

Stocknotes

SPRING 2014

COLLEGE OF BUSINESS NEWSLETTER

ECU College of Business Named a Top Business School for 2014

For the seventh straight year, the College of Business ranks among the best U.S. business schools according to The Princeton Review. The New York-based education services company features ECU in the 2014 edition of "The Best 295 Business Schools."

Robert Franek, Princeton Review senior VP-publisher, said, "We recommend ECU as one of the best institutions a student could attend to earn a business school degree. We chose the schools we profile in this book based on our high regard for their academic programs and our reviews of institutional data we collect from the schools."

We also solicit and greatly respect the opinions of students attending these schools who rate and report on their experiences at them on our 80-question student survey for the book."

The Princeton Review's survey asks business school students about their school's academics, student body, and campus life as well as about themselves and their career plans. 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 environment, and admissions information.

Dr. Stan Eakins, dean of the College of Business, said, "The College of Business is proud to earn national recognition once again as a best business school. We're now doing even more to prepare the next generation of leaders, and there is no higher level of accomplishment for us than students who value their educational experience, benefit directly from it, and go on to make a difference in their communities."

The Princeton Review compiled the information based on its surveys of 20,300 students attending the 295 business schools in its book, as well as on school-reported data.



The ranking lists and other data are available online at <http://www.princetonreview.com/business-school-rankings.aspx>.

Dixon Hughes Goodman Donates More than \$65,000

Officials from accounting firm Dixon Hughes Goodman presented a check for \$65,700 to the East Carolina University College of Business on Oct. 2. The generous donation will support the Department of Accounting and its faculty, ECU's chapter of the Beta Alpha Phi accounting honor society, as well as the newly established National Association of Black Accountants ECU chapter.

The check was presented at a joint meeting of Beta Alpha Psi and National Association of Black Accountants at ECU.

Dr. Dan Schisler, chair of the Department of Accounting, said, "We are so grateful for the generosity and ongoing support from Dixon Hughes Goodman. The firm's donation is pivotal to the Department's growth and will help us continue to enhance the educational experience of our students."



(Left to right) College of Business Dean Stan Eakins, Department of Accounting Chair Dan Schisler, and Dixon Hughes Goodman officials Patrick Lindsey, Jesse Respass, and Jason Wilkinson.

COLLEGE NOTES

ECU Accounting Scholarship Honors Parents' Legacy

Three sons and their families have endowed a scholarship at East Carolina University that honors their parents while helping students in the accounting department, providing \$1,000 to an upperclassman each year with a 3.0 GPA or higher.

Named after their father and mother, the James D. and Christine G. Nance Endowed Accounting Scholarship was announced at their father's 78th birthday on December 26, and it will be awarded for the first time in 2014.

Originally from Chadbourn, James (Jim) Nance attended East Carolina University's two-year program from 1953 to 1955 before entering the workforce. He worked as an accountant, tax collector with the N.C. Department of Revenue, Clerk of Superior Court, treasurer and comptroller at a textile plant, owner of an accounting and data processing business, and human resource/accounting manager at Carolmet, Inc. Later in his career, when many tend to focus on retirement, he went on to complete additional accounting hours through UNC-Pembroke and LaSalle Extension University, passing the CPA exam at age 57. Nance has served as CFO of First Capital Bank since 2001 and still works there today as an "80 percent" (with Fridays off).

