



# Stocknotes

Commerce Club Publication for the College of Business

Spring 2009

## Edward Jones Creates Endowment at ECU

The College of Business at East Carolina University recently announced the creation of a \$100,000 endowment from St. Louis-based financial services firm Edward Jones.

Earnings from the charitable gift will fund an annual outstanding student award, targeting individuals who have achieved academic excellence in the College of Business. Edward Jones offices from across the state pooled their personal resources for the endowment, designed to help students in the ECU College of Business.

"We strongly believe in giving back to the communities in which we do business," Richard Cobb, financial advisor with Edward Jones, said. "In addition to philanthropy at the national level, each Edward Jones financial advisor takes the firm's commitment to community into his or her own area as well. As ECU friends and alumni, we are excited to help students in our region and state."

Dr. Frederick Niswander, dean of the College of Business, said, "Just as Edward Jones is a client-centered company, the College of Business takes pride in being a student-centered school – focused on teaching tomorrow's business leaders how to make a difference in their communities. We deeply appreciate the support from Edward Jones, which will help recognize and open many doors for our students."

The first recipient of the Edward Jones Outstanding Student Award will be announced in Spring 2009.



(Left to right) Edward Jones financial advisors Dave Hunt, Steve Grant ('91), and Richard Cobb ('68) present a check to College of Business Dean Rick Niswander. (Photo courtesy of Elbert Kennard)

## ECU Achieves Top Scores on CPA Exam

Graduate students in ECU's accounting program have again earned top scores on the Uniform Certified Public Accounting (CPA) Examination.

According to results compiled by the National Association of State Board of Accountancy for the 2007 exam, the most recent scores available, ECU graduate students ranked 16th in the nation among all candidates with advanced degrees.

Dr. Dan Schisler, chair of the Accounting Department, said, "These remarkable results are a huge testament to our faculty at the College of Business and all of the hard work we put into the MSA program. We've created a curriculum that focuses on

individual attention and academic rigor, and we're proud of our students' success."

Students in ECU's accounting program have a tradition of earning top scores on the CPA Exam. In 2005, ECU finished 25th for candidates with advanced degrees.

Graduates from more than 2,000 colleges and universities are represented among the candidates for the 2007 CPA Exam, including 34 accounting schools in North Carolina. Ninety four candidates took the CPA Exam from ECU.



# College of Business *notes*

## College of Business to Host Global Planning Expert



**Erik Peterson**

The College of Business at East Carolina University will host Erik R. Peterson as its sixth speaker in the Cunanan Leadership Speaker Series on April 2.

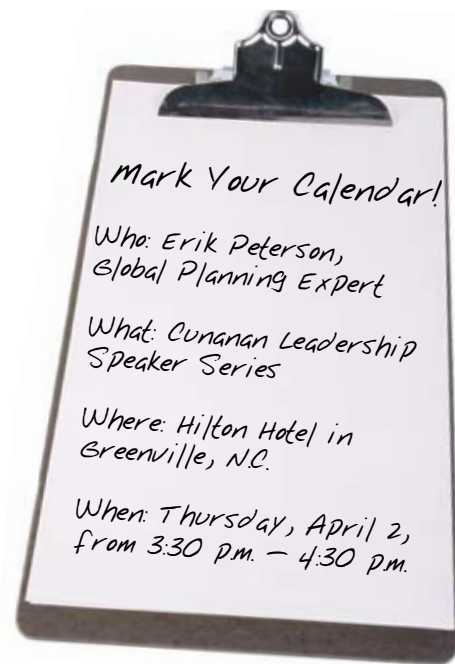
Peterson currently serves as senior vice president at the Center for Strategic and International Studies (CSIS), the Washington, D.C.-based bipartisan and non-profit think tank on foreign policy and national security issues. He also serves as director of the Global Strategy Institute – a

“think tank within a think tank” he established at CSIS in 2003 to assess long-range trends.

Peterson’s presentation is free and open to the public. It will be held at the Hilton Greenville on April 2 at 3:30 p.m.

Dr. Frederick Niswander, dean of the College of Business, said, “As an expert in geopolitical and country risk assessment – as well as in international business strategy and global strategic planning – Mr. Peterson’s insight will shed light on the future of our world and what we can do to make America more competitive.”

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 also provided by the Johnson & Johnson Foundation. The 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.



## ECU College of Business Named a Top Business School for 2009

The College of Business at East Carolina University has been ranked a top U.S. business school for the second year in a row by The Princeton Review. The New York-based education services company featured ECU in the 2009 edition of its “Best 296 Business Schools.”

As part of its rating in the new guide, the College of Business is outlined in a two-page profile highlighting academics, career and placement, student life, and admissions information.

The profile also includes direct quotes from business students, who applaud the school’s “comprehensive curriculum” as well as “the opportunity to know the school’s administrators on a first name basis.”

Dr. Frederick Niswander, dean of the College of Business, said, “We’re very pleased to be nationally recognized once again as a top business school. Our longstanding AACSB accreditation, high quality faculty, high-touch instruction, and flexibility illustrate the tremendous value ECU offers its students – while also positively impacting the community, state, and beyond.”

The Princeton Review compiled its rankings based on surveys of 19,000 students attending the 296 business schools and on school-reported data. The ranking lists and information on their compilation are available online at [www.PrincetonReview.com](http://www.PrincetonReview.com).

There are approximately 2,500 business schools in the U.S.

## College of Business Enrollment Continues to Rise

For the fourth straight year, College of Business student enrollment continues to increase at both the undergraduate and graduate level. According to Fall 2008 data, total enrollment grew approximately 15.7% from Fall 2007 – with College of Business undergraduate enrollment increasing by 14.6% and graduate enrollment increasing by 21.2%.

The College of Business now has more than 3,100 undergraduate students, 870 graduate students, 135 faculty members, as well as 30 degrees, majors, and concentrations.

This latest enrollment data echoes growth taking place at the university level. In mid August, East Carolina University announced that approximately 27,703 students arrived on campus this fall, its largest enrollment to date.

## College of Business Launches New Web Videos

The College of Business has created a series of new web video testimonials, designed to showcase the College and help recruit potential students. The videos, which were developed in partnership with University Marketing at ECU, feature current students, alumni, and the dean.

Alumni interviewed in the video include Kelly King, chief executive officer at BB&T, and Wanda Burgamy, former business development manager for Dell. MD/MBA student Landon Williams and Andrew Griffin, 2008-2009 Student Government Association president at ECU, also participated in the project.

To view the videos online, visit [www.ecu.edu/cs-bus/testimonials.cfm](http://www.ecu.edu/cs-bus/testimonials.cfm). They can also be accessed on YouTube at [www.youtube.com/ecu](http://www.youtube.com/ecu) under the College of Business playlist.



The College of Business web site now features video testimonials from students and alumni, including BB&T chief executive officer Kelly King (MBA '71, BSBA '70).

## New Job Hunting Web Site Helps COB Students and Alumni

The College of Business Career Services Office has launched a new web tool making it easier to search job postings and find company contact information.

Available as a free service to College of Business alumni and students, CareerShift serves as a comprehensive one-stop shop for online job postings – whether posted on a company's web site or an online job board.

Users can also find inside contact information, including email addresses, for millions of companies – and access in-depth data about various firms. In addition, the web site helps manage personal marketing campaigns, organizing cover letters and resumes.

"We're delighted to offer this useful job hunting tool to both students and alumni," Scotty Andrews, director of the College of Business Career Services Office, said. "In today's challenging marketplace, looking for a job is a job in itself. CareerShift helps manage the job hunt all in one place."

For more information or to register, please visit <http://ecubusiness.careershift.com> or call the College of Business Career Services Office at 252-737-1236.

# College of Business *notes*

## Multinational HR Expert Visits ECU

The College of Business at East Carolina University recently hosted Roy G. Krause, president and chief executive officer of Spherion Corporation, as its fifth speaker in the Cunanan Leadership Speaker Series.

Krause's presentation, titled "The Emerging Workforce," was held at the Hilton Greenville on Feb. 12 at 3:30 p.m. Approximately 400 students, alumni, faculty, and community members attended the event.

Since 2004, Krause has served as president and chief executive officer of Spherion Corporation, a leading recruiting and staffing company in the U.S. and Canada. He previously served as president and chief operating officer, leading the initiative to refine the company's focus on North American staffing and recruitment. He also oversaw the implementation of an enterprise-wide technology system. Krause initially joined the organization as executive vice president and chief financial officer in 1995.

