

ECU's Online MBA Program Earns Top Marks from U.S. News

East Carolina University's MBA program ranks among the top 20 in online education, according to U.S. News & World Report's first-ever ranking of graduate-level business distance education programs.

Out of 161 graduate business programs listed, ECU ranks number 17 for overall student services and technology. ECU also scored points for its teaching practices and student engagement (#26) and admissions selectivity (#28).

In a news release from Jan. 2012, U.S. News stated that the number of students enrolled in online degrees is growing rapidly. "Those prospective students—a very large proportion of whom are working adults—lack needed information to help them determine the relative strengths and weaknesses between online degree programs that they are considering attending. U.S. News undertook this project in an effort to begin filling this information gap," the release said.

The online program in the College of Business developed from a single course offering in 1998 to entire undergraduate and graduate degrees in numerous concentrations today. The College enjoys a robust online/

distance education presence particularly at the MBA level, with more than 800 students enrolled.

"In a world with increasing 'diploma mills,' we are proud that the College of Business continues to maintain its high quality standards," Dr. Stan Eakins, dean of the College of Business, said. "We strive to prepare both faculty to teach online and students to learn online while using a variety of technological and instructive methods to do so. It's no surprise the College of Business is looked upon as a leader in distance education innovation."



College of Business Seminars Enrich Professional Development

In addition to fostering professional development in the classroom, the College of Business now promotes it in the community, offering seminars to advance skills needed to increase ability and build confidence.

"Leadership and professional development are essential focus areas for any successful company," instructors Sharon Justice and T.D. Gribble explained. "When organizations provide their staff with the right training in an engaging, interactive environment, they can greatly motivate their teams as a whole and improve the service they offer customers."

Seminars offered by ECU include:

- Workplace Professionalism.
- Discovering Your Strengths.
- Dining Etiquette.
- Transitioning from College to Corporate.
- Plus other customized programs to meet your needs.

Several businesses have already taken advantage of the seminars offered. Vidant Health worked with the College of Business this spring to develop a customized leadership development program,

and this summer Wells Fargo has lined up five College to Corporate transition seminars for its employees.

"Our seminars add value as staff members become more skilled and productive," Justice and Gribble said. "Whether through open programs or customized seminars, our affordable and locally accessible options make professional development practical and convenient."

Contact ECU's Office of Professional Programs to learn more about seminars offered, or visit online to see the calendar of scheduled events at <http://business.ecu.edu/seminars>.

www.business.ecu.edu

College of Business

75 YEARS OF EXCELLENCE



College of Business

FACULTY NOTES

Paul Earns Top Teaching Award

Dr. Ravi Paul (MIS) received the University of North Carolina Board of Governors Award for Excellence in Teaching during ECU's annual Founders Day and University Awards Celebration on April 25. This top teaching award honors one selected recipient at each of the 16 UNC system institutions.

In his nine years at ECU, Paul has demonstrated a passion for teaching and a gift for helping students learn. A former student wrote, "You embody what a professor should be, on any level. You are challenging, thorough, professional, and compassionate. I learned about MIS in your class, but I also learned about structure, leadership, and discipline." Another wrote, "Dr. Paul was superlative in his balanced approach...He is a natural motivator, using positive reinforcement and encouragement while having high expectations of his students."

In his philosophy of teaching, Paul discusses the importance of growth and innovation. "As I continue to strive to become a better teacher, I have come to realize that teaching involves much more than the actual time spent in contact with students," he said. "In addition to a strong, guiding teaching philosophy, it involves keeping current...so that I can incorporate appropriate changes into the classroom and into the curriculum."

Students, he says, will "rise to the level of expectation we hold for them," and he endeavors to maintain and communicate these high expectations while fostering a caring, encouraging learning environment. He believes in the importance of providing opportunities for students to develop 21st Century leadership skills, to engage in collaboration and communication, to grow in creative and critical thinking ability, and to embrace the need to stay current and be lifelong learners.

Paul's outstanding teaching has resulted in numerous awards over the years, including the UNC Board of Governors Distinguished Professor for Teaching Award, the ECU Alumni Association's Robert L. Jones Award for Outstanding Teaching, College of Business Commerce Club Teaching Excellence Award and New Faculty Teaching Award, and ECU Scholar-Teacher Award. Graduating seniors have consistently voted him a faculty marshal.



Dr. Ravi Paul with his family

Paul has also worked to improve teaching and learning beyond his own classroom through service on university committees and organizations including the Faculty Senate and the Graduate Curriculum Committee. He has chaired the College of Business Graduate Curriculum, Management Information Sciences Curriculum, and Curriculum Assurance Committees, and held numerous other leadership roles to incorporate international perspectives, critical thinking, and leadership development into the curriculum.

Paul earned both his M.S. and Ph.D. in Industrial Management from Clemson University. He also earned a B.S. in Mechanical Engineering from Bangalore University in India. His research interests include software engineering, information systems, and cognition. His research has been published in journals such as the Requirements Engineering Journal, Information and Management and the Journal of Computer Information Systems, as well as in conference proceedings such as HICSS, AIS and DSI. Before coming to ECU, Paul was assistant professor in the Department of Information Systems at the New Jersey Institute of Technology (NJIT). Prior to teaching, he worked for 12 years in the computer industry, holding technical and managerial positions in systems analysis, design, development, and administration.

Ashley Named ECU Scholar-Teacher

East Carolina University honored assistant professor Dr. Christy Ashley (MSCM) on March 29 with one of 10 ECU Scholar-Teacher Awards for 2011-2012.

The award, one of the most prestigious offered at ECU, recognizes outstanding faculty members who effectively integrate scholarship and teaching. Those 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. Recipients are selected by the Faculty Advisory Committee.

At the March 29 awards ceremony and symposium, Ashley presented "Contagious Curiosity."

"I believe exposing students to current research and engaging students in the research process can increase the

likelihood students will have the curiosity, passion and skills to continue learning on their own," Ashley said.

She added that this approach ties into the larger College of Business initiative to develop active learners who can think critically, can make decisions effectively, and are prepared to respond to marketplace changes.

Ashley, who has taught at ECU for four years, earned her Ph.D. in Marketing from The University of Rhode Island in 2006. She also holds an MBA from the University of Miami and a BS in psychology from Sacred Heart University. Her primary research interests include customer experience management – especially in retail settings – and the formation and dissolution of emotional connections with brands.



Dr. Christy Ashley

FACULTY NOTES

MacLeod Wins Board of Governors Distinguished Professor for Teaching Award

Dr. Kenneth MacLeod, associate professor in the Department of Marketing & Supply Chain Management, was honored with the Board of Governors Distinguished Professor for Teaching Award on April 25 at the annual Founders Day and University Awards Celebration. The award recognizes and supports excellent teaching at each of the 16 constituent universities in the UNC system. MacLeod was one of six recipients selected at ECU.

In 2007, he was awarded the Robert L. Jones Award for Outstanding Teaching – one of three teaching awards supported by university alumni contributions. Students who have taken MacLeod will oftentimes agree he’s one of the toughest professors you’ll find in the College of Business. Students also agree, however, that MacLeod’s tough assignments in the classroom – from payoff table mini-cases to linear programming projects – challenge them and make them think.

“It is my job to find ways to make the students learn. It is their job to put the effort into learning. Together, we can get a lot done in a semester,” he said.

MacLeod earned his undergraduate degree from Georgia Tech in 1982, and he graduated from Notre Dame’s MBA program in 1986. MacLeod began teaching at ECU in fall 1989, after working for several years as a commercial loan analyst at Florida National Bank. In 1990, MacLeod earned his PhD from South Carolina.



Dr. Kenneth MacLeod

Management Professor Pens Book, Explores Work Measurement

An East Carolina University management professor has published a book that is considered the most comprehensive treatise on work design and job analysis practice and research in over 20 years.

Dr. Shanan Gibson, an associate professor in ECU’s College of Business, is co-editor of “The Handbook of Work Analysis: Methods, Systems, Applications and Science of Work Measurement in Organizations.” Published in April 2012 by Psychology Press, the book consists of four parts: Methods, Systems, Applications, and Research/Innovations.