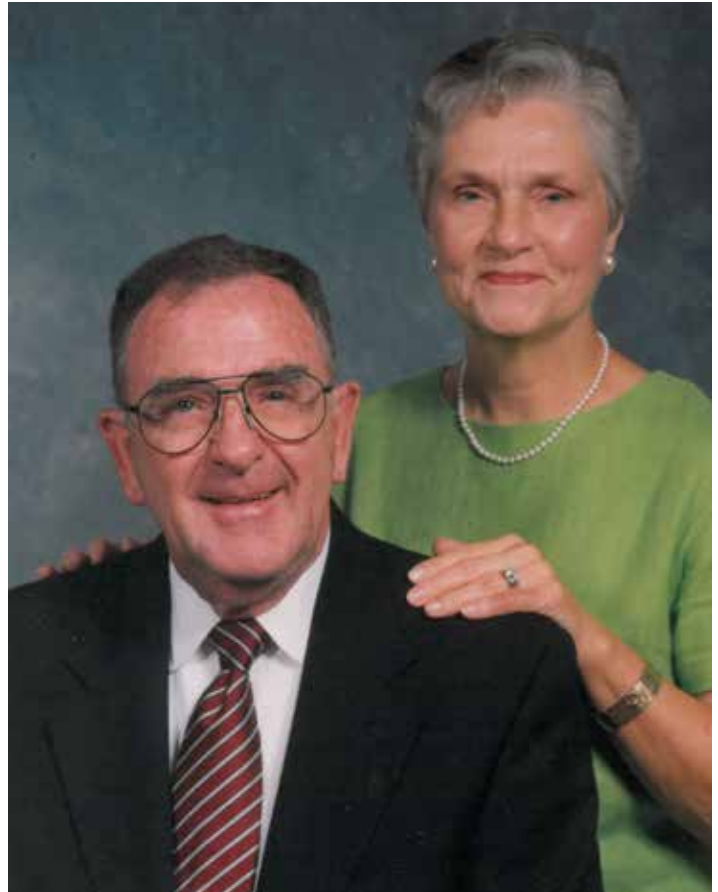
He has always been active in his community and was honored with the Jaycee Young Man of the Year Award, recognizing his work with the Jaycee Polio Plus Project. He has also served as treasurer of numerous organizations, including the local Methodist church, Habitat for Humanity, the Scotland County Stadium Civic-Center, Scotch Meadows Country Club, and his homeowners association.

His wife, Christine Gibson Nance, grew up in Laurel Hill and became a registered nurse after graduating from Charlotte Memorial Hospital School of Nursing in 1958. Throughout a career that spanned 40 years, she worked at various hospitals and served as a social worker and nurse with the Scotland County School System for 30 years. Since retiring in 1997, she has remained very active in her community, her church, and local charity organizations.

David Nance of Cary, one of three sons initiating the scholarship said, "This accounting scholarship is a way for us to honor our parents in a field that our dad spent most of his life in, while also helping students in eastern North Carolina."

Nance added that his parents raised their children, including Jon and Mark, in Scotland County – one of the 10 poorest counties in North Carolina. Despite the fact that no one else in the family is an ECU graduate, the three sons want to establish the scholarship at East Carolina because of their father's attendance and also because it is an esteemed and growing academic institution that serves Columbus and Scotland County residents.

"We surprised our parents with this scholarship, and it was an emotional moment for all of us to see their reaction," Nance said. "The scholarship was a great way to commemorate the three main character lessons instilled in us by our parents: 1) Work hard, be accountable, and good things will come to you. 2) Be thankful for what comes your way, and remember that you are only a small piece of life's puzzle. 3) Try to leave the next in line a better situation than you found."



Jim and Christine Nance



The Nance family

COLLEGE NOTES

ECU Business, Nursing Rank Among the Nation's Best in U.S. News Listing

East Carolina University's graduate programs in business and nursing rank among the nation's best in online education, according to a listing released by U.S. News & World Report. The online Master of Business Administration program in the College of Business ranked 58 out of 171 graduate business programs.

U.S. News ranked online master's degree programs in business, computer information technology, education, engineering and nursing on criteria including student engagement, faculty credentials and training, admissions selectivity, student services and technology and program ratings by peer institutions.

The online program in the College of Business has grown from a single course offering in 1998 to undergraduate and graduate degrees in several concentrations. It is the largest online MBA program in the UNC system. Of 743 total students enrolled in the MBA program last fall, 587 – or 79 percent – were distance education students.

"East Carolina has helped pioneer the field of distance education, especially at the MBA level, and we will continue to incorporate the latest technology with top-notch teaching, professional development and leadership skills," said Dr. Stan Eakins, dean of the College of Business. "We're proud and honored to be recognized once again among the top online graduate business programs, ranking in the top third of all schools nationally."

This is the second year that U.S. News has compiled numeric rankings on the overall quality of distance education programs. The complete listing can be viewed at <http://www.usnews.com/online>. Highlights also will appear in the magazine's "Best Graduate Schools 2015" and "Best Colleges 2015" printed guidebooks.



Dean's Student Advisory Council Formed

The Dean's Student Advisory Council held its first meeting in fall 2013, consisting of 13 student organization leaders throughout the College of Business. The group provides advice to the dean from the student perspective and meets two to three times per semester.

Eakins said, "It's exciting to meet with student leaders who are passionate about the overall advancement of the College of Business. They have already voiced some great ideas on student body issues, and I look forward to their ongoing feedback."

In a recent meeting, the council discussed the reconfiguration of student labs, student lab policies, how to boost student attendance at leadership events, and increasing student involvement in the Suit-up Project, which involves the College of Business providing business attire to students who need help.



