



Stocknotes

Commerce Club Publication for the College of Business

Spring 2008

Faculty, University Approve Curriculum Changes

In February 2008, the University Curriculum Committee approved sweeping revisions for the College of Business undergraduate program, designed to broaden the curriculum to teach the “whole student.”

The changes will target three key areas: to instill in freshmen a broader understanding of business strategy, to infuse leadership and professional development into the student experience, and to help students improve their communications skills.

The new program, which was endorsed by College of Business faculty in December, will apply to all students entering after fall 2009. It will be phased-in over a four-year period, beginning fall 2008.

Dr. Stanley G. Eakins, associate dean of the College of Business, said, “This approval is the culmination of nearly three years of hard work by the faculty of the college. I believe it

will distinguish our program as one of the premier business programs in the country and will allow our students to compete effectively for the best jobs. I look forward to the next step where we implement the plan.”

One major change will be the first course business students take – a newly developed “Strategy First” course, designed to create enthusiasm for the study of business and instill a vision of a unified and integrated business structure.

Students will not begin with an introductory discipline-specific course. Instead, Strategy First will help students identify business strategies in a real-life, real-time environment. Students will investigate the factors that contribute to a firm’s ability to survive long-term in a competitive environment. The course will be cross-disciplinary and will use *Business Week* as the primary text.

continued on page 2

ECU Alumnus Creates New Scholarships for College of Business Students

The College of Business recently announced the establishment of more than 20 new scholarships, thanks to a charitable gift from alumnus and retired businessman David Bond (BSBA '78) and his wife, Pam.

The David A. and Pamela S. Bond Access Scholarships will be awarded annually to students who demonstrate both academic excellence and financial need – targeting full-time students as well as incoming freshman with a declared major in the College of Business. The amount of each scholarship will total \$5,000, covering the cost of in-state tuition, fees, and books.

“These scholarships are a small way to give back to an institution I care so much about,” David Bond explained. “Being an ECU College of Business graduate has given me the opportunity to succeed in the world of business. Unfortunately, many qualified students because of financial constraints cannot advance their education; hopefully these scholarships will be an entry point for some of those students.”

The Bonds reside in Raleigh. David Bond is the former president of the HealthMatics Division of Allscripts – a leading supplier of clinical and financial

applications for the ambulatory healthcare market. He currently serves on the Business Advisory Council at ECU and is a frequent guest speaker in business classes. Bond also serves on the ECU Educational Foundation, better known as the Pirate Club, and is a board member of the ECU Foundation.



David Bond (BSBA '78)

The first seven recipients of the David A. and Pamela S.

Bond Access Scholarships will be announced in May for the 2008-2009 academic year, selected through a process including the ECU Office of Financial Aid and College of Business Scholarship Committee.

“We are deeply appreciative to the Bonds, their leadership, and their generous investment in our students and their future,” Dr. Frederick Niswander, dean of the College of Business, said. “These scholarships will provide a unique opportunity to assist a deserving group of young people who are historically underserved – those with both demonstrated financial need and proven academic potential.”



College of Business *notes*

continued from University Leaders Approve Undergraduate Curriculum Changes

In addition, a series of three courses will be required in leadership and professional development. These courses will emphasize the theory and practice of leadership as well as professional development, interpersonal, and teamwork skills.

"Everyone can be a leader, because a leader is someone who influences someone else."

-- Dr. Cal Christian, teaching fellow and faculty representative for the College of Business

To graduate, all business students will be required to complete a leadership portfolio, which will be an electronic collection of specified work prepared by the student – highlighting skills and accomplishments achieved while in the business program.

Dr. Cal Christian, teaching fellow and faculty representative for the College of Business, explained, "The development of a leadership portfolio will be one of the most significant benefits of the leadership series. Each student will prepare a portfolio throughout his or her undergraduate curriculum and will present it to an advisor prior to graduation."

Christian continued, "This portfolio will document the different leadership activities that students were involved in during their undergraduate years. The portfolio will consist of leadership roles assumed, events attended, volunteer participation, books read, speeches given, and so forth. This portfolio will be a great tool to for every student to take to every interview. Everyone can be a leader, because a leader is someone who influences someone else."

The College of Business will also adopt a "focus company" to integrate and reinforce key concepts across the core curriculum. A single partner company will be selected to use for demonstration and examples throughout the program. This company will be used as an

opening point for discussion; other companies, however, will continue to be used throughout the curriculum to compare and contrast against the focus company when appropriate.

Finally, the College of Business will offer students the opportunity to assess and refine their communications skills. The College is creating a Communications Center to be staffed by individuals with professional qualifications and practical experience with writing and speaking in a business environment.

Communications Center professionals will work one-on-one with students to revise written assignments and strengthen presentation skills. They will also work closely with faculty members to enhance the curriculum and student classroom experiences – helping develop meaningful assignments with constructive feedback.

In addition to changes at the undergraduate level, the graduate business program is currently under review by the College of Business Graduate Committee and faculty.

College of Business Hosts Former IBM Executive



Ted Childs
Former IBM executive

The College of Business – in partnership with the Office of Equal Opportunity & Equity and Office of Institutional Diversity – recently hosted former IBM executive J.T. (Ted) Childs, Jr. as its keynote speaker for the third Cunanan Leadership Speaker Series.

More than 400 students, faculty, and community members attended Childs' presentation, titled "Workforce Diversity: A 21st Century Global Issue." The event, held at the Hilton Greenville on March 19, was free and open to the public.

Recognized globally for his workforce diversity programs and policies, Childs retired from IBM in 2006 after a 39-year career in human resources. During his tenure, Childs oversaw a comprehensive campaign that increased the number of women and minority execu-

tives at IBM. Upon retiring, he founded Ted Childs, LLC, a diversity consulting firm based in South Salem, N.Y., where he works today.

Dr. Frederick Niswander, dean of the College of Business, said, "We were thrilled to bring Ted Childs to Greenville through the Cunanan Leadership Speaker Series. As a pioneer of the diversity movement in Corporate America, he understands the link between diversity and competitiveness. His insight was enlightening to our students, faculty, and citizens alike."

In July 2007, the College of Business announced the establishment of the Cunanan Leadership Speaker Series, made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds were provided by the Johnson & Johnson Foundation. Childs' visit was also supported by the Office of Equal Opportunity & Equity and Office of Institutional Diversity.

continued on page 6

COB Holds Graduate Recognition Ceremony

The College of Business held its annual Graduate Recognition Ceremony on December 14, 2007, at Williams Arena for both graduate and undergraduate students.

The program – sponsored annually by the Commerce Club, the College of Business alumni society – honored all graduating business students and their families. The photo collage below shows students lining up before Graduate Recognition Ceremony.



Faculty *notes*

Reisch Named ECU Scholar-Teacher

East Carolina University recently honored associate professor John Reisch (ACCT) with one of ten ECU Scholar-Teacher Awards for 2007-2008. The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in classroom.

Faculty members chosen for this honor must demonstrate excellence in the classroom, have an outstanding record of scholarly achievement, successfully incorporate research/creative activity in teaching, and mentor developing scholars – both students and faculty.

The award carries a \$4,000 stipend to be used for professional travel or other professional expenditures. Recipients are selected by the Faculty Advisory Committee.

Reisch, who has taught at ECU since 1999, says his research and teaching interests primarily include auditing, fraud examination,

and managerial/cost accounting. He strongly believes in integrating research into the classroom, especially at the graduate level – incorporating cases, “hands-on” tools, and current topics affecting the accounting profession.

“Over the years I have been teaching,” Reisch said, “my most rewarding moments have come from former students who tell me they learned a lot from my class or appreciated the advice I gave as they struggled in making career decisions.”

