

EAST CAROLINA UNIVERSITY COLLEGE OF BUSINESS

FALL 2018

STOCKnotes

time, talent, treasure:
an interview with
Mark Copeland





John F. Kros, PhD
Vincent K. McMahon Distinguished Professor
Marketing and Supply Chain Management

The Importance of Professorships

"We must increase the number of endowed professorships as they allow us to compete and publicly confirm that we are a top caliber college of business. Being an endowed professor allows me to greatly enhance the student's college experience that delivers an exceptional return on their investment."



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time, talent, treasure:
an interview with
Mark Copeland



Photo and cover photo by Cliff Hollis

As Mark Copeland puts it, "I have been fortunate enough to serve as a member of the Board of Visitors, College of Business Advisory Council, East Carolina University Foundation, Inc. Board of Directors and the Board of Trustees."

And, he is the southwest region transaction advisory services leader for EY, and he lives in the Dallas suburbs.

He is a very busy person, but he's also reflective.

He and his family believe that their East Carolina University and the College of Business education has provided them with the foundation to achieve success in their careers and communities. Mark's wife, a 1995 College of Business graduate, had a successful career in corporate accounting before taking on the most important role, according to Mark, "serving as a great Mom for our two children, Taylor (15) and Bryan (10)."

Not only is Mark busy, he's also appreciative and active in ECU's community.

"From a support standpoint, our family feels that it is important to share our talent, time and treasure across the entire University. Having the opportunity to serve ECU in a variety of capacities has provided a deeper understanding of the transformational impact that our great university has on our students, faculty, staff and all the residents of Eastern North Carolina.

From a treasure perspective, providing financial support was ingrained while a student at ECU. I was fortunate to receive a number of College of Business scholarships that were funded by donors who believed in the students at ECU and the future impact they would make. Additionally, another event that embodied the "Pirates Supporting Pirates" slogan occurred when Bob Ward, then the chief financial officer for Unifi, Inc., reached out to his accounting firm and demanded that an ECU student be provided with an internship opportunity. I was fortunate enough to be selected to intern with Ernst & Young (EY) in Greensboro, North Carolina, and work on the audit for Unifi, Inc. While Mr. Ward had no idea who I was, he believed in our students and understood that we were ready for any challenge presented in the business world.

These events had a profound impact on our lives and set us on a journey to ensure that we contribute as much of our treasure as possible to support the next generation of business leaders that will emerge from the College of Business.

Why do you feel it's important to support both?

As noted previously, ECU and the College of Business need strong, energetic and passionate leaders to share their talent, time and treasure. The leadership demonstrated by the College of Business positions our alumni to make a significant impact across all facets of East Carolina University. We have been faced with a challenging fiscal environment for a number of years. As such, the entire University has been very creative by fostering a positive learning environment for our 29,000+ student body. If we can harness more of the talents developed by our College of Business graduates, there is no doubt we can assist the entire University to even greater success during our second 100 years.

Additionally, ECU should never be considered the University of North Carolina Greenville as our impact is much greater. The teachers throughout Eastern North Carolina were educated at ECU while the leading health care provided to the families in this region are delivered by Brody School of Medicine trained physicians. Many of our business leaders attended the College of Business as well. Therefore, we need every Pirate to spread the message of the great success being delivered by ECU.

With the recent addition of the Miller School of Entrepreneurship, our alumni can make an impact serving as ambassadors in their local communities. The College of Business is developing councils across the state to discuss critical areas that need to be considered as the Miller School of Entrepreneurship continues to mature. These councils not only provide valuable feedback to the College of Business, but they also serve as judges for competitions and mentors to our students. Any graduates interested in serving in any of these capacities should contact the College of Business to learn more.

Please describe the first time you gave to ECU and/or College of Business. What was the impetus for you to give then? When did you know you wanted to give back?

From a treasure standpoint, we started giving back to ECU as soon as we graduated. ECU has always been at the top of our philanthropic priorities given the significant impact the College of Business made in our lives. The education and experiences at ECU laid the foundation that enabled success in business for the past 22 years. One of the key catalysts for my family is that other Pirates invested in our futures with the belief that we could make a positive impact without knowing us by name. We feel that it is important to make the same investment in our future leaders given that we hold the same belief as the Pirates that came before us.

It has been really rewarding to meet the students and families that have been awarded our scholarships. To meet these students as freshmen and to watch their growth over their four years at ECU has allowed us to realize the impact that these scholarships have for the students and their families. One of these students, Rebecca Wagner, recently graduated and will be joining me as a colleague at our EY office in Washington, DC. Watching the success achieved by Rebecca reinforces the impact that we can all make for the great students in our College of Business.

What are the ways alumni can give back to the College of Business? How can they get involved?

The College of Business provides many different avenues for our alumni to get involved. Whether mentoring students, serving as a guest speaker in the classroom, joining the College of Business Advisory Council, recruiting and hiring our students, attending and speaking at the Business Leadership Conference, serving as a judge for student competitions or providing student scholarships, there are many ways to get involved. Please reach out to the College of Business to explore these opportunities as we need engagement from all Pirates to continue to be a leading College of Business in North Carolina.



At a minimum, I would challenge all of our 26,000+ College of Business Alumni to stay in touch through Facebook or LinkedIn. Please update your alumni profile information as your life and career progresses. This will allow the College of Business to keep you better informed of the impact being made by ECU.

How important is it to stay involved with your alma mater?

Staying involved with ECU and the College of Business is critical when considering the continual challenges facing higher education. With the budget cuts that have been passed to ECU and the College of Business, the need for all levels of support is important to our long-term success. As the Chancellor outlines his vision for ECU to be the next great national university, we need the College of Business to serve as the tip of the spear for this initiative. To ensure that the College of Business is the leader in this initiative, we all need to board the pirate ship and row in sync.

If the alumni do not stay engaged, what impact will that have on the College of Business?

The passion displayed by the Pirate Nation is a key strength for us on the playing fields and in the classroom. We need to display this passion with our College of Business because it will position it as a leader for many generations to come. While the level of engagement can certainly shift as work and family commitments evolve, a relationship with the College of Business is rewarding, and the results are measurable and meaningful. When College of Business students experience this engagement, it will enhance their experience, and quite possibly increase the likelihood of future engagement upon graduation.

The worst position for our College of Business is for our alumni to be apathetic. If this were to be the case, the College of Business would be challenged to maintain (i) our position as the leader in distance education, (ii) our stature as a leading business school in the State of North Carolina, (iii) our ACCSB accreditation and (iv) our outstanding faculty, and in turn, great students. While I believe this would never happen at ECU given our passion and drive for success, we need all hands on deck to ensure future success for the College of Business.

What opportunities await the College of Business if alumni are energized and active?

With an engaged alumni base, the opportunities for the College of Business are limitless. When considering the growth and impact made by the College of Business over our 80-year existence, the opportunity to do even more is right before our eyes. When considering the Rural Prosperity Initiative to improve the quality of life, health, education and employment for the people of Eastern North Carolina, the College of Business has the opportunity to take a leading role with many groups to develop new tools and approaches that drive job creation, health innovation and educational improvements in rural and coastal communities.

Additionally, an engaged alumni base will also present our faculty and staff with professionals to spur research and thought leadership that positions ECU and the College of Business as a leader in boardrooms and classrooms across the United States and globally. The engagement of our alumni with our faculty and staff will also facilitate a healthy dialogue that will allow curriculum changes so our students are well prepared for new innovations that can impact business.

(Please visit <http://blog.ecu.edu/sites/cob/blog/2018/11/01/copeland/> to read full interview.)

College News

Thirteen Teams Advance

The second Pirate Entrepreneurship Challenge, the signature pitch competition of ECU and the College of Business' Miller School of Entrepreneurship (MSOE), wrapped up its first round Tuesday, Oct. 23. Thirteen teams, seven voted on by students and six voted on by ECU judges, will move to the second round, scheduled for Nov. 15 from 6-8 p.m. at ECU's Heart Institute.

To garner votes, 91 ECU student-led teams representing 10 colleges participated in an open-air trade show event during which they had opportunities to pitch their ideas or products to ECU students, faculty and staff. More than 2,000 votes were cast in this year's competition. The first challenge in 2017 had more than 50 student teams receiving almost 2,000 votes.

"This year's Pirate Entrepreneurship Challenge saw participation from nearly every college on campus and representing 40 different majors," said David Mayo, MSOE instructor and challenge coordinator. "Entrepreneurship is for any student regardless of their major. With the growth in this year's challenge, you can see that mindset taking root at ECU."

For the second round, each of the 13 teams will get five minutes to pitch their product. The individual pitches will be

followed up with a 10-minute group question-and-answer session with the judges.

Six winners will move on to the final round, which is scheduled for Feb. 21 in Harvey Hall.

Total cash prizes and in-kind services for the Pirate Entrepreneurship

Challenge are valued at more than \$75,000, up from last year's prize of \$20,000. According to Dr. Mike Harris, director of the Miller School of Entrepreneurship, the Pirate Entrepreneurship Challenge prize amount is one of the largest in North Carolina.