Gibson explained, “Our book was intended for a diverse audience of researchers, practitioners and students in Human Resource Management, Industrial & Organizational Psychology, and other fields of vocational inquiry. It is a user-friendly handbook that examines the theory, techniques, practices, and outcomes associated with the analysis of work. Although frontline managers may be unfamiliar with the term ‘work (job) analysis,’ they are highly attuned to the importance of strategic recruiting and selection, effective

training design, performance management, compliance with the Americans with Disability Act (ADA), and equitable compensation systems. Work analysis provides the foundation for building these organizational processes such that they are both effective and legally defensible. “

Gibson began teaching in the College of Business in 2003. Her research focuses on topics relevant to human resources and organizational development including work analysis, entrepreneurship and technology in organizations. She currently serves as a member of the Social Security Administration’s Occupational Information Development Advisory Panel. Active in several professional organizations such as the United States Association for Small Business and Entrepreneurship, the Small Business Institute®, and the Southeastern Chapter of the Institute for Operations Research and the Management Sciences, Gibson is also co-editor of the Small Business Institute® Journal. She received her Ph.D. in Industrial and Organizational Psychology from Virginia Tech in 2001.



Dr. Shanan Gibson

College of Business

FACULTY NOTES

McDowell Testifies before U.S. House Committee

Assistant Professor William McDowell (MGMT) was chosen to testify as a small business expert before a full House Committee on Small Business hearing held March 28 in Washington D.C. The hearing, titled “Large and Small Businesses: How Partnerships Can Promote Job Growth,” examined how multinational corporations and small businesses depend increasingly on one another and what can be done to promote those symbiotic relationships.

McDowell was part of a four panel group that included Matthew Slaughter, associate dean for the Tuck School of Business at Dartmouth; Robert Bruck, corporate vice president for Intel; and Paul Blackborow, CEO of Energetiq Technology, Inc.

McDowell said his testimony focused on small businesses and how they are still at a disadvantage in comparison with large businesses, even in these collaborative efforts.

“Specifically, I spoke about how small businesses are at a disadvantage in the area of taxes, dependency, access to experts, and access to capital,” he said. “My suggestions included focusing more resources and attention on getting small businesses access to qualified help and experts through programs such as the Small Business Administration, local Small Business and Technology Development Centers, and even programs such as the Small Business Institute®, which ECU is very much involved in. It was a very exciting experience.”

McDowell was second to give his testimony, and after all testimonies were given, he answered questions from Rep. Nydia Velazquez, Rep. Allen West, and Rep. Bobby Schilling. The hearing lasted over an hour and was featured in The Washington Post.

McDowell teaches Entrepreneurship and Family Business at ECU, and he serves as vice president for research and publications for the national Small Business Institute® and co-editor of the Small Business Institute® Journal. His research specialty is focused in the area of small and medium sized enterprises (SME) and the relationships between SMEs and large businesses within the supply chain.



Dr. William McDowell



(Right to left) Dartmouth College’s Matthew Slaughter, East Carolina University’s William McDowell, Intel’s Robert Bruck, and Energetiq’s Paul Blackborow testify before the House Small Business Committee. Photos courtesy of the U.S. House of Representatives.

FACULTY NOTES

ECU Personal Finance Instructors Inspire Students to Save \$100,000

Three personal finance instructors in the East Carolina University College of Business challenged their students to save \$50,000 this past semester by taking tips and ideas from class to change their spending behaviors. Together the 500 students saved an astounding \$130,000.

“We were hoping to help our students save up to \$50,000 for the year, averaging to \$100 per student,” said Bill Pratt, one of the instructors. “I couldn’t help but smile as I tallied the amount of savings.”

The challenge was simple: students were asked to submit any changes in their behavior that resulted in spending less and saving more even securing a paid internship or part-time job counted. The submission did not count as part of their course grade; instead student names were entered into a drawing for several \$50 gift cards.

“We begin the semester by discussing jobs, careers, and the importance of internships. From there we move into basic financial topics such as how to create a college budget, how to pay for college, how to save on the cost of a car, how to buy insurance, and many other personal finance topics,” said Mark Weitzel, who created the course more than 10 years ago. “We wanted a fun way to demonstrate to our students that making good financial decisions as a result of what they learn in class is easy and will make a real difference in their lives.”

The savings ranged from reducing the number of times students dine out or buy gourmet coffee to saving thousands of dollars on the purchase of a car. One student saved an average of \$100 per month by riding his bike to school. Another student stopped buying a snack before her first class and saved more than \$50 each month. One couple kept heating and cooling costs to a minimum by turning the thermostat low in the winter and high in the summer, bundling up when it’s cold and taking advantage of cool mornings in the summer by opening windows. Some students even earned a paid internship or asked for and received a pay raise at their job. One student in particular applied to be a resident advisor on campus and was offered the position, which covers room and board and provides a monthly stipend.

“Our goal is to teach students enough about money so they know the right questions to ask and where to find the answers they need. We want our students to know enough so that no one can take advantage of their financial inexperience,” said Len Rhodes, one of the instructors.

The personal finance class at ECU is a three credit hour elective course that fills to its 500 student capacity each semester. The instructors authored the textbook for the class and all net proceeds from the sale of the book go to financial literacy initiatives on ECU’s campus. The instructors also recently penned a book called “How to Keep Your Kid from Moving Back Home after College,” which gives parents the tools and knowledge they need to help their children develop good personal financial habits.

For more information about ECU’s financial literacy initiatives or the personal finance course, contact teaching instructor Mark Weitzel at weitzelm@ecu.edu.



(Left to right) ECU Personal Finance Instructors Bill Pratt, Len Rhodes, and Mark Weitzel

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business.ecu.edu/CONNECT

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ALUMNI NOTES

2012

Teresa C. Childers (Gen. Business) is an administrative assistant with Catawba County Public Health. She and husband Tim reside in Hickory. Teresa graduated with honors in May 2012.

Gregory Collins (MIS) is general manager for Cold Stone Creamery in Wilmington, N.C.

Megan Mutscheller (FINA) is an accounting clerk with Oliff & Berridge, PLC in Alexandria, Va.

Kimberly Wright (MBA, FINA '08) is Accountant II with Carolinas Healthcare System. She and husband Matt reside in Charlotte.

2011

Courtney Cason (MGMT) is a relocation coordinator for IBM India Private Limited in Durham.

Sarah Kay Davis (MSA, ACCT '10) is an intern with Dixon Hughes Goodman LLC in Virginia Beach, Va. She resides in Manteo.

Jennifer Edinger (FINA) is an applications specialist for Bandwidth.com in Cary.

Charles Gullette (MSA, ACCT '10) is a staff accountant for Beaufort Community College.

Michael Lyons (MGMT) is the district chief for Wake County Emergency Medical Services.

Jeffrey McGowan (MGMT) is a second lieutenant in the United States Army stationed in Fort Carson, Colo.

Robyn Mondin (MGMT) is a mortgage banker with First Citizens Bank in Arden, N.C. She and husband Michael reside in Fletcher, NC.

Mary Frances Moore (MIS) is a business analyst with Atlantic Casualty Insurance Company in Goldsboro. She is also enrolled in ECU's MBA program.

Cole Perry (MBA, MKTG '06) started a new job in Jan. 2012 as the materials manager for Lambert's Cable Splicing in Rocky Mount. He and wife April reside in Wilson.

Jack Schulz (MKTG) has joined VALIC (Variable Annuity Life Insurance Company) as a licensed financial advisor in the Western Carolina district. He will be working in the Charlotte area.

Ryan Stallings (MBA) is a relationship manager for Cisco Systems in the Triangle area.

Bryan Keith Thigpen (MSA, ACCT '10) married Amanda Howard Buie (ECU '11) on Sept. 24, 2011 at Englewood United Methodist Church in Rocky Mount.

Mark Walvoord (MBA), who resides in Durham, is enrolled in the MS in Accounting program with Strayer University.

Blake Wilcox (MBA, FINA '09) is an analyst with USBancorp Investments, Inc. in Charlotte. He is working on a bond trading desk.

Walker Elizabeth Wylie (MSCM) was promoted to assistant manager for Enterprise Holdings, Inc. in the Coastal Carolina Region in Wilmington, NC. She has made four elite events during her career with EHI and was number one on the regional matrix in January.

2010

Brittany Davenport (MSCM) is a video coordinator for Connexion Technologies in Raleigh.