He continued, “Two of my most cherished memories come from non-accounting students who took my principles of accounting class. Both wrote notes to me indicating I was the teacher who had the greatest positive impact on them while they were at ECU. To me, there’s no better compliment than that.”

Reisch earned his Ph.D. in Accounting from the University of South Carolina in 1997. Since coming to East Carolina, Reisch has



Dr. John Reisch (ACCT)

published 15 refereed papers and has presented at both regional and national conferences. He also received the Commerce Club Teaching Award in 2005, the Commerce Club New Faculty Teaching Award in 2001, and the 1999-2000 Ruth B. Jones/Beta Alpha Psi Excellence in Teaching Award.

Reisch lives in Greenville with his wife and two children – Megan, 8, and Thomas, 9. His wife, Michele, also teaches accounting at ECU.

Faculty Members Honored with Summer Research Stipends

Seven College of Business faculty members were recently selected to participate in the 2008 Summer Research Stipend program after a competitive selection process.

The Summer Research Stipend program, which has been in place for more than 20 years, is designed to provide additional support for the research efforts of the College of Business faculty.

The selected faculty members for 2008 include:

Dr. Ronald Clark (MSCM)

“Scale Development in Marketing: Content Analysis and Updates to the Churchill Paradigm”

Dr. Susan DelVecchio (MSCM)

“The Aging of the Sales Force: Generational or Career Stage Effects”

Dr. Michael Harris (MGMT)

“Examining the Entrepreneurial Attitudes of Business Students: A Multi-Country Perspective”

Dr. William McDowell (MGMT)

“An Exploration of Performance in Small and Large Business in Interorganizational Relationships”

Dr. Samuel Tibbs (FINA)

“Does Proximity to a Credit Rating Change Affect Firm Investment Behavior? Short-Run Actions and Long-Run Effects”

Dr. Judy Wagner (MSCM)

“The Effect of Employee-Like Avatars on Consumers’ Inferences about Retail Web Sites”

Dr. Robert Zinko (MGMT)

“Identifying Moderating Factors in Image/Reputation Inconsistencies”

DelVecchio, Schwager Complete ECU Leadership Academy

College of Business faculty members Dr. Susan DelVecchio (MSCM) and Dr. Paul Schwager (MIS) recently completed a four-month program through the ECU Leadership Academy.

Developed in 2003, the ECU Leadership Academy is an intensive professional development program geared towards faculty and staff. It is part of ECU's focus to build a leadership culture within the university – designed to provide participants with quality leadership information, materials, and experiences.

Sessions are led by university leaders who discuss topics such as university structure, diversity, student development, strategic planning, self-assessment, and law. Participants also complete a 90-minute team project session.

DelVecchio and Schwager were chosen to participate in late 2007, after a competitive selection process. Going forward, both will continue to serve as mentors/coaches for newly admitted participants in future iterations of the ECU Leadership Academy.



Dr. Susan DelVecchio (MSCM) and Dr. Paul Schwager (MIS)

Faculty, Students Participate in Logistics Education Summit

Dr. Scott Dellana and Dr. Haozhe Chen (MSCM) recently participated in the first annual FedEx Freight 2008 Logistics Education Summit, held in Pensacola Beach, Fla. from February 14-16.

At the conference, business logistics professors, students, and industry partners joined to discuss the future of logistics education. More than 35 universities across the U.S. participated in the event, including Michigan State University, The Ohio State University, Penn State University, University of Maryland, University of Oklahoma, and University of Tennessee. Approximately 15 companies also attended.

As part of the summit, two ECU students studying supply chain management also attended, thanks to funding from the Dean's discretionary account. Senior Stacey Lanier (MSCM) and MBA student Angela Ianuzzi attended panel discussions, participated in breakout sessions, and interviewed with industry officials throughout the conference.

The experience helped students and faculty gain valuable exposure to issues in supply chain management, while also introducing ECU's potential to company representatives.

As a result of the summit, supply chain management officials plan to reach out more to government, industry groups, and secondary

school systems to help build awareness about the growing field of logistics and supply chain management.

The FedEx Freight 2008 Logistics Education Summit was sponsored by FedEx Freight, Gulf Power and Knight Transportation.



(Left to right) Stacey Lanier, senior MSCM student; Angela Ianuzzi, MBA student; Dr. Scott Dellana, Associate Professor; Dr. Patricia Daugherty, Director of the Division of Marketing & Supply Chain Management at University of Oklahoma; Dr. Donald Bowersox, Professor Emeritus at Michigan State University and renowned supply chain management expert; and Dr. Haozhe Chen, Assistant Professor, at the FedEx Freight 2008 Logistics Education Summit.

Faculty *notes*

Williams Inducted into ECU Servire Society

East Carolina University recently inducted Tina Williams into the Servire Society, an organization that honors faculty, staff, and students who have demonstrated a commitment to volunteer service – contributing 100 or more hours to the community in the previous year.

Williams, who serves as the College's assistant director for graduate programs, logged 580 hours of service in 2007 to three charitable organizations: the Humane Society of Eastern Carolina (HSEC), which serves as a safe haven for homeless and neglected pets; Annabelle's Second Chance, an organization dedicated to rescuing pit bulls; and The Magoo Room, a blind cat sanctuary.

As part of her volunteer work, Williams developed and maintains the HSEC web site, which includes taking and posting pictures of adoptable pets. She also serves as a foster home for orphaned kittens, mother cats and their litters, and adult cats with health or socialization problems. In addition, she volunteers one

night per month as an adoption counselor at the PetSmart Luv-a-Pet center, where HSEC offers off-site adoptions.

For the past two years, Williams has also served as co-chairperson of Greenville's annual Canine Crawl, a one mile fun walk for dogs and their owners that is one of HSEC's largest fundraisers.

"I find that no matter how much I give, the pets that come through our facility always give me more in return," Williams said. "We can't save them all, unfortunately, but we make a difference for each one we do save."

Williams was nominated for membership into the Servire Society by Dr. Judith Hunt (MGMT), who Williams describes as "another animal lover and rescuer."

Membership in the Servire Society is for a period of one year. Membership for subsequent years must be earned by participating in 100 or more hours of service each year.



Tina Williams poses with two of her dogs, Eddie (left) and Tux (right). Both animals were rescued by Williams.

continued from COB Hosts Former IBM Executive

In addition to Childs, other speakers in the Cunanan Leadership Speaker Series to date have included WorldCom "whistle blower" Cynthia Cooper and Juan Enriquez, a best-selling author and businessman. The next installment of the Series will be held in fall 2008.

The Cunanan Leadership Speaker Series is designed to bring distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics and the role of business in modern society.

Technology Enhances Online Student Experience



Paul Russell, online computing specialist, operates the Tricaster video switcher/recorder while directing the session.

Distance education students in Dr. David West's Supply Chain Systems course recently experienced a company executive's insight, thanks to help from Dr. Richard Kerns' computer services team in the College of Business.

In February 2008, Kerns' team recorded a discussion between David West and Francisco Pinto, general manager for NACCO Materials Handling Group's Latin and South American operations.

The discussion helped provide a greater understanding for West's students, who were involved with a forecasting project for NACCO – one of the world's largest lift truck manufacturers.

"Since my students are online, we thought we would add context and excitement to the project by taping a conversation with a NACCO company executive," West explained. "The video enhanced the online student experience, and it really showed Computer Services' capabilities."

Paul Russell, online computing specialist, directed the session – running the Tricaster video switcher/recorder. Kim Watkins, technology support analyst, and Jeff Hope, computing support technician, ran the two cameras. MSCM department chair Dr. Kenneth Anselmi assisted with the "talent" queuing screen, which kept the discussion on track.

