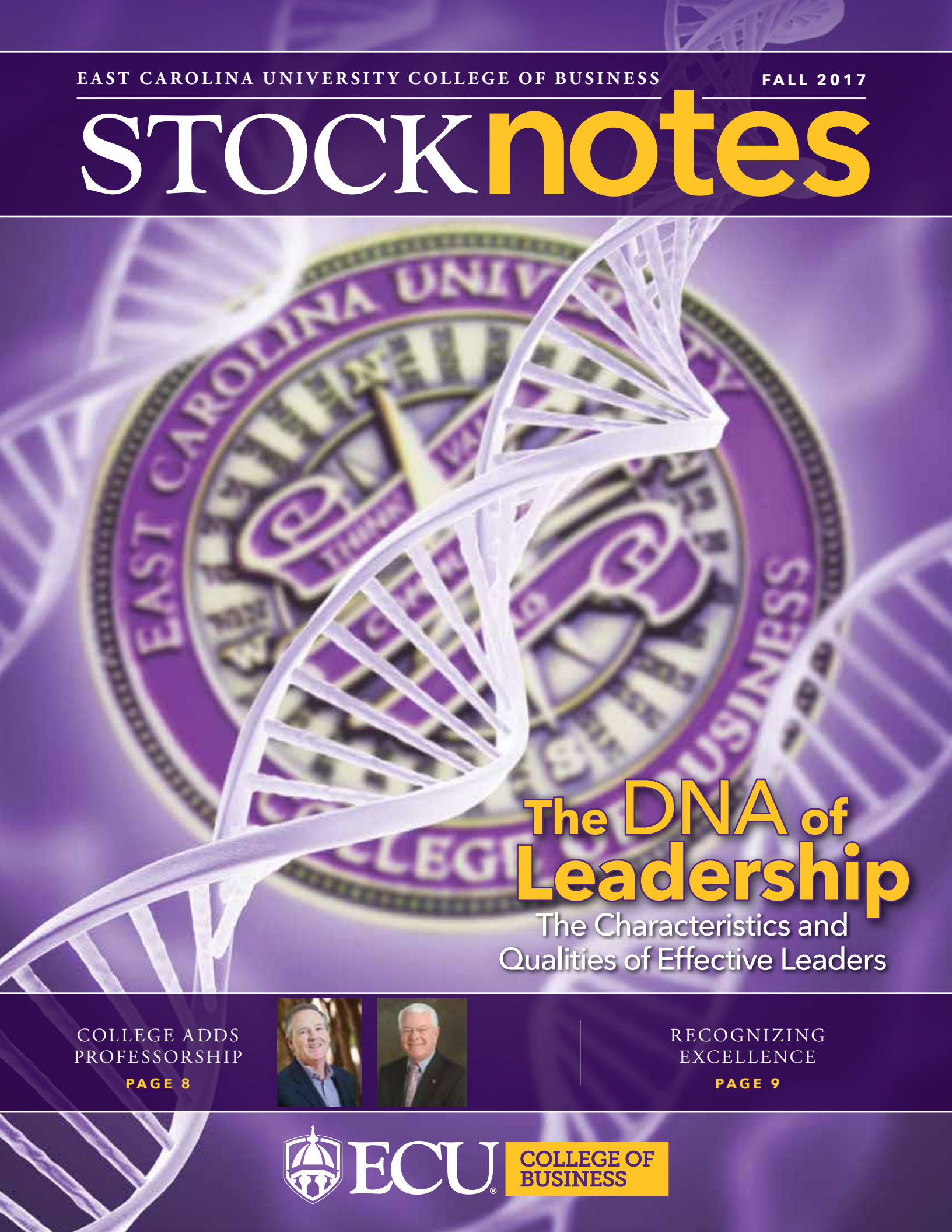


# STOCKnotes



## The DNA of Leadership

The Characteristics and Qualities of Effective Leaders

COLLEGE ADDS  
PROFESSORSHIP

PAGE 8



RECOGNIZING  
EXCELLENCE

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25,000 copies of this public document were printed at a cost of \$19,737.45, or \$0.78 per copy.



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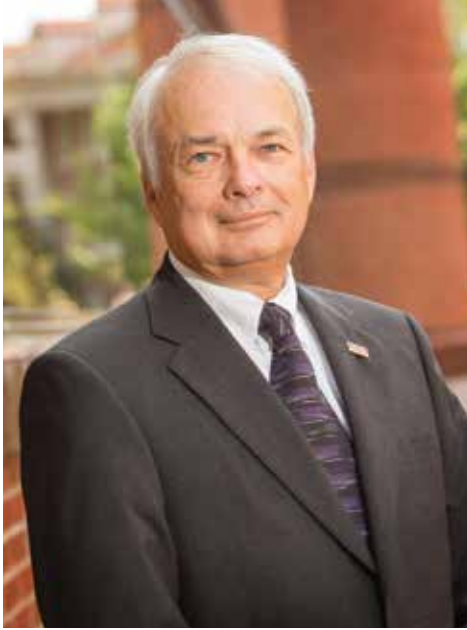


# Spring 2017



# GRADUATION

## Letter from the Dean



Hello,

We hope you and your family are having a wonderful holiday break with each other. As we quickly move into 2018, we trust you'll be able to reflect back on 2017 with satisfaction and joy.

By now, I think you've noticed the new layout of Stocknotes. Our goal for this new magazine format is to bring you stories that better illustrate and tell you about all the latest happenings with the College. We're in a visual age, and we hope this updated story delivery method shows our new way of telling our stories. We will continue to improve it moving forward, but we're excited about our new design.

First, I'd like to thank Thomas Arthur and Dr. Aneil Mishra for looking at the DNA of good leadership. It is a very insightful article from true leadership experts that I hope inspire the college's current and future leaders.

We've included another story where the UNC System recognized the College for all that it's doing to improve how it operates and the recent accomplishments in its performance excellence journey.

We have two stories featuring the Miller School of Entrepreneurship that focus on the encouragement of student entrepreneurship. First, thanks to a generous gift from James W. Chesnutt and David Bond, we'll have a new professorship that will help students develop an entrepreneurial mindset. Once they have that mindset, they then might be able to participate in the recently launched Pirate Entrepreneurship Challenge, which held its first round of competition in October.

In the rest of the pages, you'll find additional updates from the college, as well as other events that we experienced recently. We hope you like the direction of Stocknotes. We had fun creating it, and we'll continue to make it better.

Until next time, I wish you and your family nothing but the best in 2018!

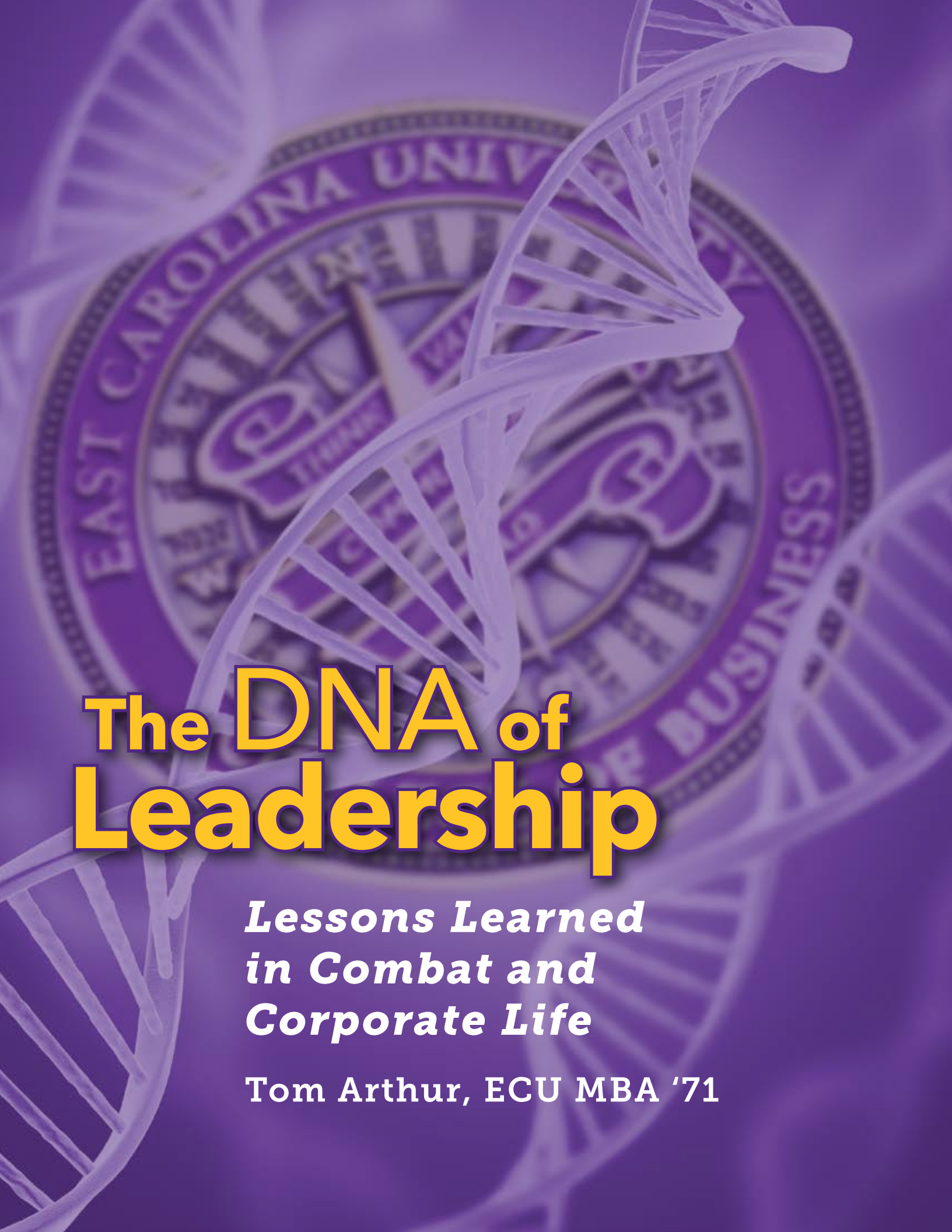
Yours truly,

A handwritten signature in black ink that reads "Stan Eskins".