Prior to Spherion, Krause served as executive vice president and chief financial officer for HomeBanc Mortgage Corporation and HomeBanc Federal Savings for 15 years. He was previously associated with the accounting firm of KPMG Peat Marwick, LLP for seven years.



Roy Krause

Dr. Frederick Niswander, dean of the College of Business, said, "With so many years of experience in the staffing industry, Roy has a keen understanding of the U.S. workforce and the issues that drive performance. His expertise shed light on important changes in the American workforce, especially in the context of the impact of those changes on companies across the country in the midst of our ongoing social and economic events."

## College of Business Helps Appalachian State Launch New PSM Program

When Appalachian State University launched its Professional Science Masters (PSM) Program in Engineering Physics last year, it began with a single student. Now in its second year, there are six students – and the program continues to grow.

The success of Appalachian's program has relied heavily on teamwork across the UNC system – including help from ECU's College of Business. Students in Appalachian's PSM Program rely on ECU to provide graduate business classes via distance education.

Dr. Chris Thaxton, program director of Appalachian's PSM Program, said, "Our fledgling program is developing into a real success story, in large part due to our partnership with the ECU College of Business. If it weren't for the cooperative effort and offerings from ECU, we wouldn't be able to have a PSM program."

Thaxton added, "Appalachian truly appreciates the collegiality and collaborative spirit displayed by ECU."

The PSM Program is a new graduate degree designed to allow students to pursue advanced training in science or mathematics, while simultaneously developing workplace skills. PSM programs consist of two years of academic training in an emerging or interdisciplinary area, along with a professional component that may include internships and cross-training in business and communications.

There are currently five schools that offer a PSM Program in North Carolina. For more information, please visit [www.npsma.org](http://www.npsma.org).



## College of Business to Host ECU's Leader in Residence

The College of Business at East Carolina University will host Leader in Residence Thomas J. "Tommy" Spaulding (POLS '92) as its keynote speaker for the 22nd Annual Beta Gamma Sigma Distinguished Lecture Series.

Spaulding's speech will be held at the Hilton Greenville on April 16 at 3:30 pm. The event is free of charge and open to the public.

Spaulding, former president and CEO of the non-profit global leadership organization Up with People, has been named the first Leader in Residence at ECU. In this role, he serves ECU in support of becoming "The Leadership University," as espoused in the university's strategic plan. Spaulding is serving as Leader in Residence during the 2009 calendar year.

Spaulding said, "Our world is starving for better leaders. Universities should develop graduates, but, more importantly, they should develop future leaders. ECU has the opportunity to be a true leadership university, and I'm proud to be a part of this tremendous vision."

A 1992 graduate of ECU, he recently formed a leadership consulting and speaking firm based in Denver. In 2000, Spaulding established Leader's Challenge, the largest high school civic and leadership program in Colorado.

While a student at ECU, he studied political science and served as senior class president, president of Sigma Phi Epsilon fraternity, and president of the Inter-fraternity Council, and he earned the Most Outstanding Leader award. In 2006, he received an ECU Outstanding Alumni Award. Last May, Spaulding was the commencement speaker for ECU's centennial graduation.

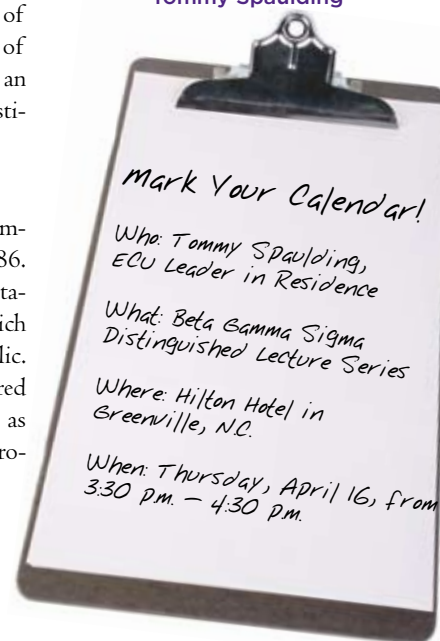
Spaulding holds an MBA from Bond University in Queensland, Australia, and an MA in non-profit management from Regis University in Denver. He serves on the board of trustees for the Museum of Outdoor Arts and on the board of directors of Leader's Challenge. In 2007 Spaulding received an Honorary PhD in Humanities from the Art Institute of Colorado.

The College of Business established the Beta Gamma Sigma Distinguished Lecture Series in 1986. Held annually, the Series is designed to bring notable speakers to Greenville whose perspectives enrich the ECU community as well as the general public. The Series is made possible by a gift from retired businessman Donald B. Boldt, who also served as an instructor and assistant dean for graduate programs in the College of Business.

To learn more about Tommy Spaulding please visit [www.tommypaulding.com](http://www.tommypaulding.com).



Tommy Spaulding



## HIRE ECU TALENT

Bring the signature skills and talent of ECU business students and graduates into your workplace!

Now you can easily access our talented pool to fill your hiring needs - post a position on the COB Career Services web site by visiting [www.ecu.edu/cs-bus/careers](http://www.ecu.edu/cs-bus/careers) or call 252-737-1236.

The COB Career Services office helps match our talented business students with high quality internships and full-time jobs - and we stand ready to assist you.

# Faculty *notes*

## Kohlmeyer Named ECU Scholar-Teacher

East Carolina University recently honored associate professor and research fellow Dr. James Kohlmeyer (ACCT) with one of ten ECU Scholar-Teacher Awards for 2008-2009. 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 \$3,000 stipend to be used for professional travel or other professional expenditures. Recipients are selected by the Faculty Advisory Committee.

Kohlmeyer, who has taught at ECU for more than six years, explained, “My teaching philosophy stems from my own passion for learning. An enthusiastic approach fosters an atmosphere in which students can freely engage in open communication with their professor and peers.”

He continued, “From my passion for learning naturally flows preparedness for each class. Engaging students in the learning process from the moment I step into the classroom enables them to get the most out of the experience.”

Kohlmeyer earned his Ph.D. in Accounting from the University of South Florida in 2001. Since coming to East Carolina, he has published numerous refereed papers and has presented at both regional and national conferences. His publications have appeared in top journals such as *Accounting, Organizations and Society*, *Journal of Accounting Education*, *Advances in Accounting Behavioral Research*, and *Advances in Management Accounting*.

He recently had a solo paper published in *Journal of College Teaching and Learning* entitled “Integrating the Wall Street Journal into AIS Courses.” In addition, he had a paper entitled “The Roles of Organizational Justice and Trust in a Gain-sharing Control System” with Dr. Kennedy (Clemson University) and Dr. Parker (University of New Orleans) accepted for publication in the highly ranked *Advances in Accounting Behavioral Research*.

In addition to his publications, Kohlmeyer presented his research at the American Accounting Association’s national meeting in Anaheim, Calif. in 2008 and the Decision Sciences Institute Annual Meeting in Phoenix, Ariz. His current work continues to examine how incentives may encourage managers’ willingness to take on more risky (potentially more profitable) projects while overcoming past performance history problems. Another project surveys CPA firms’ perceptions of on-line accounting degrees versus traditional face-to-face accounting degrees for hiring purposes.

He was recently honored with the ECU College of Business Research Fellowship, a three-year appointment that began January 2007. Additionally, in 2004 and 2005, he was awarded the ECU College of Business Summer Research Grant.

Kohlmeyer has also served as a director for the Institute of Management Accountants Foundation for Applied Research (FAR) in conjunction with his research fellowship.



**Dr. James Kohlmeyer (ACCT)**

## Gibson Appointed to National Advisory Panel



Dr. Shanan Gibson (MGMT)

The U.S. Social Security Administration has appointed assistant professor Shanan Gibson (MGMT) to serve on its Occupational Information Development Advisory Panel.

As part of the advisory panel, Gibson will provide advice and recommendations on existing activities and future plans to replace the Dictionary of Occupational Titles currently used in the agency's disability determination process and policies.

Gibson said she looks forward to helping create a national occupational information system tailored to the SSA's disability programs – especially since her dissertation explored ratings of work activity.

"Because job analysis forms the foundation for many human resources functions, and in this instance disability diagnoses, the ability to design and validate an instrument that effectively sets the standards/criteria that drive these activities is absolutely crucial," Gibson explained.

"Experience empirically examining both the accuracy and verifiability of job data is essential in a program such as that to be developed for the Social Security Administration."

Her appointment, effective January 2009, is for a two-year term.

