding that students are more interested in concepts and tools that are applicable and important to their understanding of how to run a company successfully. As professors, we especially appreciate the objective feedback the algorithms in the simulations provide our students. Because of their sound designs and intimacy with the principles of strategic management, the BSG and Glo-Bus provide unique and particularly rich contexts for student application of capstone constructs through complex, yet enjoyable, competitive frameworks."

Karriker, associate professor in the Department of Management, has taught at ECU since 2005. She was recently invited to serve on the Editorial Review Panel of the highly ranked Group and Organization Management Journal. She also serves on the Editorial Review Board for the prestigious Journal of Management.

STUDENT NOTES

ECU 's Society for Human Resource Management Chapter Earns Honorable Mention

ECU's student chapter of the Society for Human Resource Management (SHRM) was recently awarded the Honorable Mention Award for its excellence and achievement during the 2013-2014 Student Chapter Merit Award period. The award was presented at the 2014 Annual Student/Faculty Conference in Orlando on June 21 by the national Society for Human Resource Management, based in Alexandria, Va.

Sharon Justice, faculty advisor for ECU's SHRM chapter, said, "In our chapter's first year we are thrilled to be recognized with the SHRM national merit award. From our first meeting to our first conference in March, where our graduate team competed in the case study, to this award, this has been an outstanding beginning to our chapter."

Of the 173 SHRM-affiliated student chapters that received awards in the 2013-2014 Merit Award program, 21 chapters received an Outstanding Chapter Award designation, 28 chapters received a Superior Merit Award

designation, 32 chapters achieved Merit Award status, and 41 chapters received the Honorable Mention designation.

The SHRM student chapter merit award program, which began in 1972, encourages development of more effective student chapters and promotes outstanding activities and projects by student chapters in the following areas: student chapter requirements, chapter operations, chapter programming and professional development of members, support of the human resource profession and SHRM engagement.

SHRM is the world's largest association devoted to human resource management. Representing more than 275,000 professional and 19,000 student members in more than 140 countries, the association serves the needs of HR professionals and advances the interests of the HR profession.



For more information about ECU's SHRM chapter, visit online at <http://ecushrm.weebly.com/>.

Students Participate in N.C. State Human Resources Conference

The 2014 N.C. State Human Resources conference was held in Greenville, N.C. earlier this fall, and ECU's Society for Human Resource Management (SHRM) chapter was invited to volunteer and participate.

Ten students from the College of Business attended the event over the course of four days. With more than 700 HR professionals from across the state attending the conference, students networked, asked questions, and made meaningful connections.

Zach Brown, vice president of ECU's SHRM Student Chapter, said, "The networking opportunities were endless, and all of our LinkedIn networks grew quite a bit afterwards.

Being able to go to the 'Breakout Sessions' and hear world class speakers present on relevant business topics was something we will take with us as we graduate and leave East Carolina University. We all left the conference confident in our business acumen as well as our networking skills, and it is all thanks to the preparation that the ECU College of Business faculty and staff have given us in our college careers thus far."

Earlier this summer, ECU's SHRM chapter was awarded the Honorable Mention Award for its excellence and achievement during the 2013-2014 Student Chapter Merit Award period.



(Left to right) Zach Brown, Emily Kittrell, Faculty Advisor Sharon Justice, Paige Tyson, and Daniel Branston attend the N.C. State Human Resources Conference.

STUDENT NOTES

ECU Holds First Supply Chain Management Case Competition

Last semester, ECU teams competed in the Marketing and Supply Chain Management department's first case/project competition, held March 28.

The competition was held as part of ECU's Spring 2014 Supply Chain Advisory Board Meeting, and Advisory Board members judged the winning group. Presentations were made by three teams.

The winning team presented on Supply Chain Management at Virginia Mason Hospital. Along with a recognition award certificate, each member of the winning team received a \$25 Target gift certificate.



Students Raleigh Watson, Meryl Franc, and Delonte Miller won ECU's first Supply Chain Management Case Competition.

Sarah Christian Named C-USA Softball Pitcher of the Week

East Carolina junior right-hander Sarah Christian was named the Conference USA Pitcher of the Week on April 7th. This was Christian's second Pitcher of the Week award of the season (the previous award was announced on March 10) and of her career.

Christian earned the honor following a pair of one-hit victories, including a five-inning complete-game shutout, which led East Carolina to a three-game sweep of Southern Miss. The junior allowed just two hits and two walks in the two outings, while striking out 10 and posting a 0.70 ERA to improve to 14-5 on the season.