Stan

P.S. Our spring Stocknotes will have more big news to announce. Stay tuned!





# **The DNA of Leadership**

***Lessons Learned  
in Combat and  
Corporate Life***

**Tom Arthur, ECU MBA '71**



by Dr. Aneil Mishra

In my almost three decades of research, consulting, and coaching, I have found that leaders who are effective at creating lasting positive change all demonstrate characteristics and qualities, which could be called their DNA, and which are expressed through decisions and actions. Instead of DNA's six molecules, effective leaders display three basic pillars, Courage, Humility, and Authenticity, as well as four dimensions of trustworthiness, or what I call the ROCC of Trust®: Reliability, Openness/honesty, Competence, and Compassion.

Courage is the willingness to stand up to the status quo. It may be that if change is not initiated, an organization will fail; go bankrupt, be acquired in an unfriendly takeover, or lose all of its key customers. Or, it may be that an organization is performing well, but that it could perform at a much higher level if it was willing to change some of its practices, products, or services. The fatal flaw for this leadership pillar then is fear, fear of the unknown, fear of the consequences of any significant change effort, or fear of how others will react when the leader confronts the status quo.

Humility helps balance courage so that the latter does not become arrogance. A leader needs to recognize the importance of his or her followers in helping to develop and implement any change, and acknowledge his or her weaknesses that exist almost by definition once strengths are identified and exercised.

Authenticity recognizes that there is no one best way to lead. Effective leadership stems from a leader's strengths and experience. Authentic leaders also effect change by appropriately applying their capabilities depending on what's most necessary given the situation.

Demonstrating the ROCC of Trust is a key way in which leaders are able to influence their followers any significant change effort, retain talent, and motivate their followers to provide their best efforts regularly. Reliability means "matching rhetoric with reality," or being consistent between one's words and actions, i.e., walking the talk.

Openness at a minimum means telling the truth, but at its highest level requires complete

transparency. Competence is delivering results at or above others' expectations. Compassion goes beyond not taking advantage of another person to include understanding and helping to further that person's interests and needs.

The ways in which effective leaders show their courage, humility, and authenticity are not identical, just as individuals vary enormously in terms of their genetics, but nonetheless have enough in common as to differentiate them from ineffective leaders. Similarly, although the four basic building blocks of trustworthiness are the same, leaders vary in how they demonstrate them in terms of their thoughts, feelings, and actions.

Through a series of discussions, meetings with Tom Arthur, College of Business MBA '71, and in presentations at the College of Business 2017 Leadership Conference, I was able to determine how Tom Arthur exhibits the DNA of an effective leader, thereby making a lasting positive impact not only on those he led, but also the communities that benefited significantly from his leadership. Moreover, his own personal ten commandments (see sidebar) for leadership closely mirror the basic pillars and trustworthiness dimensions I've found in my own work.

One of Tom's commandments, clearly evidencing Courage, is **Take on Tough Assignments (#7)**. After graduating from UNC-Chapel Hill, Tom wasn't sure what he wanted to do with his education, or his life. He decided that he could benefit from the structure and discipline of the Army, and so he decided to join up, even as the U.S. was in the midst of fighting the Vietnam War. As brave as this decision obviously was, he coupled it with Humility, when the Army selected him to go to language school to learn Vietnamese. This language training paid off immediately when as a lieutenant, he was assigned in

June of 1968 to be an advisor to a South Vietnamese infantry battalion, along with leading his own unit consisting of a veteran U.S. Army sergeant and a draftee who served as a radio operator.

Several of Tom's other commandments attest to the importance of humility, including **Luck Counts (#1)**; **Hard Work Pays Off (#2)**; **Keep Your Ego on a Leash (#8)**. All were in evidence in a critical point in Tom's leadership journey while serving in Vietnam, as was his basic courage. *We are walking across a rice paddy on a routine patrol. We're getting ready to step into a tree line and our primary enemy, the Viet Cong, was dug in in trenches and bunkers. The Viet Cong would kill anybody. They'd kill civilians. They'd do anything to try to take over the government.*

*Wham, they hit us. Bullets going everywhere. What do you do when you're getting shot at? You fall on the ground, right? Yeah, you betcha, you get down quickly. But, this was not a golf course, so if you're lying on the ground, you can't see anything. So, using the radio, I call for all the support I can get, and helicopter gunships responded first. In the meantime we're at a stalemate shooting at each other, throwing grenades at each other.*

*A few minutes later I hear helicopters coming. The lead gunship pilot calls me on the radio and says, "I'm two minutes out. Give me the sit rep (Situation Report)." I'm lying down in the rice paddy. I can't see anything, and so I said, "Wait one." So I stand up. Standing up in a firefight is not recommended, but that was my job. I was in a leadership position and so I had to lead, stand up. I take a smoke grenade, pull the pin, and throw it down. This pinpointed my location in order to tell the gunships the distance and compass heading to the most intense enemy fire.*

*When you hear rockets coming out of a helicopter gunship it's like the Cavalry bugler. The sound of winning. The momentum changed. Every one of my Vietnamese troops knew that we were going to win. Every one of the VC (Viet Cong) knew they were going to lose, and we did win on that fateful day. Just because you're in a leadership role does not make you a good leader or a bad leader. You're just in that role. But you've got to perform if you're there, and so when it's chaotic, stressful, that's when good leadership will stand up and be seen.*

In earning his MBA from the College after completing his military service, Tom was able to transfer his military experience to

the world of business. In doing so, he

*continued on page 6*



displayed his own Authenticity. As Tom likes to say, "the best practices in combat and sports are also the best practices in business."

*When I was 32, the chairman looked at me and said, 'Are you ready to run this company?' 3,500 employees, public company, a little under \$500 million in revenue. Forty-some years ago that was a big business. So I said, 'Sure.' I wasn't lying in a rice paddy and nobody was shooting at me so I thought this was going to be a snap. Well boy, I learned quickly. It was not a snap.*

## Building the ROCC of Trust

Effective leaders must also personally demonstrate the ROCC of Trust, or as Tom would put it, **Lead from the Front (#3)**. The first step in the ROCC of Trust, Reliability, or doing what you say you're going to do, is exemplified by another of Tom's ten commandments, **Personal Discipline (#5)**.

*If you're going to win, you've got to have discipline. Most losers do not have discipline. You make up your plan. Know what you want to do, and then take the steps to achieve them. It takes discipline. Discipline is not easy, but it's very important.*

The second step in the ROCC of Trust, Openness, includes not only basic honesty and transparency, but also being willing to consider other options, or as Tom would say, **Be Flexible, With Multiple Plans (#4)**.

*Because plan A doesn't always work. It doesn't work in combat, doesn't work in sports, and doesn't work in business. You've got a great idea, and you put together a great plan. Then you execute it well and guess what? The dogs don't eat the dog food. The plan didn't work. So stop sitting around saying, "Oh, it was such a great plan." Do plan B. If A isn't working, do B. You've got to be flexible with your business plan.*

Tom's take on Competence, the third step in the ROCC of Trust, which involves doing one's job well, is summed up by his commandment, **It's Your Attitude, Not Your Aptitude, That Determines Your Altitude" (#9)**. When Tom purchased the cigar company that was a small division of the company he had been running,

*I figured out that we could probably turn it around. We could fix it and flip it. I didn't see it as a long-term opportunity because the cigar business had been in a long-term decline. It had declined 65*



*percent from 1950 through the mid-70s. It was fairly easy to turn around looking at it retrospectively, but not when you're going through it. It was long days and nights, and a lot of struggle trying to figure out what made sense. We did get it turned around. Then we bought another cigar company, and a third cigar company. I was surprised because I had told the banks who lent us the money to buy the business that I really didn't think it was going to grow, but that we could increase the margins and get good cash flow and pay them back. Instead, it grew into a really great business.*

Ironically, it was in battle, and not the business, where Tom first demonstrated Compassion, the last and most difficult step in the ROCC of Trust to realize. Compassion is tough because it requires both empathy and effort to act on that empathy.