Heather Nicole Gray (MKTG) married Charles Hunter Rogerson (ECU '09) on Oct. 1, 2011 at Yankee Hall Plantation in Greenville. She is employed as a Pediatric Specialist in Williamston.

Charles West Overman (MBA) joined Gregory Poole Equipment Company in Aug. 2011. He is working out of the Greenville branch as a service administrator. In March 2012, he was promoted to a management trainee. Charles married Meagan Piland (ECU '11) on Oct. 1, 2011.

Brett Parker (FINA) recently joined Nease Insurance Agency, where he represents Nationwide Insurance as an associate agent and will service clients with car, home, life, and business insurance needs. Before joining Nease, he was an associate agent with the Bonnie H. Smith Insurance agency in Wilson. Brett is an ambassador for the Greenville-Pitt County Chamber of Commerce.

Johnny R. Stone Jr. (MSA) recently accepted a new job as a staff accountant with Chiquita Brands International with their Fresh Express Subsidiary. He is working in the area of rebates and brokerage.

2009

Stephen Benson (FINA) has joined MetLife of the Carolinas in Raleigh as a financial services representative. He is Series 6 and 63 FINRA Securities Registered and is licensed to sell life, accident, and health insurance in NC.

Lauren Faye Curtis (MBA, MGMT '07) wed Woodrow Jackson Farrington II at St. Paul's Episcopal Church in Greenville on April 28th. She graduated from the Cumberland School of Law in Birmingham, Ala. in 2011 and is currently an associate attorney with the firm of Estes, Sanders & Williams, LLC in Birmingham, where the couple is residing.

Kyle Holliday (MBA, MGMT '07) and wife Amy Kibler Holliday (ECU '06) welcomed a baby girl named Grace Ann Holliday on March 26, 2012. Baby Grace weighed 7 lbs. and was 2 1/2 inches long. Kyle was also recently promoted to senior admissions counselor at Barton College.

Sheila H. Onley (MBA, Gen. Bus. '08) has accepted a position as a university program specialist in the Business & Finance Division (Contracts & Grants Department) at Elizabeth State University. She and husband Aubrey reside in Hertford.

2008

Andrew Hamilton Griffin (FINA) works in the public sector of IBM Global Business Services, Financial Management Division in Herndon, Va. He is currently a deputy team leader on the Army Audit Readiness Project. Their goal is to prepare the United States Army for financial audit by 2017, a feat that has never been accomplished in the Army's existence.

Robin Smith (MBA, Mathematics '06) is a relationship banker with BB&T in Greenville.



Kendall Stafford

Kendall Conley Stafford (FINA) has accepted the position of Deal Lead Director for Benchmark International. She and husband Heath live in Brandon, Fla.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

2007

Daniel A. Crouse Jr. (MKTG) is an accounts representative for Hagemeyer NA in Raleigh.

Juliana Price (FINA) has been promoted to controller/business manager for LBA Group, Inc. in Greenville, and she will oversee finance, accounting, and support functions in new office of LBA Business Services. LBA Group Inc. provides support for infrastructure assets of the wireless telecommunications industry.

Lee Schwarz, CPA (MBA) is administrator/CFO for East Carolina Home Care in Rocky Mount. He and wife Julie have a 3 year-old daughter and a 4 month-old son and reside in Zebulon.

2006

Rebecca Danielle Eastman (ACCT) wed John Linwood Gurguanus on Sept. 10 at Bethel United Methodist Church. She is currently attending graduate school.

Jessica English (MSA, ACCT '05) is currently working for Cherry, Bekaert & Holland as a seasonal tax employee. She was recognized for five years of service to the firm in Dec. 2011. She helps with her father's business when not working at CBH. Jessica and husband Timothy live in Virginia Beach, Va.

2005

Lauren Davis Asby (FINA) is banking officer and branch manager in Southern Bank's Greenville Medical Center office. She completed her first year of the N.C. School of Banking in Chapel Hill.

Sean P. Dooley (FINA) was promoted to senior analyst in Matrix Capital Markets Group's energy and multi-site retail group in Richmond.

Shaunda Moore (MGMT) has been named banking officer and branch manager in Southern Bank's office in Winterville. She has been employed with Southern Bank for three years as a credit analyst.

2004

Paul Brezina (MD/MBA) has accepted a position with Fertility Associates of Memphis in Tennessee after completing his fellowship in Reproductive Endocrinology and Infertility at the Johns Hopkins School of Medicine. He and wife Jennifer Brezina (MBA '02) have twin three-year olds, Will and Caroline. Jennifer continues to help the College of Business with its marketing and public relations work.



Paul Brezina

Chris Bryan (FINA) accepted a job with BB&T in Aug. 2011 as an assistant vice president – Business Services Officer in Winston-Salem's Commercial Lending office. He and wife Nancy live in Lewisville.

Darios Blake Eason (ACCT) was among 50 applicants recently approved by the N.C. State Board of Certified Public Accountant Examiners for licensure as a certified public accountant in the state of North Carolina.

Zhan Z. Furner (MSA), a former senior associate at KPMG, recently joined the Doctoral Program in Accounting at Texas Tech University. Zhan is a recipient of the Texas Tech University Chancellor's Fellowship. She and husband Chris Furner, PhD (MBA '03 and MIS '02) reside in Amarillo, Tex.

Michael D. Holt (MBA) has joined Southern Bank's South Charles Boulevard office in Greenville as vice president and business development officer. He has seven years of banking experience as a business banker in the Greenville and Pitt County area.

Sarah Polli (MKTG) recently moved to Washington, D.C. and started at The Washington Post on the digital team as a Display Account Manager. As an account manager, she is responsible for executing and managing online campaigns for various clients that range from local businesses to large brands, such as Tiffany & Co., Microsoft, and Google.

David Whitmer (MBA, MGMT '02) is the business services manager for the Northeastern Workforce Development Board, stationed in Hertford, N.C.

2003

Charles Reedy (MBA, DSCI '01) was promoted in Jan. 2012 from an outside sales position to regional sales manager at Everlight USA in Pineville, N.C.

David Walton (MBA) and wife Jane recently had their second child, Eli David Walton, on February 21, 2012. Eli weighed 8 lbs, 1.6 ounces and was 19 ½ inches long. David is an assistant vice president with BB&T in Wilson. He is frequently back on the ECU campus interviewing students for the BB&T Leadership Development Program.



David Walton's newest addition, Eli

2002

Kristy K. Conway (MBA) has formed ENC Property Management with business partner Tracey Bunch. ENCPM is a full-service residential rental property manager and provides services to homeowners' associations. Kristy and husband Parker reside in Farmville.

Bernita Demery (MBA) recently completed a three-year term on the N.C. Association of Certified Public Accountants board of directors. As a member of the board, she served as Minority Action Committee liaison and was a member of the audit committee. Her article "The Diversity Opportunity: Why Is It Important?" was published in the first edition 2011 Interim Report Magazine of the association.

Amanda Markovitch (MBA, MGMT '01) is engaged to marry Jess Singletary (ECU '00). The wedding is planned for fall 2012.



Amanda Markovitch and her fiancé

Frederick A. Moreno (MKTG) wed Jennie Leigh Dross on May 21, 2011 at Southview United Methodist Church in Roanoke, Va. He is an assistant DA in Durham. Michael J. Sandlin (FINA '02) was a groomsman.

Dennis "Ray" Williams M.D. (MGMT '02, MS – Biology '04, MD '10) graduated from the Brody School of Medicine in 2010. He completed an internal medicine internship at

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PCMH in 2011 and is currently a resident in radiology at the University of Kentucky Medical Center in Lexington, Ky. He and wife Jaclyn have two children, Madison and Lexie, and are expecting a son.

2001

Philip Dean Price (ACCT, Ed. Leadership '10) wed Jessica Lyn Porterfield (ECU '10) at White Lake. He works for Beaufort Community College in Washington.

Nathan E. Queen (MBA) and wife Mary were blessed with the birth of Rebecca Radine Queen on March 2, 2012. Rebecca joins sisters Lillian and Stella. Nathan is a senior consultant with Reliance Standard Life Insurance in Charlotte.

2000

Garrett Blackwelder (MKTG), who attended ECU on a basketball scholarship, is the owner and president of Figure Eight Technologies, a business he started in 2003 that designs the software used in Internet cafes. The company recently moved from leased space in Simpson to a permanent facility to in Greenville to accommodate the company's growth. Garrett and wife Corrie Briney Blackwelder (ECU '01) reside in Grimesland with their two daughters.