An interview with alumna Christina Melike was also recorded, which highlighted her employment with NACCO Latin and South American operations as well as her experience at ECU.

In addition to this technology, the College is also experimenting with live video events for online students.



Computing support technician Jeff Hope records a discussion between Dr. David West (MSCM) and Francisco Pinto, general manager for NACCO Materials Handling Group's Latin and South American operations.



Computer Services team members Kim Watkins, Paul Russell, and Jeff Hope (left to right) work behind the scenes to record the session with NACCO.

Alumni notes

2007

Melanie Lea Farmer (MBA, FINA '05) is employed in the Derivative Support Group of Credit Suisse in Research Triangle Park.

Thomas R. Graham (DSCI) was hired by Honeywell Aerospace's HTSI division. He joined SPAWAR's IATT (Information Assurance Tiger Team) as a Honeywell representative. He is currently enrolled in ECU's online MBA program and will return to campus this spring as a Honeywell representative at the Career Fair.

Tara Massood (MKTG) is assistant business manager at Thomasville Stores of New Jersey's East Hanover location.

Miranda Morton (MBA, ECU '04) married **Kevin Williams (MBA '05, MIS '03)** on March 1, 2008 in Warsaw, N.C. Both currently work in the College of Business: Miranda is assistant director of Career Services while Kevin is an academic advisor. The couple met at an ECU workshop in 2005.

Ryan Oppenheimer (MKTG) accepted a position in the New York City office of EURO RSCG Life MetaMax, a global pharmaceutical marketing and advertising firm.

2006

Kelly Adams Cannefax (MSA, ACCT '02) was approved for licensure as a certified public accountant by the NC Board of Certified Public Accountants.

John Bradley Ipock (MSA, FINA '01) of Grimesland was approved for licensure as a certified public accountant by the NC Board of Certified Public Accountants.

Thomas Massengill (FINA), a mortgage loan officer for BB&T in Carrollton, Ga., completed BB&T's leadership development program.

Christopher McLawhorn (BSA/MSA) was approved for licensure as a certified public accountant by the NC Board of Certified Public Accountants. He has been employed with H. Edwin Gray CPA in Greenville for one year.

Alexander Timothy Pappas (MSA) was approved for licensure as a certified public accountant by the NC Board of Certified Public Accountants. He is the business administrator for Faith and Victory Church in Greenville. He and his wife Dee have two children, Savannah and Caroline.

Sarah Ashley Pierce (MKTG) has been promoted to vice president and human resources director at First South Bank. She joined the bank in April 2007 and now oversees all human resource matters, including payroll, benefit administration, new hires, recruitment, and policy implementation.

Tracy Maurer Sary (MBA) and husband **Chad Sary (ECU '02)** had their second son, Nicholas Lucke, on October 25, 2007. Their first, Benjamin, is 2 ½ years old.

David Lee Sauls Jr. (BSA/MSA) was approved for licensure as a certified public accountant by the NC Board of Certified Public Accountants. He is employed by Dixon Hughes in the Greenville office.

2005

Amanda Patterson Foster (FINA) has been promoted to branch manager for the Nags Head office of RBC Bank. Since joining the bank in 2005, she has held positions in the personal and commercial loans divisions. Amanda and husband Scott had a baby boy, Cameron Elliott Foster, on March 26, 2007.

Summer Elizabeth Hawley (MBA) married Matthew Frederick Gruber on September 14, 2007 in Charlottesville, Va. She is employed in the accounting department with Park Properties in Charlottesville.

Kelli Jo Maynard (MBA, MGMT '04) has been promoted to personal banker at The East Carolina Bank and assigned to the Greenville office at 1001 Red Banks Rd. She recently graduated from ECB's Management Trainee Program.

Travis Scott Warren (FINA) and **Rebecca Ann Davis (ECU '04)** were married on January 26, 2008 in Greenville. Travis is employed at Countertops Unlimited.

2004

William Autry (MGMT), an assistant vice president at BB&T, was promoted to business service officer in the bank's commercial loan department. He is enrolled in ECU's MBA program.

James Bryant Beddard (MGMT) and **Kathryn Jane Daniels (ECU '05)** were married on December 29, 2007 in Beaufort. He is employed with the City of Greenville Fire and Rescue, and the couple has made their home in Winterville.

Mike Harrington (MBA, MGMT '03) and Holly Scott (ECU '02) were married Dec. 2, 2006 in Manteo. A Greenville native and former ECU baseball player, he is the new corporate general manager at Resort Realty of the Outer Banks. At 25, he is the youngest real estate general manager on the Outer Banks.

John Wesley Quick III (BSA/MSA) and Mary Elizabeth Norton (ECU '04) were married on June 20 in Laurel Hill. He is a CPA with KPMG LLP.

Scott Underwood (MKTG) just accepted a promotion with Glaceau to district sales manager covering North and South Carolina. He is engaged to **Asheley Hartis (MKTG '04)**.

2003

Paul Kaplar (MGMT) and his wife Jessica had their first child, Mackenzie Lee, on July 22, 2007. Paul lettered in football at ECU and is assistant vice president and commercial lender for Four Oaks Bank & Trust in Fuquay-Varina.

Charles C. Martin III (MGMT) and his wife Jaimee (ECU '04) had a son, Cole, on February 23, 2008. The Martins live in Winterville, and Charlie works for OneSource Communications.

Jessica Rose Page (MBA, DSCI '01) and Stephen Matthew Spruill were married on February 16, 2008 in Greenville. She is employed as assistant to the dean in the College of Human Ecology at East Carolina University.

Marine Captain Robert P. Rutter IV (DSCI) won \$500,000 on the Fox TV show *Are You Smarter than a Fifth Grader?* during an appearance on the quiz show in September.

Stephanie McCoy Sparks (MBA, MKTG '01) is a senior consultant for Booz Allen Hamilton in Leesburg, VA.

Jennifer Beacham Worsley (BSA/MSA), and husband Matthew Worsley are proud to announce the birth of their first child born April 19, 2007, Brandon Matthew Worsley. They now reside in Rocky Mount, NC, where Jennifer has recently been promoted to manager with McGladrey & Pullen, LLP, a national public accounting firm.

Please e-mail updates on yourself
or classmates to cclub@ecu.edu

2002

Roxanne Booth (MGMT) is currently working as a marketing communications specialist at Commonwealth Central Credit Union in San Jose, California.

Bernita Demery (MBA) recently delivered the keynote address for the College of Business Beta Gamma Sigma induction banquet, held Nov. 28. Demery is director of financial services for the City of Greenville.

Timothy Gene Cornette (MGMT) and Rachel Virginia Harris (ECU '03 and '06) were married on Nov. 3 in Norfolk, VA.

Christopher Frederick (FINA) and Jennifer Stroud (ECU '05) were married April 21 in New Bern. He works for SAIC in McLean, VA.

Cynthia Laney (ACCT) and **Bradley Moore (BSA/MSA)** were married in July 2004 and welcomed their first son, Andy, in August 2007. Bradley is currently a district controller with Waste Management Recycle America and Cynthia is enjoying some time at home with her new son. They currently live in Raleigh.

Stephanie Tara Martin (MBA) and Ronald Steven Yoder Jr. were married October 27 at the Blockade Runner Resort Hotel on Wrightsville Beach. They live in Wilmington, where she is a research coordination manager with PPD, a global contract research organization that manages clinical trials for drug companies.

Adam Mitchell (MBA, FINA '00) and his wife Bridget are the proud parents of a baby girl, Adelynn Kate Mitchell, who was born August 11, 2007. Adam is Town Manager of Ayden, N.C.