## Eakins Appointed to Greenville Utilities Board

Stanley G. Eakins has been appointed to a three-year term on the Greenville Utilities board of commissioners by the city council. Eakins serves as one of eight representatives on GUC's board, which is responsible for approving rates, creating development plans, developing the annual budget, and setting operating and extension policies.

"I've had a warm spot for GUC and its employees ever since watching their performance under extreme conditions during Floyd," Eakins told The (Greenville) Daily Reflector, referring to Hurricane Floyd in 1999. "I am proud to be part of such a quality organization and will try my best to make a worthwhile contribution."

Since 2004, Eakins has served as associate dean for the College of Business at East Carolina University. Previously, he was chairman of the Department of Finance.

Eakins received his Ph.D. from Arizona State University in 1990. He also served as vice president and controller at the First National Bank of Fairbanks, Alaska, and has experience as a commercial and real estate loan officer. A founder of Denali Title and Escrow Agency, a title insurance company in Fairbanks, he also ran the operations side of a bank and was the chief financial officer for a multi-million dollar construction and development company.

Eakins has been a contributor to journals such as the Quarterly Journal of Business and Economics, the Journal of Financial Research, and the International Review of Financial Analysis. He is also the author of a principles of finance textbook and is co-author of Financial Markets and Institutions, both published by Addison Wesley Longman and used by universities around the world.

Eakins' wife, Laurie, is an instructor in the College of Business MIS department.



Dr. Stanley Eakins,  
Associate Dean



## Students Study Abroad, Experience New Cultures

Each summer, College of Business professors lead short-term summer study abroad trips to other countries, where they teach three- to four-week classes in their academic field. In addition to being led by College of Business faculty, the summer study abroad experiences are designed specifically for ECU students and feature small class sizes.

Past courses have taken students to Australia, Belize, Germany, Italy, Austria, Scotland, and Spain. This summer, trips are planned to Chile and Argentina during the first summer session and then to Brazil during the second summer session.

Along with field trips to cultural sites, the courses often feature guest speakers who give insights into their countries. Each student is assigned a firm or lecture topic to research while still on campus. Before the actual site visit or lecture, students give an oral report so that the visit is more beneficial to everyone – preparing students to ask questions and engage the speaker.

The College of Business study abroad program was developed by Dr. Roy Simerly (MGMT) in 1997. It is currently headed by Dr. Tope Bello (MGMT).

“Studying abroad is a positive life-changing experience for our students in that it makes them better global citizens. They usually return home as more enlightened persons,” Bello said. “One of the major benefits of our

program is the ability to broaden the global understanding and perspective of our students. They gain a different view of international affairs, from politics to economics to social issues. They also develop a deeper understanding and respect for the host country, knowing how another culture approaches daily life and unusual challenges.”

Future study abroad trips are currently planned for the Asia-Pacific area, as well as Western Europe. For more information, please contact Dr. Bello at [bellot@ecu.edu](mailto:bellot@ecu.edu) or Dr. Elaine Seeman at [seemane@ecu.edu](mailto:seemane@ecu.edu).



Students ride a train from the tropical rainforest back to Cairns, a city in Far North Queensland, Australia



ECU students tour the top of Brisbane, Australia, in Summer 2008 with Dr. Elaine Seeman (MIS). Back row, left to right: Wylie Bindeman, Justin Alexander, Julie Pierce, Lauren Seeman, David Jones, and Dr. Elaine Seeman. Front row, left to right: Amanda Webb, Courtney Cherry, and Keith Tevelow.



Study abroad students visit David Sullivan (center) with the Australian Senate in Canberra, the capital city of Australia



## TechMath Group Tours Businesses

Approximately 30 teachers from public high schools and middle schools throughout the region took a field trip Oct. 3 and Dec. 5, to local manufacturing sites as part of East Carolina University's TechMath project.

In its third year, the TechMath initiative helps public school teachers plan lessons that focus on business-related science, technology, engineering and mathematics skills. It is funded by a \$1.2 million grant from the National Science Foundation.

The goal is to help the region's school systems better prepare students to meet a growing demand for technologically-skilled workers here.

Ernie Marshburn, director of strategic initiatives in the Division of Research and Graduate Studies at ECU, said schools need to show students the careers that stem from math and science studies.

"This program demonstrates to teachers how they can collect real world examples to take back into the classroom and model a realistic way for students to turn what they learn into a career," he said.

At the ASMO Greenville manufacturing facility, TechMath participants saw how workers use math and science to produce automotive windshield systems and radiator motors. They also learned about the demand for math and science skills in the manufacturing industry.

During the Dec. 5 trip, the teachers toured CMI Plastics and The Roberts Company to increase awareness of real-life business practices that incorporate math and technology.

"Manufacturing is math and science," Yoshihiro Oyobe, president of ASMO Greenville, said. His business needs an educated workforce to compete in the global economy, and all of his employees must have those basic skills, he said.

Speaking directly to the teachers, he said, "I'd like to ask you, please do your best." In addition to touring ASMO, the teachers visited NACCO Materials Handling Group and Metrics, a pharmaceutical laboratory. The next day, they met on ECU's campus to discuss what they saw and how it can relate to their classroom curriculum.

Beth Eckstein of the ECU College of Business Center for Economic Education said the teachers will share what they learned with their students. "We hope to inspire students by showing them that they need math in their careers, regardless of what they choose. We're showing them that math is one of the primary foundations for business, and they need to pursue it as much as they can," she said.

"Ultimately we want the teachers to convey to the students that what they are learning in mathematics has tremendous applicability for their futures — whether they choose to go to college, the community college, or go straight into the work force," she added.

Each teacher is to develop an instructional module for their classrooms based on what they learn from touring local companies and participating in workshops at ECU on science and math.



Steve Hasselbach, Jr., president of CMI Plastics, Inc. demonstrates equipment that creates plastic packaging to TechMath participants.



Beth Eckstein with the College of Business Center for Economic Education examines a plastic mold in the quality testing room at CMI Plastics, Inc.

# Alumni notes

## 2008

**Claude W. Allen IV (MBA)** is working as an Edward Jones Financial Adviser in Franklin County.

**Stephanie L. Edwards (MBA)** is Director of Quality/Performance Improvement at Franklin Regional Medical Center. She lives in Wake Forest.

**Lindsay Likar Mills (FINA)** and **Jeremy Mills (ECU '07)** were married in New Bern on October 25. Lindsay is assistant manager at the Greenville downtown office of Bank of America.



Lindsay Mills with husband Jeremy

**Cheri Page (MKTG)** is Operations Analyst for Credit Suisse in Research Triangle Park.

**Lawrence Smith (MBA)** has accepted a position with ITI in Rocky Mount. ITI is involved in the food distribution process.

## 2007

**Christina M. Lewellen (MSA)** was approved for licensure as a certified public accountant by the North Carolina State Board of Certified Public Accountant Examiners.

**Robert Edward (Rem) Morgan II (MGMT)** and **Jaclyn Kay White** were married March 15 in Raleigh.

## 2006

**William Edgar Jr. (MBA)**, a commercial loan officer at First Carolina State Bank, was the first recipient of the Weldon "Red" Kimball Award, which recognizes exemplary performance. Edgar has seven years of banking experience and works with small and mid-sized businesses. He is treasurer of the Nash-Rocky Mount Rotary Club.

**Ashton James (DSCI)** and **Josh Harrison (ACCT '07)** opened University PC Care Inc., a computer repair business catering to small business and residential customers, three years ago in Greenville and recently moved to a larger space in the Covington Shoppes on Firetower Road. Their business was recently featured in the "Workweek" section of The (Greenville) Daily Reflector.

**John C. Southern III (MBA, MGMT '02)** has been promoted to office executive for the Washington branch of The East Carolina Bank. He is

responsible for all aspects of branch operations and assisting customers with their financial needs. He joined ECB in October 2005 and enrolled in the company's management training program. He is also an adjunct faculty member at Mount Olive College.

**Hannah Clare Swicegood (FINA)** married Eric Boyd Proctor in Salisbury on August 2, 2008. She is currently completing her ECU MBA online and is employed by the corporate office of BB&T in Winston-Salem as a Commercial Strategy Marketing Specialist for Capital Formation and Specialized Lending.

## 2005

**Jennifer Bateman (MBA)** is the Director of Wound Care at Wayne Memorial Hospital in Goldsboro, NC.

**Julia Cahoon (MSA)** successfully completed the Uniform CPA Examination given by the North Carolina State Board of Certified Public Accountant Examiners.

**Lauren Brooke Davis (FINA)** and **Steven Blake Asby (ECU '03, '06)** were married in Ayden on October 4. Lauren is a loan officer with Southern Bank in Greenville.