For a list of winners, visit <http://blog.ecu.edu/sites/cob/blog/2018/10/29/thirteen-teams-advance/>



Pujan Patel, participating in the Pirate Entrepreneurship Challenge, explains his company to one of the challenge's judges. Photo by Rhett Butler

Haytko Named New Department Chair

The College of Business recently welcomed its new chair for the Department of Marketing and Supply Chain Management. Dr. Diana Haytko joins us from Florida Gulf Coast University where she spent the prior nine years.



Haytko brings a diverse background in both academic and industry to the college. Her undergraduate and graduate degrees are both in advertising. She received her MBA and doctorate degree in marketing from the University of Wisconsin. Haytko also worked with large advertising firms in Dallas, Evansville and Chicago and represented household-name brands such as Frito-Lay, Maybelline and Fruit of the Loom.

Her research has focused on millennials and their shopping behaviors. As a researcher, she also looks at social media and its role in creating influencers or what's commonly known as market mavens.

So, what drew Dr. Haytko to ECU and the College of Business?

"I came here for my interview, and everybody was great," Haytko said. "It was the people."

As for her goals for the department, it's too early to clarify. But, she's looking forward to knowing more about their strengths. She plans to work closely with the Dean's office so she can be the go-between and flag waver for her department.

"Moving the department forward involves all of us," said Haytko. "It's a team effort. We have so much to offer both the students and the companies in Eastern North Carolina."

College News

Celebrating Small Business

National Small Business Week (NSBW) was April 30-May 5. Linda McMahon, administrator for the United States Small Business Administration and East Carolina University alumna, wrapped up a multi-city bus tour that celebrated NSBW by serving as the keynote speaker for ECU's Spring Commencement Ceremony.



Photo by Cliff Hollis

Linda McMahon, Administrator of the United States Small Business Administration, made a visit to the College of Business at ECU before speaking during the 2018 Spring Commencement ceremony on Friday, May 4, 2018.

McMahon's tour is an annual event that celebrates small-business owners and their key support groups. It highlights American entrepreneurship with events such as community workshops, award ceremonies and a three-day virtual conference for small-business owners.

During her visit to ECU, she stopped by the College of Business and learned more about the Miller School of Entrepreneurship and its small business institute.

"We were honored to meet Ms. McMahon and to introduce her to some of our top students who represent the entrepreneurial spirit that's here in eastern North Carolina," said Dr. Mike Harris, director of the Miller School. "She shared her entrepreneurial experience with us, and we also had a chance to highlight the support ECU and the College has provided to area small businesses for more than 40 years."

ECU Impacts Small Business

Snow Hill's Glean is a subsidiary of Ham's Farms, a family-owned small business that focuses on sweet potatoes and other vegetables such as beets and pumpkins, and has used many of the resources available to small businesses through ECU.

Glean's name is what it does. It gleans, or extracts, reserve products to produce sweet potato and pumpkin flours and powder from beets. Knowing it had university resources in its backyard, Glean reached out to ECU's Department of Nutrition Science through the university's I-Corps NSF grant to help develop recipes for products like protein bars and smoothies in which the flours can be used. The partnership between ECU and Glean provides students, who are taking food science and marketing courses, with real-time, real-world examples for economic development and interdisciplinary collaborative learning opportunities.

Students with the College of Business present packaging research to local small business, Glean out of Snow Hill. After assisting with product development, nutrition science faculty and students brought in the College of Business' (COB) marketing department to look at how these new products can be marketed and to whom. In the fall of 2017, student teams presented ideas to Laura Hearn and Will Kornegay. Both are co-founders of Glean. Of these initial presentations, Hearn wrote in a follow-up email, "After talking with each class, we walked away incredibly blown away by the engagement and commitment by the students. Will and I both said we would love to be able to go back to school at ECU and learn under the professors we have met."

After the initial presentations, Glean wanted to continue its relationship with COB, just like it continues to work with



the Department of Nutrition Science. Kornegay said they developed a list of projects in which the company thought the COB could provide guidance. This list resulted in project opportunities in six Department of Marketing and Supply Chain Management courses.

"We met with a team of professors, kind of a roundtable discussion, and put together a scope of work of things that we were looking for as a startup, a small company, a small business," Kornegay said.

He added the company realized it wanted to provide projects for the students to work on and give them "real-industry experience. They're helping us accomplish a lot of things we want to do right now that we (Glean) don't have time to do."

Impacting Students

ECU senior Nicole Peters will graduate with a degree in business administration with a marketing concentration this spring. She participated in the fall

2017 projects, as well as this spring's Glean project, which focused on research and branding. Her team looked at ways Glean could bring an unboxing experience to its product delivery process. She said she appreciated the opportunity of working directly with the client, and, like Kornegay, she sees the value of participating in this project with Glean.

"Since they are such a new company, you (the student) are learning the whole process with them, how to utilize what you're learning in your classes," Peters said.



Garrett Hinton



Nicole Peters

Senior Garrett Hinton of Fayetteville also was part of a student team that worked with Glean this spring. His team focused on packaging analysis and wanted to know what the consumer response was to Glean's current packaging. Their deliverable showed Glean the consumer would like to see the actual vegetable – sweet potato, beet and pumpkin – as

opposed to clip art or no art on its packaging.

"This (experience) means something because I'm helping a client on top of receiving a grade," Hinton said. "It was gratifying. Not many other students can say they're pitching ideas to a company."

Glean also has turned to the Small Business Institute, which is part of the College's Miller School of Entrepreneurship. Miller School director Mike Harris said both COB and College of Engineering and Technology students spent 500 hours to deliver Glean strategic and implementation plans that included analysis, objectives and issues regarding retail and budgets.

Dr. Christine Kowalczyk, associate professor in COB's Department of Marketing and Supply Chain Management, highlighted the importance of this relationship for the college and students. "Our relationship with Glean is perfectly aligned with the mission of ECU. We offered unique hands-on learning projects that are preparing our students to become future business leaders. The project experience has resulted in job and internship opportunities with Glean. We look forward to continuing our support of Glean and innovating the learning opportunities for our students."

What's Next

Hearn and Kornegay said that Glean plans to continue its relationship with ECU and COB. They see ECU as an innovator that can help other small businesses in the area.

"The professors and academia stand out among the universities that we've become familiar with in North Carolina and it's right in our backyard," said Hearn. "Any small business who is able to lean on the professors and students will gain something valuable from it."



Glean's Laura Hearn, left, and Will Kornegay, right, listen to students present ideas on how to package Glean products.

College News

Two Professorships Announced

The College of Business awarded two endowed professorships to current college faculty. Dr. Brad Karl, an associate professor in the College's Department of Finance and Insurance, is now the IIANC-NCSLA W. Kurt Fickling Distinguished Professor in Risk Management & Insurance. Thanks to an endowment from the Independent Insurance Agents of North Carolina (IIANC) and the North Carolina Surplus Lines Association (NCSLA), the two organizations named the professorship in honor of Kurt Fickling, a College instructor, a 40-year veteran of the insurance industry and longtime resident of Greenville, North Carolina.

"The professorship is designed to support and encourage risk management and insurance education and research at ECU," Dr. Brenda Wells, a professor in the College's Risk Management and Insurance Program and the Robert F. Bird Distinguished Scholar of Risk and Insurance. "Kurt Fickling is a legend of insurance in North Carolina, and I believe Dr. Karl is well on his way to becoming our own research legend in risk management. This honor is most deserving of Dr. Karl."



Dr. Brad Karl, right, speaks with Kurt Fickling, left.

Dr. Mike Harris, director of the College's Miller School of Entrepreneurship, is now the Fielding Miller Distinguished Professor in Entrepreneurship. With this new professorship, Harris will support the Miller School's mission to serve as the regional hub of entrepreneurship advancement and continue research that looks at issues that relate to entrepreneurship and micro firms. The Miller School was established in 2015 thanks to a \$5 million gift from ECU alumnus and Raleigh, North Carolina entrepreneur, Fielding Miller and his wife, Kim Grice Miller.

"Brad and Mike represent the future of the College," said Paul Schwager, interim dean for the College of Business. "They will be part of the foundation that currently supports the largest college of business in North Carolina. ECU and the College are lucky to have them."

Dr. John Kros is the Vincent K. McMahon Distinguished Professor in the College's Department of Marketing and Supply Chain Management. He says the new professorships, which now makes eight for the College of Business, will help elevate the College's ability to recruit students.

"We need to exude an image that we are indeed a top educational choice for tomorrow's leaders," said Kros. "Drs. Karl and Harris will most definitely help us strengthen our statewide image."



Photo by Cliff Hollis

Miller School of Entrepreneurship

Innovation Starts Young

Could the next Elon Musk be found in the high schools of Pitt County? If so, East Carolina University and the College of Business' (COB) Miller School of Entrepreneurship want to introduce these students to the resources available at ECU so they can be the next innovator, entrepreneur and business owner.

That's one of the goals of the Miller School's inaugural Summer Innovation Academy, a free and weeklong program where 22 area students spent five days in June learning about entrepreneurship and all that's involved in helping make an idea into reality.

"(The academy helped) these young entrepreneurs learn how to separate ideas from opportunities, and the value of customer discovery and business creation," said Dr. Mike Harris, director of the Miller School. "It was inspiring to learn about the young talent in the region."

Encouraging Entrepreneurs

Academy attendees were taught by organizer Corey Pulido, an instructor in the Miller School, and Eric Dicken, a COB finance instructor. Miller School students served as mentors throughout the academy and answered questions from the attendees.