2000

Will Aycock (MSA) is a tax manager for RSM McGladrey's Rocky Mount office. He has seven years of public and private sector accounting with individuals, corporations and non-profits.

Alumni notes

1999

Joe Donlevy (MKTG) graduated from Wake Forest Babcock Graduate School of Management in December 2007 with an MBA. He accepted a position as a business development officer for Genesis 10, a management consulting firm based in New York. Previously he was senior vice president and national product manager for Bank of America's SBA Express Portfolio.

1998

Angela Michelle Manning (MGMT) and Dr. Brian Christopher Vinson were married May 12 at Historic Red Banks Primitive Baptist Church in Greenville. She works for Shealy Electrical Wholesalers.

Corby T. Smith (FINA) has been named vice president and director of operations for Greenville-based Select Bank & Trust Co. Smith began working as assistant vice president and operations manager for Select Bank before the bank opened its doors for business in 2004. In his new role, he will manage loan and deposit operations while also acting as bank security officer, IT officer, and facility manager.

Richard Walker III (FINA) works for RBC Bank as a manager of personal and business banking in Raeford, NC. He has been in the financial services industry for nine years. He is also president of the Cumberland/Hoke ECU Pirate Club.

1997

J.W. Blair (MBA), who is president of ONLINE Information Services, Inc., has passed the Nevada Collection Agency Manager's examination. Upon receipt of certification, ONLINE will be able to apply for its license to collect debts in Nevada. By mid-2008, ONLINE will be able to service accounts receivables management clients in all 50 states.

Ryan D. Perry (ACCT, MSA) was recently featured in the *Triangle Business Journal's* "40 under 40" issue, which highlights young professionals. Perry is chief executive officer of Perry Builders LLC, a residential construction/development firm. He lives in Raleigh with his wife, Shana (ACCT '96, MBA '97), and son, Jeron.

1996

Sean Frelke (MBA) is senior vice president and client advisor in the Private Wealth Management group of SunTrust Bank in Wilmington. He and his wife, Marcia have 3 ½ year-old (Olivia) and 20 month-old (Pennington) daughters and are expecting a son in May. Sean recently attended the Frederic Mishkin lecture sponsored by the College of Business.

Beth Benton Wright (MKTG) was named vice president of sales, North America for Bi-Silque Visual Communication Products, Inc. Her new position involves leading the entry into the US market for the 25 year-old privately held Portuguese firm. Bi-Silque provides visual communication products including the modern MasterVision line to office supply superstores, wholesalers, independent dealers, as well as specialty retailers. Beth lives in the Fort Lauderdale area with her husband Jonathan and son Cameron.

1995

Michael B. Fulcher (MBA) is employed as assistant district attorney in the Ocmulgee Judicial Circuit in Greensboro, Georgia.

1994

Jim Herring (MKTG) of Hartsville, SC, is a senior vice president and credit card products marketing/sales manager for Bank of America. He is married to Beverly Herring (ECU '91 and '93), and they have two children, Christian and Emily.

Vanetta Shirer Parkes (MBA) is currently working for InfoPrint Solutions Company, a joint venture between IBM and Ricoh, as vice president of America's business operations. She has been with InfoPrint since its creation in June 2007. Prior to that, she spent 13 years with IBM, where she went to work upon completion of her MBA.

Cheryl Boyd Thompson (FINA) and her husband, Devin, of Grimesland, had a daughter, Kendall Grace Thompsom, on May 24, 2007. Cheryl is an area operations officer for BB&T in Greenville, NC and surrounding areas. They have one other daughter, Morgan Thomson, age 4.

1993

David Adams (MBA) is the Raleigh city executive and leader of Capital Bank's Raleigh commercial team.

Marvin Blount III, a Greenville lawyer, was reappointed by Governor Mike Easley for an additional four-year term to represent the eight-county Division 2 on the NC Board of Transportation.

James Gardner Faulkner (MGMT) and Kim Marie Romens were married December 1, 2007 in Greenville. He is self-employed, and the couple lives in Winterville.

John “Jack” Leach (MBA, MKTG ’91) was promoted to partner and executive vice president at CAST Management Consultants in January. CAST is a Los Angeles-based consulting firm that provides consulting services to banks and insurance companies throughout the United States and Canada. Jack and his wife, Yvette, reside in Charlotte with their three girls, Caroline (8), Catherine (6), and Martha Claire (3).

1992

Tommy Baker (ACCT) has assumed a new role with NACCO Materials Handling Group, Inc. as its division controller for the Americas region. In this role, he oversees the accounting, reporting, and corporate compliance for their six manufacturing locations and centralized marketing and sales office. NMHG manufactures and markets both the Hyster and Yale branded fork lift trucks. Tommy and his wife Tammy live in Winterville.

Margaret Jordan Moore (MGMT) of Farmville, an employment counselor for the Employment Security Commission, won the 2007 Harry Paine Jr. chairman’s award for excellence in public service. She received an all-expenses-paid trip to Sea Trail Golf Resort and three days’ paid leave.

Lynette Patricia Schehr (FINA) and Mark W. Fenton were married August 18. They live in Raleigh.

Christine Westbrook (MKTG) has been with Minneapolis-based Medtronic, Inc. Cardiovascular Division for 6 years. She has recently been promoted from a senior sales representative covering a central Pennsylvania territory to the Philadelphia Area manager responsible for eastern Pennsylvania, Delaware, and parts of Maryland.

1991

Steve Jones (FINA) of Raleigh is RBC Bank’s market president for the Carolinas and Virginia and oversees 206 branches. He was president of the Eastern North Carolina and Virginia market starting in February 2007. Jones was also elected vice chair of the ECU Board of Visitors. He is a member of the ECU Foundation Board.

1989

Major Anthony Fredric Bond (DSCI) of Durham is the commandant of cadets for Air Force ROTC Detachment 590 at UNC Chapel Hill.

1988

Elizabeth W. Ellis (MGMT) is associate director of human resources with Biogen Idec in Research Triangle Park. She and her husband Douglas Ellis (ECU ’87) live in Sanford with their 7 year-old daughter Abigail.

1987

Ted Whitehurst (FINA) of Tarboro was promoted to senior executive vice president and chief lending officer at Providence Bank. He is also a board member for the Edgecombe County United Way and coaches soccer for the Tarboro Recreation Department.

1986

Mark Vaughn (FINA) of Wake Forest is senior vice president and compliance manager at Crescent State Bank. As a certified regulatory compliance officer, he is a member of the Institute of Certified Bankers.

1985

Van Isley (ACCT) and his company, Professional Builders Supply, were recently featured in the *Triangle Business Journal* as one of the Triangle’s fastest growing private companies. Professional Builders Supply distributes and sells building materials to residential builders, primarily within a 45-mile radius of the company’s home base in Morrisville. Isley, who serves as president, founded the firm in 2003.

Jeffrey H. Parnell (MBA, MKTG ’84) lives in Erie, Pa. with his wife Carron and two children, Marc (11) and Alexis (6). Jeff is founder of the KingdomWinners.com Christian website, which provides funding for NASCAR Busch Series driver Morgan Sheperd. Through a separate corporation called The Family Marketing Partnership, LLC, he is also responsible for the race team’s sponsorship development program. Jeff was recently a featured speaker at the Internet Retailer 2007 conference in San Jose, Calif.

1984

Donald Fenton Maddrey (FINA), of Lorton, Va., is a commercial research coordinator/analyst with C.B. Richard Ellis in McLean, Va. He received an MS in real estate from the Carey School of Business at Johns Hopkins University in May.