*The radio operator was 18, a draftee, sweet young kid, but he was so shy he couldn't answer the radio or talk on the radio. So he carried it until we would get in firefights, and then I'd put it on and tell him to lie down until I come back and get him later. My sergeant had been in a real tough previous tour and had PTS really bad and so he was not very helpful. So we were really a different kind of group.*

## The Uniqueness of Effective Leadership

Even though the three pillars of Courage, Humility, and Authenticity, as well the ROCC of Trust, are common to almost all effective leaders, each has his or own unique leadership capabilities that distinguish their actions and results. In Tom's case, it can be summed up by his philosophy to **Get off the elevator with a few minutes to spare**.

*Everything is going really well and along comes the early 90s and there was a big*

*change. Guess what happened? Was it*

*good or was it bad? What do you think, bad? No, not bad, good. It was going really well, and then we hit the cigar boom of 25 years ago. Who in the world would've thought that cigars would have become the thing to do?*

Between 1980 and 1997, HavaTampa grew from \$12 million annual revenue to about \$200 million and from less than \$1 million in annual pre-tax income to more than \$32 million.

*I'm sitting there, saying wait a minute, I think the elevator is getting towards the top of the building. We need to push the button and get off. So I talked to my partners and we decided, yep, this is a good time to exit. By luck we probably got out at the very top of the market.*

Finally, authentically consistent with his experience as an Army officer, is Tom's commandment of **Just Pull the Trigger (#10)**. "What does that mean, just pull the trigger? It means get it done. Get it done. Finished is better than perfect."



Anil Mishra, Ph.D. is the Thomas D. Arthur Distinguished Professor of Leadership at ECU's College of Business. He is the coauthor, with Karen Mishra, of *Becoming a Trustworthy Leader: Psychology and Practice* (Routledge, 2013) and

*Trust is Everything: Become the Leader Others Will Follow* (2008). His most recent book is *Restoring Trust in Higher Education: Making the Investment Worthwhile Again* (Praeger, 2017). Follow him @drnmishra.





# College Adds Professorship

## *Gift Encourages Entrepreneurship, to Impact Eastern North Carolina*

East Carolina University's College of Business has announced a new entrepreneurship-focused professorship.

The James W. Chesnutt and David A. Bond Professorship in Entrepreneurship will provide funding for a professorship in the College's Miller School of Entrepreneurship, established in 2015 thanks to a gift by J. Fielding Miller and his wife, Kim Grice Miller. The new gift enables the College to support an associate or full professor who will prepare students to have an entrepreneurial mindset and skillset.

"The Miller School is making amazing progress as it looks to increase its engagement within the College and the entire East Carolina University community," said Dean Stan Eakins. "The new professorship is made possible by Mr. Chesnutt and Mr. Bond's strong belief in what we're doing here at the School. Their commitment and gift will strengthen the School's reputation as the

conduit for innovation, leadership and entrepreneurs."

James W. Chesnutt and David A. Bond are members of the College's Business Advisory Council, and both play an active role in helping the College's students succeed in and outside the classroom.

Chesnutt, who is CEO/Chairman of the National Spinning Company in Washington, North Carolina, believes this new professorship will be not only good for the Miller School but also good for the university and Eastern North Carolina. He knows this from experience because his company has hired several ECU graduates, and he says all, "have been outstanding...the kind of thing that businesses need to see," said Chesnutt, who graduated from the College in 1963.

"Graduates of the Miller School will, no doubt, contribute to the creation of new opportunities and creativity for existing businesses," Chesnutt added. "The talent pool created by the School will add significantly to the ongoing need for growth in the East and throughout North Carolina. I look forward to the naming of an outstanding leader for the professorship for the faculty.

Bond is the managing partner and co-founder of Raleigh's Rock Solid Software. He graduated from the College in 1978 with a degree in marketing. He would like to see this gift used to hire a, "very inspirational, motivating professor that will spur on some entrepreneurship for our young students and future leaders."

"I'm hoping that a lot of those students will stay in or around Eastern North Carolina and not venture to Washington, D.C., Atlanta or Charlotte," said Bond, who, as president and COO of Allscripts, led the successful acquisitions Medic Computer and A4 Health Systems. "This part of the state



James W. Chesnutt

needs these graduates to be the engine of its economy."

"With this new professorship, we'll continue to attract and retain the highest quality of faculty to help build the Miller School," said Dr. Mike Harris, interim director. "Thanks to Mr. Chesnutt and Mr. Bond for helping to ensure that we have great instruction in the classroom, increased entrepreneurial research and stronger engagement with students, University faculty and our community."

"They (Chesnutt and Bond) saw an opportunity to come together, and jointly give the College a gift that reflects a passion for their alma mater, the region and developing future leaders," said Eakins.

The James W. Chesnutt and David A. Bond Professorship in Entrepreneurship is the second professorship for the Miller School. In total, the College of Business has nine professorships.



David A. Bond



# Recognizing Excellence



photo courtesy of ECU's News Services

The college has earned the Milestone 2 Award from the North Carolina Awards for Excellence (NCAFE) program.

UNC President Margaret Spellings presented the award to Dr. Stan Eakins, dean of the College, during a reception for UNC Board of Governors members as part of their campus tour on October 12.

The award recognizes the college's accomplishments in deploying a comprehensive framework that it calls the Performance Excellence Program (PEP). The program includes developing a highly focused strategic plan and resource alignment, a strong emphasis on student requirements, clearly defined processes with cross-functional collaboration, and total employee involvement with strong leadership commitment.

This recognition marks the first time a college in the UNC System has received the Milestone 2 Award.

"This is yet another example of how ECU leads, shares a vision and paves the way for tomorrow," said Spellings.

"This achievement highlights all the hard work and resources the college has devoted to its performance excellence journey, which started in 2014," said Eakins. "While it is critical for the college to focus on its students' success and

its graduates' ability to excel in the workplace, it is equally important to view the college as a wholly interdependent system that requires excellence from all its areas."

PEP is based on the Baldrige excellence framework that includes methods to help the college meet its

mission and achieve its vision. The first milestone was achieved in 2015 when the college developed a strategic planning balanced scorecard. This Baldrige-based method assisted the college in listing key-performance indicators that aligned short-term and long-term action plans to goals, identifying leading and lagging measures, and developing dynamic dashboards with real-time data.

"With the development of the scorecard, we identified the actions needed to help move our goals forward," said Eakins.

Those actions included the establishment of the Miller School of Entrepreneurship, which will create innovative thinkers that engage in entrepreneurship. The Student Technology Center was built on the third floor of the Bate Building so students can have an active space and resources for experiential learning. The college also developed problem-based learning classrooms that facilitate interactions between faculty and student. A new internship coordinator was added to the college's career services department to help increase internship possibilities for students.

Another goal was to store and share best practices. In January 2016, the college created an online resource that provides access to all documents, workflows, and applications used by faculty and staff. The portal allowed the college to

standardize its operating procedures for documentation, knowledge sharing and its key work processes and to serve as a one-stop portal for information.

According to Eakins, these actions increased overall operational effectiveness and efficiency.

"This past year, the college has completed more than 15 projects with various improved processes and enhancements."

The program's next steps include a focus on workforce engagement, which is to energize faculty and staff to increase their participation. The college will continue to develop well-deployed, systematic processes with cycles of improvement and learning, innovation and robust knowledge sharing.

"This journey shows our commitment to being the best College of Business for students, faculty, staff and the state of North Carolina," said Eakins.

“This is yet another example of how ECU leads, shares a vision and paves the way for tomorrow”

- SPELLINGS

# ENTREPRENEURSHIP on Display

Nearly 700 East Carolina University students and faculty cast approximately 2,000 votes in the first round of the inaugural Pirate Entrepreneurship Challenge, which recently took place in the sculpture garden between Mendenhall Student Center and the Joyner Library. Fifty-seven student teams pitched their ideas, products or dreams and put them on display during this open-air, tradeshow-style event.

The challenge is the signature business pitch competition sponsored by the College of Business' Miller School of Entrepreneurship. The entire ECU community was invited to participate, as long as one member of the team was an ECU student. Teams from the College of Business, College of Education, College of Engineering and Technology, College of Fine Arts and Design and Thomas Harriot College of Arts and Sciences participated in the event.

Junior Zeondre Slade, a criminal justice major, and junior Klinerica Mitchell, an education major, are co-partners in a venture called SPLASH Learning Center. Both want to combine their passions that started as internships in their hometown of Jacksonville, North Carolina. Their goal is to open a learning-based destination for children that is a safe and secure environment.