Dr. Stan Eakins meets with members of the Dean's Student Advisory Council.

COLLEGE NOTES

ECU's Beta Gamma Sigma Chapter Earns 'Exemplary Status'

ECU's chapter of Beta Gamma Sigma, the international honor society serving AACSB-accredited business programs, has earned "Exemplary Status" for 2013. Membership in Beta Gamma Sigma is the highest academic recognition a business student can receive.

Dr. Andrew Herdman, who serves as chapter president at ECU, said that student acceptance rates into all honor societies had been trending downward nationally. However, the College of Business recently made a collective push to revamp its Beta Gamma Sigma chapter – with collaboration including the dean and Office of Graduate Programs. Beta Gamma Sigma acceptance rates are now consistently between 87 to 90 percent for undergraduates.

"We took a fresh look at our entire program," Herdman said. "We wanted to distinguish Beta Gamma Sigma from all of the other honor societies and set it apart. It is incredibly important to celebrate students who have demonstrated both sustained excellence in the classroom and a high degree of character and integrity. Beta Gamma Sigma represents that opportunity, and we have worked together to help students understand that when they get an invitation, they are joining an elite group."

Herdman also explained how the induction ceremony was reformatted. Instead of an evening banquet where students have to pay for their guests, it's now an afternoon reception open to the students' family and friends at no extra cost. The College of Business underwrites this expense.

More importantly, undergraduate students inducted into Beta Gamma Sigma are now offered "expedited admission" into ECU's MBA program, with the application fee and GMAT requirement waived.

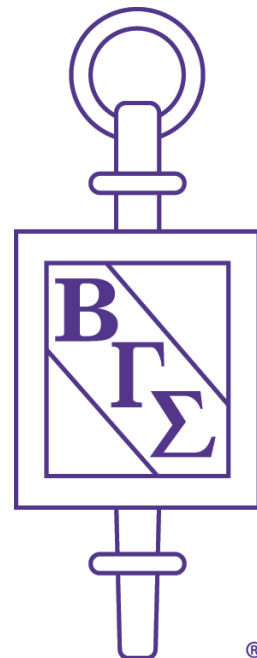
"With expedited admission to the MBA program, we're letting the student's academic track record speak for itself," Herdman explained. "This is exactly the type of individual we want to hang onto, plus this sent a clear message to our faculty and students that the Beta Gamma Sigma designation matters."

Herdman says the entire College of Business worked cooperatively to grow Beta Gamma Sigma's value and achieve "Exemplary Status," which is based on acceptance rates and a holistic view of the program. Chapters earning exemplary status are also provided matching scholarship funds by the national office of Beta Gamma Sigma.

He concluded, "The East Carolina chapter has a long history and tradition at ECU. Dr. James Bearden, our former dean, served as the national president for many years. ECU and Beta Gamma Sigma have deep roots together. Revitalizing our chapter honors that tradition." ECU's chapter of Beta Gamma Sigma, the international honor society serving AACSB-accredited business programs, has earned "Exemplary Status" for 2013. Membership in Beta Gamma Sigma is the highest academic recognition a business student can receive.



Dr. Andrew Herdman, ECU Chapter President



COLLEGE NOTES

College of Business Identity Revamped

The College of Business has a new look, thanks to help from Creative Services at East Carolina University and a positioning campaign led by Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management.

Last fall, the College's first-ever positioning campaign was launched, when constituents were invited to share their points of pride in the program and define the essence of the College of Business. Those ideas helped to direct the College's branding and revamped identity.

Tuten said in the past, the College's positioning primarily focused on AACSB accreditation, being a leader in distance education, as well as quality, value, and flexibility.

"The challenge was to position ourselves more effectively against our competition, since many business schools can tout the same things we've been touting. The College of Business is special, and we have established a meaningful brand that better explains what we're about," Tuten said.

Various messages like "Learn today. Lead tomorrow." and "Think. Value. Communicate. Lead." have now been melded into a comprehensive campaign, used as headlines and subheads so that they would gain more frequency in messaging but would not interfere with the brand marks of the university. Updated elements like the the College of Business type treatment is now bolder and more modern in appearance. This is the mark where "College of Business" travels along with the East Carolina University logotype.

Susan Hoerchler, director of creative services at ECU, said, "Overall the campaign strives

to give the College of Business its own identity while still clearly being defined first and foremost as East Carolina University."