**Jereme Sutton (MBA, BIOL 1999)** and his wife, Dr. Jill Sutton, are the proud parents of Hannah Grace, born on July 1, 2008. Jereme currently works in Greenville with University Health Systems as an Analyst.

## 2004

**Robert Carney (MKTG)** of Miami, Florida, is the new existing industry and marketing manager at The Mooresville-South Iredell Economic Development Corp. A Hickory native, he previously oversaw the distribution of Six Degrees Magazine in Miami and worked with brand awareness for Rockstar Energy Drink.

**Melissa Dawn Casper (MBA, MKTG '01)** and **Christopher Aaron Reaves** were married in Greenville on September 17 and renewed their vows in front of family and friends on October 5 in Wilmington. Melissa is a financial analyst for Time Warner Cable in Wilmington.

**Anthony Goodson Jr. (MKTG)** of Arden is Asheville's housing development analyst, CEO/partner of M.G.G.S. and a member of the Mayor's Task Force for Affordable Housing in Asheville.

**Mitchell Holt (MBA)** has joined the little bank in its Greenville office as vice president and commercial banker. Prior to joining The Little Bank, Holt worked in a variety of roles within the banking industry, including First Citizens and, most recently, Albemarle Bank & Trust.

**Stephen King (MSA)** successfully completed the Uniform CPA Examination given by the North Carolina State Board of Certified Public Accountant Examiners.

**William Lee Percise (MKTG)** has been named an associate at White and Allen PA and began his duties at the law firm on September 8. A native of Goldsboro and longtime resident of Charlotte, Percise has begun the general practice of law at White & Allen's Snow Hill office.

**Elizabeth Ashley Philips (MBA)** and William Gaston Brown of Greenville were married April 19. Elizabeth is a sales representative for Lorillard Tobacco.

**Erin Marie Sowell (MKTG)** and David Charles Davis were married in Wilmington on November 1. Erin is an advertising executive with Inner Banks Media. She and David have made their home in Greenville.

**Kortney Wilson (FINA)** recently obtained his Series 6, 63, and 65 Investment Licenses. He is a Licensed Financial Specialist for Wachovia in Raleigh.

## 2003

**Andrew Cox (MBA)** was recently promoted to Section Chief of the N.C. Department of Public Instruction, School Business Services, Reporting Section. He is in charge of reporting accounting data for nearly \$12 billion in expenditures and student data for over 1.4 million students in the State of North Carolina public schools.

**Stephanie Sprouse Taylor (MBA, MGMT '02)** was promoted to Assistant Vice President at BB&T. She is a Business Analyst for BB&T Loan Services in Wilson, NC. She and her husband Michael reside in Goldsboro.

**Justin Wagoner (MKTG)** and Alexis Allen of Lexington were married May 17 at Atlantic Beach. Justin works for Blue Cross Blue Shield in Winston-Salem.

## 2002

**Jennifer Brezina (MBA)** and husband **Paul Brezina (MD/MBA '04)** are the proud parents of twins, William and Caroline, born September 14. Jennifer is the Communications Director for the ECU College of Business and also a teaching instructor for the Marketing & Supply Chain Management department. Paul is currently completing his residency in OB/GYN at ECU. The Brezinas will move to Baltimore later in 2009, when Paul will begin a three-year fellowship at Johns Hopkins University in Reproductive Endocrinology & Infertility.



**William and Caroline Brezina**

**Carlton "Wayne" Edwards II (ACCT)** was promoted to partner at Tatum & Edwards CPAs, PA on January 1, 2007. He is the co-founder of Converting Hearts Ministry for Addicted Men, established on July 13, 2007.

**Steve Setser (DSCI)** has been promoted to vice president and auditor for The East Carolina Bank based in Engelhard. In his new position, he is responsible for all internal audit functions within the bank, and he will report to the board of director's audit committee. He is currently pursuing his MBA from ECU's College of Business and recently completed his third year at the North Carolina Bankers' Association School of Banking in Chapel Hill.

**Eric M. Styron (DSCI)** is Database Administrator III for CACI Enterprise Solutions Inc. in Norfolk, Virginia. He and his wife Amber live in Suffolk.

## 2001

**Stephen Coley (MBA, MGMT '96)** works for Mack and Volvo Trucks as a District Parts Manager covering Florida, Georgia, Alabama, and Puerto Rico. He currently lives in Jacksonville, Florida.

**Donna Stalls (DSCI)** has been promoted to vice president at BB&T. Stalls, who joined the bank in 2001, is a process and quality manager in BB&T's branch operations department at 2101 Wooten Blvd. in Wilson.

**Megan Oliver Styron (MGMT)** was recently promoted to the Reconciliation Manager/Assistant Vice President at Wachovia Dealer Services in Winterville, NC.

# Alumni notes

## 2000

**Kendra Miller Glover (MBA, MGMT '98)** is Career Development Coordinator at Jay M. Robinson High School in Concord, NC.

**Kathryn Anne Matthews (FINA)** was named to the board of the Miracle League of the Triangle, which gives special needs children opportunities to play baseball. She is vice president and branch manager of Capital Bank in Cary, an ambassador to the Cary Chamber of Commerce, and a member of the Cary Rotary Club.

## 1999

**William Lawrence CDR (MBA)** is a Commander in the US Coast Guard. He currently serves as Commanding Officer of USCGC CONFIDENCE (WMEC 619). His ship's home port is in Cape Canaveral, Florida.

## 1998

**Holly Durham (MBA)** recently joined the Division of Student Affairs at N.C. State University as Director of Business & Planning. Originally from Greenville, Holly has 10 years of experience in health care and higher education finance and administration. She decided to enter the public sector after serving seven years at Duke University.

**Edward William Turcotte III (MGMT)** and Meghann Rae Stubbs were married on July 12 in Wilmington. Edward is a sales associate with Carolina Jewelry in Wilmington, where the couple resides.

## 1996

**Gary L. Dudley (MKTG)** was one of 22 national inductees for Schering-Plough's Diamond Club, the highest honor for the company's representatives. He has made Presidents club numerous times and was representative of the year for 2006 and 2007. He lives in Chesterfield, Virginia with his wife Monica (ECU '94, '96) and daughters Summer and Kendall.

**Michael Paul (MGMT)** and his wife Jenai (ECU '96) of Baltimore had a daughter, Whitney Kathryn, on May 27, Michael's birthday. They have two other children, Avery and Mason. Michael is the owner of DirectMortgageloans.com.

## 1995

**John Arthur Haney (MSA)** is Senior Tax Manager for Batchelor, Tillery & Roberts, LLP in Raleigh.

## 1994

**Donna Phillips (MBA, MKTG '91)** was the keynote speaker at the ECU College of Business fall 2008 Beta Gamma Sigma induction banquet. She is senior economic developer with the N.C. Department of Commerce in Greenville.



Donna Phillips

**Paul Powers (MBA, FINA '92)** has joined Southern Bank as second vice president in its commercial banking unit at the new Medical Office branch on Stantonsburg Road. He is a board member of the University City Kiwanis Club and serves as a board member and volunteer coach for the Greenville Babe Ruth League.

## 1993

**Ken Burnette (MBA, MGMT '91)** celebrated the grand opening of his new office in Davidson, N.C. He is a Certified Financial Planner with New York Life Insurance. He and his wife Kimberly reside in Davidson and have two sons, Kace and Koy, both 5.

## 1992

**Mark Wesley Cassady (MKTG)** was promoted to vice president – retail sales at Smithfield Packing Company in Smithfield, Virginia. He and his wife Rene have two children, Morgan and Cameron.

**Kendrick M. Whitehurst (FINA)** was promoted to senior vice-president for BB&T. Whitehurst, who joined the bank in 2001, is a group director – Eastern N.C. with BB&T's Private Financial Services department based at 1440 E. Arlington Blvd. in Greenville. He currently serves as the president of Literacy Volunteers of Pitt County and treasurer of the United Way of Pitt County.

## 1990

**Eddie Johnson (MGMT, Ind. Tech '96)** is Safety Manager at the Brody School of Medicine in Greenville. He and his wife **Tara Johnson (MGMT '90)** live in Rocky Mount and have two children, Kaitlyn and Matthew.