"With me working in law, I can use those skills that I have learned throughout

my college experience to work in the business," said Slade.

Twelve teams, six chosen by ECU judges and six chosen from first-round voting, will move on to the second round. From there, five teams will advance to the third and final round and will be paired with individual mentors to help further develop the business concept. The competition concludes in February of 2018 with \$20,000 going to first, second and third round winners.

## Making Plans

Taylor Hicks is a sophomore from Winston-Salem, North Carolina. As a freshman, Hicks started a company in 2016 called Simple & Sentimental, which provides unique products that are hand lettered. She was an interior design major, but as it began to grow, she switched her major to business administration. The company currently has an Etsy account that has made more than 2,000 sales since opening. Hicks and her company participated in the challenge's first round, and if she wins the competition, she already has plans for her winnings.

"We would develop a new product line to serve our customers better," said Hicks. "We figured out what our customers like, and we need to keep going in that direction."



Dr. Stan Eakins, the dean of the College of Business, attended the challenge's first round and was very encouraged with what he saw.

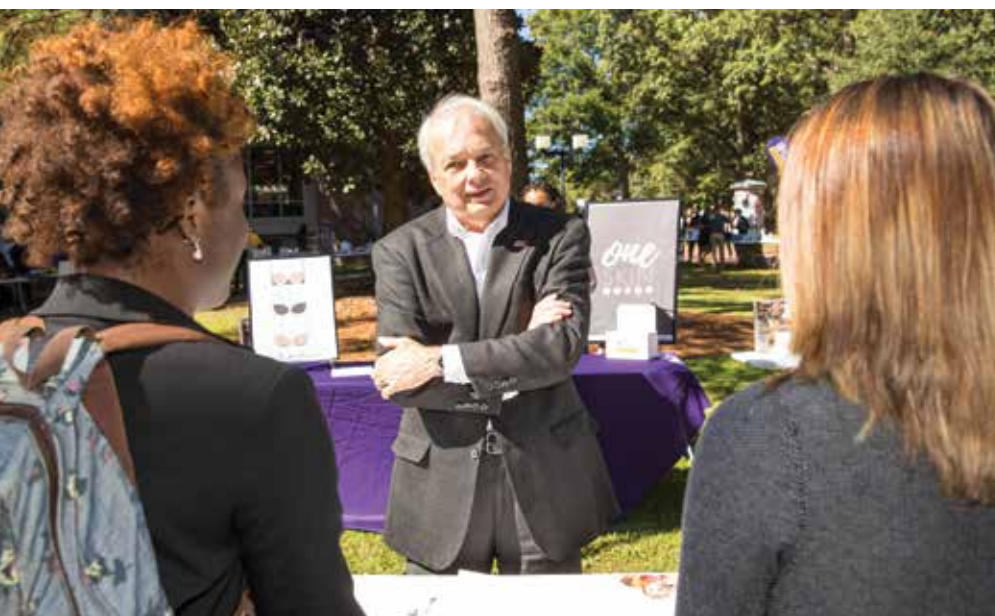
"The variety of ideas, products and stories that were on hand was incredible," said Eakins. "I'm glad these ECU students saw firsthand the entrepreneurial spirit that's alive and well at the University."

"We had a number of goals we wanted to accomplish with this challenge," said Dr. Mike Harris, director of the Miller School. "First and foremost, we wanted to give these future entrepreneurs an outlet to get their ideas out there and an opportunity to make those ideas come alive."

Harris also said that the challenge was a chance to educate ECU about the Miller School of Entrepreneurship and how its resources are available to anyone at the university.

Round two of the challenge will feature five mentors who will choose five teams based on a five-minute pitch and responses to a three-minute Q&A session. The Miller School will mentor a team based on the popular student vote from round one. This round will take place Wednesday, Nov. 15, from 5 - 7 p.m.

According to Harris, there will be another challenge next year.



*Photos by ECU News Services*



# Pitching on the Road



*Students from the College's Miller School of Entrepreneurship had a chance to test their pitching chops when they met with the School's Wilmington Advisory Council. The product pitching took place at Live Oak Bank in Wilmington. As part of the visit, students, council members and College faculty heard from Live Oak's founder, CEO and chairman of the board, Chip Mahan III, as well as nCino's chief marketing officer, Jonathan Rowe.*



# Alan Burke

**Alan Burke.** He received his undergraduate degree from St. Louis University. He obtained his MBA from the College of Business in 2007. And, then, he received his medical degree in psychiatry in 2015 from the Brody School of Medicine.

We spoke to him recently to talk about why he chose to pursue an MBA degree and how it's helping him with his current work. Here's what he had to say about why he chose to get his MBA prior to getting his medical degree.

**Alan Burke:** I started to get my MBA while I was active duty in the Air Force maybe two years before I left. I wanted to become a doctor (first), but the MBA degree is so versatile and useful for anybody who tries to progress anywhere in their career regardless of whether they're lawyer, a doctor, whatever their specialty. So, as you progress, you'll know more about how to manage people. Balancing checkbooks, marketing, communications, etc. I thought this is what I needed to do because I want to progress, and I want to learn how to manage people. So that is why I got the MBA.

**How are you currently using your MBA with what you're doing right now? How are you able to lean on any of that?**

**Alan Burke:** There's a lot of advocacy and public policy that needs to happen. So, I'm trying to look into using my degree and the management skills to get better at some of the policy. Individually I like to take care of patients. Also, sometimes, you can take care of more patients with the policy and advocacy part.



**What advice do you have for current business students who might be on the cusp of wanting to get an MBA?**

**Alan Burke:** It's going to help you achieve that higher level of performance because what you don't want to be is a specialist, e.g., a doctor, lawyer, architect, be put in a leadership position and not know what the heck to do. It's going to be overwhelming. So, I think it's a good thing for everybody to get. Even if you don't use it day to day in your job, it helps you out with other things.

**How has your education at the College of Business prepared you for your career now?**

**Alan Burke:** As I progress in my career and as I start getting more responsibility, I'll be able to use those skills...and think more clearly.

**Why the College of Business?**

**Alan Burke:** I feel like they really take care of the students. I feel like it's their goal. They don't just talk about taking care of the students, they really try. If you run into problems, they're there to help you out.

Q&A





## Nicole Hawley of Moyock, North Carolina

matter at various times in a classroom environment. If I didn't have that experience I wouldn't have had the confidence to present a topic with credibility. I believe this exposure proved that I could go from the classroom directly to the job market. I am truly grateful for all that I have taken away from my experience at the College.

### Describe your experiences at GEICO?

My GEICO experience is one that I will never

forget. Throughout the eight weeks, I accomplished many things. I conquered my fear of presenting in front of many people. As an intern, I presented solutions to company problems that upper-level management was facing. I also became more confident in an office environment by interacting with peers and my mentorship with management. To better understand the company as a whole, we took many field trips. We went to the ARX (Auto Repair Center), Martin Agency (an advertising agency that handles GEICO commercials), IIHS (Insurance Institute for Highway Safety), and the local news station. Volunteering for the Habitat for Humanity was probably my favorite memory of the summer. The interns spent the day helping build a house for a family that recently lost their home to a fire. There are many more things to add to my GEICO experience, but these were just a few key highlights.

### Describe your experience at the College of Business?

The knowledge and exposure I've had at the College allowed me to apply these experiences in the work environment; such as leadership skills, problem-solving techniques, team building through role playing and critical thinking. My classes have been challenging yet interesting, and I look forward to taking all that I have learned at ECU and the COB to the next level. I also have to mention that the support of my professors has had a large part of my success at ECU thus far.

Their willingness to help me succeed has impacted me in many ways. They have provided direction, recommendations and the tools to help me feel confident in my future business career. For that, I am very grateful.

### What was the moment during your internship where you knew that your ECU COB education has paid off?

That moment would probably be the job offer I received for a management development program with GEICO after graduation.

### Why would you recommend a business student take advantage of an internship opportunity?

I would highly recommend an internship because I gained hands-on experience that is not necessarily learned in a classroom. For instance, I feel I gained insight into working 40 hours a week and the commitment you make to a career position. Working in an office environment as a team is critical to the success of the business. The real world is much more nerve racking than it is in the classroom. This experience showed me I have a lot more to learn, but I truly feel the College has given me a good start.

### What would be the one thing that people would be surprised to learn about you?

One thing that people will be surprised about is how driven I am to succeed. I am currently in the top of my class of 5,250 students and the top of my field of 554. To me, this shows how commitment and hard work pays off. You can do anything you desire, but it will take commitment and long hours to see results. Sometimes it takes even more than that. It takes years to see the benefit of the groundwork that was laid. I look forward to meeting my career and I'm excited about the future.

Editor's note: We're not surprised at all.

Nicole recently interned with GEICO, a frequent participant with the Career Center's Employer in the Foyer. She shared her experiences about the internship and how the College's Career Center prepared her.