In that Sunday's series finale, her second start of the weekend, Christian was perfect through 3.2 innings before surrendering the Golden Eagles' lone hit of the game, breaking up a streak of 24 consecutive outs recorded by ECU pitching going back to the final 13 outs of Saturday's doubleheader.

Originally from Greenville, N.C., Christian is a business major. Her father, Dr. Cal Christian, is an associate professor in the Department of Accounting at ECU.



Sarah Christian

ARE YOU CONNECTED?

From Facebook to YouTube, there are many ways to stay connected to the College of Business!

Visit us online at
business.ecu.edu/CONNECT

STUDENT NOTES

Strategic Marketing Class Visits Silicon Valley

This past summer, 18 students in Dr. Tracy Tuten's Strategic Marketing Innovation Class learned about innovation first-hand by visiting some of Silicon Valley's top companies.

Students first studied innovation in the classroom, teaming up to report on 10 companies which they then visited during the fourth week of the course. While on-site, the class was able to tour the corporate campuses of Google, Apple, Ideo, Salesforce.com, Walmart Labs, Clorox, Joyent, Twitter, Netflix, and Goodby, Silverstein & Partners.

All of the companies provided panel presentations that related to innovation, with each taking their own approach. Students also got to meet several ECU alumni among the presenters. At Goodby, Co-Chairman and Creative Director Rich Silverstein spoke to students. The Clorox CEO, Don Knauss, tailored a PowerPoint presentation on Leadership just for ECU. The class was able to view many of the iconic artifacts at Google, such as one of the cars that maps the countries' streets for Google Maps and the spaceship, and the colorful bicycles that employees use to zip around campus.

Tuten said enjoying lunch in the employee cafeterias brought a real sense of belonging at Apple, Salesforce.com, and Walmart Labs, and the critical importance of data curation was brought home at Netflix, Joyent, and Twitter. Students especially enjoyed driving over the Bay Bridge from Oakland to tour the design company Ideo, with a demonstration of 3-D printing in its converted wharf on the San Francisco Bay before heading to a Giants game at AT&T Park.

Tuten said, "We had such a wonderful experience learning directly from some of the world's top innovators. I was especially proud of the advance work put in by the students and their interactions with some of the most powerful people in Silicon Valley. It was a truly unique experience."



Students visit Salesforce.com in Silicon Valley.



Strategic Marketing students visit Google's headquarters with Dr. Tracy Tuten.



MBA student Sarah Moran tests out one of Google's bikes that employees use to get around its campus.

STUDENT NOTES

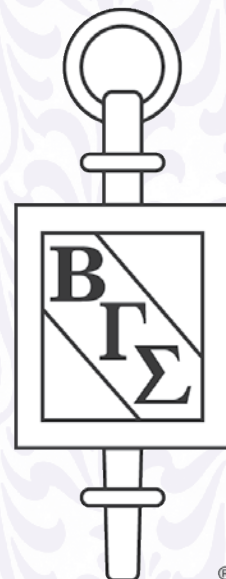
Students Inducted into Beta Gamma Sigma

The College of Business inducted more than 55 new members into the ECU Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The ECU chapter also maintained its Exemplary Chapter status this year.

The spring induction reception and award presentation was held on April 25 to honor and recognize the students and their families. Danny Scott (MGMT '84), College of Business alumnus and member of the Board of Trustees, offered congratulatory remarks and tips for success to the inductees. He also received the Chapter Honoree Award recognizing his success in business and his reflection of the ideals Beta Gamma Sigma members strive to uphold: honor, wisdom, and earnestness.

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 7% of the junior class, top 10% of the senior class, and top 20% of graduate students within the College of Business. Prior to nomination, the entire faculty of the College of Business reviews each candidate to ensure he or she meets the standards of character and integrity that membership represents.

Assistant Professor Rebecca Fay (ACCT) currently serves as faculty advisor and president of ECU's Beta Gamma Sigma chapter.