1999

Milton Eugene "Gene" Hodges (MBA, FINA '93) is assistant county manager for Craven County. He was previously assistant county manager in Person County.

1996

Bobby C. Darden (MBA) is executive director of the three-county Coastal Environmental Partnership for solid waste in New Bern. He was previously county manager in Perquimans County from 2004-2012 and the assistant county manager from 2002-2004.

1995

Charles "Chuck" Russell (MBA, ECON '92) is vice president for business development for TENAM Corp. Chuck and his wife Anne live in Maryland and have two children.

1994

Donna Phillips (MBA, MKTG '91) was recently elected to the ECU Board of Visitors. She is a senior economic developer and manager for the North Carolina Department of Commerce's recruitment efforts for the Eastern Region. She is working to become a certified economic developer (CEcD) and serves as a volunteer on many boards and committees, including the Small Business & Technology Center Advisory Board and the ECU industrial technology program advisory board.



Donna Phillips

D. Paul Powers (MBA, FINA '92), senior vice-president and manager of the commercial business unit for Pitt County, was selected as top commercial banker in the Central Region at Southern Bank's annual Best Banker's event held at Kingsmill Resort in Williamsburg, Va.

1993

Hunter Anderson Moore (FINA) wed Jennifer Leigh Culler on Aug. 20 in Jones Chapel at Meredith College. He works for GENBAND in Research Triangle Park.

1991

Steve Mills (MBA, Computer Science '89) and wife Autumn Mills (ECU '04) have opened Copper and Vine Kitchen and Wine bar in Uptown Greenville in the Blount Harvey Jefferson's Building. The couple also continues to operate their retail shop, Dolce Vita Wine and Beer.

1989

Michelle Morris (FINA), with 11 years of experience working in ECU's employment office, has been appointed to the position of Director of Employment for the university. In her new role, Michelle has responsibility for leading ECU's Employment and Clinical Support Services functions that provide a wide range of assistance for more than 4,000 positions throughout the university community.

1982

Bonnie Green Barrett (DSCI) is a director at GlaxoSmith Kline in Durham.

David Randolph Evans (MGMT) is a staffing assistant at Riverside Regional Medical Center in Newport News, Va.

1981

Vern Davenport (MBA, MKTG '80), a health care industry leader, spokesman and lobbyist, has been named to the Board of Visitors of East Carolina University to serve two consecutive four-year terms. He has three decades of senior executive experience in building and transforming health care IT businesses in the United States and globally. He recently was named chairman of the board and CEO of MedQuist, based in Franklin, Tenn.

Musette Spruill Nesbit (MKTG) is vice president and director of loan operations for Bank of North Carolina, headquartered in High Point. Musette and her husband Calvin reside in Winston-Salem.

1980

Samuel J. Bernstein (MKTG) is director of merchandising, marketing, and global sourcing at Boy Scouts of America National Supply Group. Previously, he was at Family Dollar Stores for more than thirty years, most recently as vice president – general merchandise manager.

1975

Bud Carr, CPCU (MKTG) recently joined RAM Insurance Services, an independent insurance agency located in the Tampa Bay area. He was previously vice-president of Carr Insurance in Miami, Fla. He is also past president of the South Florida Chapter of the CPCU Society and a former board member of the Independent Insurance Agents of Dade County.

Edwin Giddings (ACCT) is the director of FTI Consulting in Arlington, Va.

1958

Richard Conder (BUSA) of Rockingham, former ECU football player and 1982 alumni of the year, was inducted into the N.C. County Commissioner Association inaugural Hall of Fame. He is married to Barbara Speight Conder (ECU '57).

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ALUMNI NOTES

IN MEMORIAM

1950s

John Henry "Jack" Edwards Jr. (BUSA '57), of Williamston, died Oct. 21. He joined his father in running and owning Roanoke Chevrolet Co. from 1957 until July 2006. He was a retired fireman.

1960s

Ernest Herman Beaman (BUSA '65) of Snow Hill died Oct. 3. He owned Beaman's Restaurant and the Cook Pit.

1970s

John Stewart Finch (BUSA '76) of Greenville died Aug. 25. An Army veteran, he owned and operated Turnage Insurance Agency.

GOT NEWS?

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The Women's Roundtable at ECU

Founded in 2003, the Women's Roundtable acknowledges the contribution of women to East Carolina University's legacy and encourages new levels of commitment by women to the university's future. Through its network of nearly 75,000 women graduates in all walks of life, East Carolina has a tremendous impact on communities across the region, state, and beyond.

The Women's Roundtable is a unifying organization that seeks to elevate and encourage leadership and philanthropy by women. Through its network of women graduates and friends of the university, the Women's Roundtable is creating a culture of giving at ECU by focusing its efforts on raising funds for ECU's Access Scholarship program; building a strong volunteer base of women committed to advancing the university; and forming a deeper pool of women to be considered for other leadership roles at ECU. In addition,

members of the Women's Roundtable have an opportunity to network with a diverse group of intelligent, influential, and resourceful women. These women demonstrate the leadership that distinguishes ECU and personifies the role that women can play in shaping the future.

There are several levels of affiliation with the Women's Roundtable from \$25 Young Alumnae memberships to \$1,500 Lifetime memberships. Please visit www.ecu.edu/womensroundtable today to learn more about the Women's Roundtable and to join! Or, contact Marcy Romary, Senior Major Gifts Officer and Director of Women's Philanthropy, at 252-328-9580 or romarym@ecu.edu for further information.



College of Business

ALUMNI NOTES

Alumni Highlight: Jason Anson (MBA '05)

Jason Anson was one of ECU's first MBA students to join Credit Suisse when he graduated in 2005. Since then, he has worked in Operations, Product Control, and Financial Accounting, all based out of the company's Raleigh office. Anson especially enjoys visiting campus to help recruit other Pirates, adding to the many ECU alumni who now work at Credit Suisse.

"I've been with Credit Suisse for more than seven years now, and I find the work very rewarding," Anson said. "ECU prepared me well for my career, and all of the group work I did in school has enabled me to work with people from diverse backgrounds. This is important when working in finance for a global company. I speak with people in different countries on a daily basis and need to be able to communicate effectively."

Originally from Alexandria, Va., Anson initially chose East Carolina for its College of Education. In 2003, he earned his undergraduate degree in Special Education. When he decided to switch gears and earn his MBA, Anson spoke with former dean Rick Niswander to get a better understanding of the program.

"I was sold after the first meeting," Anson said. "Dr. Niswander explained how the MBA program worked, and how it catered to non-business undergrads. It was a great opportunity for me, and I'm grateful for the experience."

Anson has fond memories of studying with friends and meeting his future wife Stephanie (PSYC '01) at ECU. He also vividly remembers the shock of Hurricane Floyd in 1999 and helping friends evacuate from their homes near the Tar River. He says he was amazed at how well the university and community pulled together to make the best of the situation.

In addition to his regular work with Credit Suisse, Anson actively participates in philanthropic activities and other volunteer work with the company, from charity walks to Special Olympics fundraising. He says he advises today's ECU students to expand their networks and never burn bridges.

"I think that all students understand they are going to have to work hard, but you would be surprised how important a good network is," he said. "I still keep in touch with people I went to school with,



Jason Anson (MBA '05) with his wife Stephanie.

and some have come to join me at Credit Suisse. I've moved departments twice at Credit Suisse, and both opportunities arose because of relationships I had cultivated."

Alumni Highlight: Jacob Davis (FINA '12)



Jacob Davis (FINA '12)

Jacob Davis graduated this past spring with a near-perfect 3.95 GPA, numerous honors, and three years of ECU varsity baseball under his belt. The real home run, however, was landing a job at BB&T, Davis says. He'll start the company's renowned Leadership Development Program this summer, and he couldn't be happier.

"This is the job I wanted all along, and when I received an offer from BB&T I felt such a sense of accomplishment, because it has really been one of my biggest goals," Davis said. He will train in Winston-Salem and likely return to his hometown, Wilson, for his first assignment.