### How did you learn about the internship?

At the beginning of fall 2016, the College's Career Center sent out an email informing students of a scholarship opportunity from GEICO. I applied and ended up being a recipient of that scholarship. The scholarship was the GEICO Achievement Award. Once I received the award, a college recruiter at GEICO reached out to inform me of an internship they offer over the summer.

### How did the College of Business prepare you for this successful internship?

The College prepared me in several ways, but the following was very useful. For starters, for me to receive the internship, I had to go through an interview process. Interviews are not easy, and successful interview skills come with many years of experience that I didn't have. The College helped me prepare for my interview with GEICO by answering questions in a STAR format (Situation, Task, Action, & Result), professional dress recommendations and interview etiquette. Also, I was required to give a few presentations in front of directors and managers throughout my internship. The College helped me to prepare for this by presenting a subject

# *Impacting Area* **ENTREPRENEURS**

The College of Business recently partnered with the City of Greenville's Minority and Women Business Enterprise (MWBE) to help local, minority-owned businesses enhance their business skills and financial literacy.

Six companies participated and graduated from the MWBE Business Skills Boot Camp. Those companies included 1st Merchant Bankcard Services & ATM Sales, Inc., Aging and Ability Care, Clean Touch Pressure Washing, Elect Builders, LLC, Sharpe's Electrical, LLC and Wizard Clean, LLC.

As a part of her project with ECU's Engaged Outreach Scholars Academy and in conjunction with the Miller School of Entrepreneurship, Dr. Ericka Lawrence, an associate professor in the College's Department of Management, developed a four-week curriculum that:

- Focused on marketing analysis;
- Looked at small business accounting concepts to help participants be financially fit;
- Provided information related to the bidding process for projects with local and state governments; and
- Taught participants how to utilize social media platforms to market their companies.

"We wanted to give them skills to not only obtain government contracts with the city of Greenville but to be competitive entrepreneurs no matter where they go," said Lawrence.

About the program, Ferdinand Rouse, Greenville's MWBE coordinator, told the Daily Reflector in a June 19 story, "This is important because developing better businesses will help the City of Greenville

compete effectively within our region and statewide. This first installment of the Business Skills Boot Camp is a great start, and we look forward to adding more portions and businesses to it in the future."

As a follow up to the boot camp, Dr. Lawrence conducted a survey to find out how the classes affected the companies, what curriculum areas can be enhanced and the viability of making this boot camp an annual occurrence.

As an awardee of the University's Diversity and Inclusion Research Scholarship for the 2016-17 academic year, Lawrence will be able to continue research related to the boot camp. This research will also be part of a bigger research project that Lawrence is currently conducting, which is focused on entrepreneurship issues in rural, Eastern North Carolina.





# New Certifications



The College of Business handed out two new graduate certificates during its recent commencement exercise. Ten students received a certificate in project management (PM) and six received a certificate in business analytics. Both programs started in the fall of 2016, and each consist of four, online courses.

The business analytics certificate works with real business data sets and provides students with advanced business analytics knowledge and data mining processes. The certificate was developed with input from numerous leading recruiters of data analysts and is offered in conjunction with SAS' Joint Certificate Program.

"This program seeks to train data analysts," says Dr. Elaine Seeman, chair of the College's Department of Management Information Systems. "As organizations amass more and more data from their interactions with individuals and organizations, the need for people who can pull data, translate it and tell stories is rising."

The PM certificate prepares graduates for employment as project leaders and managers who have hands-on management experience. Students will gain the knowledge needed to sit for the Certified Associate in Project Management Certification or the Project Management Institute professional certificate exams.

"Project management is a fast-growing field, and project management skills are in demand in a broad range of industries," added Seeman.



## Jacquitta Boone

Jacquitta Boone is from Murfreesboro, North Carolina and graduated with an MBA degree and was one of the first to receive a PM certificate. A process person at heart, she initially wanted to get her supply chain certificate, but after inquiring about the new PM certificate, she found that she still "loves to know about the processes in business but also how the processes affect the people and teams within an organization."

Boone expects the certificate will help her to understand the behaviors of certain people in a group and how these behaviors will affect the process and project as a whole.

## Brad McAllister

Brad McAllister was one of the first recipients of a business analytics certificate. He works for the College and has been advising business students since 2004. He participated in the program to learn more about the tools and techniques available to mine data. As he puts it, "I want to apply what I've learned to better serve the students, faculty and staff of the College."

# YOUR GIFT MATTERS

Student Body

**5,100** 

**40%**

FIRST  
GENERATION  
PIRATES

**\$318,750+**  
Scholarships



**26,000**  
Alumni



**100%**



Changed through **Your Gifts**  
#YOURGIFTMATTERS



**Thomas Mousseau, Jr.**  
Dec '17

"As a student of entrepreneurship and small business, I've been working on a venture from the beginning of 2016. This scholarship will help fund research and development into my creation of a new smart sprinkler. Once I receive success, I want to provide a scholarship like yours to help promote entrepreneurship and make dreams a reality"



**Eliza Parish, Summer '18**

"I work 25 hours each week to help support myself through college as well as assist my family financially back home since losing our mother in a car accident a year ago." I've taken on a lot of responsibility at a young age and this scholarship allows me to cut back a few hours at work to focus more on my studies and earn better grades. In the future, I hope to give back to the university to help students get through college so they can have opportunities available to them like I did."



**Ricardo Uzcategui,**  
Dec '17

"I was born and raised in Valencia, Venezuela, in a less privileged community. Language barriers, financial hardships, and cultural differences made my college dream seem impossible. Against all odds, I have been able to get closer to my dream, and your financial support plays a key role in my success. Thank you!"





# College RMI Students Visit Lloyd's of London

## #YourGiftMatters

The College's Risk Management and Insurance Program had an exciting trip to London in May!

Two faculty and twelve students spent a week in London to study and observe the international insurance market. Students were invited to shadow brokers who were placing insurance risks at Lloyd's of London, and they also got to sit in the underwriting "boxes" at Lloyd's. These experiences gave students a unique perspective on how insurance business is placed and how various risks can be insured. Students also enjoyed two days of touring London, and even experienced The London Eye.

The trip was generously sponsored by the North Carolina Surplus Lines Association and Dave and Pamela Leonard.



# Recent Alumni Create COB Student Travel Program Endowed Fund

## #YourGiftMatters

Michael Kowalczyk ('09 MGMT & '10 MBA) and Tim Willis ('12 MIS) came together to create the COB Student Travel Endowed Fund. In 2010, both took a self-funded and guided trip to New York City. They were joined by Dr. Jim Westmoreland, who served as both a connector and mentor on the trip. It was then they both realized the importance of travel when it comes to the education experience.

Together they created this endowment because they believe all College students should have the opportunity to travel, as it enriches what's taught in the classroom. Their goal is to help ensure that travel will be a lasting part of the College experience.

Currently, Kowalczyk is a business developer with BrightView Landscapes and Willis is a Quality Engineer at Allscripts.

The College thanks you both. Please know, your gift truly does matter.



Tim Willis



Michael Kowalczyk

## Another Meet the Firms is in the Books

The College's Accounting Department welcomed 18 companies (EY, Dixon Hughes Goodman, KPMG, Langdon & Company, and others) to its annual Meet the Firms event, which is a way for companies (primarily accounting firms) to meet and engage with College students. It allows these students to learn more about the potential employers in an informal setting.

This year's event saw 120 students attend. Juniors were invited for the first time so firms could invite them to participate in summer leadership programs. Another first for the event? It took place at the Club Level of Dowdy Ficklen Stadium.



photos courtesy of ECU's News Services



### *Student Spotlight*

## Ana de Pedro

# 2016 -17 Outstanding Senior Award Department of Accounting

Ana graduated May 2017 with a BSBA degree and a concentration in Accounting. She discovered a true passion in Accounting after taking the introductory-level Financial and Managerial Accounting courses that led her to change her major to Accounting. After graduation, Ana plans to backpack in Europe before beginning a summer internship at the Norfolk office of KPMG. In the fall, she plans to pursue a Master of Science in Accounting degree and eventually sit for the CPA exam.





# Sarah Sarjoo

## 2016 -17 Outstanding Senior Award Department of Finance

Sarah is originally from South Africa and a student athlete on the Women's Tennis team. She graduated in May 2017 with a BSBA degree with a concentration in Finance. Sarah will begin the MBA program here at ECU during the summer of 2017. She hopes to go into financial analysis and use that as a vehicle to one day become a CFO of a Fortune 500 company.

### FINANCE notes

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#### College Student Wins CPCU Scholarship

Congratulations to senior Nicholas Marple, a risk management and insurance student, who won a 2017 President's Chartered Property Casualty Underwriter (CPCU®) Scholarship by the Institutes. The CPCU designation is respected as the premier property-casualty insurance credential and is obtained by passing eight exams. The scholarship covers the costs of textbooks, course guides, online practice exams, SMART study aids, and examination registration fees.