Corey Pulido (photo by Rhett Butler)

Attendees were required to come prepared with an idea on the first day of the academy. They devoted time to the ideation process where

they looked at whether or not their ideas had any merit. Day two focused on fleshing out and pitching ideas to fellow academy attendees and exercises, such as dodgeball, that taught chosen team captains how to construct a proper team to support their idea development.

"After the dodgeball exercise, students understood the importance of how picking a team with the right skill sets can help them with their goals," said Pulido.

On day three, students learned about the role marketing plays when it comes to curating an idea. They also toured Greenville SEED@ECU, which offers a flexible collaboration space and support for qualified entrepreneurs and startup companies.

Students learned how to finance new ideas on day four and prepared for the trade show event that took place on the final day of the academy. During the trade show, seven student teams presented their ideas via tabletop poster sessions and pitched those ideas to trade show attendees, which included parents, COB faculty, high school teachers, members of the community, and ECU and COB alumni.

Cultivating Entrepreneurship

John Ciannamea is the innovator in residence at ECU's Office of Innovation and Economic Development, oversees SEED@ECU, and attended the trade show event. He also hosted the students during a tour of SEED's facilities. He says local high school students, along with adults, are invited to use SEED's facilities because it's never too early to encourage the entrepreneurial dreams of this area's future innovators.

"It is important to plant it early because it really is a process," said Ciannamea. "Like a lot of things, it takes persistence. You don't get it right the first time."

Nicholas Harvey III will be a ninth-

grader in Kinston High School in the fall. He attended the Summer Innovation Academy because, at this point in his life, Harvey knows he wants to create his own business even though he doesn't know what that business will look like.



Nicholas Harvey (photo by Emily Porter)

"This academy will help me going into high school knowing what I need to do so I can get the classes I need to pursue my opportunities; what I want to do," said Harvey. "With this (academy), I'll know what I need to get a business started."

Julianna Surkin and Jenevieve (Jenny) Surkin will be seniors at Oakwood School in Greenville. Like Harvey, both started looking at entrepreneurship in the eighth grade when they attended a camp that focused on entrepreneurship. Jenny Surkin says the entrepreneurship bug runs in their family; they used to watch Shark Tank together.

So, it's not surprising she would continue her entrepreneurial journey with the academy.

"I think if I hadn't known about this (the academy), I would regret not spending my summer not doing this," said Jenny Surkin. "With this (academy), I am more whole. I have a bit of everything I can pull from."

"One of our intentions is to use the academy to expose students, at any age, to the innovative programs in the Miller School and across campus," said Harris. "The entrepreneurial ecosystem available on our campus is vibrant and rich with resources."

Miller School of Entrepreneurship

William Finelli, an incoming ECU freshman, comes from a family of Greenville-area entrepreneurs. His whole life, he was pre-dispositioned to the idea of entrepreneurship. After attending the academy, he has a new appreciation for it.

"I kind of always imagined that entrepreneurship allowed you to craft

your own success," said Finelli. Thanks to the academy, he said, "I saw there are opportunities and that people are with you to help you along the way. There are other entrepreneurs that would love to team up in your business ventures."

"We hope this exposure will allow the students to see the high-quality, local

programs that are available," said Harris. "After all, there's not too many North Carolina high schoolers who can say they have a named school of entrepreneurship in their backyard."



Julianna Surkin and Jenny Surkin
Photo by Emily Ruth Porter



Miller School director Mike Harris, center, works with Summer Innovation Academy attendees Anna Morse, left, and William Finelli, right. (Photo by Rhett Butler)

COB & CET Students

During Spring 2018 semester, ECU's College of Business entrepreneurship students partnered with two classes in the College of Engineering and Technology to conduct research, create prototypes, develop solutions and build business models around those solutions.



One COB class worked with the CET Biomedical Innovation class, where CET students observed clinics at the Brody School of Medicine to better understand some of the underlying issues faced by hospital staff and patients. CET reported back to the COB entrepreneurship students who then analyzed the issues and helped formulate ideas for solutions to the problems found during clinical observations. Business students built business models around those solutions.

The other COB class worked with the CET Rapid Prototyping students to create new product ideas. The joint teams developed business and commercialization plans for those ideas. Student teams presented working prototypes of their products to investors and other stakeholders at the end of the semester. The COB/CET collaboration was made possible through a grant from Venture Well to fund prototype development.

School of Hospitality Leadership Notes

Deale Earns National Recognition

Dr. Cynthia S. Deale, a professor in the College of Business' School of Hospitality Leadership, recently received the Howard B. Meek Award from the International Council on Hotel, Restaurants, and Institutional Education (ICHRIE) July 27, 2018, at their annual conference in Palm Springs, California. According to ICHRIE, "The Howard B. Meek Award is the highest individual recognition a member of ICHRIE may receive. It is presented to an ICHRIE member in recognition of the individual's lifetime contributions and outstanding service both to hospitality education and to International CHRIE. This award serves as a living memorial to the late Howard B. Meek, a pioneer in American hospitality education, the first dean of the School of Hotel Administration at Cornell University and an executive vice president of ICHRIE."

Dr. Deale served on the board of ICHRIE, and as its president, she was instrumental in starting the partnership with Smith Travel Research, the Journal of Hospitality and Tourism Cases, and the Leadership Academy at the annual conference. Also, she served in leadership roles at the regional level in ICHRIE and is an accomplished teacher and researcher.



SHL Seniors Explore Hotel Feasibility

Seniors in the School of Hospitality Leadership's Hospitality Financial Management course taught by Dr. Robert O'Halloran presented their project findings to clients from Belhaven, N.C., and Beaufort County. Students were charged with completing a preliminary feasibility study for a hotel that could be placed on the Belhaven waterfront.

Six groups worked independently to develop a concept, assess sites, and then conduct analyses examining competitive set, economic indicators and growth of demand analysis, a penetration analysis, a rate analysis and an estimate of annual operating results.

Representatives from the Belhaven City Council, the Belhaven Mayor, Belhaven business owners, and the Economic Development Director for Beaufort County attended the presentations. Recommendations for hotel development ranged from 20 to 60 rooms and varied between branded and independent hotels. Additionally, groups recommended food and beverage outlets, rentals and other revenue streams. Copies of several of the projects were requested by Belhaven representatives and the city has hopes that this study will act as the catalyst for potential investors and developers to act.

SHL Seniors included: Reed Adler, Justin Aldrich, Cassidy Branch, Penelope Broughton, Heather Brown, Carly Festa, Haley Gardner, Mary Harris, Caroline Hoskins, Mitchell Krisfalusi, Hannah L'Esperance, McKenna Miller, David Monk, Imalai Negron Martinez, Ashely Norris, Brodi Olds, Kaitlyn Pacitto, Leah Plunkett, Carleigh Rethman, Lauren Rozell, Regan Sauls, Jessica Short, Meredith Teasdale, Kaylee Thomas, and Madison Thompson.



School of Hospitality Leadership Notes

Fall 2018 Brings New SHL Degree

For those recent graduates or professionals in the tourism and hospitality industries who are looking to stand out amongst their counterparts, the College's School of Hospitality Leadership (SHL) has developed a new, online graduate program that is concentrated on sustainable tourism and hospitality.

The MS in Sustainable Tourism and Hospitality degree program focuses on critical issues of sustainability within the world's largest industry, tourism. The program draws upon emerging sustainability issues that range from physical to economic to socio-cultural and addresses complex sustainable tourism and hospitality issues by combining the triple bottom line of sustainability with hospitality management of operations and that focuses on food and beverage, lodging and meetings and events.

The new program is unique in the state of North Carolina.

The degree's focus on sustainable tourism and hospitality is complemented by a business perspective. The College of Business was the first in the state to offer a graduate degree of this type that highlights the importance of environmental, economic, and socio-cultural concerns when managing tourism and hospitality at multiple levels.

"The goal of this new program is to develop leaders to assist with the stabilization, expansion and effective management of sustainable tourism and hospitality operations and organizations," said SHL Director Bob O'Halloran. "The program provides a strong foundation for career advancement, future doctoral studies and executive and senior level positions within the many and varied public, private and nonprofit tourism entities."

O'Halloran added that students also can earn a graduate certificate in hospitality and a graduate certificate in sustainable hospitality and tourism as part of this program.



Dr. Cynthia Deale, professor with the School of Hospitality Leadership, is interviewed by Creative Services for an upcoming video that promotes the School's new Master of Science in Sustainable Tourism and Hospitality.

Accounting Notes

Student and Faculty Recognized by NCACPA

The College of Business (COB) and the Department of Accounting represented BIG TIME at the recent North Carolina Association of Certified Public Accountants' (NCACPA) Recognition Dinner recently held in Raleigh.

Four awards were handed out:

- MSA graduate student Rachel Hill took home the Sigler Standout Student Award. We posted a story in June about Rachel's recognition.
- Accounting's Dr. Cal Christian and Sharon Justice, leadership faculty in the Department of Management, were recognized as outstanding seminar discussion leaders.
- Accounting's Dr. Doug Schneider won the outstanding educator award. He was recognized for his outstanding performance and/or contributions to the field of accounting education.

"The College of Business has a long history with NCACPA, but this year was even more special," said Dr. John Reisch, chair of COB's department of accounting.