## 1988

**Oie Osterkamp (MBA)** recently published a book, "Being a Sharefish in a Selfish World," a story of two friends' cross country journey. Reviewers highly praise the book: "Sharefish takes readers on a lively journey of discovery, engaging them in an entertaining and profoundly significant exploration of the meaning of life and love, and our role in it." For more information or to purchase the book, go to [www.amazon.com](http://www.amazon.com) or [www.sharefish.org](http://www.sharefish.org). Oie also started his own company, The Poplar Group, that helps people and businesses find and fix their "stuck points."

## 1987

**Kenneth Gregory Britt (FINA)** has joined First South Bank in the credit administration department in Washington, where he holds the office of senior credit risk manager. In this role, he is responsible for managing the loan portfolio and credit approvals for the bank's market area covering eastern North Carolina.

**Wesley Payne Newsome (FINA)** co-opened a "Tex-Mex" restaurant called Guacamole Grill in Cary in March 2008.

**Charles C. Rhoades (FINA)** recently moved from Virginia to Ester, Florida (near Ft. Myers) to retire.

## 1986

**Esther L. Smith (MKTG)** has been named senior project manager at The Corporate Image (TCI) in Bristol, Tennessee. TCI is a comprehensive media and public relations firm specializing in strategic corporate communications. As senior project manager, Smith will play a critical role in guiding public relations projects through all stages of development, including strategic concept, writing, editing, layout and design. A Greenville resident for 25 years, Smith is a former employee of Glaxo and Pitt Community College.

## 1984

**Ricky Ratley (MGMT)** recently relocated to North Carolina after completing a four-year international assignment in Singapore. He is Vice-President of Global Supply Chain Operations for the Lenovo Group. Rick and his wife Cheryl, along with their children, settled in Cary.

## 1981

**Reginald D. Holt (FINA)** was named president and CEO of member-owned Farm Credit of Central Florida. He was a branch manager for East Carolina Farm Credit in Swan Quarter before moving to South Carolina in 1985 and Florida in 1992, when he joined FCCF as area vice president and later directed agribusiness lending. He has four children.

## 1980

**Elizabeth Branch (MKTG)** of Winterville is a real estate agent and broker with Williams and Associates Realtors and has three children.

**Doug Daniel (DSCI)** was awarded an "Item Capture Research System" patent in April 2008. He is currently a vice president and senior technical consultant on the Technology Strategy Architecture team for Wachovia. His primary responsibilities are in the area of Information and Technology Architecture for the payment and image oriented applications. Doug and his wife Patricia live in Clemons, N.C., and both of their children, Douglas and Kristen, are students at ECU.

**Sherwood Wayne Harp (ACCT)** of Wake Forest was named city executive for New Republic Savings Bank in Henderson.

**Christopher James Vigren (FINA)** of Pittsfield, Massachusetts, is a board member and executive vice president of Citibank/Citigroup. He was an economic advisor under both Clinton administrations.

## 1979

**Darrell Harrison (MBA, SOCI '74)** worked the Officials' crew at the National Championship Football Game for the BCS Bowl in Jan. 2009. He served with the crew that included 2008 Outstanding Alumni Recipient Jerry McGee. In Greenville, Darrell operates Documents Solutions, a Xerox Company.

## 1975

**Ira Glenn Cutrell (BUSA)** recently retired from Pitt County Government with almost 30 years of service. At the time of his retirement, he was the Pitt County tax assessor.

# Alumni notes



Kelly King

## 1971

**Kelly King** (MBA, BSBA '70) was named as BB&T's chief executive officer effective Jan. 1, 2009, after serving as the corporation's chief operating officer. He first joined BB&T's Management Development Program in 1972.

## 1970

**William F. Grant III** (BUSA), a banking consultant in Williamsburg, Virginia, retired from the U.S. Treasury Department. He is a founder and director of Square I Bank and Square I Financial, headquartered in Durham. The company opened in August 2005 with \$105 million of capital raised for a start-up state-chartered bank in North Carolina.

**C. Gray Johnsey** (MBA), a long-time member in the law firm of White & Allen PA, has been selected for inclusion in the latest edition of The Best Lawyers in America for the tenth consecutive year. He has handled tax, probate, and estate and business planning matters in eastern North Carolina for more than 25 years. Johnsey also recently conducted a series of income and transfer taxation seminars, including presentations at Campbell University and on behalf of customer of AgCarolina Financial.

## 1968

**Ray Owen** (POLS), a long-time friend of the College of Business, retired in December after a 40-year career with State Farm Insurance Companies. During his time with State Farm, he implemented a variety of training programs for agents, including a "PhD Program" developed with the College of Business. Before retiring, Owen served as Vice President Agency for State Farm in Winston-Salem.



Ray Owen (left) with Dr. Ken Anselmi (MSCM)

## In Memoriam

### 1950s

**W. Edward Anderson** ('57 BUSA) of Raleigh died April 23. He was in the Navy during the Korean War; retired as vice president of Sir Walter Chevrolet, Pylon Commercial Park, and Anderson Realty; was on the boards for Edenton Street United Methodist Church and Wake Rehab Center; and was a member of the Carolina and Cape Fear country clubs in Wilmington and the Surf Club at Wrightsville Beach.

**Benjamin Joel Martindale** ('50 BUSA) of Rocky Mount died June 24. A veteran of WWII, he retired in 1985 as claims manager at CSX Transportation. He was a Mason, Elk, Shriner, and a member of the Royal Order of Jesters.

**Eugene Franklin Olive** ('58 BUSA) of Raleigh died March 24. During the Korean War, he was in the 100-member drum and bugle corps called "Young's Yankees" while stationed at Lockbourne Air Force Base in Columbus, Ohio. He was a state government auditor for 33 years and a member of Freemason of Raleigh Lodge #500.

### 1960s

**Harold Jason Mills** ('66 BUSA) died March 22. He was in the Navy for four years before working at Fieldcrest Mills and spending 24 years as an accountant with Burroughs-Wellcome until his 1993 retirement.

### 1970s

**Wesley Neal Daughtry** ('78 ACCT) of Greenville died May 12. He worked at ECU's Joyner Library.

### 1980s

**Edgar Allen Toney Sr.** ('85 ACCT) of Orlando, Florida died March 18. He was in the Marines from 1955 to 1982 when he retired as a major, and he was involved in the Drill Instructors Association reunions. A past commodore of the Rugged Point Yacht Club at Camp Lejeune, he and his wife of more than 50 years owned the sailboat *Tuition*.

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

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## BB&T Honors Ken Chalk with Gift to ECU

BB&T Corp. announced in October a \$250,000 gift to East Carolina University to honor former Chief Credit Officer W. Kendall Chalk's 33 years of service to BB&T.

The gift will endow two scholarships for East Carolina's Access Scholarship program, which provides support to students with proven academic potential and demonstrated financial need. BB&T's contribution will create the first two endowed Access Scholarships at ECU.

"We are pleased to be able to recognize Ken Chalk," said BB&T Chairman and Chief Executive Officer John Allison. "Ken joined BB&T in 1975 and joined our Executive Management team in 1985. During his tenure in Executive Management, BB&T's assets grew from \$2.5 billion to \$136 billion.

"He also is the primary architect of BB&T's credit culture, which has proven itself through all types of economic cycles. Ken has made an extraordinary contribution to BB&T's growth and success. More importantly, he is an individual of the highest character and integrity in all aspects of his life." He retired Sept. 1.

Chalk earned both his bachelor's and master's degree in business administration from East Carolina University. He is former chair of the East Carolina University Foundation board of directors, and is co-chair of the board of the BB&T Center for Leadership Development at East Carolina University.

He also is a past board member of the N.C. Small Business and Technology Development Center and the Entrepreneurial Development Council of Eastern North Carolina, and a former dean of N.C. School of Banking (sponsored by the N.C. Bankers Association).

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*"The Access Scholarship program is essential to help students who could not otherwise afford higher education to attend ECU and become successful leaders in their communities."*

*-- Ken Chalk*

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"I am very grateful to my associates at BB&T, the executive management team, and the board of directors for this recognition," Chalk said. "The Access Scholarship program is essential to help



**Ken Chalk (BSBA '68, MBA '71)**

students who could not otherwise afford higher education to attend ECU and become successful leaders in their communities."

More than 9,000 undergraduate students at East Carolina University have demonstrated financial need—the highest in the UNC System. ECU is only able to meet 60 percent of financial aid requests from its students with the most need, according to data from the ECU Foundation. The Access Scholarship program provides an opportunity to attract the state's brightest students that might not be able to attend the university.

"BB&T and Ken Chalk are longtime friends and supporters of ECU, and we are proud of their roles with the university," said ECU Chancellor Steve Ballard. "This latest gift will provide both resources and attention to our efforts to make sure we remain accessible to the citizens of North Carolina."