Spring 2014 Inductees

JUNIOR

Elizabeth Acevedo
Anthony Bechtel
Victoria Blanchard
Cecilia Blanco
Samantha Dawson
Mary Harper
Morgan Harvey

Stefenie Howell
Rachel Ionta
Thomas Knight
Ian Metcalf
Kerry Parr
Victoria Patterson
Hannah Reams

Phillip Robbins
John Slaughter
Lindsay Stackhouse
Emma Wohl
Kimberly Whitaker

SENIOR

Zachary Bass
Lucas Biggers
Audrey Chandler
Brittany Coleman
Doriana Fairfax
Jaydeep Goyani
Tariq Hamed
Dylan Hoyle

Bryan McNinch
Delonte Miller
Sotorn Muangmanee
Nina Santucci
Brendan Schachle
Ashley Steinberg
Lori Tolliver
Alicia Wade

Christie Weaver
Casee Wynns
John Yelton
Jennifer Curington
Charlie Lamm
Anita Ward

MASTER

Roy Beaver
Derrick Bennett
Jeffrey Boyd
Janice Brock
John Brothers

Jeremy McCraven
Janice Pearce
Mailin Seipp
John Tramontin
John Irvin

Adam Leonard
Brian Phillips
Laura Rainey
Goran Vukicevic



Danny Scott (left) is presented the BGS Chapter Honoree award by Faculty Advisor Rebecca Fay and Dean Stan Eakins.



Spring 2014 Beta Gamma Sigma inductees from the junior class.

COLLEGE OF BUSINESS

STUDENT NOTES

College of Business Scholarship Awards for 2014-2015

The College of Business honored more than 100 outstanding students on Sept. 19 with approximately \$200,000 in various scholarships – the most ever awarded. These scholarships provide financial assistance for business students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Award recipients were selected by the College of Business Scholarship Committee.