1982

Norman Bryant (MKTG) is a commercial lines and life and health agent for the Southern Insurance Agency’s Greenville branch. He has 25 years of experience with the NC Farm Bureau, Parrott Insurance Agency, and outside sales.

Vernie Dove, Jr. (MKTG), who has more than 23 years experience in insurance, is a Raleigh-based producer with the independent John Hackney Agency of Rocky Mount.

Alumni notes

Edwin C. Ham (MKTG) is a sole practitioner attorney in Charlotte, N.C., doing civil and criminal litigation.

Frank M. Maiorano (MKTG) is the managing director of Nuveen Investments. Nuveen is one of the nation's largest asset management firms and was recently purchased and taken private by the venture firm Madison Dearborn Partners. Frank is based in Atlanta, with national business responsibility oversight for Nuveen's institutional asset management products and services, including their national locations in Los Angeles, Santa Barbara, San Francisco, Chicago, and Philadelphia. He resides in Norcross, GA and has a son, Michael, who is a junior in high school and a daughter, Kristen, who is a varsity cheerleader at the University of Alabama.

1981

Jerry Chase (MKTG) was appointed as president and chief executive officer of Lantronix, Inc. on February 19, 2008. He was also appointed to the company's Board of Directors. Prior to that, he was president, CEO, and a board member for Terayon Communication Systems, a public cable, telecom, and satellite supplier of digital video networking applications. Jerry is also on the board of ECU's BB&T Center for Leadership Development.

Jeffrey Zarin (ACCT) was recently appointed chief financial officer of Alarm Tech Solutions LLC in Severn, Md. He and his wife Cheryl live in Ellicott City, Md.

1979

David E. Leonard (MGMT) was selected to fill an unexpired term on the board for the National Association of Professional Surplus Lines Offices. With 28 years of experience in property and casualty insurance, he worked in casualty underwriting for Crum & Forster and treaty reinsurance underwriting for Employers Reinsurance before joining RSUI Group in Atlanta, where he is executive vice president and chief strategic officer.

Kieran J. Shanahan (MGMT) is principal of Raleigh's Shanahan Law Group, which was named a 2007 Best Place to Work in the *Triangle Business Journal's* small business category.

1978

Brad Hicks (MGMT) is a police lieutenant with 27 years of service. He is currently with the RDU airport law enforcement department.

1976

Brantley Armstead Brock Jr. (BUSA) of Morehead City and Deborah Anne Faircloth (ECU '03) were married on Sept. 22 in Fayetteville. He graduated from Fort Lauderdale Sea School as a master captain and works for Evans Marine Holdings as the captain of the motor yacht Laura Marie.

Frederick M. Richardson (MBA) of Blacksburg, Va., received professor emeritus status from Virginia Tech, where he started working in 1980. He taught accounting and information systems, and from 1995 to 1996 was president of the Beta Alpha Psi professional society.

1973

Mike Phillips (BUSA) retired from R.J. Reynolds Tobacco Company on July 1, 2007 after 33 years with the company. Upon retirement, Mike held the position of senior regional director – state government relations.

1971

W. Kendall Chalk (MBA, BSBA '68) recently announced he will retire as BB&T Corporation's chief credit officer on Sept. 1, 2008. Chalk, a senior executive vice president, joined the BB&T executive management team in 1985. The company's assets have grown since then from \$2.5 billion to more than \$132 billion today. He is currently chairman of the East Carolina University Foundation and co-chair of the BB&T Center for Leadership Development at ECU.

1970

Burney Warren (BUSA) retired from BB&T, starting his career in 1990 when the bank acquired First Federal Savings of Pitt County, where he served as president and CEO. He is on the ECU Foundation board and is active in the East Carolina Real Estate Foundation.

1969

Marty Dickens (BUSA), of Nashville, Tenn., announced his retirement as president of AT&T Tennessee, a position that he has held since 1999. He plans to remain active in civic affairs in Nashville, where he recently was honored as Outstanding Nashvillian of the Year by the city's Kiwanis Club. Dickens is chairman of the board of trustees of Belmont College, a large Baptist-affiliated school in Nashville. He is also active in numerous other civic activities.

Daniel Lee Heavner (BUSA), of Smithfield, was elected to the board of Raleigh-headquartered First Citizens BancShares. He is a partner in Heavner Furniture Market, which operates in Raleigh and Smithfield.

1968

Bill Clark (MBA and SOCI '66) is president and owner of Bill Clark Homes in Greenville, which was named the fastest growing privately held homebuilder in the nation by *Professional Builder* magazine. The magazine said the company generated \$227.4 million in fiscal 2007 and built 1,059 homes.

Jerry Fisher (MBA) was named to the 2006-07 *Strathmore's Who's Who*. He retired as UNC-Chapel Hill's associate budget director and is a substitute teacher at Durham's Cresset Christian Academy and treasurer of Governor's Club's Stone Brook Homeowners' Association, North Myrtle Beach's Sundowner Villa Association, and Ephesus Baptist Church.

In Memoriam

1950s

Herman W. Marshburn Jr. (BUSA '59) died May 22, 1999. He had retired from the NC Department of Crime Control and lived in Raleigh prior to his death.

Leon D. Ricks (BUSA '52) of Charlotte died Aug. 23. An Elizabethtown native, he and his twin were star basketball players in high school. He continued his education after serving in the Korean War. He worked for General Motors Acceptance Corp., was president of Ricks Chevrolet-Oldsmobile in Elizabethtown and most recently was president of LDR Management Corp. He was a member of ECU's Chancellor's Society.

1960s

Bruce Arthur Cooper (BUSA '61) of Boynton Beach, FL., died Nov. 12. He was a budget official for several organizations, including the Department of Energy, Nuclear Regulatory Commission, United Nations, and the International Atomic Energy Agency, where he worked from 1985 to 1991 in Vienna, Austria. He lived in Damascus, Syria, before retiring to Florida.

Carl Wayne King Sr. (BUSA '67) of North Myrtle Beach died on Oct. 8. He worked in wholesale and retail clothing and was owner/operator of the Village Shop in North Myrtle Beach before becoming a realtor.

1970s

Wesley Garret "Gary" Alford (MKTG '79) of Greenville died July 26. He and his wife Susan owned and operated King Sandwich in Greenville and were part owners of Memories Beach and Shag Club in Atlantic Beach before he founded Innovative Mortgage Solutions in 2001. Memorial contributions may be made to the ECU Educational Foundation.

James Earl Godwin (BUSA '74) of Rocky Mount died on Nov. 16. He was in the Navy and worked at the Wildwood Lamp Company.

Lawrence Speight (ACCT '71) of New Bern died July 23. He established an accounting firm in 1975. He was a CPA and enjoyed boating, golfing, and woodworking.

1980s

Frederick Ross Conyers III ('80) of Raleigh died Nov. 19. For 20 years, he specialized in international business development in Asia for GE Mortgage Insurance/Genworth Financial.

Walter Ellis Johnson (MKTG '83) of Fayetteville died June 20. For more than eight years he worked at Industrial Power and was active in his church.

1990s

Mary DuVal Renn (ACCT '92) died January 1, 2008. She was employed with AccuCopy for 20 years as an accountant, retiring in 2002. She was a member of the Young Life Committee of Pitt County, and she was an avid reader and enjoyed the outdoors and nature.

Alumni notes

Alumni Highlight: Carder Frutiger (MGMT '05)

As a small business owner in Greenville, Carder Frutiger (MGMT '05) doesn't have a lot of time on his hands. His company, ASAP Photo & Camera, sells a wide variety of products from digital cameras to photo processing – and Frutiger also runs the newly launched studio division, called Aperture Studio.