"We wanted the campaign to say College of Business and East Carolina University. It was critical to make those ideas part of one family," Hoerchler continued. "In the end, we created a unique graphic look in the campaign that would belong only to the College of Business. It uses a purple and gold wash and features a light source in the image. We used iconic university imagery as well as business type images to help tell that part of the story."

In addition, Creative Services updated the "ECU COB" graphic to use the university's brand fonts. This is for use on internal pieces, among those already familiar with the College of Business and the "COB" term. Often it is used as a watermark so it can travel along with university brand marks or the COB type treatment.

Dr. Paul Schwager, associate dean for the College of Business, said, "Our re-imaging initiative is a positive step forward. We now have materials in place – all pieces that fit well together – that are uniquely us while definitely still ECU."



ECU Department of Accounting has Most Active CPAs on Faculty

East Carolina University's Department of Accounting has more active CPAs on faculty than any other university in the state.

According to Interim Report, the quarterly magazine of the North Carolina Association of Certified Public Accountants (NCACPA), 13 of ECU's 20 faculty members hold an active CPA certification, ranking first out of nearly 40 schools state-wide. In addition, ECU has the third most graduates (undergraduate and graduate) after UNC-Chapel Hill and North Carolina State University.

For most faculty members, being a CPA indicates that the individual has worked in the accounting profession for most of his or her career before teaching.

Dr. Cal Christian, associate professor of accounting and current NCACPA board member, said, "For students to learn from faculty members who are also active CPAs is the best way to prepare for a career in the profession, as these faculty members not only have practical work experience, but they are still active in the profession. So this is a very valuable experience for all of our students."

For CPAs to maintain their license, they must complete 40 hours of continuing education in the accounting profession every year.

COLLEGE NOTES

College of Business Expands Social Media Presence

If you haven't connected with the College of Business lately on social media, you might be surprised by just how much its presence has expanded, enabling the College to engage with more constituents than ever before.

In 2010, the College's social media presence consisted of a LinkedIn group with 800 members, a Facebook group with 150 members, 35 followers on Twitter, and a blog to share news.

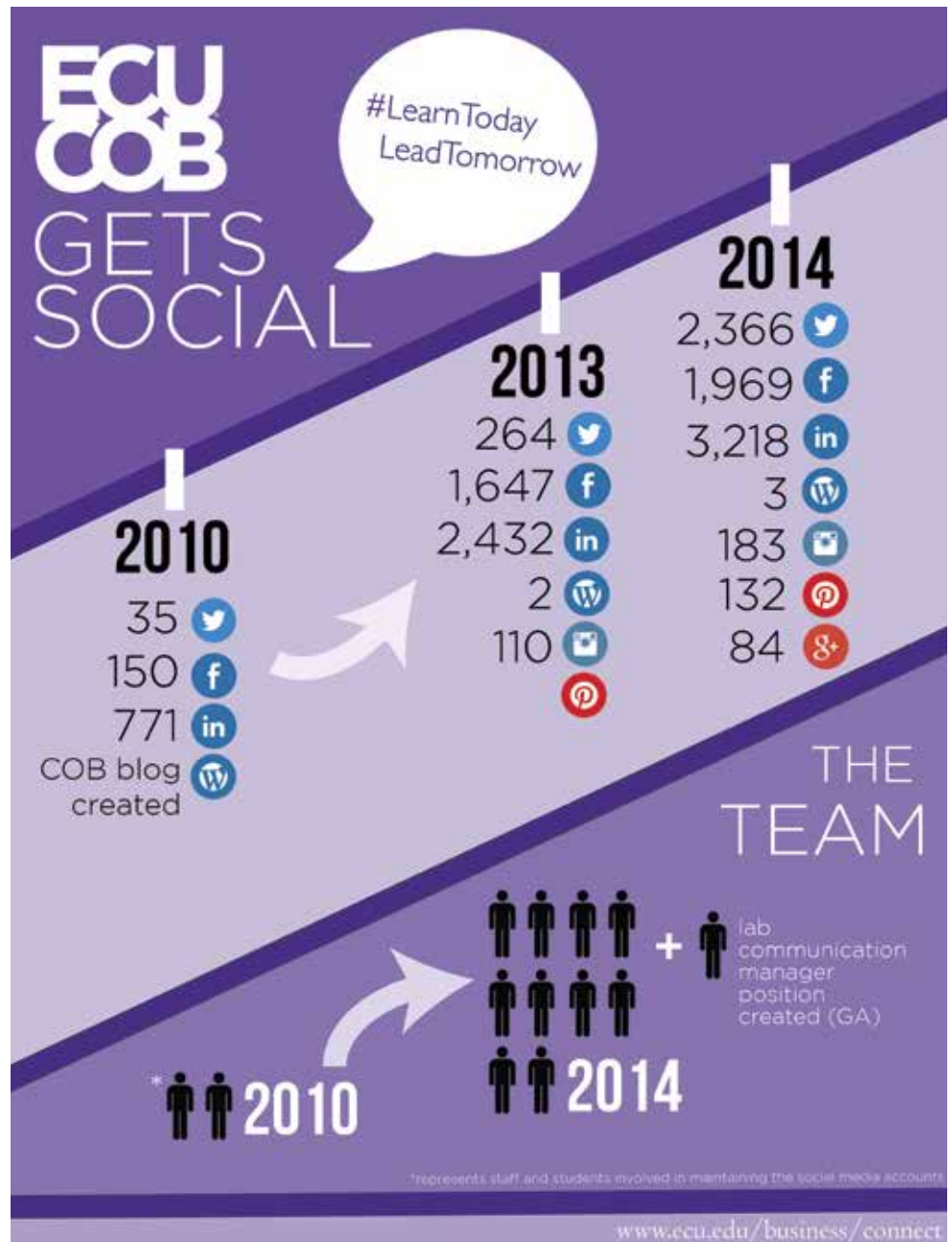
Today, thanks to the efforts of Technology Support Technician Shelly Spear and her team, the College's LinkedIn group has grown to more than 3,000 members, its Facebook page has nearly 2,000 likes, and its Twitter account has more than 2,000 followers.