"Drs. Schneider and Christian were awarded for their passion and exceptional work, and Rachel's recognition for her scholarly achievement and outstanding contributions to the accounting profession exemplifies the strong foundation of leadership we have here at the College of Business."

Dr. Lee Grubb, COB's department of management chair, added, "We are very proud and excited that Sharon was recognized for her excellent skills as an outstanding seminar discussion leader."



Cal Christian



Rachel Hill



Sharon Justice and Doug Schneider

PeeDee's ICE (ARRRGH) Experience- ICER: Innsbruck Center for European Research by Taylor Chappell

Today we went to the University of Innsbruck where we met with a professor and student involved with the Innsbruck Center for European Research (ICER). The organization focuses on research regarding the integration of the European Union. I was interested to find out that the EU operates similarly to our US government, in that its decisions are based on a two-thirds majority. It was eye-opening to see that countries around the globe are experiencing some of the same issues that we are. Opportunities like these allow us to realize the need for growth in the decision-making of American policy and also see where we are operating in the most efficient way.

This experience was also a reinforcement of the materials that I learned in MIS 3063 and ENGL 3880 in our summer session. Not

only did I see the value of business writing and proofreading within the governmental policies that ICER researched, but I also saw the importance of a system that operates at its maximum potential. By the European Union's continuing to make corrections to policies until nation-states have reached consensus, they have ultimately made members more likely to accept and uphold the new decisions/policies. This makes a political matter a positive interaction, unlike some US decision-making processes.

Overall, I feel that the European Union has an inclusive system that is respected by its citizens. The information that I learned in this session was a more detailed explanation than those that my stateside classmates may have received. By having the opportunity to ask questions, I was able to better understand

a different political system and gain a new perspective of governmental operations.

Until next time,

PeeDee & Taylor Chappell



Accounting Notes

Top Accounting Journal Recognizes COB Faculty



Denise Dickins

Congratulations to accounting professor Denise Dickins and accounting assistant professor (and new College of Business faculty) Anna Johnson-Snyder. Both received an honorable mention for the Max Block Award, which recently was presented by the New York Society of CPAs. They were recognized for their co-authored paper "Not all PCAOB Inspections are Created Equal" that was published in the CPA Journal in 2017.

"The Public Company Accounting Oversight Board (PCAOB) oversees the auditors of public companies to ensure that high levels of audit quality are being maintained," says Dr. John Reisch, chair of the COB's accounting department. "Denise and Anna analyzed hundreds of inspection reports and examined, among other things, the length of time needed to conduct inspections and the resulting information contained in reports. Contrary to some articles that have assumed inspection deficiencies have equal meaning across auditing firms, they find inspection results between different sized auditing firms is not readily comparable."

The CPA Journal is typically recognized as the premier accounting practitioner journal.



Anna Johnson-Snyder

Accounting Student wins NCACPA Award



Congratulations goes to Rachel Hill, an MSA graduate student at the College of Business. She is the recent recipient of the Sigler Standout Student award, which is given by the North Carolina Association of Certified Public Accountants (NCACPA).

The award is named in memory of Zeke Sigler who, according to NCACPA's website, was a dedicated NCACPA member and a volunteer leader who helped other students in their journeys toward becoming CPAs.

Hill is recognized as an engaged NCACPA student member, and she exemplifies the standout qualities that Sigler embodied. Hill also had to meet the following criteria:

- Be enrolled as a full-time accounting graduate or undergraduate student with the intent to receive a degree in accounting (or its equivalent);
- Utilize all scholarship funding within three years of selection;
- Have an overall GPA of a 3.0 (on a 4.0 scale); and
- Be distinguished by her engagement in the association and accounting profession as a student.

About the award, Hill said, "I would not be the person I am today if it weren't for many of ECU's accounting professors and instructors. They truly care about the well-being of their students, and I think any accounting student will tell you the same thing. I hope that one day I can give back to future ECU students and help them in the same way my professors have helped me."

In addition to this award, Hill will receive a scholarship to cover the costs of all four parts of the CPA exam, as well as the application fees.

Hill was nominated by College of Business accounting professor Dr. Cal Christian.

Finance Notes

COB RMI Hits London

ECU's College of Business Risk Management and Insurance (RMI) Study Abroad class recently visited London. As part of the trip, the students were treated to a trip on the "London Eye," giving them a bird's eye view of the city. The trip is generously sponsored by the North Carolina Surplus Lines Association and Mr. Dave and Mrs. Pamela Leonard.

"These students are very fortunate to be a part of this exciting adventure," says Dr. Brenda Wells, the RMI program director. "Many have never traveled outside the United States, and for them, this trip will be a life-changing adventure. During our time in London, we also will get to sit with Lloyd's of London underwriters and watch them insure risks from all over the globe, which is a rare treat that few are ever allowed to do."



Two Students Bring a First to the College

The College of Business recently announced that two students from the Department of Finance and Insurance became the first to win scholarships from the Wholesale and Specialty Insurance Association (WSIA).

Senior Bryson Fink is the recipient of WSIA's Michael J. Snead Memorial Scholarship and senior Logan Krause is the recipient of WSIA's Scott W. Polly Memorial Scholarship. Both scholarships are \$5,000 and will further the study of insurance and encourage, support and reward those exceptional students, such as Fink and Krause, who have an interest in an insurance career.

"We are thrilled for Bryson and Logan," said Dr. Brenda Wells, professor and director of the College's Risk Management & Insurance Program. "WSIA is very supportive of higher education in risk management and insurance, and for that, we are extremely grateful."

"This scholarship means a lot to me," said Fink. "It will help me pay for the 2018-2019 school year. Also, it is a tremendous accomplishment to be able to receive such an honorary scholarship."



Logan Krause



Bryson Fink

Krause's scholarship marks his second since the beginning of 2018.

In the spring, Krause was awarded the Risk and Insurance Management Society's Anita Benedetti Student Involvement Program Scholar.

Finance Notes

PACICC Visits COB for Emerging Risks Webinar

ECU's Risk Management and Insurance Program figured prominently in a recent webinar beamed live from the College of Business to major Property and Casualty (P&C) insurance companies across Canada.

Dr. Brenda Wells (Robert F. Bird Distinguished Professor, Risk Management and Insurance and Director, Risk Management and Insurance, College of Business) was the featured speaker in a webinar organized by the Property and Casualty Insurance Compensation Corporation (PACICC) on the topic "Marijuana Legalization: Implications for P&C Insurance." Ian Campbell (vice president, Operations, PACICC) traveled to the ECU campus to interview Dr. Wells for this 90-minute broadcast. Said Mr. Campbell, "I was delighted to visit East Carolina University and tour the College of Business. This (College of Business) is a state of the art facility with an impressive Risk Management and Insurance program."



COB's Dr. Brenda Wells, far right, participates in a property and casualty insurance webinar for PACICC

Dr. Wells is a recognized expert in this field of study. PACICC is Canada's guarantee fund for P&C insurance industry, providing financial protection to insurance consumers across Canada in the event of an industry insolvency. Mr. Campbell organizes Emerging Risks Webinars for PACICC throughout the year, inviting industry experts to share insights into emerging risk issues that have caught the attention of senior risk officers in the industry.

Legalization of marijuana is a major issue in Canada right now. It was an election promise of Canadian Prime Minister Justin Trudeau in the last federal election. His government introduced enabling legislation in early 2017 - Bill C-45 (An Act respecting cannabis and to amend the Controlled Drugs and Substances Act, the Criminal Code and other Acts) - with plans to have it implemented by July 1, 2018. The legislation is currently being debated in Canada's Senate, with passage expected soon.

"It does not matter whether one is opposed to or in favor of marijuana legalization," said Wells. "The fact is that more than 50 percent of the U.S. population now has access to marijuana, either for medical or adult use. The 'someday' of marijuana legalization is finally here, and most industries, including the insurance industry, are simply not prepared for the consequences. This (marijuana industry) stands to become a \$20 billion market in the U.S. so it cannot be ignored."

During the webinar, Dr. Wells fielded questions from chief risk officers in 50 insurance companies spread across Canada. This event was highly anticipated in the Canadian P&C insurance industry. Mr. Campbell noted that the number of participants registered for this event was easily double the number that usually register. Past PACICC webinars have focused on other emerging risk issues, including cybersecurity, autonomous vehicles, on-demand insurance, demographic and generational change and the "Smart Factory" (innovative new technologies in the P&C insurance industry).

Management Notes

Grubb Named Management Chair

Congratulations to Dr. W. Lee Grubb. He's been named the new chair of COB's department of management. He replaces Dr. Mike Harris, who earlier in the year, was named the director of the Miller School of Entrepreneurship.

Grubb joined the College in 2003 as an assistant professor, which was his first academic appointment after receiving his Ph.D. from Virginia Commonwealth University. Grubb's private industry experience includes serving as manager of the customer service division for a Blue Cross Blue Shield of Virginia subsidiary.

As chair, and now in his 15th year with COB, Grubb will support 30 faculty members who helped graduate 243 management students in 2017-18. He will continue to oversee COB's Leadership and Professional Development program and be a resource for the faculty. Grubb plans to provide management faculty leadership development support and guidance related to fulfilling their responsibilities to students, COB, ECU and the community.