### Graduate Office Streams Fall 2017 Welcome Event

The College's Graduate Programs Office streamed the panel discussion of its annual welcome event for the first time in August of 2017. In-person attendees had the opportunity to mingle with professors and administrators prior to the panel discussion.

The panel discussion included faculty and students who fielded questions from both live attendees and those who viewed it via Facebook. Advice from classes to internships to career planning was provided.

Graduate Programs Director Paul Russell said the event gave new and returning students the, "insight into the graduate experience."

Interested in seeing the video? Here's the URL:  
[https://www.facebook.com/pg/ECUCOB/videos/?ref=page\\_internal](https://www.facebook.com/pg/ECUCOB/videos/?ref=page_internal)



### *Student Spotlight*

# Amanda Ohlensehlen

## 2016 -17 Outstanding Graduate Business Student

Amanda graduated in May 2017 with a Master of Science in Sustainable Tourism degree with a perfect 4.0 GPA. She is currently the Coordinator of Economic Development for the City of Havelock, having worked full-time throughout her program. While a student, she helped to create the Tourism Ambassador Program for Greenville, served as a mentor to other students, and been a guest speaker in undergraduate tourism classes several times.





## Student Spotlight

# Holly Perry

## 2016 -17 Outstanding Senior Award Department of Management

Holly graduated Summa Cum Laude in May 2017 with a BSBA degree with dual concentrations in Accounting and Management. She is a member of Beta Gamma Sigma, Beta Alpha Psi, and the former president of the Society for Advancement of Management. Holly was also one of the Lead Accounting Tutors in the Pirate Academic Success Center. She was the recipient of many scholarships from the College of Business, and received the Accounting Faculty Scholarship for graduate school, which she will begin in Fall 2017.

## MANAGEMENT notes

### Dr. Chullen Recognized

The editorial board of the Academy of Management Learning and Education (AMLE) journal recognized Dr. Cody Logan Chullen for "exemplary performance as an outstanding reviewer." AMLE's mission is to contribute to management learning and education by publishing theory, empirical research, reviews, critiques, and resources that address the processes of management teaching and the learning that results from it. Dr. Chullen, an associate professor in the College's Department of Management, is presently serving in his seventh year as an editorial board member with his current term running through the end of 2019.

In other Chullen good news, he was recently appointed to the Editorial Board of the Journal of Occupational Health Psychology (JOHP).

JOHP publishes theory, research, and public policy articles in occupational health psychology, an interdisciplinary field concerning the application of psychology to improving the quality of work life and to protecting and promoting the safety, health, and well-being of workers.



### Great News Coming out of MIS

The College's MIS Department had quite a number of exciting changes over the past year that were geared toward student learning and engagement.

It added two, new graduate certificates (Business Analytics and Project Management), as well as moving the MIS graduate certificate to a standalone status.

The department is emphasizing business analytics throughout the MIS curriculum, as well as in its two news services courses, which are required of all business majors.

MIS Students were also highly engaged with area businesses and organizations. The spring 2017 Systems Development and Implementation class alone worked with seven, area organizations and provided almost 2,000 hours of support.



*Congratulations to William Long, Jr. First, he graduated with his MBA in the spring of 2017, and he also was one of the first students to receive the College's new project management certificate. We just learned he passed the PMI Project Management Professional Exam. He's now a certified #PMP. It's a tough exam but as William told us, the college's PM classes, "helped a lot!"*



### *Student Spotlight*

## Zach McCumber

## 2016 -17 Outstanding Senior Award Department of Management Information Systems

Zach graduated Magna Cum Laude in May 2017 with a BSBA degree and a concentration in Management Information Systems. He is a member of Beta Gamma Sigma honor society and held leadership roles in Alpha Kappa Psi business fraternity as Parliamentarian and VP of Alumni Relations. Zach was the recipient of the Alumni Book Scholarship, the David R. Howell Scholarship and the Neal & Karen Crawford Scholarship. He participated in the COB Living-Learning community, worked part-time with the ECU Athletic Department, and worked as a summer staff member at Fort Caswell on Oak Island. Zach is actively pursuing a career in Management Information Systems.





## Tim Wilson

# 2016 -17 Outstanding Senior Award School of Hospitality Leadership

Tim graduated in May 2017 with a BS in Hospitality Management. He interned with MGM Resorts International, Walt Disney World, and Aramark. Tim was an active student leader in the School of Hospitality Leadership where he served as President of the National Society for Minorities in Hospitality Chapter and as a Teaching Assistant in the Food & Beverage training classes. Tim earned his Certification in Hotel Industry Analytics (CHIA) designation and has joined Drury Hotels in their management training program.

## SHL notes

### SHL Wins International Awards



The College's School of Hospitality Leadership and faculty recently walked away with six awards during the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Awards Gala Dinner. Drs. Alleah Crawford, Cynthia Deale,

Robert O'Halloran and Mel Weber were all recognized. The School received the highest number of awards of any program in ICHRIE, which provides programs and services that continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry.

Dr. Cynthia Deale, a professor in the school, was recognized for placing third in the ICHRIE Case Competition. This work featured support from a graduate student. Dr. Mel Weber was recognized as the Outstanding Reviewer for the Journal of Hospitality

and Tourism Education, and Dr. Robert O'Halloran was also recognized as the Outstanding Reviewer for the Journal of Hospitality and Tourism Cases.

The School of Hospitality Leadership's chapter of Eta Sigma Delta, the International Hospitality Honor Society, received the top award as outstanding chapter for their efforts in community service. This is the third year the SHL chapter has been recognized for their efforts. Drs. Cynthia Deale and Alleah Crawford are the faculty advisors for this group.

Dr. Cynthia Deale and Dr. Robert O'Halloran received the "Founders Award" from ICHRIE sponsor, STR Global

Share Center for their efforts to promote global hospitality education. Deale and O'Halloran were instrumental in initiating the Certification in Hotel Industry Analytics (CHIA) program in hospitality programs around the world.

Finally, Dr. Robert O'Halloran received the "Impact Award" from STR Global Share Center. The award noted the continued success of the School's hospitality students in earning the CHIA designation. The CHIA certification is integrated in the School's senior-level hospitality course.

## College MBA Students Take Second in Marketing Competition

College MBA students Alison Ewen, Kelsey Hemstock, Lia McManaman, Jennifer Meyers and Regan Sigler, collectively known as Carolina Creative, recently took second place in the 2016-2017 Collegiate ECHO Marketing Challenge. An annual, worldwide competition put on by Marketing EDGE, this year's Challenge content was provided by Collette, an international guided travel company. More than 200 strategic marketing communications campaign plans were submitted that addressed the likes, dislikes, and desires of Generation Xers. Proposals included market research, creative campaign elements, budgets and return on investment considerations.

Approximately 50 seasoned marketing professionals served as judges. The College's Dr. Tracy Tuten served as faculty advisor. Another ECU MBA team, Longleaf Collaborative, made it to the semifinals and earned



honorable mentions in multiple categories.



*Congratulations to our Dr. Jon Kirchoff! His paper titled, "Corporate Social Responsibility Reports: A Thematic Analysis Related to Supply Chain Management," was one of the 10 most downloaded papers in the Journal of Supply Chain Management for 2016. The intent of the paper was to determine how supply chain strategies factor into the triple-bottom line of 100 socially and environmentally responsible global companies. Kirchoff is an assistant professor in the college's Department of Marketing & Supply Chain Management.*

*This paper was co-authored by Wendy Tate from the University of Tennessee and Lisa Ellram of Miami University.*



## *Student Spotlight*

# Ashley Montaquila

## 2016 -17 Outstanding Senior Award Department of Marketing & Supply Chain Management

Ashley graduated in May 2017 with a BSBA degree with a double major in Marketing and Finance. During her time at ECU, she was honored with the opportunity to study abroad in two different continents, became a board member for a local non-profit, and explored various internships. In addition, Ashley rides and shows horses on the A circuit and is a member of the ECU Club Weightlifting team. After graduation, she plans to pursue an MBA at East Carolina University in the fall.





## *Student Spotlight*

# Katherine Sargent

## 2016 -17 Outstanding Senior Award Department of Finance

Katherine graduated Summa Cum Laude in May 2017 with BSBA degree in Finance with a concentration in Risk Management and Insurance. She was President and active member of the RMI fraternity, Gamma Iota Sigma, and a member of the honor societies Beta Gamma Sigma and Phi Kappa Phi. Katherine will be joining Liberty Mutual in Charlotte this summer to begin a career as an underwriter. She is thankful for the unconditional support the RMI faculty and the College of Business have provided during her four years at East Carolina University.



## *Student Spotlight*

# Kangni (Connie) Xie

## 2016 -17 Boldt Outstanding International Graduate Student

Connie graduated in May 2017 with a Master of Science in Accounting degree. Born in China, she lived there until the age of 22. Connie completed an undergraduate bachelor degree in Accounting in China and decided to pursue a Master of Science in Accounting degree in the USA. Connie is an active CPA candidate and has taken the REG and FAR (passed REG). Her future plans are to become a Certified Public Accountant and an Enrolled Agent, gain experience in this field, and help with small and mid-sized companies' bilateral investments in China and America regarding tax issues.