BB&T has contributed more than \$1.6 million in support of ECU's efforts to become the best leadership university in the state. In 1983, BB&T helped establish the university's BB&T Center for Leadership Development with a \$250,000 grant. Throughout the years, BB&T has made several significant contributions to the center, including a \$1 million donation in 2005.

*Story by Kara Loftin, University Advancement*

# Alumni notes

## Alumni Highlight: Herbert (Butch) Patrick, Jr. (ACCT '78)



**Butch Patrick (ACCT '78)**

After working 18 years in public accounting, Butch Patrick (ACCT '78) transitioned to the timeshare development industry in 1996 by becoming CFO for Peppertree Resorts, Ltd. When the company was sold three years later, he soon left and co-founded Festiva Hospitality Group, Inc. with his current business partner.

Based in Asheville, N.C., Festiva develops timeshare resorts and manages hotels throughout the U.S. and Caribbean. It also operates a fleet of luxury yachts.

After eight years in business, the company has grown to more than 1,000 employees. Patrick said the retention of key employees has been one of the most rewarding parts of growing the business, noting that many of Festiva's senior and middle-level managers have been with the company for more than five years.

Patrick credits ECU with laying the foundation for his career.

"I think the business department did an excellent job at preparing me for my career in public accounting and now as co-owner of a business," he said. "The skills that have allowed me to be successful were honed in class and through interaction with my professors and classmates."

Originally from Rockingham, N.C., Patrick said he chose to attend East Carolina because of its strong business school and his girlfriend Kathryn, who was also at ECU and is now his wife. The couple has two children, Andrew (25) and Ellen (24).

Patrick encourages current students to engage themselves in today's business and economic issues through CNBC, Bloomberg, and business journals.

"Having a strong foundation and understanding of the business climate and challenges are as important as the classroom educational process," he said. "It's critical to have an understanding of business issues outside of the classroom."

## Alumni Highlight: Lester Terry (BSA/MSA '03)

For nearly four years, Lester Terry (BSA/MSA '03) has worked as a logistician for KBR, an American engineering and construction company. Although he has managed various responsibilities, today Terry works from a military air base in Balad, Iraq, where he leads a small team in direct support of the military's container management efforts throughout Iraq.

Terry first came to ECU as a non-traditional student after nearly eight years of military service. He said the education he received in the combined BSA/MSA program greatly improved his analytical skills and significantly grew his knowledge base, both of which have been key to his success.

"As a graduate assistant, the experience of working with undergrads and the mentoring by wonderful professors such as Dr. Schneider, Dr. McCarthy, Dr. Hagan, Dr. Harris, and Mrs. McCarthy (among others), was indeed a great growing experience for me," Terry said.

A widower, Terry established a one-time scholarship in 2007 to honor the memory of his wife. Through the Tenielle Todd Memorial Scholarship, he sought to help a non-traditional accounting student – much like himself. Additionally, the scholarship targeted a student who was married, had achieved academic success, and exhibited a positive attitude as well as a commitment to complete his or her education.

"The scholarship was a great way for me to give back to my alma mater while also honoring my wife who was so instrumental in my academic success," Terry said.

In addition to his current work in Iraq, Terry and his brother recently opened Carlone's Pizza, Subs, & More along the waterfront in Morehead City – continuing the tradition of their grandfather who ran a deli throughout the Terrys' childhood.

"I continue to support the American soldier and our nation's efforts abroad, and my brother is working to create opportunity at home for our family and others," Terry explained. "I encourage any student to work hard, maximize your opportunities, and always continue to learn. Ever expanding knowledge will lead to ever expanding your opportunities."



**Lester Terry (BSA/MSA '03)  
stands by a concrete "T-wall"  
in Iraq**



## Alumni Highlight: Mary Early Lindsey (MBA '02)

As physician practice manager for Children's Healthcare of Atlanta, Mary Lindsey (MBA '02) has a lot to juggle. She currently manages four groups for the not-for-profit organization: General Pediatrics, Pathology, Neuropsychology, and Psychiatry.

For more than two years, Lindsey has been responsible for the groups' financial operations, including budgeting, reimbursement, proposing new services, projecting growth, and managing expenses. Her job is even more challenging since the hospital system relies on donor funding to operate.

"We are in the middle of budget season now, and the goal for me is to be the best steward I can of money given by generous individuals and companies," Lindsey explained. "I remind my employees to think of the donors who make our jobs possible when work gets tough and to give back our best effort in return. We often see children bringing in their piggy banks and holding lemonade sales – just to benefit our organization. That is so inspiring to me, as are the amazing patients and families who come to us for help."

Lindsey's husband, Wes, also works at Children's Healthcare of Atlanta, where he is a pediatric cardiology fellow. His fellowship is the reason the Lindseys moved to Atlanta.

"Wes went to ECU medical school and stayed on for residency, so we love to tell people about ECU and the Pirates," Lindsey said. "ECU gave us both such amazing opportunities to grow professionally, and we're surprised by how many ECU alumni we run into down here. We have a two-year-old daughter, Charlotte, who is a huge Pirate fan – every time a football game comes on, whether the Pirates are playing or not, she dances around and cheers, "Go Pirates!"



Mary, Wes, and Charlotte Lindsey

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*"When people ask about my job, I always tell them that I use every single class that I took at ECU, from marketing to strategy to financial management. It's one of the things I love about my job – no two days are the same."*

*-- Mary Lindsey*

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While at ECU, Lindsey maintained a perfect 4.0 GPA. She was named the Mino Osterkamp Outstanding MBA Student of the Year in 2002 for her academic achievement and involvement in Graduate Business Association as well as the graduate assistant program.

Prior to earning her MBA, she graduated Phi Beta Kappa from UNC-Chapel Hill, earning a BA in English. She moved to Greenville after getting married and then decided to "round out her education" with a business degree.

Now that she's in the healthcare industry, Lindsey says it's interesting to go back to her core work from the MBA program and see how it applies to her current job – and even find ways to improve her organization's operations.

"I could not have asked for more at ECU," Lindsey said. "When people ask about my job, I always tell them that I use every single class that I took at ECU, from marketing to strategy to financial management. It's one of the things I love about my job – no two days are the same."

# Alumni notes

## Alumni Highlight: Hal S. Johnson (BSBA '82, MBA '83)

Although he grew up in Long Island, N.Y., Hal Johnson (BSBA '82, MBA '83) has always enjoyed strong roots in the south – his father is originally from Ayden, and many cousins still live in the Greenville area.

With these family ties to North Carolina, Johnson said he planned to head south when he finished his high school education in the late 1970s. He applied to several schools in N.C. but decided on East Carolina University after his acceptance for early admission. Johnson thought that was a good omen to become a Pirate.

Today, Johnson lives in Winston-Salem with his wife, Debbie, and two daughters – Holly, 16, and Ashley, 13. He currently serves as Executive Vice President and Treasurer for BB&T Corporation, a position he has held since January 2008.

As part of his new duties, Johnson is responsible for managing the bank's interest rate risk, investment portfolio, and wholesale funding portfolio. Together the Treasury group is responsible for managing over \$80 billion in assets, liabilities, and derivatives. This spring, Johnson will mark his 25-year anniversary of service to BB&T.

"ECU prepared me very well for my career in banking," Johnson explained. "In graduate school, the professors had us work in area businesses through the Small Business Administration, which was a great hands-on learning experience. In fact, I encourage all students to get real world experience in college. It's a tremendous help to get grounded in reality. In a small business you see everything, whereas in a large corporation you will typically only be exposed to a small part of the organization. ECU's association with the SBA is a real asset to its students."

Johnson also credits the personal, one-on-one interaction with faculty and staff for his success. "ECU provides a unique environment where students can interact on a personal level with the faculty. East Carolina is a special place," he said. "The people really care about the university and those who are part of it. There are many at the university with whom I maintain regular contact."

A recipient of the Archie R. Burnett Scholarship while at ECU, Johnson decided to establish a scholarship of his own several years back.

Since 2006, the Hal S. Johnson Scholarship for Business has been available to full-time undergraduate finance students who have achieved academic success and have demonstrated a commitment to studying business with potential career plans in the finance industry.

Johnson had always provided for ECU in his estate plan, but decided that establishing a scholarship was a great way to give back.



Hal S. Johnson (BSBA '82, MBA '83)

"The school was trying to establish scholarships during the Campaign for ECU Scholars in 2000," Johnson explained. "Information was shared with me about the low level of ECU's endowment and scholarships available as compared to other North Carolina universities. There was a strong need at our University and I felt moved to give back to the University that had done so much for me."