Growing up, Davis said he wanted to follow in his father's footsteps and play baseball for ECU (his father, Parker Davis, graduated in 1980). Davis earned a full academic scholarship to attend ECU and had the opportunity to play baseball for the Pirates. He played on the team for three years, leaving when he landed an

internship with Merrill Lynch that would help advance his career.

While at ECU, Davis participated in the EC Scholars program, which offers the most prestigious scholarship at East Carolina. The program also provides students with rigorous coursework, research opportunities with faculty members across campus, and a required Study Abroad experience. EC Scholars live and learn in a collegial residence environment, and they participate in leadership and community engagement opportunities in eastern North Carolina and beyond. Davis was also part of the Honors College at ECU, a diverse intellectual community for academically talented students of strong character.

"Both the EC Scholars program and Honors College were pivotal during my time at ECU," Davis said. "I feel like I've had many opportunities and accomplished a lot as a student, and I'm excited about what the future holds."

ALUMNI NOTES

Alumni Highlight: Tonya Martin Cockman (MKTG '91)

Tonya Martin Cockman, president of Clear Defense, lives by the words, “It doesn’t matter how well you do in life, but what kind of legacy you leave behind.”

Cockman found her way to East Carolina from a small town in Virginia with plans to stay one semester and then transfer to UNC-Chapel Hill. But the unexpected happened – she fell in love with ECU and met her future husband, A. Sanders Cockman (ECON '91). Greenville captured her heart, and the town surprised her with its captivating school spirit, culture, and people. She pledged sorority Tri Sigma her fall semester and double majored in fashion merchandising and marketing. She graduated from ECU in 1991 and began working for Ralph Lauren in New York City. With Ralph Lauren, she launched the Safari Line in North Carolina before eventually settling in Greensboro.

In 1999, Cockman’s father called her with a proposal – he wanted her to join him at his glass security systems company, Clear Defense. The company mainly worked in athletics, teaming with the NCAA and the NBA to create the glass

“It may seem small in retrospect, but we help them see clearly through those windows, and it feels good that we can help them in some way, no matter how small or big.”

for basketball backboards and hockey arenas. Her father believed that coupling his business with her marketing skills would be a profitable business move. She took the offer and never looked back. Clear Defense also had defense contracts with the military, including one with the Pentagon where their glass was used in some areas of the building. Little did anyone know this contract would change the entire dynamic of the company.

On September 11, 2001, a plane crashed into the



Tonya Martin Cockman (MKTG '91)

Pentagon. In the parts of the building where the plane hit, Clear Defense glass was part of the structure and protected the people inside the building.

“People have come up to me and told me that they stood behind our glass for protection against the melting walls and extreme flames. . .and it saved their lives,” said Cockman. “That means so much to me, that we could help in this way.”

The tragic events of September 11th changed the world’s view, and security became everyone’s first priority. After Clear Defense glass withstood these extreme elements, the company’s main expertise shifted to providing defense contracts to the U.S. government and military. These types of contracts revolutionized the business, and the company now provides all the glass used in the military, including all vehicles. Cockman feels honored that they can help those who sacrifice so much for our country to remain safe.

“It may seem small in retrospect, but we help them see clearly through those windows, and it feels good that we can help them in some way, no matter how small or big,” she said.

Cockman is also passionate about service and has worked with numerous organizations, including

Women to Women in Greensboro, where she currently serves on the board, and The Junior League of Greensboro, where she’s on the board and a past president. On a national level, she has been involved as an executive committee member of the Points of Light Institute, a volunteer organization that inspires, equips, and mobilizes people to take action that changes the world. Most recently, she was honored by the Greensboro Chamber of Commerce with the 2012 Women in Business Award, recognizing her contribution to the community and strong entrepreneurial spirit.

With this community spirit, she also wanted to get involved with ECU several years back but didn’t know where to begin. Her sister-in-law, Caroline Cockman (ELEM ED '95), invited her to ECU’s Women’s Roundtable Legacy of Leadership event in 2007, and she now serves on the board of directors of the Women’s Roundtable.

Cockman hopes to leave an enduring legacy for future generations of women and is committed to improving ECU’s current endowment. She is proof that hard work can accomplish great things, and she believes that success and giving back to the community is a responsibility of those who can.

College of Business

ALUMNI NOTES

Alumni Highlight: Michael S. Kowalczyk (MGMT '09, MBA, '10)

Michael S. Kowalczyk makes no bones about it. He came to East Carolina University to party. But once he got to campus, he realized ECU offered much more than its former reputation.

"It turns out when I got there I didn't end up partying as much as I thought I would," Kowalczyk said. "I stuck to the books and went on to almost get straight As in the College of Business and get my MBA from the College as well. I realized I could be really successful if I worked hard. I was still social and was able to be a part of different groups and meet a lot of people and make a lot of friends, but I wanted to be successful in the classroom and do everything I could outside of the classroom to broaden my horizons."

And that he did. His initiative is evident in his academic efforts at ECU, as well as his involvement in many student groups and organizations, and his creation of The Council, a mentoring group he established as a student that is still going strong. In fact, The Council traveled on their own to New York City in 2010, with the help of the College of Business's Dr. Jim Westmoreland, to meet and make connections with ECU alumni there.

"I give more of my time back to East Carolina, and that's really important for anybody, young or old," he said. "People may not realize they can make a real difference in someone's life as a student just by interacting with them. There are alumni I have met over the years through Dr. Westmoreland who really inspired me to be great, because they are great and they are ECU

alums. When you have that connection between students and alumni, it's something you can't beat. It's a good feeling."

Kowalczyk is also among a growing number of young alumni who have decided to give back financially to ECU. In 2012, he established The Scott Jack Benrube Entrepreneurial and Mentorship Scholarship, named in honor of his former high school teacher and mentor. The \$1,000 scholarship helps financially support a College of Business student who is developing entrepreneurship skills and is actively involved as a mentor to other East Carolina students. Kowalczyk had the opportunity to meet the scholarship's first recipient earlier this spring.

"It was a great feeling to know that instead of me spending that money on a plane ticket to Europe, for example, I instead gave it to ECU to help support a student. And then to actually meet the person who is directly affected by my scholarship was really something neat," he said.

Today, Kowalczyk works at University of Illinois at Chicago as the resident director for guest services and marketing. To land the job two years ago, Kowalczyk decided to stand out from other applicants by including packs of colored rubber bands with his resume, along with a flyer that said he was "like a rubber band." Employers were encouraged to find out why by visiting his web site at www.likearubberband.com.

The attention-grabber worked, and Kowalczyk says living and working in Chicago is fantastic

– perfect for someone who grew up in cities like he did. But he still enjoys returning to his Pirate roots in Greenville, too.

Alumni like Kowalczyk contribute to what he says is one of his favorite things about the university, the family atmosphere. He credits his professors in the College of Business and many others with his success.

"The more effort you put into it, the more you realize that everyone's there to help you succeed," he said.

And as one of the youngest alumni to give back to East Carolina, Kowalczyk encourages others to give in any way they can, whether near or far.

"I encourage young people and recent graduates to really think about ways they can give back. If all they can do is send \$100 every year, that's fine and good, but if they can come to campus, if they can get back in touch with their professors or find a formal or informal way to mentor a student on campus or provide career advice – because things are a lot different once you leave campus – you learn a lot. That will help everyone at East Carolina be successful and add value to ECU as a whole."

To learn more about establishing scholarships and other ways to give back to the College of Business, please contact senior major gifts officer Colin O'Connor at oconnorc@ecu.edu or 252-328-9562.



Michael S. Kowalczyk with Allie Anneheim, the first recipient of his scholarship.



The Council mentoring group, from left: Sarah Morgan Hunter, Joeroyal Evans Jr., Robert P. MacLeod, Michael S. Kowalczyk, and Oliver Timothy Willis Jr.

STUDENT NOTES

Students Inducted into Beta Gamma Sigma

The College of Business recently inducted 47 new members into the Gamma Chapter of 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 April 19 at the Hilton Greenville, where chapter honoree Kirk Little (MKTG '82) delivered the keynote address. Little serves as vice president and chief operating officer for Apogee Solution, Inc., a Chesapeake, Va.-based company that provides consulting, professional, technical, and program management services to the U.S. Government and private sector organizations.