## *Student Spotlight*

# Matthew Vogel

## 2016 -17 Outstanding Senior Award Department of Marketing & Supply Chain Management

Matthew graduated in May 2017 with a BSBA degree, with a dual concentration in Marketing and Supply Chain Management. He is a member of the Institute for Supply Management and Theta Chi Fraternity where he held numerous leadership positions in both organizations. Matthew received the East Carolina Alumni Association Scholarship in 2015. During summers, he interned at Expeditors International Inc., a Fortune 500 third party logistics firm. During his senior year, he worked as an intern at Acme United in Rocky Mount, NC. Matthew plans to move back to the New Jersey / New York area to pursue a career in Marketing & Supply Chain Management.



## *Student Spotlight*

# Jan Jeup-Wilson

## 2016 -17 Outstanding Senior Award School of Hospitality Leadership

Jan graduated in May 2017. She resides in Murphy, NC, and has been an outstanding Distance Education student while working as the Reservations Manager at the Brasstown Valley Resort & Spa in northern Georgia. During her time at ECU Jan placed 3<sup>rd</sup> in the national competition for Arthur Packard Award, the highest student honor available from American Hotel and Lodging Education Foundation. She is a member of Phi Kappa Phi, Eta Sigma Delta, and the National Society of Collegiate Scholars. Jan plans to gain her Certification in Hospitality Revenue Management from AH&LA immediately following graduation and pursue a position in Corporate Revenue Management.



# Hurricane Relief Initiative

In the wake of both Hurricanes Irma and Harvey wreaking havoc on the southern part of our country, College and ECU students, as well as alumni, faculty, and the greater Greenville community came together to lend a hand in the form of a Hurricane Relief Initiative.

The initiative was started and managed by the College's Student Leadership Board, in conjunction with ECU alumni David Bond. Dozens of ECU student organizations took part in volunteering and donating over the course of the initiative, putting in hours of work and giving thousands of pounds of food.

In total, 12,234 pounds of canned goods and water were donated and delivered to Feeding Northeast Florida in Jacksonville, which generated 10,195 meals for those in need.

"Thanks to the lessons learned in the College's business leadership courses, we were able to utilize our significant student networks," said Christian Hill, president of the Student Leadership Board. "We collaborated with dozens of students across campus and were able to put our grand ideas into action."

"It's wonderful to see our students and so many different groups of people come together for such a worthy cause," said Dr. Lee Grubb, an associate professor of management and the director of the College's leadership and professional development program. "The Leadership Program faculty loves examples of how the students transfer the skills learned in the classroom to 'real world' projects."

Added Grubb, "Our students and alumni saw a need. They knew they could help, and they made things happen. That's what leaders do."

Thank you to the College alumni and family who worked with the students to support our friends in Florida.



## 2017

**Jessica Boyd (ACCT & FINA)** upon graduation in Spring 2017, she immediately began working at Rives & Associates, LLP as a Staff Auditor in Raleigh.

**Jaheli Mitchell Chahin Sanchez (MGMT)** recently graduated from East Carolina University and is currently living in Raleigh.



**Skyler Everett**

**Skyler McKenzie Everett (MGMT)** graduated from ECU with a double major in fashion merchandising and management and currently lives in Rocky Mount.

**Ryan Ross Fritzsche (MGMT)** is a Practice Manager at Clarity Vision in Apex. **Grace Leighanna Glover (ACCT)** is a Leadership Consultant for Zeta Tau Alpha.

**Brittany Gregson (ACCT)** recently graduated from East Carolina University and is currently living in Greenville. **Morgan Harvey (MBA, MGMT '16)** is a Team Leader for Target.

**Aaron Jacob Heft (HMG)** is the Event Planner for the Jewish Federation of Cleveland in Cleveland, Oh.

**Matthew Hoover (MBA)** lives in Roseboro and recently graduated with his MBA and a certificate in Health Care Management. He also has his B.S. in Health Services Management from ECU.

**Janice Jeup-Wilson (HMG)** is a Reservations Manager for Brasstown Valley Resort & Spa in Young Harris, Ga.

**Greyson Kidd Johnson (MGMT)** works in retail for Johnson-Lambe Sporting Goods in Raleigh.

**Fran Krznaric (MIS)** recently graduated from East Carolina University and is currently living in Zagreb, Croatia.

**Virginia Martin (MKTG)** is a Procurement Manager at Powersource, Inc in Durham.

**Stephanie Ann Maynard (MIS)** recently graduated from East Carolina University and is currently living in Morrisville.

**Terrington Myles (FINA)** is an Account Transition Specialist for Vanguard in Charlotte.

**Christina Nicholson (MGMT)** recently graduated from East Carolina University and is currently living in Winterville.

**Amanda Ohlensehlen (MS-ST)** is a Development Coordinator for the City of Havelock.

**Kelsey Rohrig (FINA)** is a Life Underwriter for Federated Insurance in Owatonna, Mn.

**Corynne Schepperly (MGMT)** recently graduated from East Carolina University and is currently living in Holly Springs.

**John Mark Wade (MKTG)** recently graduated from East Carolina University and is currently living in Greenville.

**Shaquanna Letitia R'rielle Wilson (MGMT)** recently graduated from East Carolina University and is currently living in Charlotte.

## 2016

**Jordan Boice (MGMT)** is a Human Resource Manager for Progressive Service Company.

**Grayson B. Compton (MSA, ACCT '15)** joined Butler + Burke LLP in Winston-Salem as an Associate Accountant.

**William dHappart (MKTG)** is currently a buyer and planner in Concord.

**Caroline Walker Johnson (MGMT)** is an Inside Sales Representative for Lenovo in Raleigh.

**Meredith Johnson (MKTG & MGMT)** is an E-Commerce Specialist for Belk in Charlotte.

**Paige Christian Norris (MBA, MGMT '15)** is an Assistant Community Manager at Greystar.

**Mark O'brock (FINA)** has joined Hamilton Capital Management as an Associate Financial Advisor.

**Eric Taylor (ACCT)** is a Staff Accountant for EY in Silicon Valley, Ca.

## 2015

**Brunna Coelho (MSA, ACCT & FINA '14)** works for Wells Fargo as a Bankruptcy Specialist.

**Mary "Liz" Driver (ACCT)** is a Staff Accountant with Potter & Company, PA. She has been with Potter & Company for 2 years after graduating ECU. Working at a mid level accounting firm, she has gained experience in both audit and tax as well as multiple industries in the Charlotte area. ECU COB provided her with a strong foundation that has assisted her throughout her two years in public accounting and hopefully many more.

**Chad Lee Hardin (FINA)** works for Vanguard in Charlotte as a High Net Worth Account Transition Specialist.

**Jing Li (MSA, ACCT '14)** works as an Internal Auditor for Iowa State University.

**Aaron Mullen (MKTG)** works as an Account Manager for Demographics Pro in Carrboro. He recently created his own business called A:M Marketing offering strategic thinking, social media scheduling and content marketing for small businesses. He also plans on coaching youth basketball in the near future.

**Mark MacKay Powell (MBA)** recently accepted the position of Manager of Marketing for Nucor Grating, a division of Nucor Corporation in Wexford, Pa.



**Jacob Adrew Reed**

**Jacob Andrew Reed (MBA)** is an Economic Analyst for the Eastern Band of Cherokee Indians where he also serves as an Investment Committee Chairman, with \$975 million under management. He is also a committee member, Entrepreneurship and Economic Development for United South and Eastern Tribes (ESET).

**Hunter H. Rudd (MGMT)** is a Senior Consultant for Deloitte Consulting in Chapel Hill.

**Daniel Carl Vick (MBA)** is the Director, Office of Export Controls for Duke University in Durham.



**Allison Wiles (HMG)** is the Housekeeping Manager for Renaissance Nashville Hotel.

## 2014

**Alicia Barbour (MSA, ACCT '12)** is a Financial Analyst, Audit Services for Compass Group USA in Charlotte.

**William Lee Coleman (FINA)** has moved with Burns & Wilcox from the Morehead City office to the Ballantyne office in Charlotte.

**Christopher A. Ganzon (MSA)** is a Senior Audit Associate for KPMG.

**Tyler Watson Holmes (FINA)** works in Business Development for Piedmont Service Group in Raleigh.

**Raleigh J. Watson (MKTG)** started her career with JB Hunt in their brokerage division managing freight from coast to coast. After a year, she transferred into their largest business segment, their intermodal division. In this segment, she started as a fleet manager to kickstart their 24-hour facility. She managed their local fleet and then transitioned into managing their regional crew. She recently accepted a position as a logistics coordinator responsible for planning the logistics for both their local and regional drivers.