The Accounting Faculty Scholarship

Halie Davison
Teresa LaVern Dent
Eric Graham
Keturah Mayberry

The Public Company Accounting Oversight Board (PCAOB) Scholarship

Rachel Parrish

The Benton Family Access Scholarship

Benjamin Putnam

The Copeland Family Access Scholarship

Derek Chavonza Hairston

The Elmer Haskell University Scholars Award

Morgan H. Harvey

The Michele Libman Scholarship

Mark Powell

The Robert Gluckman Scholarship

Taylor R. Woolard

The Eakins Scholarship

Bernard A. Boateng

The Chesson Scholarship

Braxton Paine

The Howard and Virginia Brown

Community Service Award
Hudson Todd Bridgers

The Dixon Hughes Goodman Scholarship

Abbey N. Strickland

The F. Jay Haskins Business Scholars Award

Rachel M. Eker

The Lynn Schubert Business Scholars Award

Sarah Elizabeth Glave

The VantageSouth Bank Business Scholars Award

Taylor Alexandra Leposa

The Eakins Business Scholars Award

Ashley Banks Montaquila

The Richard K. and Jane C. Worsley Business Scholars Award

Meenal Mahesh Nandwani

The Copeland Family Business Scholars Award

Rebecca Lynn Wagner

The Ward Accounting Scholarship

Zeke Martin Sigler

The Archie R. Burnette Scholarship in Finance

Zachary G. Bass
Michelle M. Dolan

The Sarah S. & Charles G. McGimsey Accounting Scholarship

Matthew Paul Raytick

The W. Kel Normann Business Scholarship

Demonte L. James

The Margery W. and R. Roy Pearce Scholarship

Meryl Desirae Franc

The Danny R. Scott Scholarship

Anthony Bechtel

The George Coffman Scholarship

Aubree Claire Harris

The Corinne Manning Heath Scholarship

Tyler Florio

The Hickman Family Scholarship

Heather Swisher

The NCPRIMA Scholarship

Emma Gardner

The Rhodes Scholarship

Morgan Leigh Elder Minto

Kevin and Lori Coates Shannon Scholarship in Business

Nolan Randall Wiltshire
The C.C. Weitzel Scholarship
Amanda Regan Thomas

The Alamance Claims Association Scholarship

Houston B. Pittman

The Grady and Martha Davis Scholarship

Rachel M. Wells

The Ernst & Young Accounting Scholarship

Lauren E. Rukasuwan
Christopher Soto

The David and B.J. Fisher Business Scholarship

Hillary Jones

The Donald L. & Barbara H. Hatch Scholarship in Marketing

Jason G. Workman

The Kent and Shannon Lawrence Scholarship

Jonathan Edward Pinsky

The McGladrey Alumni Scholarships

Benjamin Michael Fulcher
Dana Gray

The Margaret C. Phthisic Memorial Scholarship

Audrey Faith Thompson

The Elizabeth A. & Kenneth A. Schneider Accounting Scholarship

Robert Gray Nelson

The Benny Ward Scholarship

Billy (BJ) Coggins

The Ward/Thompson Scholarship

Hunter Rudd

The William F. West Memorial Scholarship

Marisa Jackson

The Williams-Ausbon Scholarship

Neshe Elizabeth Bond-Folefac

The Bruce and Amanda Austin Scholarship for Business and Medicine

Alvin Tsang

The Louis H. Craig Memorial Scholarship

Jose A. Maldonado

The Hal S. Johnson Scholarship

Austin Russell Smith

The Benjamin Lane Abbott Scholarship

Sarah Elizabeth Christian

The Accounting Faculty Meritorious Student Award

Jing Li

The Scott Jack Benrube Entrepreneurial and Mentorship Scholarship

Maddison Haley Lubbehusen

The Beta Alpha Psi Scholarship in Memory of Mandy Kelly

Samantha Ruppert

The Beta Gamma Sigma Scholarship

Halie Davison

The Connally Branch Scholarship

Zackery Alan Hawkins

STUDENT NOTES

The Coastal Plains Chapter of the North Carolina Association of CPAs Scholarship
Zachary David Williams

The College of Business Alumni Scholarship
Anthony Joseph Interdonato
Rachel Marie Ionta
Kyle Charles Kwiatkowski

The Edward Jones Scholarship in Memory of Landon Blackley
Keira Harris

The Goble Family Scholarship
Angela Renee Spranza

The Gourley Scholarship
James Edward Dickson

The James E. & Deborah L. Hooper Scholarship
Jennifer Curington

The David R. Howell Scholarship
Allison Paige Hudson

The Independent Insurance Agents of North Carolina Scholarship
Kim Ngoc Nguyen
Christopher David Sherrod
Terrix Deanna Williams
The Raymond and Martha Jones American Marketing Association Scholarship
Brendan Schachle

The Management Information Systems Scholarship
Jasmine Cooper

The Judi Marvel Scholarship
Robyn Pace Mondin

The McGladrey Accounting Scholarship
Gregory Hunter Sprague

The Emma Morris Scholarship
Anita Ward

The MSA Tax Scholarship
Ieisha Laschica Carter

The James and Christine Nance Accounting Scholarship
Andrew Michael Wasilick

The North Carolina Board of CPA Examiners Scholarship
Sahil Vahewala

The North Carolina Board of CPA Examiners Exam Coupon
Tiaria Mulbah

The NCACPA Scholarships
Mengyuan Fang
Zana Ismail

The James W. and Anne H. Nordan Scholarship
Kerry Parr
The Latney W. Pittard Memorial Scholarship
Cameron Gombatz

The PNC Bank Scholarship
Thomas Lowell Knight
Hansel Rodriguez

The Gwen Potter Scholarship
Jordan Clark

The Tommy and Amanda Price Scholarship
Hugo Garcia

The Schwager Scholarship
Elizabeth Batchelor

The William H. and Lisa D. Shreve Scholarship
Samantha Leigh Dawson

The Student Accounting Society Scholarship
Tariq Hisham Hamed

The Vance B. and Sue W. Taylor Graduate Fellowship
Erica J. Lee

The Gary Warren Scholarship in Business
Heather Gant

The Brenda Wells Risk Management and Insurance Scholarship
Ezekiel Bell

The Dennis and Ellen Young Scholarship
Jonathan Joseph Coffman

The Audrey J. Smith Scholarship
Daniel Peter Stieh

The Frank Booth Scholarship
Stefenie Elizabeth Howell

The Greenville-Pitt Association of Realtors Scholarship
Corey Deaton
Rosalie Mackiewicz

The Andrew J. Pappas Memorial Scholarship
James Arlington Upchurch

The J. Fred Hamblen Scholarship
Morgan Hansen Harvey

The Michael L. Bunting Business Scholarship
Rebecca Lynn Wagner

The First American Savings Bank Scholarship
Ashley Banks Montaquila

The Elsie and Silas Abernathy Scholarship
Dawn Michelle Downey

The Associated Brokers Scholarship
Jaydeep H. Goyani

The James L. and Ann T. Bichsel Scholarship
Randall Dallas Owens

The Conley Marketing Scholarship
Cody Lee Burkett
Stephen Daspit

The Anna Francis and Philip Alexander Jukoski Memorial Scholarship
Danielle Tarolli
Brittany Coleman

The University Book Exchange Business Scholarship
Holden Perry Jones
Joseph Mace
Ashton Paige Peterson

Accounting Dept. Book Scholarship
Emily Avery
Brooke LeAnne Baker
Brian Funsch
Lena Lozito

COB Alumni Book Scholarship
Elizabeth A. Acevedo
Andrew G. Bentley
Jaheli Mitchell Chahin Sanchez
Selena Crystal De Alva
Galya Gancheva Mann
Zachary James McCumber
Katie Leeann Pillaca
Adrianne M. Siler
Tia Briana Taylor

Credit Professionals International Scholarship
Adre Kent

Institute of Mgmt. Accountants Scholarship
John Robert Johnson

Thanks to our donors for making a difference!