"Under Dr. Grubb's leadership, the College made significant strides in building leaders via its Leadership and Professional Development program," said Dr. Paul Schwager, COB interim dean. "I am honored to support Dr. Grubb and excited to see what he and the management faculty will do as they continue to be amazing teachers and mentors for our students and future students."

"I'm excited to join the College's chairs and continue the strong, positive relationships that have been established," said Grubb. "I look forward to working with Dr. Schwager and the rest of the college as we remain a beacon of opportunity for eastern North Carolina."



ECU SHRM Chapter Receives Prestigious Award from World's Largest HR Association

The Society for Human Resource Management (SHRM) has awarded a 2017-2018 Superior Merit Award designation to East Carolina University's SHRM student chapter for providing superior growth and development opportunities to its student chapter members.

The SHRM student chapter merit award program, which began in 1972, was created to encourage student chapters to require ongoing excellence 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.

"As we move together forward, young professionals like these being honored at distinguished student chapters play a vital role in SHRM's success," said Johnny C. Taylor, Jr., SHRM-SCP, president and chief executive officer of SHRM. "I'm especially honored to thank this year's award winners because they offer excellent evidence that SHRM's future is indeed in good hands."

"ECU SHRM continues to be an outstanding student organization that focuses on exposing students to careers in human resources," said Sharon Justice, College of Business instructor and chapter advisor. "I am extremely proud of the students' work and the well-deserved recognition as a Superior Merit Award winner."

Justice says the Superior Merit Award is the third award for the chapter. "We also have Honorable Mention and the Merit Award. We are very excited about the progression and growth of this student chapter."

SHRM student chapters have the opportunity to earn an award based on the number of activities they complete during the merit award cycle, the most recent one of which lasted from April 1, 2017 to March 31, 2018.

The ECU SHRM student chapter is sponsored by the College of Business with membership available for undergraduate business departments, the MBA program, Department of Psychology undergraduates and the Industrial Organizational Psychology graduate program. Students from all majors are welcome to join as the group explores the field of human resources. With guest speakers, case studies, student competitions, career-focused events and networking, this group helps students learn about the field and make connections to help them along their journey.



Management Notes

Boot Camp Continues to Impact Area Entrepreneurs

For the second year in a row, the College of Business 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.

Area companies that participated and graduated from the MWBE Business Skills Boot Camp included Clean Touch Pressure Washing, Kimco (an HVAC company) and Too Sweet Gifts & More.

As a part of her project with ECU's Office of Diversity and Inclusion 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 on how to utilize social media platforms to market their companies.



This year's class included Russell Parker, owner of Clean Touch. One key item he walked away with from last year's boot camp was learning how to get closer to the bankers, and then establishing those relationships. For this year's camp, he knew where he needed help and that was with financing.

"I was looking for where to find it, and I knew how to get the relationship," said Parker. "I found out there was a lot of money for entrepreneurs."

Parker, whose company has been around for more than 20 years, currently provides cleaning services for ECU Transit. He thinks other minority businesses, like his, could benefit from attending future boot camps.



Back row, from left to right, includes Russell Parker, Dr. Ericka Lawrence (COB), and Dr. Dennis Barber, III (Miller School of Entrepreneurship). Front from, from left to right, includes Andrea Bristol (Too Sweet Gifts & More), Kim and Sonya Phippen (Kimco), Ferdinand Rouse (City of Greenville) and Denisha Harris (City of Greenville).

Ferdinand Rouse is Greenville's MWBE coordinator. He, too, thinks area businesses would gain valuable information offered at the boot camp.

"Helping entrepreneurs learn best practices...is a win-win for us," said Rouse. "It introduces people to the resources at East Carolina (University) and it builds better businesses for the city of Greenville to work with."

Rouse, a College of Business MBA alumnus, added a goal for the city is to have these entrepreneurs bid on projects that are available through the city.

As a follow-up to the boot camp, Dr. Lawrence surveyed attendees 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.

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.



Ferdinand Rouse listens to Russell Parker speak about his experience with the boot camp.

Marketing and Supply Chain Notes

Marketing Student Wins at State Conference

Andrew Lee, sophomore marketing major, placed third in the individual competitive event Marketing Concepts, which was held during April's North Carolina Phi Beta Lambda State Leadership Conference.

Lee is an Honors Ambassador in the ECU Honors College and the Scholarship Chairman for Sigma Nu Fraternity. He is in the Beta Gamma Sigma Honor Society, the National Society of Collegiate Scholars, and the NC Phi Beta Lambda, Future Business Leaders of America.



Supply Chain Management Students Have Local Impact

Three student Supply Chain Management teams consulted with two North Carolina business entities during the 2018 spring semester. East Carolina Vocational Center (ECVC) of Greenville and Barnet Industries of Kinston were each evaluated by student SCM teams for solutions to improve the organization's supply chain. Highlights of the projects are stated below.

ECVC

ECVC is a private nonprofit corporation that provides job training and employment services to persons with disabilities. As 2017 turned to 2018, it received an opportunity to package hardware kits for home-assembled furniture. However, ECVC did not have a functional matrix to detail how to integrate forecasted demand with inventory data and a bill of materials for each kit. They turned to a student team to analyze their problem and provide solutions. ECVC adopted the MRP system, which addresses supplier communications, parts ordering and financial reporting and is using it to negotiate with suppliers and plan for future hardware kit builds.

Team: Jeremy Gilroy, Michael Scarabelli, Danny Gonzalez, Sarah Wieland, Joe Mintz (not in order)



Barnet

This semester, a student team partnered with Barnet, a global company specializing in fibers, polymers and yarns. Barnet's main issue was the inefficiency and safety of their essential materials (e.g., boxes, lids, Tytar bags, etc.) inventory system. They needed a more effective and safe manner to organize and store this inventory. Using the essential materials, list the team conducted a two-way (by units used and weight of units) 80/20 rule analysis on the data. In turn, the team classified the list by BSP/TFO boxes, as well as Tytar bags, by number of units used and total weight. By conducting a breakdown of the inventory and running calculations using tare weights and pallet-bundle amounts, the team compared the heavier and more frequently used items to the lighter and less frequently used items. The students also needed to know how many racking locations would be required for each separate BSP/TFO box and Tytar Bag. After this inventory analysis, the team suggested creating five different racking systems of different sizes based on rack length and height. Today, Barnet is in the process of warehouse reorganization, building the racking system, and transferring the essential materials based on the team's recommendations.

Team: Mayan Benoit, Julian Hudnell, Jeff Strongoli, Andrew Scappi, William Hoff (not in order)



MIS Notes

COB Brings MIS to ECU's Annual STEM Camp

Thanks to a \$35,000 grant from Duke Energy, ECU hosted a residential STEM (science, technology, engineering and mathematics) camp that focused specifically on computer technology, computer programming and management information systems.



Twelve middle school girls from eastern North Carolina participated in the camp, which was organized by both ECU's College of Engineering and Technology (CET) and College of Business (COB). For the first time since the inception of the ECU STEM camp, these students were joined by middle school and high school teachers. Camp organizers said having the teachers involved will help them share with their students the latest in STEM-related technologies and industry applications.

"ECU and both colleges are grateful for Duke Energy's support for the third consecutive year in helping us raise STEM awareness to young ladies," said Dr. Mark Angolia, CET professor and camp co-organizer. "This year's program has taken a huge step forward by including public school educators. The camp continues our commitment to providing opportunities for everyone interested in STEM career pathways."



David Fountain,
Duke Energy

"We are proud to partner with ECU to expand access to STEM programming for girls and teachers in eastern North Carolina," said David Fountain, Duke Energy's North Carolina president. "Smart investments in STEM initiatives strengthen the pipeline of highly-skilled workers who will lead us to a smarter energy future in North Carolina."

Activities during this year's ECU STEM Camp included:

- Education and training to build, use and take home a mini-computer (Raspberry Pi).
- Coding of the Raspberry Pi to operate a robot.
- An introduction to 3D printing.
- Academic sessions that cover computer programming using a 3D animation language (Alice) and webpage building using WebStarts.
- A field trip to Cisco Systems in Durham.

Donna Phillips, senior economic development manager for Duke Energy, opened this year's camp with remarks and expressed excitement in seeing all the young ladies at the camp. During her comments, she advised the participants that there are jobs

in North Carolina that "we don't know that are getting ready to happen. Stay focused on the current trends."

Thirteen-year-old Jayden Chavis is a middle schooler from Robinson County. This year's STEM camp was her first. However, this was not her first foray into understanding the concept of STEM. When asked about her future career, she said, "I want to do coding." She particularly wants to focus on cyber security.



Jayden Chavis, left, builds a robot with Steve Baker, STEM Camp instructor. Also pictured, right, is Olyvia Ashmore.

"When people try to break into your computer, I think it's better when you have more people fighting against it so they (hackers) don't get into your personal information," said Chavis.



Emily Nelson

Emily Nelson is a STEM science teacher at Greene Central High School. This is her first time attending a residential STEM camp, and she was excited to see the experience the girls (camp attendees) are receiving. Nelson also likes the fact that the camp is all-female.

"They're getting exposed to a lot of things," said Nelson. "With it (the camp) being all females, they're seeing teachers as teaching leaders and learning alongside them."

Dr. April Reed, COB professor and camp co-organizer, hopes the exposure to new technologies and collaborating with teams stays with the students.