## 2013

**Michael Bennett (MKTG)** works at Compliance Implementation Services in Lead, Membership, and Shared Services.

**Cassandra Hauser (MKTG)** is a Clinical Recruiter for Clinical Solutions Group in Raleigh.

**Marisa Melchiorre (MGMT)** works as an Account Manager for ANSYS in Wexford, Pa.

**Adam Thornton (MBA, MGMT '11)** is a Senior Associate at Franklin Templeton Investments in St. Petersburg, Fl.



Marisa Melchiorre

## 2012

**Emily Baumgartner (MKTG)** is a Customer Success Manager for LindedIn in New York, NY.

**Davidson Gillette (MSA)** has been accepted into in the accounting PhD program at the University of Alabama.

**David Pfeiffer (FINA)** is currently living in Charlotte.

**Harold Varner III (MKTG)** retained his PGA Tour card for 2017 by finishing in the top 125 on the official money list and then won the Australian PGA Championship in December.

## 2011

**Greyson Sargent (MBA, MKTG '10)** works for Fonville Morisey as a realtor/broker in Raleigh.

**Cameron Steadman (MBA, FINA '09)** is the founder and owner of Bird Rock Investments, LLC in Charleston, SC.

## 2010

**Michelle Beracha (MSA)** is currently working for Polen Capital Management as a Senior Marketing Associate in Boca Raton, Fl.

**DeLisa TaShay Davis (MGMT)** obtained her master's degree in Human Resources from WCU in May 2015. She worked for Nottingham Company in Rocky Mount as a Senior Fund Accountant from 2010-2016. Davis currently works as an HR Generalist with Nash-Rocky Mount Public Schools since November 2016. She welcomed her first child, a boy, in 2014.

**Annie Kimball (MKTG)** is the Director of Talent Acquisition for Aqua-Tots Swim Schools in Cumming, Ga.

**Michael Stanley Kowalczyk (MBA, MGMT '09)** recently started with a new company where he is a Business Developer for BrightView Landscape Services in the greater Raleigh-Durham area.

**William McGlone (MIS)** was recently promoted to Lead BI Report Developer, leading a team of 7, with Cone Health. McGlone wed Jetta Hendrix, a Winston Salem State Alumna, on May 6, 2017.

**Marshall W. Prentice (MBA)** is a SAS Platform Manager, AVP for Deutsche Bank in Cary.

## 2009

**Jamie Brown (MIS)** is an Analyst/Programmer for Nottingham Investment Administration in Rocky Mount.

## 2008

**Adam Keen (MBA, MGMT '05)** recently took on the role as Principal at Tidewater Equity Partners. Tidewater is a North Carolina investment firm focusing on small company direct investment as well as healthcare venture capital. They leverage their network of investment professionals, company operators and industry experts to identify, research, structure and manage high quality investment opportunities.

**Jenna Petersen (MGMT)** is working as a Senior Recruiter for HNTB, a transportation infrastructure firm.



**Aaron Stutzman (FINA)** received his MBA in 2014. He is now a Senior Finance Manager for Frito-Lay.

## 2007

**Will Hardison (MBA, MKTG '05)** is the owner of FanBase, LLC in Fuquay-Varina.

## 2006

**Ann Moran (FINA)** has accepted a role as Finance and Quality Analyst at NetImpact Strategies Inc. In this role, Sara works under the Vice President to oversee twenty million dollars per year in contract funding and all in house finances.

**Alexander T. Pappas (MSA)** recently opened Alex Pappas, CPA, P.A. in Greenville. The firm provides tax, accounting, and audit services to individuals, businesses, and nonprofit organizations.

## 2005

**Ryan B. Greenwood (MKTG)** works for First National Bank as the Vice President and Wealth Advisor in Huntersville.

**Germar Eugene Reed (MKTG)** is Senior Manager, Analytics Advisory Services for Merkle, Inc in Springfield, Va.

## 2003

**Kelly Garner Dixon (MIS)** has been promoted to budget and grants analyst for Pitt County.

## 2002

**Jennifer Beacham Worsley (ACCT)** is a Controller for Vidant Health in Greenville.

## 2001

**Antwaun Cook (MIS)** is currently a major account executive handling the legal and financial verticals at Konica Minolta Business Solutions U.S.A. in Charlotte.



Antwaun Cook

He manages accounts like Wells Fargo, Carolina Premier Bank and mid-sized to large firms in and around Charlotte.

**Adam J. Romano (MBA)** is the Director of Sales and Marketing for Embracing HospiceCare in Wall, NJ.

## 2000

**Chesley "Chess" Black (MIS)** joined Sealed Air Corp. as executive director of corporate campus operations for the new global headquarters in Charlotte. He was previously executive director of university IT service management of Johnson & Whales University's four-campus system.

## 1998

**Christopher Munley (MBA, MKTG '95)** has recently accepted a position with EnVeil as has Head of Market Development. In his role, he will be responsible for all aspects of market strategy, market development, and sales execution to bring the world's first full homomorphic encryption (FHE) software to the market.

## 1997

**Arthur J. Clessuras (MBA)** is the Senior Director of Product Operations at Google in Mountain View, Ca.

## 1996

**Elizabeth "Beth" Benton Wright (MKTG)** is the Chief Commercial Officer of Bisilque in Parkland, Fl. She was recently awarded the 2017 Professional of the Year - European Office Products Awards in Amsterdam, NL.

## 1991

**William Thomas "Tom" Fyle (MGMT)** has been appointed to the Wilson Community College Board of Trustees.

## 1988

**Denise Cobb Urban (MKTG)** has been promoted to budget administrator for Pitt County.

## 1988

**James Monroe (MKTG)** served 15 years in the US Air Force and retired July 1 from Greene County Schools after teaching Business Education for 24 years at Greene Central High School in Greenville.

## 1981

**Russell Alfred Patrick (MKTG)** is the Principal for Of Course | Legal Marketing in Greenville.

## 1980

**David F. Radford (MGMT)** at 59, started course work to complete his Master's of Engineering in Construction Management from the University of Alabama Birmingham. He will complete his masters in March 2019 and is excited about extending his knowledge and career. He is currently a Blue and Gold Officer for USNA Office of Admissions representing Southwest Virginia and is also the owner of David Frank Builders.

**Claude Tant (MKTG)** has joined Florida Luxurious Properties as a broker associate.



# PARTY on the PATIO

*Before ECU's 2017 game with Virginia Tech, the College hosted a Party on the Patio for alumni, friends and faculty. More than 100 attended and got a chance to reminisce, reacquaint and reunite with the College and each other. Attendees got to hear from two recent students who thanked everyone that made their College experience possible.*

*Plans are already in the works for next year's party. Hey, it's never too early to start!*







## *Thank you, Dr. Gibson!*

She served as the College's dean for student and faculty development for almost six years. She was also a professor of management for a little more than three years. She played an integral part in establishing the College's Annual Business Leadership Conference and bringing in speakers that led and started industries.

Dr. Shanan Gibson left the College to become the College of Business Dean for Texas A&M University-Commerce where she will be the very first female to serve as a dean for the College of Business at the university. Like ECU, she'll be supporting first-generation students who have a reputation for working hard.

"(The University) is a working-class school," said Gibson. "People are there to work hard."

When asked about her legacy at the College, Dr. Gibson points to, "staff empowerment, the Business Leadership Conference and faculty engagement."

Thank you, Dr. Gibson, for your support of the College. We wish you the very best!

## *We'll Miss You!*

The College also said goodbye to faculty and instructors from Finance and the College's Leadership and Development Program. Dr. James Holloway called the College home for than 30 years where he taught Finance. Both Johann Luyt and Steve Sullivan were teaching instructors that helped students hone their skills for success in the business world, including leadership skills, communication skills and professionalism.

The entire college family wishes everyone the very best in the next phases of their lives. We appreciate all that you did for us.



*Johann Luyt*



*Dr. James Holloway*



*Building authentic leaders.*





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## A Professor's Impact Goes Viral

The social media post from College student Marissa Flood said it all. "When ur confused and email ur professor and he comes the lib to help you study AWWW." The professor is Dr. Doug Schneider. He's been an accounting professor for more than 30 years. What he did comes natural to him. That's what he does.

The post was posted at 11:42 p.m. at night. College students noticed. The university noticed. National Media noticed. Thousands upon thousands noticed.

ECU alumna Theresa DeCosta (BSBA and MSA) also noticed. She was also moved...moved to the point where she started a GoFundMe page for the College's accounting department. Her goal is to raise \$50,000 in honor of Dr. Schneider and that promotes "his efforts to recruit and educate students within the college. Money raised will help students with recruitment, scholarships and student travel.

If you want to help, the link is <https://www.gofundme.com/drschneider>.

As DeCosta states, "it is now our time to help him pay it forward. The outpouring (of) support behind Dr. Schneider is well deserved, and it has Pirates from coast to coast beaming with pride."

Congratulations, Dr. Schneider.