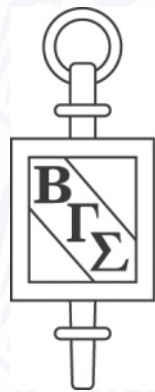
Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only and is based upon eligibility criteria, including those who rank in the top 7% of the junior class, top 10% of the senior class, and top 20% of graduate students within the College of Business. Beta Gamma Sigma membership is the highest recognition a business student can achieve.

Assistant professor Andrew Herdman (MGMT) currently serves as faculty advisor in the College of Business.



Beta Gamma Sigma faculty advisor Dr. Andrew Herdman (left) stands with chapter honoree Kirk Little and College of Business dean Stan Eakins.

Spring 2012 Inductees



JUNIORS

Kimberley Conklin
Kelley Cox
Carmen Galloni
Taylor Gleason

David Howard
Sarah Morgan Hunter
Emily Hurst
Carlee Jabin

Steven Kretschmer
Olivia Richardson
Kathleen Tcherkezian
Alexis B. Williams

SENIORS

Emily Baumgartner
Consuelo A. Beasinger
Richard M. Davies
Lisa M. Demers
Amiee M. Fahy
Matthew Hertzler
Charles W. Heumader

Mary Secore Mays
Kathleen K. Munn
Lee Patterson
Christopher Peck
Lashanti Penn
Jennifer Townsend Roche
Caitlin E. Simpson

Laura O. Tavares
Justin A. Todd
Jack Tookey
Greg Veirs
John Weiner
Kellie Seymore White

MASTERS

Clyde L. Brooks, Jr.
Kevin Buchanan
Daniel Ray Carter
Ryan P.W. Chadwell
Jie Gao

Davidson Gillette
Lawrence A. Moye, III
Jennifer B. Parker
Devang Patel
Jonathan Rickard

Brian Sentivany
Barton Shoulars
Jeffrey S. Zawicki, Jr.

College of Business

STUDENT NOTES

Student Finance Organization Visits Wall Street

In April, more than 20 students in ECU's Financial Management Association visited the financial district in New York City to meet with portfolio managers and other financial professionals. They were led by faculty advisor Dr. Brett Cotten and associate dean of external affairs Dr. Jim Westmoreland.

As part of the annual visit, students toured the New York Stock Exchange where they spent time with two ECU alumni traders and specialists. Students also met with portfolio managers at the investment firms Jennison Associates and BlackRock.

The Financial Management Association organizes special field trips every fall and spring. The spring trips go to New York City, while the fall destinations are usually stay closer to home. In the past, students have visited financial institutions in Charlotte and Washington, D.C.

"The experience is a great way for students to learn about the world of finance first-hand, and alumni participation in our field trip helps students with valuable networking, too," Cotten said.

The Financial Management Association is a student organization open to all majors. Its mission is to broaden the common interests between academicians and practitioners, provide opportunities for professional interaction between academicians, practitioners, and students, promote the development and understanding of basic and applied research and of sound financial practices, and to enhance the quality of education in finance.



Members of ECU's Financial Management Association visit New York City during an April field trip.

ECU Senior Receives Scholarship from Human Resource Society

ECU senior Tanner Austin was awarded a \$500 scholarship from the Society for Human Resource Management earlier this year.

Each year, the local chapter of the Society for Human Resource Management honors an undergraduate student pursuing a career in human resources. Scholarship recipients are selected based on interest in a career in human resources and academic and civic achievement.

In addition to being a full-time student, Tanner works at ARAMARK in Greenville, where he was recently promoted from human resources intern

to human resources assistant. At ARAMARK, he has been responsible for new employee orientation, the employee reporting hotline, and assisting managers with terminations. After graduation, Tanner plans to attend ARAMARK's nine-month training program in Philadelphia, Pa. where he will spend the first three weeks learning about ARAMARK's HR department. Ultimately, he plans to become an HR Manager at ARAMARK.

Students Win Top Prizes at National Small Business Conference

For the seventh straight year, student teams from the College of Business took home top prizes at the National Small Business Institute® (SBI) Conference, held from Feb. 16-18 in San Antonio, Tex.

One student team who worked with the proposed Green Recycling Solutions won second place in the Graduate Business Plan Division. As part of its project, the team consulted with James Maides to explore the feasibility of creating a recycling center in Jones County, and then developed a corresponding business plan. The team included Brian Cooke, Jeff Elliott, and Kim Wright. This was the first time ECU competed in the graduate division of the national case competition.

Another student team earned third place in the Undergraduate Business Plan Division for its consulting work with East Carolina University Student Health Services. The team, consisting of Wilton Armstrong, Chad Blakaitis, Kara Eckelkamp, Emily Rouse, Nathan Tetterton, and Sal Villari, worked with officials from Student Health Services to develop a business plan focused on possibly adding dental services to the student clinic.

The College of Business has enjoyed a long tradition of winning top honors in the SBI's Project of the Year Competition. Since 2005, ECU has earned ten finishes in the top three, including four first place winners.

Students at ECU participate in the competition each year through Dr. Michael Harris' Small Business Management class, which is linked at a national level with the SBI. The course teams senior-level students with regional companies in need of assistance as part of a course project. While firms benefit from free business consulting, students apply lessons they've learned in subjects ranging from marketing to accounting. In the end, the student teams deliver a comprehensive consulting document to their respective clients, along with an oral presentation.

In addition to the student awards, Harris assumed the role of national President of the SBI, and Dr. Bill McDowell of the Department of Management is the Vice President for Research and Publications. Harris, McDowell and Dr. Shanan Gibson also continue to serve as editors of the Small Business Institute® Journal, an official academic journal of the SBI.

ECU's SBI program has assisted more than 500 clients since its inception in 1976. At a national level, the organization serves as the premier organization dedicated to field-based student consulting and outreach to small businesses.

For more information about the SBI, please contact Dr. Michael Harris at (252) 737-1057 or harrismi@ecu.edu.

75 YEARS OF EXCELLENCE

STUDENT NOTES

Outstanding Seniors Named for 2011-2012

Five outstanding seniors from each department in the College of Business were honored for their academic achievement during the annual Graduate Recognition Ceremony in May 2012.

The Department of Accounting honored Camille Hefner as its outstanding senior. Hefner graduated in Dec. 2011. She is currently enrolled in the Master of Science in Accounting program at ECU and will graduate in May 2013. She has landed a summer internship in the audit department of McGladrey in Charlotte. Her career goal is to work in public accounting.

The Department of Finance selected Dillon Godley as its outstanding senior. Godley graduated in May 2012 with a concentration in Managerial Finance. He has accepted employment as a financial analyst and contracts administrator for E.R. Lewis Construction Company based in Greenville, N.C. He looks forward to enhancing commercial viability and civic vigor by sharpening internal practices and processes of the three-generation family firm.

The Department of Management named David Jauss, Jr. as its outstanding senior. Jauss graduated in May 2012 with a concentration in Management. He will pursue an MBA degree this fall while continuing to play Division I baseball. His career goal is to work within the baseball operations department of a Major League Baseball Organization.

Chelsi Chandler was selected by the Department of MIS as its outstanding senior. Chandler graduated in May 2012 with a concentration in Management Information Systems. She begins employment as a Business Analyst with Credit Suisse in Research Triangle Park in July. She will pursue an MBA degree through ECU's online program in the fall.

The Department of Marketing & Supply Chain Management honored Michael Andrews as its outstanding senior. Andrews graduated in May 2012 with a concentration in Operations and Supply Chain Management. He accepted a position with GlaxoSmithKline in their "Prospects in Procurement" Graduate Development Program, where he will rotate roles between RTP, N.C., and Philadelphia. Andrews' career aspiration is to become part of the executive management team at a Fortune 500 company.



Camille Hefner



Dillon Godley



David Jauss, Jr.



Chelsi Chandler



Michael Andrews

College of Business

STUDENT NOTES

Students Begin ECU Chapter of Black Accountants Association

Three business students founded ECU's chapter of the National Association of Black Accountants (NABA) this past January and are in the final stages of obtaining a charter from the national organization.

Tamon Myrick, Teresa Dent, and Eric Green worked to gain recognition as a student organization at East Carolina during the spring semester, elected an executive board, and recruited Dr. Douglas Schneider (ACCT) to serve as the group's faculty advisor. Officers include Teresa Dent, president; Emeka Onyia and Jasmine Roseboro, vice presidents; Eric Green, treasurer; and Tiffany McNeil, secretary.