"Recent research from Accenture and Girls Who Code shows two interesting points: computing skills that focus on coding are one of the most sought-after skills in the American job market, and the women's share of the U.S. computing workforce is declining," said Reed. "This camp, thanks to Duke Energy, is an investment in our future."



MIS Notes

MIS Alumnus Helps Government Client Win Award



April Nadeau, VP of Sentar and Thomas Graham, formerly of Sentar and now VP and CISO of CynergisTek.

Congratulations to College of Business (COB) alumnus, Thomas Graham. He is currently the VP and CISO for CynergisTek. While leading the Defense Health Agency (DHA) Mitigation and Remediation Support (MARS) team at his previous employer, Sentar, he and his team helped the company's customer, DHA, develop standardized solutions to resolve a myriad of cybersecurity vulnerabilities. For these efforts, the DHA MARS team recently won a FedHealthIT Innovation award, given by FedHealthIT and G2Xchange Health.

Sentar invited Graham to participate in the award ceremony, which was held June 12 in Washington, DC at the National Press Club. While at the COB, Graham received his BSBA MIS (management information systems) in 2007 and his MBA in 2010. He currently serves on the College of Business' MIS Advisory Board and ECU's Alumni Association Advisory Council.



"The COB and esteemed professors in the MIS program ingrain in each student the need to look at the details of a problem, ensure that the issue is understood, and if necessary not simply accept the conventional answer," said Graham. "They also advocated understanding the audience that you are speaking to; providing the correct information to the correct individuals."

Graham added, "Spending time outside of class with Dr. (Ravi) Paul and Dr. (Paul) Schwager allowed for further insight into the professional environment resulting in an easier transition from academia to industry."

COB's MIS Online Degree Program is No.1

Congratulations to the College of Business' Department of Management Information Systems. TheBestSchools.org has ranked the department's online bachelor's degree program as the best of its kind.

The College's MIS program recently graduated 33 students during the spring of 2018. The program also boasts a 100 percent job or graduate school placement rate, and during the 2017-18-time period, students completed almost 7,400 project hours for approximately 50 organizations.

About the program, TheBestSchools.org writes, "A cooperative education course allows students to supplement their education with hands-on work. ECU also requires students complete a nine-hour sequence in professional development and leadership, which includes a leadership capstone course that brings their undergraduate experience together in a hands-on project. Students also complete a portfolio that showcases projects and expertise for students' use when seeking employment."

"This ranking shows our faculty and college leadership are

deeply committed to our students' needs and success," says Dr. Elaine Seeman, MIS department chair. "It also reflects the strong relationships we have with employers throughout the state and region."

"I'm very proud of this acknowledgment."



Alumni Notes

2018

Kristin Bass (MBA) is a Jr. Utility Analyst for FIS Global.

Caleb Beard (MGMT) is an Internet Sales Specialist for Carolina Coach and Marine in Claremont, NC.

Joseph Cafiero (MGMT) is a Business Development Representative for Carahsoft Technology in Reston, VA.



Amanda Duke (MGMT) is a recent graduate from East Carolina University who is continuing her studies and pursuing an MBA in Music Business from Belmont University in Nashville, TN.

Blake Hammond (FINA) is a Client Relationship Specialist in the Flagship Division for Vanguard.

Jessie Justus (MGMT, MKGT) is the Technical Recruiter for Collabera, an IT Staffing Firm in Charlotte.

Devin Larson (MSA, ACCT '17) is currently finishing up his MSA here at East Carolina University.

Samantha Link (MKGT) is an Associate Buyer for Walmart - Home Office.

Lindsay Norris (MSA) is a recent graduate of East Carolina University and is living in Raleigh.

Keigan Parker (FINA) is a recent graduate of East Carolina University and is living in Statesville.

Franklin Reyes (FINA) is a recent graduate of East Carolina University and is living in Charlotte.

Thomas Robbins (MKGT) is a recent graduate of East Carolina University working for Baker Roofing Company as a Project Engineer/Sales Representative in Raleigh.

Christopher Rudkowski (MGMT) is a recent graduate of East Carolina University and is living in Greenville.

Haley Smith (FINA) is a recent graduate of East Carolina University living in Cary.

Sean Wise (MIS) recently graduated from East Carolina University and is living in Bradenton, FL.

2017

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

Kierra Brown (ACCT & FINA) is a recent graduate from East Carolina University living in Greenville.

Brandon Wade Burnette (MKTG) is a Production Supervisor for Assa Abloy.

Ashley Butler (MBA) graduated from ECU with his MBA and GradCert in Finance. He is the Section Controller for Mondelez International (Nabisco) in Atlanta, Ga. He is married to Katherine L. Butler, M.S.Ed.

Joshua Caroon (MIS) is a Business and Technology Applications Technician here at East Carolina University.

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

Laura Oshnock Cobb (MGMT) is a General Accounting Supervisor for AgCarolina Farm Credit in Raleigh.

Jonathan Coffman (MSA, ACCT & FINA '16) is an Audit Associate for KPMG LLP in Raleigh.

John A. Crossley III (MKTG) is an Account Manager for Google in Mountain View, CA.

Jen Collins (MBA) works in Human Resources for Cigna.

Adam Harris Dailey (MSA) is a Senior Accountant for Rabon & Dailey, LLP in Raleigh.

Sarah Elizabeth Dixon (MGMT) is the Office Coordinator for PMG Research Inc.

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 Ruocchio Harvey (MBA, MGMT '16) is a Team Leader for Target.

Aaron Jacob Heft (HMGT) 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.



Alex Malik Hopkins (ACCT) is a recent graduate of East Carolina University living in Littleton.

Vinny Santoro (MGMT) is a Senior Business Developer for Nittany Laser Technologies in Philipsburg, PA.

Janice Jeup-Wilson (HMGT) 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.

Abbeygale B. Leden (MGMT) is an Executive Assistant for Ellucian, a Higher Ed Software company in Reston, VA.

Jessica Lynn McMahon (MBA, BUSI '09) is the Director of Financial Services for Lenoir Community College in Kinston.

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.

Ashley Moore (MIS) is an Associate Systems Analyst for Fidelity Investments.

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) was recently hired by the City of New Bern to fill the position of Economic and Community Development Manager. As a graduate of the MS-ST program, Amanda received the Outstanding Graduate Student Award.



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.

Laurene M. Schwartz (MBA) is a Sustainable Process Solutions Manager for US Bank in Minneapolis, MN.

Robert Adam Stephenson (MSA, ACCT '15) is a Tax Associate for Grant Thornton, LLP in Raleigh. He also passed the CPA exam in December 2017 and will receive his CPA license in November 2018.

Alumni Notes

Emily Van Sickle (FINA) is an Account Manager in Training for Rogers Insurance Agency in Raleigh.

Meredith Roseann Sigmon (MGMT) is a Talent Acquisition Coordinator for Hanes Brands Inc. in Winston-Salem.

Michelle R. Thomas (MGMT) is a Clinic Administrator for Novant Health in Winston-Salem.

Dakota Votaw (MGMT) is a Beekeeper for UBEES.

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

Leona Nicole Walker (MGMT) is an Executive Leader for Young Living Essential Oils.

Kimberly Whitaker (MSA, ACCT '16) accepted a position as Staff Accountant with Page & Smith, PA as of the first of the year.

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.

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

Devin Cenekofsky (MIS) is a Business Analyst for RKL eSolutions in Pennsylvania.

Victoria Ceneteno (MKTG) is a Client Analyst for Coleman Research in Raleigh.

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

David Craig (FINA) is a Financial Planner for uFinancial Group in Philadelphia, PA.

Allison T. Creel (MKTG) is a HR Generalist for WBB Inc. in Reston, VA.

William Happart (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.

Cameron McAliley (MBA, MGMT '13) is an IT Project Manager for Cisco.

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.

Jason Peduto (MKTG) is the Account Manager of the Central Region for CTI Towers. Recently the company moved headquarters from outside of Boston to Cary, though he still works out of Oklahoma. CTI also recently acquired over 360 Towers and they now have over 1,000 Towers in their portfolio.

Benjamin Grant Sherrod (ACCT and FINA) is the Marketing Consultant for Taft Management Group, a Real Estate Investment Firm and Division of the Taft Family Ventures. Benjamin is also currently taking courses to obtain his MBA in 2019.

Austin Smith (FINA) is a PGA Tour Manager living in Raleigh. He manages his players finances and personal life on and off the course to make sure that his players are seen in a positive image from both the media and the Tour. His main goal is to make his players lives as easy as possible so that they can focus on winning tournaments!

Hali R. Strykowski (ACCT) is an Accountant for Raleigh Housing Authority.

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.

Giovanni Leon (MSA) works as a Senior Associate for KPMG.



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.

Amy Phillips Downen (MBA) works as a Marketing Operations Manager for Baker Roofing Company in Raleigh. She is married to Seth Downen.

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

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.

Jessica Farmer Spencer (MBA, MGMT '10) is the Director of Creative Services for ROI Healthcare Solutions in Atlanta, GA.

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

Kathryn Caddell Franks White (MBA, MGMT '14) is a Clinical Research Associate for ICON plc.

Whitney Whitson (BUSI) is the Business Relationship Manager for Wells Fargo.

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

Ge Justin Yang (MBA) is a Project Officer for the US Government in Washington D.C.