COLLEGE OF BUSINESS

ADVANCEMENT NOTES

Proud to be a Pirate

I'm proud to join the College of Business Advancement Team this year and am passionate about ECU's vision and values. I'll be working closely with Jim Westmoreland to continue advancing the College of Business through financial support, alumni involvement, and other activities and events.

As the Chancellor said during ECU's convocation, the College of Business continues to develop an excellent reputation in entrepreneurship and leadership. Our College has been named one of three primary areas for growth and investment by the university – with the goal to build a named College of Business that is ranked in the top 50 nationally.

It's an exciting time as we continue to establish our innovation, entrepreneurship, and small business presence. This semester, we implemented a new entrepreneurial certificate program open to all majors at ECU. Plans for creating a Center for

Entrepreneurship and Innovation are also underway, along with a Small Business Student Consulting Lab. These types of projects obviously require funding, and we are so grateful for your continued support and for making so many things possible.

As with most state and university departments, the ECU College of Business has been negatively affected by the reduction in funds to the UNC system. More students are enrolled in the ECU College of Business than in any other business school in the state. This is a great responsibility, and your help is critical to our success.

ECU calls itself The Leadership University, and we are guiding the way. Thank you for making a difference to your College of Business.



W. Preston Lovett, MBA, MSIS
University Advancement
College of Business
East Carolina University
252-328-9562
lovettw14@ecu.edu

You Make Studying Abroad Possible for our Students



Your generosity helps make events like our College of Business Summer Study Abroad program possible. This past summer, students and faculty visited China, touring places such as Lenovo Headquarters in Beijing and Tiananmen Square. Your support provides study abroad scholarships for up to 20 students. With your help, we hope to provide increased support for student travel to conventions, conferences, and business site visits as well as global travel experiences. Thank you for making a difference!

ADVANCEMENT NOTES

ECU Grads are Everywhere!

Connecting with graduates from your ECU College of Business is good for all of us!

By the time you read this newsletter, we will have seen graduates meet at events in Winston Salem and Charlotte. We try to invite those who have chosen to support the COB in whatever way they are able. Some have been willing to email or call a current student – you learn from them and they learn from you. Please consider joining our Business Advisory Network if you can connect with a student – simply sign up online at <http://www.ecu.edu/cs-bus/alumni/mentor.cfm>.

So many more are helping out financially, oftentimes sending in a gift “in honor of” or “in memory of” a family member or faculty member who helped you during your time at ECU.

Some alumni serve on our Business Advisory Council, Marketing Advisory Group, Supply Chain

Management Advisory Board, or offer input in other ways. The majority of the Board of Trustees are business graduates, and the top four ECU student government leaders are business students. As I meet our graduates, it is amazing to see where they lead.

On campus, exciting things are also happening as our business students deliver presentations throughout the Leadership and Professional Development Program, learn proper business etiquette at networking events, and reach new levels of excellence. Some of you are joining us at these events as table hosts, and we hope you will always call when you are in Greenville or planning a trip back.

Thank you for staying connected. We're so grateful for your support and involvement.



James R. Westmoreland, Ed.D.
Associate Dean for External Affairs
College of Business
East Carolina University
Greenville, NC 27858
(252) 328-0130
westmorelandj@ecu.edu



Our business etiquette/networking dinners are possible for our students thanks to your support and involvement.



At a visit to International Farming Corporation, Jim Walker, Adam Wells, Josh Anderson, Maggie Rogers, Amber Stocks, and Chris Moody met up with ECU's Jim Westmoreland and Preston Lovett.

College of Business
1200 Harold H. Bate Building
East Carolina University
Greenville, NC 27858-4353

Change Service Requested

Nonprofit Org.
U.S. Postage
PAID
Permit No. 110
Greenville, NC

Dean Hosts Reception at Home for Honor Students

Dean Stan Eakins and wife Laurie hosted a reception at their house in April for the Business Honor College Students and the Business Advisory Council members. The event provided an opportunity for top students to learn from and network with business leaders from across the state.



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.

You can also read Stocknotes online at <http://www.ecu.edu/business/alumni/stocknotes.cfm>, where both past and current issues are available.

We welcome your letters and comments. Please e-mail cclub@ecu.edu or contact us at 252-328-6377.

Printed with non-state funds.