ASAP first opened its doors in June 1994, with the mission to serve the photographic needs of eastern North Carolina. The company, originally owned jointly by Frutiger's father and stepmother, became an authorized dealer for Nikon, Canon, and Pentax cameras. It quickly earned a loyal following.

A Greenville native, Frutiger began working with the company part-time at age 16, and photography quickly developed into a passion.

During college, he became more dedicated to the business and decided to pursue it as a career. In 2006, Frutiger's father and stepmother offered him the opportunity to purchase part of the business, becoming a partner. ECU alumnus Jason Mills also joined as partner.

"All of our owners do a little bit of everything, but as we have grown we have done a better job of defining roles and sticking to them," Frutiger explained. "I think this will play a big part in our success as we continue to grow our business."

Frutiger, 24, said his company enjoys a very devoted customer base – citing that many regulars drive from Morehead City, Ahoskie, Kinston, and New Bern for ASAP's equipment and digital printing services.

"ECU changed my thought process. I see and act on things in a much different way than I did before attending East Carolina."

-- Carder Frutiger

added a state-of-the-art studio with upgraded props and back-grounds. In addition, the new location has generated more traffic and increased sales revenue over the last six months.

Carder credits the College of Business and his small business management concentration with developing his business skills. "ECU changed my thought process," Frutiger said. "I see and act



Carder Frutiger (MGMT '05)

on things in a much different way than I did before attending East Carolina. I guess you could say I see more opportunities, both in the business world and daily life."

Frutiger also said that, in retrospect, many of his former professors have impacted the way he thinks about and runs his business. His most memorable professor?

"One that comes to mind, in particular, is Dr. Roy Simerly. He was a great professor who challenged me to think outside the box," he said.

Frutiger said that ECU was the "perfect fit" for him academically – and his wife, Meranda ('07), currently works as a dietetic intern at ECU. The two were married June 16, 2007.

"I'm still learning how to manage my time better so that I am not buried in the business," Frutiger said. "I would imagine that most small business owners find this to be their biggest challenge. If not, I would like to talk to them."

Visit Frutiger's company online at www.asap-photo.com.

Parrott Delivers Keynote Address at ECU's Fall Commencement

Former Greenville Mayor and ECU alumnus Don Parrott (BSBA '65) delivered the keynote address at East Carolina University's Dec. 15 commencement, held at Williams Arena in Mingos Coliseum.

Public service, Parrott told the graduates and their families, is not just about helping the community. It's also a cornerstone of becoming a strong and effective leader.

"Developing the leadership qualities that carry over into public service is something that happens over a period of time," said Parrott, who left his post as Greenville's mayor Dec. 10. "In my case, those skills were the ones that I acquired when I joined civic organizations and became a part of their leadership teams."

He urged the graduates to find ways to get involved that fit naturally with their own professional aspira-

tions and interests as a way to help better themselves and others.

Parrott, a certified public accountant with a degree in business administration, served three two-year terms as mayor beginning December 2001 and is a member of the Greenville-Pitt County Chamber of Commerce, University-City Kiwanis Club, the Board of University Health Systems, and many other civic and professional organizations.

Earlier this year, Parrott received the Chamber's 2007 Citizen of the Year Award, honoring his significant contributions and dedication to the Greenville-Pitt County community.

Parrott, who has been a CPA for more than 40 years, is a partner in the Greenville office of Dixon-Hughes, the largest CPA firm based in the southeastern U.S.



Former Greenville Mayor and ECU alumnus Don Parrott (BSBA '65) delivers the keynote address at ECU's commencement.

(Photo courtesy of Marc Kawanishi)

Alumni Highlight: Karsten Schudt (BSBA '00, MBA '07)



Karsten Schudt
(MKTG '00,
MBA '07)

After recently completing the MBA program online from Germany, Karsten Schudt visited East Carolina University's campus in December 2007 to celebrate his graduation in person with classmates and faculty members. College of Business faculty were just as eager to meet Schudt face-to-face, welcoming him at a luncheon held in his honor before the COB Graduate Recognition Ceremony.

Schudt, a German citizen, first visited ECU in 1999 when he studied abroad for two semesters, ultimately earning his BSBA with a marketing concentration.

Upon graduation from ECU in June 2000, Schudt returned to Germany and finished his studies at Accadis International School in Bad Homburg, where he earned a degree in controlling and a second degree in international business.

Schudt soon signed on with a start-up company in the entertainment industry – called IN-motion AG – in his hometown of Frankfurt am Main. After going public, the company bought film and music companies across the globe – and Schudt was responsible for integrating companies in Munich, Berlin, London and Los Angeles.

After three years, Schudt changed jobs, signing on with a software company where he served as director of finance and then director of business development. He also worked for a stock trading information company for more than three years. It was during this time in 2004 that Schudt began working on his MBA via distance education.

"Due to a lot of travelling in my job, the online program was very flexible – I could log in and learn wherever I was," Schudt explained. "Attending class on campus was simply not an option for me – even in Germany."

Schudt said there were a few difficulties to work around as an international distance education student – primarily the six hour time difference and credit card issues with the bookstore. In the end, Schudt was able to get through the minor glitches and successfully tackled his classes.

"Taking MBA classes part-time was very time consuming, but rewarding – I definitely needed a lot of self control," Schudt said.

Today, Schudt works with GHK Management Consulting as director, a position he took in 2007. The company – Grau, Haack & Kollegen (GHK) – is a newly-formed interdisciplinary team of lawyers, accountants, tax, business and corporate finance advisors and consultants. Schudt said his MBA helped prepare him for the new challenges he faces.

When asked about his return to Greenville after seven years, Schudt remarked that North Carolina had changed a lot and was growing – noting the new baseball stadium and other campus improvements.

"ECU has a lot to offer and should do more to attract international students. I would love to come back and share my experiences with other students and faculty members," Schudt concluded.

"In the meantime, I look forward to getting my degree in the mail and having a big party."

Student notes

Marketing Students Help Launch New Children's Book

A team of marketing students recently helped alumnus Ralph Finch (BSBA '67) develop a new children's book based on ECU's mascot, Pee Dee the Pirate. The hardback book follows Pee Dee through his first day as a student at ECU – from friends to class to sports to parades.

Launched in October 2007, *The Adventures of Pee Dee the Pirate* is unique in that it was written, illustrated, and marketed by an all East Carolina team. Each team member volunteered his or her time – even illustrator Mike

Litwin, a graduate of the ECU School of Art, donated his artistic talents.

"I initially had the idea to write ECU's first children's book several years ago, with inspiration coming from my family and Pirate pride," Finch said. "My blood runs purple, so I wanted this to be an East Carolina book – not just a Ralph Finch book."

Finch explained that Dr. Jim Westmoreland in the

College of Business helped guide him to the right people, and he began assembling a team to tackle the project in early 2007.

One team of students enrolled in Dr. Beverly Wright's Marketing Research course helped primarily with upfront research for the book, including the content, design, defining the target audience, choosing the best outlets, and looking at price points.

The team – consisting of Angelena Brack, Laura Wainwright, and Andrea Anderson – spent the entire semester surveying more than 200 alumni, students, and faculty, ultimately generating a presentation filled with recommendations. Finch said those recommendations helped drive everything from the "whimsical" cartoon style to the storyline itself.

Likewise, MBA students from Dr. Margy Conchar's online Advertising Strategy course developed the book's launch campaign, providing a plan to create awareness among target readers and buyers, build excitement around the book's launch, and fashion a positioning and message strategy to promote *The Adventures of Pee Dee the Pirate*.