2014

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

Brendan David Bennett (MBA, MGMT '13) is the CEO and President of Blueprint Cube, a Marketing Agency in Raleigh.

Hayden Burke (MSCM) is a Senior Inventory Analyst for Coty Inc. in Sanford.

Bryan Claire (MBA) joined Bank of America Merrill Lynch in Charlotte as SVP Senior Data Solutions Design Lead in June.

William Lee Coleman (FINA) has moved with Burns & Wilcox from the Morehead City office to the Ballantyne office in Charlotte. He is beginning his 5th year with Burns & Wilcox.

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.

Alumni Notes

Allison Somers Johnson (MSA, ACCT '13) started a new job as a Corporate Accountant at CTE (Carolina Tractor and Equipment) in December 2017 after working at the public accounting firm, RSM, for over 3 years.

Jeffrey Miller (MGMT) is the Financial Services Representative I for the State Employees Credit Union in Durham. He is currently wed to Jennifer Wheeler-Miller.

Courtney Paul (MBA) just started as a Territory Sales Manager for Genalyte, Inc. She is currently married to Mr. Julian Gonzales.

Emily Corley Phillips (MBA, FINA '08) is a Trader for LPL.

Keturah Sanders (MSA, ACCT & MGMT '13) is the owner of

Keturah J. Sanders CPA, PLLC and American Tire Distributors in Charlotte. She started her firm in January of 2018 and specializes in bookkeeping, tax preparation, and consulting.



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

Steven Bayley (MBA) was hired in June 2018 as Director of Strategy & Insights at Creatia, an ad agency specializing in youth and family marketing.

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

Brandon Hall (ACCT & FINA) is the CEO for The Real Estate CPA in Raleigh. Since his move from one of the Big 4 in 2016, Brandon turned The Real Estate CPA Firm into a 100% virtual firm, that boasts more than \$1MM in annual revenue, and employs 12 people in seven different states. He was named a 40 under 40 honoree by the CPA Practice Advisor in 2018. Aside from his work at the firm, Brandon is the Director at A Heros Home Inc., a non-profit dedicated to housing our veterans. (<http://aheroshome.org/>)

Cassandra "Cassie" Hundertmark Hauser (MKTG) is a Clinical Recruiter for Clinical Solutions Group in Raleigh. In September of 2016, Cassie and Jeff Hauser tied the knot and in June of 2017, these two Pirates bought their first home! Both work and live in the Raleigh area and look forward to calling the state of North Carolina their forever home.

Zack Hewett (MBA) was appointed the City Manager for the City of Randleman on May 8th, 2018.

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.

Stephen Watson (MSA, ACCT '11) is the Manager for Transaction Advisory Services for the accounting firm Ernst & Young in Charlotte.

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.

Jared D. Fortner (MIS) graduated from ECU in December 2012 and accepted a position with ASD - Automated Systems Design of Hickory, North Carolina (Additional office in Alpharetta, GA). His initial position was as an IT project manager, responsible for managing the installation of IT projects and roll outs nationwide for various Fortune 500 companies. This included but was not limited to: structured cabling, wireless networks, VOIP telephone systems, audio visual systems and network moves, adds and changes. After exceeding quotas for projects managed, he moved into an IT Sales and New Business Development role. It has transformed his life and ASD has helped him grow as a young IT/Business Professional just as ECU COB did through many of its professors.

Alesha Schillig Jernigan (MSA) is the Audit Manager for KPMG LLP in Virginia Beach, VA.

Lucas Nash (ACCT) is the Audit Manager for Deloitte & Touche LLP in Charlotte.

David Pfeiffer (FINA) is currently living in Charlotte.

Joshua Lee Potter (FINA) is the Manager of Operations for PRA Health Sciences. Lee and Shelby Potter have moved from Raleigh, NC to La Jolla, CA. Lee's employer has an office in San Diego which Lee has transferred to. Lee and Shelby both graduated from ECU in 2012 and

2014, respectively.

Justin Todd (FINA) is an Analyst for Anthony Properties in Dallas, TX.

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.

Antonio Virella (FINA) is a Business Initiatives Consultant for Wells Fargo in Charlotte.

Tim Willis (MIS) is a Quality Engineer for Allscripts. Tim and Sarah Willis got married on November 3, 2017.

2011

Haylee Bridges (MSA, MGMT '09) is an Associate Director for Tax for Monarch Private Capital in Atlanta

Ashley Conlon (FINA) works as an Accounting Manager for National Oilwell Varco in Houston, TX.

Miles Cooper (MBA) is a Stakeholder Engagement Manager for Cisco Systems.

Britany Nicole Nowell (ACCT) currently works for BB&T in the Financial Intelligence Unit as the Transaction Surveillance QC/QA Team Lead. She recently obtained my CAMS (Certified Anti-Money Laundering Specialist) certification.

Shaun Respass (MSA, ACCT '10) is the Senior Vice President and Controller for North State Bank in Raleigh. He is wed to Alesha Respass.

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.

Eric Billing (MGMT) is a Senior Account Executive - Enterprise Sales for Meridian IT

Amanda Gouldie Brendle (MGMT) was promoted to Operations Manager last year for Dakno Marketing in Clayton.

Ariel Campbell (MBA) is the Head of the Human Resources Department for Naval Hospital Jacksonville in Jacksonville, FL.

DeLisa TaShay Davis (MGMT) obtained her master's degree in Human Resources from WCU in May 2015. She worked for Nottingham



Alumni Notes

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 Alumni, on May 6, 2017.

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

Bryan Sherman (MKTG) is a Senior Director for the Data Business Development Division at Pandora Music. As the leader of the Data BD division of Pandora, the largest music streaming service in the US, his role is to work with media and advertising executives who represent the largest brands in the world to create customized solutions for their clients. Prior to Pandora, he was the VP of Programmatic Advertising for DigitasLbi, a global advertising agency, in charge of running their NYC based media trading operation. Bryan received his MBA in Marketing from Baruch College in Manhattan in 2014.

Gregory Michael Simon (MGMT) is a Sales Representative for Atlantic Veneer Company, LLC in Beaufort.

Bryan L. Spence (MBA) is a University Recruiter for Microsoft. Last October, he got married to Kiera Seymore-Spence.

2009

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

Luke Fitzwater (MIS) is an ERP Administrator for MyWebGrocer in Winooski, VT.

Kyle Holliday (MBA, MGMT '07) is an Organizational Development Specialist for Align Technology. He recently left RTI International and to work for Align Technology this past May.

Matthew Moose (OSCM) is an Assistant Operations Manager in Gastonia.

Sean Wise (MIS) is a Manager at Deloitte.

2008

Drew Griffin (FINA) is the Vice President for Blake Willson Group LLC, a Government Consulting Firm in Tysons, VA. Drew and his wife, Molly, welcomed their first child, Kennedy Elizabeth Griffin, at 7 lbs. 1 oz. on March 21st, 2017.

Adam Keen (MBA, MGMT '05) recently took on the role as Principal at Tidewater Equity Partners, in addition to serving as a National Account Manager at MegaCorp Logistics. 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.

Meredith Ashley Bullock Kelly (FINA) recently started as the Project Manager for nCino.

Allison Lyons Neiss (ACCT) is the Vice President, Operational Risk Manager for Bank of America in Charlotte.

Jenna Petersen (MGMT) is working as a Senior Recruiter for HNTB, a transportation infrastructure firm. With locations nationwide, including Raleigh and Charlotte, HNTB is always looking for the best and brightest engineers.

Aaron Stutzman (FINA) received his MBA in 2014 from Wake Forest University. He was recently promoted to Sr Finance Manager at Frito Lay; managing net sales for the Central Gulf Region and relocating to Birmingham, AL.

2007

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

Jessica Herron Joyce (MKTG) is a Regional Director for Core and Main LLC.

Richard Sanford (MBA, ECON '97) is the President of Whitener Capital Management in Rocky Mount. Whitener Capital Management Inc. has been recognized as one of the best financial advising companies in the nation.

Charles Allen Watkins (MBA, BUSI '93) is the IT Technical Support Manager for Century Link in Tarboro. After 23 years with CenturyLink, Charles can clearly state ECU's Business program, both BSBA and MBA, prepared him well for his career!

Lee Woodward (MBA, FINA '05) is the Executive Customer Relations Manager for Ally Bank in Charlotte. He is currently building and designing the Customer Complaint and Escalation process for Ally Mortgage with a focus on Customer Satisfaction. Leveraging

his lean six sigma skill set, he is working to identify and report significant trends related to Consumer complaints to Senior/Executive leadership to drive effective change and increase satisfaction within the customer experience. Lee just celebrated 10 years of marriage to Jamie Woodward (ECU '06). They currently reside just outside of Charlotte in Fort Mill, South Carolina with there 3 children.

2006

Sara 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.

Germer Eugene Reed (MKTG) is Senior Manager, Analytics Advisory Services for Merkle, Inc in Springfield, VA.

2004

Jon Deutsch (DCSI) received a Masters degree in Information Systems at Virginia Commonwealth University in May and is now a Sr. Consultant and Agile Coach at CapTech Consulting in Richmond, VA.