Johnson has no plans of slowing down. Besides his career at BB&T, Johnson is heavily involved in the Winston Salem community. He serves on the boards of the Arts Council, and the Hospital Hospitality House, and is a member of Calvary Church.

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*"ECU provides a unique environment where students can interact on a personal level with the faculty. East Carolina is a special place." -- Hal Johnson*

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Since he enjoys helping others, after retirement from the corporate world Johnson hopes to one day pursue a second career helping others become financially successful – inspired by the mentoring program at BB&T that pairs senior staff members with younger employees.

"Money has the potential to create problems that affect all aspects of life," Johnson said. "Many marriages fail due to financial pressures. If people become more financially literate, they will make better decisions that will reduce stress and allow them to be happier. I'd love to use my financial expertise to help others. This is a calling I hope to one day be able to fulfill."

## ***A Note from ECU's Development Office on Outright Bequests***

A bequest is the most popular type of charitable gift. Most donors prefer remembering charitable organizations in their wills because of the simplicity of the arrangement. You simply direct in your will that your entire interest in certain money or property be transferred to a designated charity, such as the East Carolina University Foundation, Inc. for the benefit of the College of Business.

Of course, your estate will be entitled to a charitable deduction for the full fair-market value of your gift. Currently the estate taxation rate for 2008 is \$2 million; anything above that rate will be taxed at a rate of 45%. Over the next three years, it is anticipated that alterations will be made to the estate tax exemption amount and maximum estate tax rate. Now more than ever it is important to make sure that you make estate plans that will fulfill your wishes on how your hard earned assets are distributed.

**An outright bequest can take various forms:**

- The general bequest is the most popular type of charitable bequest. You simply leave a specified dollar amount to the designated charity. For example, a bequest of \$10,000 is a general bequest.
- A specific bequest is another popular way to benefit a charity. You designate specific property that you want a charity to receive. For example, a bequest of specified stock or a vacation home is a specific bequest.
- A residuary bequest is used to give a charity all—or a portion of—one's property after all debts, taxes, expenses, and all other bequests have been paid. It may augment a general or specific bequest to the charity if the size of the estate allows—after ensuring that other beneficiaries receive their bequests prior to distribution to the charity. For example, giving the East Carolina University Foundation, Inc. "the rest of the property that I own at my death" is a residuary bequest.
- A percentage bequest can be expressed as a percentage of an estate or a residuary estate. For example, a donor might leave the East Carolina University Foundation, Inc. 50 percent of the residuary estate. If fortune changes the size of the estate over the years, this bequest will change in the same proportion.
- A contingent bequest is used to provide for the situation when a beneficiary dies before you or disclaims the property. To prepare for such an occurrence, consider naming a charity such as the East Carolina University Foundation, Inc. as the contingent beneficiary. This will ensure that the property will pass to the designated charity in one of these situations rather than to unintended beneficiaries.

All bequest provisions can be designated to support specific projects (e.g... endowed scholarships, endowed professorships, discretionary funds, etc...) within the College of Business at ECU. All individuals or couples that make any type or size planned gift to one of the three East Carolina University Foundations gain membership in the Leo W. Jenkins Society. Membership benefits include a Leo Jenkins Society Membership Certificate, a Jenkins Society Medallion, lapel pins, automobile decals and invitations to select ECU events.

**For more information, please contact Colin O'Connor, Senior Major Gifts Officer & Director of Academic Leadership Programs Philanthropy, at 252-328-9562 or [oconnorc@ecu.edu](mailto:oconnorc@ecu.edu).**

You can also contact Greg Abeyounis, Assistant Vice Chancellor for Development, at 252-328-9573 or [abeyounisg@ecu.edu](mailto:abeyounisg@ecu.edu).

Also visit us online at [www.ecu.edu/devt/](http://www.ecu.edu/devt/) and select planned giving.

# Student *notes*

## Students Complete ECU Leadership Challenge Initiative

In Fall 2008, student leaders from the College of Business completed a four-week leadership challenge program through ECU's Center for Student Leadership & Civic Engagement.

Coordinated by Charlie Brown, associate director of the Center for Student Leadership & Civic Engagement, and Dr. Jim Westmoreland, College of Business associate dean for external affairs, the leadership program focused on teaching leadership practices and developing effective student leaders.

Students began the program with interactive sessions to better understand their strengths and weaknesses in managing others. They also completed the ECU Challenge Course, an outdoor activity-based event that fostered interaction and challenged participants to overcome barriers and build bonds.

All activities in the program focused on the Leadership Practices Inventory, an assessment tool used to measure and improve leadership skills – ultimately helping individuals and groups reach their leadership potential.

"The experience was extremely useful in helping me determine what I'm doing right and where I need to direct my efforts," senior management student Jordan Isley said. Isley also serves as fundraising chair for the Society for Advancement of Management.

She continued, "During the Challenge Course in particular, I was thrown into a very unfamiliar situation and was expected to perform. If that doesn't teach you how to step up and be a leader, then I'm not sure what will."

Student organizations that participated from the College of Business included the Student Accounting Society, Beta Alpha Psi, Society for Advancement of Management, Financial Management Association, Institute for Supply Chain Management, and the Association for Information Technology Professionals.

## Student Highlight: Elliott McKenzie (MBA)

As a traveler and outdoorsman, MBA student Elliott McKenzie jumped at the opportunity to work with Samaritan's Purse – a nondenominational Christian organization engaged in crisis relief and community development across the globe. He provided his resume to the organization in early 2008, and he was soon offered a position in Sri Lanka as deputy country director.

Today, McKenzie manages more than 50 national staff members in the South Asian island nation, implementing approved projects as part of his duties. He is also involved in grant writing and developing new proposals – and although much of his time is spent in the office, he makes frequent visits into the field to monitor projects.

"Samaritan's Purse initially came to Sri Lanka to offer relief immediately following the 2004 tsunami, which claimed the lives of at least 35,000," McKenzie explained. "SP immediately provided drinkable water and temporary shelters to victims – and has now provided more than 500 permanent homes."

McKenzie, 26, said his projects now are focused more on development rather than relief, implementing programs involving community health, empowerment of those faced with gender violence, HIV/AIDS awareness, and vocational training. New projects are continually developed as additional needs are discovered.



Elliott McKenzie with natives of Sri Lanka



Elliott McKenzie

In addition to his work in Sri Lanka, McKenzie is currently working toward his MBA at ECU – taking classes completely online.

"The online MBA program is very flexible," McKenzie said. "I can complete courses through distance education in Sri Lanka or wherever in the world SP assigns me. I can follow my calling and current career path in serving overseas while also pursuing my MBA."

Before joining Samaritan's Purse, McKenzie worked with a real estate development and construction company in Southern Pines, N.C. He holds a general contractor's license and worked as a project manager for three years before moving to Sri Lanka.

"I knew my project management skills would be useful in international relief efforts, and I also have a strong desire to help others in need," McKenzie said. "No matter what future career path I follow, it will involve working with people. I know an MBA will provide me more career opportunities and develop the skills needed to be successful – whether it's a career abroad responding to disasters or back in the States."



## ECU Internship Program Yields West Coast Experience

Originally from Statesville, N.C., junior marketing student William Peeler had longed to see California ever since he was young. He also needed an internship – a hands-on learning experience to help bolster his resume and professional development.

This past summer, Peeler combined both of his aspirations, completing an internship with FOX Sports in Los Angeles through the College of Business Internship Program.

Thanks to a cousin living in Santa Monica, Calif., Peeler initially landed a telephone interview with FOX Sports in late March 2008. After submitting his resume, Peeler was hired for the summer – and he soon found himself driving more than 2,400 miles across the U.S. until he reached the Pacific Ocean.

While at FOX Sports, Peeler was primarily responsible for logging taped material for future promos. Games that FOX had aired on television – including Major League Baseball, bass fishing, and NASCAR races – needed to be logged so that certain plays could be easily accessed for highlights and promos.

He also helped upkeep the video library, provided research support, and assisted with general production for marketing campaigns as well as individual promo spots. Peeler said even his office building was exciting, located directly on the FOX Studios lot where filming took place for major movies.

“My experience at FOX Sports significantly opened my eyes to what a corporate environment is like,” Peeler said. “I was able to see what goes on inside an actual marketing department and how each person works as part of a team to develop strategies. The experience transformed my outlook on sports TV production and equipped me with the knowledge of how to market effectively in the sports industry.”