As distance education students in Conchar's class, Will Hardison, Noemi Price, and Brooks Deaton balanced their careers with online meetings throughout the project. During one client briefing meeting, Price participated from Dubai, Deaton joined from Charlotte, and yet another student, Michael Bowling, attended the meeting online from Texas. The team used

PowerPoint slides and visual layouts in a real-time virtual environment to present the final proposals.

The students' ideas helped Finch focus on four primary buyers: Greenville residents, ECU alumni, current students, and faculty/staff members. The book is designed for a primary target reader between five and ten years old, but it also enjoys strong support from other constituencies as a collector's item.

To publish the book, Finch obtained a license through the Collegiate Licensing Company, permitting him to use ECU's mascot. The license, which Finch describes as "quite a process," took nearly nine months from application to approval.

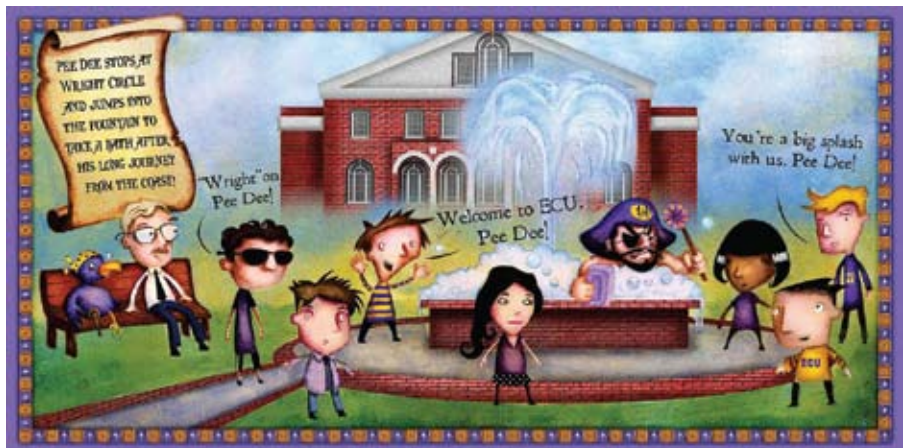
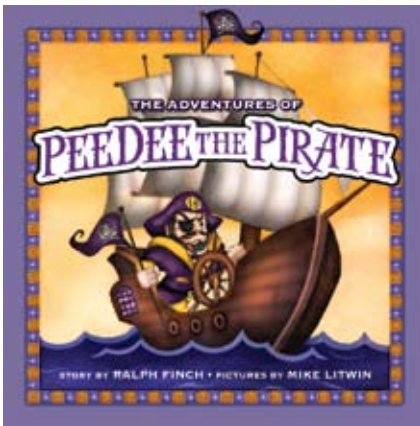
The Adventures of Pee Dee the Pirate debuted on October 27, 2007—the day of the ECU homecoming game. All net proceeds from book sales benefit ECU programs, departments, and events in the form of donations and contributions.

To date, more than 2,200 copies have been sold – which has far surpassed Finch's expectations. Approximately 500 books were sold on the initial launch date alone, thanks to carefully planned publicity and strategic partnerships with ECU Dowdy Student Stores and University Book Exchange.

Finch said that book sales continue to be successful, and he will soon have to print more copies to keep up with his book signing events (only about 800 copies remain). Plans are also in place for a second book.

"The book has already done a lot of good. It has enhanced Pirate pride and fostered goodwill in the community," Finch said. "In the end, we expect to net \$15,000 to \$20,000 – money that will be given back to ECU. That's the joy I get out of this kind of work."

For more information, please visit www.adventuresofpeedee.com. The book is available at ECU Dowdy Student Stores, University Book Exchange, and Barnes & Noble Booksellers.



One scene from Finch's book shows Pee Dee the Pirate at Wright Circle, a popular ECU landmark.

Student Overcomes Odds, Achieves at ECU



Maria Guillermo (ACCT)

Born in Saltillo, Mexico, sophomore Maria Guillermo (ACCT) first moved to North Carolina with her parents and two sisters when she was 13 years old. Guillermo knew only one word of English then: hello.

She initially earned all Fs in school, except in math. Even when Guillermo got to Apex High School, she struggled with the language.

Guillermo continued working hard, and as a high school senior, she graduated with honors. She was even awarded several scholarships to attend UNC-Greensboro – but there was a problem. Because she didn't yet have permanent resident status, Guillermo was ineligible for the federal financial aid she needed to pay the bulk of tuition.

Disappointed, she began to look at community college options.

She then received a call from Dean Niswander, who read about her unique situation in the *News & Observer* and helped put together a two-year scholarship for Guillermo to come to ECU. His call, she said, changed her life.

"I give thanks to God and Dr. Niswander for this great opportunity," Guillermo said. "I love being a student at ECU. It makes me see things from a very different perspective."

She continues to excel in her studies, maintaining a 3.8 GPA. Guillermo, who is in the process of becoming a U.S. citizen, finished her first year at ECU with straight As, earning recognition on the Chancellor's List. In fall 2007, she was named to the Dean's List.

Guillermo said the classes she has enjoyed the most include financial accounting, managerial accounting, psychology, and writing for business majors. In the future, Guillermo hopes to work with a medium-sized accounting firm that will allow her to travel.

"I'm also thinking about ultimately opening my own business – using my bilingual skills to work with the Hispanic community," Guillermo said. "Now I know I can be as successful as I want to be, and I have the opportunities to reach all my goals."

SBI Team Wins Fourth Place in National Competition

The College of Business Small Business Institute (SBI) team recently received fourth place in the National Case Competition (Undergraduate Comprehensive Division), held Feb. 13-17 in San Diego.

Led by SBI director and assistant professor Dr. Michael Harris, the team of five undergraduate students performed consulting work for Greenville-based Ron Ayers Motorsports – a top motorcycle dealer in the state – for the case competition.

The student team consisted of Amy Lenfestey, Matt Waters, Matt Gault, Jennifer Shoe, and Zach Stephenson. Graduate students Robert Pinner and Adam Keen also assisted.

Approximately 130 other universities offer the SBI course and were eligible for the competition.

ECU has enjoyed three top four finishes in the last four years.

Charitable Gift Annuities: Guaranteed Payments for Life

*Benefit from Your Generosity to the College of Business
by Greg Abeyounis, Director of Planned Giving at ECU*

Charitable giving doesn't have to be a one-way proposition. It's possible to make a charitable gift and actually have an income stream flow back to you—all while generating valuable income-tax benefits.

Numerous charitable strategies allow you to realize such benefits. One of the oldest—and one of the most popular—is the charitable gift annuity. The rates for gift annuities are generally higher when compared with fixed investments such as certificates of deposit. This is good news for those who want to make an important contribution but who need to retain cash flow based on the value of donated assets.

In this issue of Stocknotes, we explore—in a question-and-answer format—how gift annuities work and some of the tremendous planning opportunities they present. You may find that a charitable gift annuity is just the kind of charitable giving plan for you.

All charitable gift annuities can be designated for the remainder amount to benefit the College of Business at East Carolina University. These dollars can fund endowed scholarships, endowed professorships, lecture series or varied naming opportunities within the College of Business.

What exactly is a charitable gift annuity?

At its heart, a gift annuity is simply a contract between a donor and a charity, such as the East Carolina University Foundation, Inc. In exchange for a gift of a specified amount, we agree to make specified annual payments for life to one or two beneficiaries (annuitant). Example: Tom, age sixty-five, makes a gift of \$50,000 to the ECU Foundation Inc. In return, we promise to pay Tom \$3,000 a year for as long as he lives.

Are the funds I contribute for a gift annuity set aside and invested to secure my annual payments?