Todd Marshall (MBA) started Blue Ridge Project Management, LLC in 2017 (www.blueridgeprojectmanagement.com), a firm that provides comprehensive project/construction management consulting, owner's representation, and advisory services to provide solutions to the real-world challenges that owners, architects, and contractors deal with during the course of construction and renovation projects. Blue Ridge Project Management is located in Central Virginia and provides services that support clients from concept to closeout by providing coordination, guidance, and oversight to the design and construction process. Todd previously worked as the Director of Facilities and Construction for one of the top 100 largest K-12 school systems in the country. In addition to owning Blue Ridge Project Management, he also works for the

Alumni Notes

University of Virginia Foundation as a Senior Project Manager overseeing the planning, design, and construction process for a diverse portfolio of real estate development projects.

Ryan Swisher (MIS) works as the North America Client Solutions Leader for Dell Technologies. He was promoted in September to run Consulting sales and go-to-market for North America Commercial segment. His team is responsible for selling digital, IT, and workforce transformation consulting engagements.

2003

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

Kirsten Hayworth Fletcher (ACCT) is an Accountant and Owner of Anchored Bookkeeping LLC.

2002

Shawn Reiter Zadkovic (MBA, MIS '00) is a graduate of East Carolina University and lives in Illinois.

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

Jacob Parrish (MGMT) has been promoted to Vice President, Systems and Procedures at Vidant Health. Systems and Procedures is VH's internal business consulting, process improvement and enterprise project management office function.

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.

1999

Kevin Miller (MSA) is the Director of Finance for EG-Gilero in Morrisville. He is married to Miken Miller (ACCT '01).

1998

Chip Galusha (MBA) is a Teaching Instructor here at East Carolina University.

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.

Olaf Hannemann (MBA) is the Founder of INTABA Finance AG in Switzerland.

1996

Maurice C. Moody (MBA, MKTG '92) is the Executive Vice President - Head of Digital Banking for Renasant Bank in Hoover, AL.

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

1995

Ava Deann Bullins (MSA) is the Controller for Amerock.

Karl Deonanan (MSA) is the Chief Financial Officer for Synteract in Raleigh.

Jerry Moyer (MGMT) is the COO of his own company, Warble, Inc, in Sparks, MD. After 20+ years in digital marketing and analytics, he is now working on launching Warble. Warble allows employees to provide anonymous feedback about toxic behavior they experience at work and gives employers the tools to document and analyze the behavior and outcomes.

Andreas Rauterkus (MBA) is an Associate Professor for California State University San Marcos. At the beginning of this year he was named the Department Chair for the Finance Department.

1994

Kurt Stone (MKTG) is the Senior Director of the Market Development division at Fresenius Medical Care.

1993

Scott Newton (FINA) is the Senior Vice President/Area Manager for Southern Bank in Kinston, NC.

1992

Jim Ivey (MBA) was promoted to President & CEO of Dedicated Community Bank, an independent community bank with offices in Darlington and Florence, SC. Jim is married to Angela Gossett Ivey (BA '93) and they are raising two wonderful sons in South Carolina.

1991

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

1990

George S. Heck (FINA) is the Director of Strategic Partnerships for Tenna LLC. in Edison, NJ.

1988

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

1986

William "Bill" McBride (MKTG) is the President and CEO of BMC3 LLC.

1985

Jerri Harrell Ward (MKTG) is an Information Systems Analyst II for UC San Diego Health in La Jolla, CA.

1984

Charles Griffin (MBA, MGMT '84) is the Department Chair for Entrepreneurship, Marketing, and Economics at Pitt Community College in Greenville.

Theresa Alane Johnson Lee (MIS) is an Account Manager for MassMutual.

1983

Wilbert Leathers Jr. (MKTG & MGMT) is the Regional Manager for Thornton's Inc.

Laurie Garett Steward (MGMT) graduated from East Carolina University with her concentration in Human Resources Management. She is working as a Human Resources Manager for Delta Flight Products in Georgia.

Alumni Notes

1982

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.

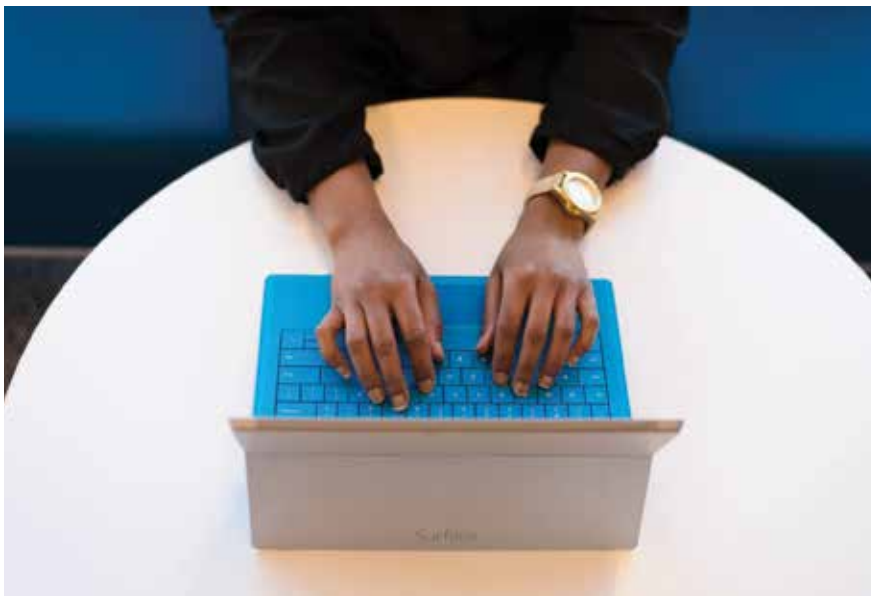
Claude Tant (MKTG) has joined Florida Luxurious Properties as a broker associate.

1978

William Fred Taylor (MBA) recently retired after serving 40 years in public accounting including over 30 years as a Partner with PricewaterhouseCoopers (PwC). Fred served as an Assurance Partner on some of the largest public companies located in the Southeastern United States. He spent his final five years serving in a global risk and quality leadership role working in PwC offices in over 25 countries. Fred and his wife Connie currently live in Topsail Beach, NC.

1971

Henry Gorham (BUSI) is one of the founding members of the law firm Teague Campbell Dennis & Gorham. Currently serving in a counsel status. Henry is listed as one of the best Lawyers in America for Commercial and Municipal Litigation as well as Insurance Law. He was selected as a North Carolina Super Lawyer.



Please help the College of Business
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In Closing

I'd like to thank Mark Copeland for speaking with us about why he gives back to ECU and the College of Business. Thanks to his time, talent and treasures, the university and the college continue to be the smart, valuable choice for tomorrow's leaders.

In his comments, Mark refers to the 26,000+ COB pirates that are driving innovation, impacting lives, and leading change here in North Carolina and around the United States. It's these COB pirates that have built the foundation on which the College currently sits. Individually, each is a brick that carries the weight of our future.

The College recently unveiled its new Wall of Honor on the third floor of Bate. The Wall of Honor commemorates and recognizes more than 500 donors who helped shape the foundation for today's College of Business. The names represent lifetime donations of \$5,000 or more through Dec. 31, 2017.



Pictured: From left to right, former COB Dean Rick Niswander, COB Business Advisory Council Chair (ECU trustee) Mark Copeland, former COB Dean Stan Eakins and COB Interim Dean Paul Schwager.

Thanks to these donors, as well those Pirates who were able to give talent and time, the College is presently strong. It's supporting tomorrow's future, but as with many businesses, we must add to the foundation if we want it to continue to grow. We must add bricks.

How can we do this? Provide more study abroad opportunities like the ones that accounting junior Taylor Chappel (page 15) recently experienced. She called her experience "eye-opening." Expand educational opportunities and chances for career advancement by providing new degrees such as the new MS in Sustainable Tourism and Hospitality degree (page 14). Attract and retain professors who continue to gain national recognition and whose professorship can eventually be endowed because of their influence on our students (page 10).

Lastly, giving students an opportunity to thrive and become winners. You'll read more about this in the next issue, but a recent Miller School of Entrepreneurship certificate recipient, Magus Pereira, recently won a major pitch competition where he (and his team) received \$200k in cash prizes and a pledge from IBM to turn his idea into a product. All of this was made possible thanks to the foundation help laid by COB alumnus Fielding Miller and the Miller School of Entrepreneurship.

In closing, we have a strong foundation, but to continue to provide for the future of eastern North Carolina, we need to add to this foundation brick by brick and by time, talent and/or treasure.

Thank you for all that you do for the College of Business!

Happy Holidays!

A handwritten signature in black ink, appearing to read "Paul Schwager".

Paul Schwager, Interim Dean



Magus Pereira (photo by Cliff Hollis)



Diversity Begins with Leadership

At East Carolina University®, we house the largest College of Business in North Carolina. Building leaders is what we do. Our faculty, staff and students make up a culturally diverse tapestry which brings innovation, ideas and perspectives that elevate discourse and shape thought.

We are more than bricks and mortar. At ECU we emphasize leadership, professionalism, entrepreneurship and communication skills. Upon graduation, our students are prepared to hit the global stage and impact the industry and communities they call work and home.



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*"I am not exaggerating when I say this is
EXACTLY where I dreamed of being
after graduation!"*

Lauren Rozell, '18 BS Hospitality Management
Group & Event Sales Coordinator
Residence Inn - Downtown Raleigh



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