Peeler said another benefit of the internship included the contacts he made, describing his experience as a “major networking opportunity” that allowed him to meet people from the West Coast he never would have met otherwise.

“Overall, this was an unforgettable experience that has prepared me for a future in marketing,” Peeler said. “With ambition, dedication, and determination, doors of opportunity will open. It happened to me, and it can certainly happen again.”

For more information about the Internship Program, please contact the College of Business Career Services Office at [cobcareers@ecu.edu](mailto:cobcareers@ecu.edu) or (252) 737-1236. Undergraduate internships can take place during a regular semester or summer, involving either temporary or full-time employment. Academic credit may also be earned for completed internships if approved beforehand.

## MBA Student Interns for U.S. Olympic Committee

As a graduate assistant in ECU’s Office of Equal Opportunity & Equity, MBA student Elizabeth Browning is used to opening mail as part of her duties. One day, however, Browning read about an on-site, semester-long internship opportunity with the U.S. Olympic Committee. After weighing the benefits and disadvantages of such a position, Browning decided to apply – even if it meant delaying graduation.

Browning was accepted into the internship program, and beginning January 2009, she will work in Colorado Springs with USA Shooting – a 501(c)(3) non-profit corporation chartered by the U.S. Olympic Committee as the National Governing Body for the sport of shooting.

As an intern, Browning will live at the U.S. Olympic Training Center and eat her meals in the Athletes’ Dining Hall. A stipend is also provided.

The Olympic Shooting Center in Colorado Springs is the largest indoor shooting facility in the Western Hemisphere and the third largest in the world. Outdoor ranges are also featured at the center.

“This is an amazing opportunity,” Browning said. “I enjoy the business side of athletics, so I look forward to seeing the business/support side of athletics at the Olympic level.”

She added that because USA Shooting manages development programs and sanctions events at all levels, she will help plan numerous events during her internship – including an on-site event for Junior Olympians as well as an event in Georgia.

There are also enrichment activities planned for interns, from skiing and white water rafting trips to resume and interview workshops. Browning will also have the opportunity to network among the other U.S. Olympic Committee departments and National Governing Bodies.

A North Carolinian, Browning graduated from the N.C. School of Science & Mathematics in 1998 and earned her AB in Child Development/Family Studies from UNC-Chapel Hill in 2003. She began the MBA program at ECU in January 2007 and plans to finish in 2010.



**Elizabeth Browning**

## New Students Inducted into Beta Gamma Sigma

The College of Business recently inducted more than 50 students into Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held Dec. 2 at the Greenville Hilton, where chapter honoree Donna Phillips (MKTG '91, MBA '94) delivered the keynote address. Phillips serves as Senior Economic Developer with the N.C. Department of Commerce, where she covers both the Eastern Regional Office in Greenville and the Northeastern Regional Office in Edenton.

Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only, and students are invited to join based upon academic performance.

Beta Gamma Sigma membership is the highest recognition a business student can receive in a business program accredited by AACSB International.

Assistant Professor Dr. Shanan Gibson (MGMT) currently serves as faculty advisor.

### BETA GAMMA SIGMA INDUCTEES — FALL 2008

Juniors	Seniors	Graduate Students	Faculty
Neltonia J. Atkinson Calie K. Baker Kathryn C. Bowman Haylee A. Bridges Justin M. Brockmeyer William R. Elder Jessica M. Favre Joshua G. Forlines Michael J. Crose Victoria A. Nesbitt Kristin S. Potter Zachrey P. Priddy Ashley E. Reeger Amy J. Seidman Cameron H. Steadman Joel B. Stocks AnnMarie Toebe Gregogry S. Wellbrock Richard C. White	Paul S. Andrus Gina M. Antoniazzi Daniela E. Berrone Candace A. Beverly Neal W. Cooper Steven H. Farrer Bradden W. Fasel Amanda V. Fry Marc D. Goulah Lyubov M. Gurskaya Ashley E. Gwaltney Stacey D. Hanna Stephanie A. Hill Kayla M. Knudson Maria V. Maldonado Lisa A. McCaffity William M. McNamara Millicent Nyakupfuka Sheila H. Onley Richard J. Peiczarka James M. Pridgen Timothy B. Sanderson Ashley C. Scudiero Miyuki M. Sheerin Jennifer L. Spruill- Thompson Kathleen S. Stroud Zeno S. Weidenthaler	Amanda K. Baltrucki Brandon J. Boley Sheila Green Anand S. Kangala Debra R. Mizelle Michelle M. Starkey Daniel L. Wilson	Anthony D. Gribble Jane M. Lang

# Advancement *notes*

## From the Advancement Office

Each year, private funding and investment income provide some 25 percent of our revenue of non-salary dollars – creating the College of Business' margin of excellence.

Gifts large and small touch every corner of our College for the better. In fact, your generosity makes possible a great variety of activities for which state appropriations are not available or sufficient, enriching the student experience and bolstering faculty resources.

In this time of reduced public funding and drastic budget cuts, your support is needed even more. Please make a renewed commitment to support our more than 3,970 undergraduate and graduate students – and help the school grow even stronger.

We are so grateful for your dedication and investment in ECU, the College of Business, and our students. Thank you for making a difference.

Colin O'Connor  
Senior Major Gifts Officer &  
Director of Academic Leadership Programs Philanthropy  
College of Business  
East Carolina University  
252-328-9562  
oconnorc@ecu.edu  
[www.ecu.edu/cs-bus/support.cfm](http://www.ecu.edu/cs-bus/support.cfm)



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

## Stay Connected to the College of Business

Each person who reads this newsletter has a talent to share with a current student. Many of you live close to campus and have made time to speak to a class or student group. Others have shared their willingness to be a mentor by talking via phone or email to a current student.

No matter how you help, alumni and friends are essential to the success of our College of Business. Whether you tout ECU to a potential business student in your community or join a College of Business gathering, your efforts make our College even stronger.

As ECU alumni or friends, we hope that you will stay connected and keep us informed about changes and moves in your life. Through our "alumni update" link, you can update addresses and information online at [www.ecu.edu/cs-bus/memberupdate.cfm](http://www.ecu.edu/cs-bus/memberupdate.cfm).

Please send us information about yourself, former classmates, or even colleagues. Your successes are our successes. We can continue to share through Stocknotes and continuously work to promote and recognize this university's greatest asset...you.

Please contact me at 252-328-0130 or [westmorelandj@ecu.edu](mailto:westmorelandj@ecu.edu) if I can be of assistance to you. It has been great to stay more connected by e-mail, phone, or in person as we travel.

Your support and connection to the College of Business make a difference. Thank you for your involvement.

Jim Westmoreland  
Associate Dean for External Affairs  
College of Business  
East Carolina University  
252-328-0130  
[westmorelandj@ecu.edu](mailto:westmorelandj@ecu.edu)  
[www.ecu.edu/cs-bus/alumninetwork.cfm](http://www.ecu.edu/cs-bus/alumninetwork.cfm)

## SAM Achieves Milestones, Sets New Records

The 2008-2009 ECU student chapter of Society for Advancement of Management, better known as SAM, has already surpassed many records set by previous SAM chapters.

This year, the organization has 40 active members, which is the largest membership to date. The club, which currently relies on financial support from the Student Government Association, has set the goal to achieve self-sufficiency through aggressive fundraising goals. This past fall, SAM's first fundraiser, called "Feast for SAM," raised \$1,300 – an amount that surpassed the collective annual fundraising in any past year.

The money raised goes toward expanding club educational opportunities throughout the academic year – including field trips. SAM membership is also committed to sending one of the largest delegations to date to the annual conference in March.

Last year, the ECU Chapter of SAM won first place in the Campus Chapter Performance Program, Small Chapter Division. The national award recognized the student organization's outstanding team activities while supporting the mission of SAM.

At the national level, SAM was founded in 1912 by the colleagues and supporters of Frederick Taylor, known as the "Father of Scientific Management." It is a non-profit organization run and advanced by hundreds of volunteers.

The ECU chapter of SAM is a student organization open to all majors. The club currently has two faculty advisors, John Davis (MGMT) and Dr. Andy Herdman (MGMT).

For more information about SAM, please contact club president Andrew O'Toole at [afo522@ecu.edu](mailto:afo522@ecu.edu).



**SAM president Andrew O'Toole and SAM publicity chair Page Farmer (far right) help fundraise during the "Feast for SAM" event. They are pictured with two SAM supporters.**

### 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](mailto:cclub@ecu.edu) or contact us at 252-328-6377.

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

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