Actually, the annuitant's security goes far beyond the specific funds contributed for a gift annuity. Our obligation to make gift annuity payments is backed by all the assets of East Carolina University Foundation Inc., not just the amount contributed for any individual gift annuity.

How are the rates for charitable gift annuities determined?

All charitable organizations are free to set the rates they offer, as long as the rates comply with any applicable state regulations. Generally, charities choose to follow the schedule of recommended maximum rates published by the American Council on Gift Annuities. These recommended rates change from time to time, based on a variety of economic factors. (Any changes would affect only newly issued annuities.) The table on the right shows the most recent rates recommended for annuitants of various representative ages.

Age Payout Rate Table			
One Annuitant		Two Annuitants	
Age	Rate	Age	Rate
60	5.7%	60	5.4%
65	6.0%	65	5.6%
70	6.5%	70	5.9%
75	7.1%	75	6.3%
80	8.0%	80	6.9%
85	9.5%	85	7.9%

Source: American Council on Gift Annuities

How frequently can I receive payments?

Many gift annuity payments are scheduled quarterly. Payments can also be made semiannually or annually. These less frequent payments cause the deduction to go up slightly.

I am married. If I make a contribution in exchange for a charitable gift annuity, I would want payments to be made as long as either one of us is alive. Is this possible?

Absolutely; a gift annuity can be created to pay one or two annuitants for life. It can pay either the donor or the donor and his or her spouse jointly and then the survivor. Example: Bill and Ellen, both 70, make a gift of \$20,000 to one of the foundations of ECU in exchange for a gift annuity. We will make annual payments of \$1,180 to Bill and Ellen jointly while they are both alive and then continue to pay that amount to the survivor. You can also create a gift annuity with payments to someone other than a spouse. Doing so, however, may have gift-tax consequences.

I know I qualify for a charitable income-tax deduction when I make a contribution for a gift annuity. How is the deduction determined?

The charitable deduction is equal to the difference between the amount of the contribution and the value of payments to the annuitant(s). Deductions are lower for younger people since they are likely to live longer. Similarly, deductions are lower when there are two annuitants rather than one. Example: Martha, 75, is considering making a gift annuity contribution to the ECU Foundation, Inc. in the amount of \$25,000. If she designates herself as the sole annuitant, she will receive annual payments of \$1,775 and qualify for a deduction of \$11,721. If she decides to make her husband, Bob, also 75, an annuitant as well, their annual payments will be \$1,575. They will qualify for a charitable income-tax deduction of \$10,000. Note: The deduction is also affected slightly by both a federal discount rate that changes from month to month and the frequency of payments.

How is the gift annuity payments I receive taxed?

For tax purposes, a gift annuity contribution is treated as part gift and part purchase of an annuity. The part that is treated as a gift is the amount that is deductible the year you create the gift annuity. The balance is treated as the purchase price for the annuity. It is treated as a return of your original "investment" and comes back to you tax-free over your life expectancy. Example: George, sixty-eight, contributes \$40,000 for a charitable gift annuity. Each year, he will get payments of \$2,520. Of that amount, \$1,343 is treated as a tax-free return of his "investment," and the balance is treated as ordinary income. If George lives longer than his life expectancy of 17.5 years, all of his payments thereafter will be treated as ordinary income.

Should you have any questions about charitable annuities or other ways of giving to the College of Business, please contact:

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Greg Abeyounis
Director of Planned
Giving at ECU

From the Advancement Office

New programs, additional scholarships, and more hands-on learning opportunities – it's been an exciting semester at the College of Business. That energy is possible because of people like you. Your gifts of time and financial support provide the knowledge and resources to transform the lives of students, reward excellent faculty, and nurture innovative educational opportunities.

In March 2008, we launched the Second Century Campaign – the university's largest comprehensive capital campaign to date. Our goal in the College of Business is to raise more than \$30 million, focusing on four main areas:

- Transformation of the College of Business
- Faculty and Students
- College of Business Programs and Centers
- Annual Giving

Currently, ECU's College of Business endowment ranks 9th out of the 16 accredited business school in North Carolina, and we rank 14th out of the 16 schools identified as our peer institutions. We have a lot of work to do, and we look forward to your support in achieving our goals.

I invite you to visit the College of Business support web site, <http://www.ecu.edu/cs-bus/support.cfm>, to give to the area of the College that interests you. If you have any questions about our areas of need, please contact me at oconnorc@ecu.edu or call me at 252-328-9562.



**College of Business Advancement Team members
Colin O'Connor, Major Gifts Officer (left),
and Jim Westmoreland, Associate Dean for
External Affairs.**

Thank you for being the difference in the lives of ECU business students and faculty. Investments in the College of Business from alumni and friends like you are critical in our effort to provide students an excellent business education.

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Stay Connected with the College of Business

Our alumni and friends are the greatest ambassadors of East Carolina University.

Whether you speak with a student in your area, talk with a former faculty member, or actively participate in our events and activities, your efforts make our College a better place and help others succeed.

As you continue to represent the College of Business in your geographical area or career field, we appreciate the vital role you play with individuals you meet. You may serve as an example to a high school student – or even a colleague who chooses to earn his or her MBA at ECU.

We also thank so many of you who are updating your information through the new "alumni update" link, found on our web site at www.ecu.edu/cs-bus/memberupdate.cfm. As you share information about yourself, former classmates, or colleagues, our staff continuously works to promote and recognize this university's greatest asset...you. Your success is our success.

Thank you for helping us enhance the quality of both academic and professional opportunities in the College. We continue to seek your input, guidance, and participation to raise the margin of excellence for students and alumni.

Please contact me at 252-328-0130 or e-mail me if I can be of assistance to you.

Your support and connection to the College of Business make a difference.

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www.ecu.edu/cs-bus/alumninetwork.cfm

New Scholarship to Honor Former Accounting Professor

Three College of Business alumni have created and initially funded a scholarship endowment in honor of former accounting professor Gwen Potter.

Mac Ausbon (BSBA '59), Ken Barlow (BSBA '59), and David Bradley (BSBA '64) hope to raise an endowment of more than \$130,000, the income from which will be used to provide, in perpetuity, one or more scholarships for ECU accounting students.

From 1954 to 1979, Potter taught hundreds of accounting students at ECU. Potter, an ECU graduate, also helped lay the foundation for today's accounting program. She passed away May 12, 1986.

"When I was a student, Gwen Potter was a positive influence and an excellent instructor," Ausbon said. "She certainly knew the subject matter, and she had a way of making you enjoy learning. She constantly challenged people."

After talking with lifelong friend and former classmate Ken Barlow, who also agreed Potter served as an important influence, Ausbon decided to do something in their favorite teacher's name – honoring her memory while also inspiring others.

Ausbon and Barlow spearheaded the Gwen Potter Scholarship Fund – and soon David Bradley joined the effort. The three continue to look for additional supporters today to reach their goal.

"At the time, Gwen was considered to be the hardest and best teacher in the department," Barlow explained. "She was a very warm, jovial woman, and she was deeply interested in her students, but she was also quite demanding. She broke down the boundary between faculty and student – and had the respect of everyone at the same time."

"Gwen would be thrilled, I think, to know how deeply she touched so many lives."

If you would like to join in honoring the memory of Gwen Potter by making a tax-deductible contribution earmarked for the scholarship fund, please contact Colin O'Connor in the College of Business Advancement Office. Colin can be reached at 252-328-9562 or occonnorc@ecu.edu.

Every contribution will make a difference.



Gwen Potter in 1950
(Photo courtesy of Joyner Library)

About Stocknotes

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

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

We welcome your letters and comments.

Please e-mail cclub@ecu.edu or contact us at 252-328-6377.

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