Founding member Tamon Myrick said, "We noticed that the College of Business lacked an organization that specifically highlighted minority student talent. Our goals for the organization are to host professional

networking events in which we invite professionals to come on campus and potentially open up career opportunities for our students." He added that the group will also participate in community service activities within the Greenville area.

Myrick, a senior accounting student who is planning to earn his MBA at ECU, said the group plans to attend the NABA Regional Convention in Atlanta, Ga. this fall in collaboration with the Raleigh/Durham professional chapter of NABA.

"We believe NABA will give ECU an edge by spotlighting our talented minority students here in the College of Business," Myrick said. "We hope it will ultimately enrich our members and increase the number of employers that recruit at East Carolina."

Students Enjoy Annual Trip to Washington, D.C.

A group of 15 students visited Washington, D.C., during spring break, led by College of Business Career Services director Scotty Andrews. The annual trip, held March 5-8, helped expose students to various organizations and potential career opportunities available in the nation's capital.

As part of the visit, the group toured both governmental agencies as well as private sector companies – such as The World Bank, the U.S. Export-Import Bank, Overseas Private Investment Corporation, and Booz Allen Hamilton, a leading provider of management and technology consulting services to the U.S. government.

In addition, students toured the U.S. Capitol, thanks to a guided visit and photograph coordinated by U.S. Sen. Richard Burr's office. Visitor passes were also provided for visits to the Senate and Congressional chambers, where statements from both parties were read on various topics.

Since 2007, Andrews has organized trips to Washington, D.C. for business students during spring break. The first trip included seven students and has grown substantially over the years.



College of Business students take a picture with U.S. Sen. Burr during their visit Washington, D.C.

Marketing Student Develops Tagline for ECU Initiative

In fall 2011, marketing students in Dr. Christine Kowalczyk's Advertising and Promotion Management course (MKTG 4752) were challenged to develop the tagline for a university-wide initiative to integrate, align, and reinforce writing instruction for students. Senior Allison Newcombe's tagline, "Write Where You Belong," was ultimately selected out of more than 60 submissions generated.

ECU's "Write Where You Belong" website (www.ecu.edu/qep) was launched in April 2012 as part of the university's Quality Enhancement Plan (QEP), a critical component of institutional accreditation with the Southern Association of Colleges and Schools. Through "Write Where You Belong," ECU will dedicate significant resources over the next five

years to increasing and advancing the support provided for student writers in their coursework and throughout their educational experiences.

QEP Director Wendy Sharer said, "I believe that this tagline...nicely reflects what we're trying to do in terms of integrating and aligning writing instruction from first year, into the disciplines, through graduation, and into the workplace or graduate study: ECU is trying to create initiatives that will empower our student to use writing to accomplish things in the various contexts, classrooms, and communities that they encounter while at ECU and beyond. We're working to help them belong as writers in those different contexts."

STUDENT NOTES

ECU Students Participate in National Marketing Competitions

Dr. Christy Ashley, assistant professor in the College of Business' Department of Marketing and Supply Chain Management, offered her students a unique opportunity this year: Compete in a nationwide contest to design marketing campaigns for real corporations.

Sponsored by marketing education consultancy firm EdVenture Partners, 58 participating ECU seniors were tasked with crafting a strategy to reach college students ages 18-25. Thirty-three ECU students competed in the startUP Productions Marketing Challenge to promote zaahah.com – a social search desktop – while another 25 students worked together to market the 2012 Honda Civic Coupe. Each team was given \$3,000 to spend on the project.

Ashley said, "Our students have diverse talents and more creativity than I could have imagined. Both groups came up with clever, creative strategies that reflected a thorough understanding of their target audiences."

That creativity involved building buzz and getting their peers interested in the products, with marketing tactics including a graffiti-style art installation, a freeze mob, and a campaign finale field day event at the North Campus Recreation Complex featuring volleyball, bucket ball, and "corn-hole" tournaments. The students also secured more than \$1,500 in gift cards and prizes from sponsors for the field day. One of the biggest sponsors was Food Lion, which was arranged by alumnus Tom Robinson (MGMT '83). The students used social media outlets such as Facebook and Twitter throughout the semester.

"The students completed all of the functions of a real marketing agency, including research, strategy development, implementation, and post-campaign research/reporting, in 12 weeks, with sign-off from the client at each stage," Ashley said. "The timeline was ambitious, and we are all learned as we went along, but the students rose to the challenge. Our teams may not have won the national contest in the end, but they certainly did an impressive job."



The student campaign for Honda included a wall where students could post their own messages.



A man in purple Lycra helped to publicize the social media site, zaahah.com. Photos courtesy of Cliff Hollis.

Wood Chosen Most Promising Female Entrepreneur of 2012

ECU management student Stephanie Wood has been named the Most Promising Female Entrepreneur Award for 2012 by the Greenville Business and Professional Women's Network (BPWN).

Wood, who received the award in April as a senior, has earned numerous accolades for her academic achievement and volunteer roles. She was honored with the Tau Chapter Service Key in 2009, ECU's Outstanding Student Organization Leader Award in 2008-2009, and during her tenure as president Phi Sigma Pi received the Outstanding Student Organization Award. She plans to continue her work as general manager of Villa Fresh Italian Kitchen, a local business in Raleigh, and will graduate in spring 2013.

The BPWN honored Wood with a cash award of \$1,000 and plaque. The runners-up, Candace Barnes (MGMT '11) and Victoria

Sakis (MGMT '12), were also honored. A separate plaque with the winner's name and all previous recipients will be displayed in the Bate Building at ECU.

Each year, the BPWN collaborates with the College of Business to honor the Most Promising Female Entrepreneur. Michael Harris, director of the Small Business Institute® at ECU and associate professor in the Department of Management, nominates three candidates who are then interviewed by the BPWN awards committee. The committee selects a winner based upon academic performance, community interaction, and future plans.

The BPWN was established in January 2006, after a merger between the Women Business Owners and Women's Network. The mission of the BPWN is to promote and enhance the professional standing of women in Pitt County.



Winner of the 2012 BPWN Most Promising Entrepreneur Award Stephanie Wood (center) stands with runners up Victoria Sakis (left) and Candace Barnes (right).

College of Business

2012–2013 College of Business Scholarship Awards

The College of Business will honor more than 100 outstanding students this fall with \$120,000 in various scholarships. These scholarships provide financial assistance for business students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Award recipients were selected by the College of Business Scholarship Committee.

Accounting Faculty Scholarship

Jordan M. Askew
Kendell Harris

Vantage Bank Access Scholarship

Stephon Ahmeer Thomas

Benton Family Access Scholarship

Maci Ranev

David A. & Pamela S. Bond Access Scholarship

Jessica Ann Swanson

Howard and Virginia Brown Community Award

Alexa Eliana Chumpitaz

Eakins Scholarship

Brandi Askew

Gourley Scholarship

Jackson B. Prager

F. Jay Haskins Scholarship

Brandon D. Hall

W. Kel Normann Business Scholarship

Brittni Tayler McShea

Tom Savitski Scholarship

Emilio Esteban Santiago

Richard and Jane Worsley Accounting Scholarship

Danielle Oleta Stanley

Danny R. Scott Scholarship

Reginald Jerome Little

Archie R. Burnette Scholarship in Finance

Timothy Schwan
Zachary Karroll Teachey

The Copeland Family Scholarship

John David Pike
Ashley Nicole West

Frank and Renee Floyd Scholarship

Keturah Mayberry
Vondella K. Smith

Margery W. and R. Roy Pearce Scholarship

Emily J. Dougherty

Kevin and Lori Coates Scholarship in Business

Kelley Cox

Benjamin Lane Abbott Scholarship

Marisa Ashley Melchiorre

Grady and Martha Davis Scholarship

Brooke King Kessing

The Ernst & Young Accounting Scholarship

Kevin Jackson Hale
Sarah J. Howland

Donald L. and Barbara H. Hatch Scholarship in Marketing

Casey Marie King

Hal. S. Johnson Scholarship for Business

Danielle Alexandra Todaro

McGladrey & Pullen Alumni Scholarships

Virginia Driggers Bridgman
Christopher Jones

Elizabeth A. & Kenneth A. Schneider Accounting Scholarship

Camille Hefner

Jack Welland and Mary Kathryn Thornton Scholarship

Allison Johnson

William F. West Memorial Scholarship

Antoine Elias Khoury

Raymond & Martha Jones/American Marketing Association Scholarship

Stephanie Michelle Moore

Mandy Kelly Beta Alpha Psi Scholarship

Kseniya Shakotko

Scott Jack Benrube Entrepreneurial and Mentorship Scholarship

Alexandria Anneheim

Connally Branch Scholarship

Louisa Holoman Burgwyn

Michael L. Bunting Business Scholarship

Eric Gregory Graham

Coastal Plains Chapter of NCACPA Scholarship

Andrew David Steffensen

George Coffman Scholarship

Kimberly Conklin

Commerce Club Scholarship

Terresa L. Dent
Alexis B. Williams

Edward Jones Scholarship in Memory of Landon Blackley

Justin Todd

Hickman Family Scholarship

Heather Nelson

James E. & Deborah L. Hooper Scholarship

John-Tyler Knox

Independent Insurance Agents of NC Scholarship

Wilton Devon Armstrong
Christopher Lambert
William Coleman Spain
Judi Marvel Scholarship
Stephanie W. Rose

McGladrey & Pullen Accounting Scholarship

Mark A. Hatcher

MIS Scholarship

Kelsey Suzanne Olivieri

Emma Morris Scholarship

Ashley Lewis

James W. & Anne H. Nordan Scholarship

Summer Wert

NC Board of Examiners Accounting Scholarship

Nicholas Strong

NC Board of Examiners Exam Coupon

Shalin Rian Brown

NCACPA Scholarship

Thomas John Demattia
Trent A. Tignor

Latney W. Pittard Memorial Scholarship

Emily Irene Molgaard

Margaret C. Phthisic Memorial Scholarship

Danielle Holland

The RBC Bank Scholarship

Corey Alexander Hodge
Marc Metry
Robert Gray Nelson

Rhodes Scholarship

Cicely Lopez

William H. & Lisa D. Shreve Scholarship

Jeffrey M. Bailey

Student Accounting Society Scholarship

Emily Christine Hass
Viaticus Scholarship
Neil Krajewski

Gary Warren Scholarship in Business

Kristina Boycheva

Michael & Rose O'Hara Scholarship

Jessica Lynn Balazsi
Aaron Bryce Davis

Frank Booth Memorial Scholarship

Stacey Katherine Hobbs

Gwen Potter Scholarship

Anthony Joseph Interdonato

Audrey J. Smith Scholarship

Luis Rijos

J. Fred Hamblen Scholarship

Serghei Trofimov

Management Department Student Award

Kathleen Bates Tcherkezian

Elsie L. & Silas D. Abernathy Scholarship

Kylie Moss

James and Ann Bichsel Scholarship

Michael Bullock

Anna Francis & Philip A. Jukoski Memorial Scholarship

Jacqueline Lukas

Andrew J. Pappas Memorial Scholarship

Chukwuemeka Matthew Oniya

Pitt-Greenville Board of Realtors Scholarship

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Micah Andrew Robertson

UBE Business Scholarship

Sydney Frances Day
Bryan Samuel McNinch
Kathryn A. Warner

Conley Marketing Scholarship

Samantha Faye Hardison
Oluwatobi Olofintuyi

Commerce Club Book Scholarship

John Wilton Baldwin
Madison L. Gardner
Joshua Andrew Hetzel
Erica Janel Lee
Lee Patterson
Alexis Scott
Mailin Seipp
Steven G. Schulz
Allison P. Von Peterffy
Christina Nicole Weaver

Credit Professionals International Scholarship

Taylor David McGowan

First American Savings Bank Scholarship

Amanda L. Porter

Institute of Management Accountants Scholarship

Krystal Lynn Hicks

Department of Accounting Book Scholarship

Philip Tyler Barr
Eric Greene
Daniel Patrick Nuccio
Christine Elizabeth Wilson

The Elmer Haskell EC Scholars Award

Morgan Harvey

75 YEARS OF EXCELLENCE

ADVANCEMENT NOTES

Your Gift Makes a Difference

Four years ago, at the dawn of ECU's second century, the university unveiled a new vision for leadership and service – with building a leadership culture as one of our primary goals. The College of Business has been playing an integral role in this endeavor, guiding our university's path as we emphasize and instill professional development and leadership skills to all students.

It takes significant resources, however, to instigate and implement change, and so the university launched the Second Century Campaign in 2008. The College of Business also launched a fundraising campaign, the largest in its history, held in tandem with the university's efforts.

In the true spirit of East Carolina University and its supporters, the university's Second Century Campaign has surpassed its original goal, receiving gifts totaling nearly \$220 million.

Below is the College of Business' breakdown of your generous support:

Distinguished Professorships:	\$3,667,000
Endowed Scholarships:	\$1,025,000
Annual Scholarships:	\$200,000
Planned/Estate Giving:	\$2,825,000
Faculty/Staff support:	\$121,300
TOTAL:	\$7.84 million

We deeply appreciate your support to help ensure that ECU and the College of Business will reach new heights of excellence. We are tremendously proud of our heritage and contributions since 1907. Our second century will be even better, will help more students, and help build the new economy. Building on this solid foundation, we will continue to produce local and national leaders in scholarship and business with a strong moral compass for social responsibility. Every gift matters. Thank you for your contribution.



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Keeping Connected with your ECU College of Business

Hello ECU College of Business alumni and friends,

Through my work, I have the opportunity to see many of our current students and many of you in person, and I think you would appreciate what I see. With graduation this May, I observed some wonderful examples of support and acts of kindness.

One 24 year old graduate has already decided to make an annual gift to establish a scholarship in honor of a former teacher, and he met the first scholarship recipient for lunch in May. He came to me after the lunch and shared how great it felt and how the young woman thanked him throughout the meal. He felt it was a life-changing experience for both himself and the recipient.

I am fortunate to see the value of the networking and interactions that happen every day in your College of Business. Some people mention an act of kindness from a professor. Some mention how an action or word from a person helped them move ahead. With my informal network, I would love to coordinate more ways for you to share an email or phone conversation with a current student.

Please consider how you might stay connected and help a student in the College of Business. For example, you could:

- Talk by phone or email with current students or recent alumni about your experiences.
- Speak to classes in panels, and we can also SKYPE from wherever you are.
- Continue to talk to people in your community about our second longest accredited business school in N.C., so that potential students know of our history and quality.
- Continue donating the basic \$50 Commerce Club yearly dues, which helps the College of Business so much. We use it to award student scholarships and recognize outstanding teaching.
- Consider noting a name with your gift to honor a faculty member or family member who helped you along the way. The person recognized receives a note from the university, and it's a wonderful tribute.

We invite you to add your own information, stories, or salutes to classmates and professors

in each issue of Stocknotes. I also welcome your phone call at 252-328-0130 or email at westmorelandj@ecu.edu to stay connected. As a most basic step, please use the www.business.ecu.edu/connect link to keep your information current so we have the best addresses for mailing Stocknotes. Thank you for staying connected.

Jim



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Marketing Student Remakes the Traditional Resume

In today's job market, it can be tough to separate yourself from the pack. Senior marketing student Emily Baumgartner was featured in the news this spring for remaking her traditional resume into something that stands out in the 21st century.

In an interview, Baumgartner told WNCT-9, "I look at it as my brand identity. Everything that I do, I want to promote my name...I'm definitely looking for those nods over my competitors in the job market."

Baumgartner's resume includes a link to her web page ([about.me/emilybaum](#)), which then links to all of her social media accounts, including Twitter, LinkedIn, and Facebook. She even has a video resume as well as a QR code on her paper resume, so that an employer could pull up her web page in an instant at a job fair.

Experts agree with Baumgartner's approach, saying the standard resume may not cut it in 2012.

ECU marketing professor Dr. Tracy Tuten told WNCT-9, "It's just a matter of time before employers say, 'We don't want to see a standard resume, we only want to see your LinkedIn profile or your About.Me or your video resume'...I would say within a year, it's going to be standard expectation."

One word of warning Tuten says it's critically important to keep your social media accounts professional if you're planning to tout them to potential employers as a networking tool.

Editor's Note: Baumgartner landed her top position as a recruiter with Jobspring Partners in New York City after graduating in May. She begins work on June 11.



Emily Baumgartner (MKTG '12)

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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