"It has been so exciting to see the reach and connection through our social media efforts," Spear said. "Our LinkedIn group has been a huge asset for networking and even recruiting, while Facebook and Twitter help us engage and build a sense of community."

Through Facebook, you can stay up-to-date on College of Business news and happenings – and even enjoy vintage photos, including a recent "Throwback Thursday" that showed what campus computers looked like in the 1980s.

The College's blog has also expanded to include a weekly series of student posts, called COBX or the College of Business Experience. The idea is to show potential students what a business student's life is like and what it takes to be successful, while hopefully giving current students a place to relate.

Through regular posts and even contests, such as the recent Spring Break photo contest and Halloween costume contest with photo booth, more people on campus and off are connecting. The College continues to join other social media outlets, too, including Pinterest, Instagram, and Flipagram – with a team of three that regularly posts pictures. Google+ is another developing outlet the College is exploring, since it's projected to be the next leading platform. Going forward, Technology Support Analyst Kim Watkins will coordinate the College's communication strategy.



"We're building a community through all of our social media efforts, which is inspiring our constituents to get involved and give back," Spear said. "Even distance education students can feel connected."

Want to connect with the College of Business? Visit us online at www.ecu.edu/business/CONNECT.

COLLEGE NOTES

Former BB&T Recruiter Helps Train Business Students

When it comes to helping students in the College of Business, retired BB&T executive Kay S. Jones is an unsung hero. For the past year, she has worked one-on-one with students to hone their interviewing skills – some semesters dedicating four or five days to volunteer her services.

“I love doing it,” Jones said. “For me, it’s all about the students. I tell them that I am 60 years old, so, I am not the future of the country. They are our future, and I enjoy meeting these young people who are going to be leading us in years to come.”

Jones retired in March 2012 after almost 35 years with BB&T, much of her time working for the bank’s corporate office. A graduate of Meredith College in Raleigh, she was initially hired in 1977 to join BB&T’s Leadership Development Program, a well-known training program that trains and develops candidates for future positions within BB&T and the financial industry. Although she held numerous roles, her BB&T duties always involved interviewing and recruiting students on college campuses.

Today, she lives in Greenville with her husband,

Tom, and volunteers through the College of Business Career Center, helping hundreds of students each semester with mock interviews.

“I enjoy helping these students realize the importance of selling themselves,” she explained. “That’s what an interview is – selling yourself to a future employer. I have standardized questions that I ask, but I always turn the tables and see if students have any questions for me as the interviewer.”

Jones said she wants students to ask her questions at the mock interview, whether it’s about her career or what it’s like to work at a bank. She says students need to ask their real-life interviewer questions, too, especially since he or she is probably an experienced business person who has a lot of knowledge to share.

She said another important part of her mock interview is the feedback she gives students before they walk out of the room. She encourages students to get involved with their College of Business Career Center, and she stresses the importance of professional attire, professional grammar, and being prepared for their interviews.



Kay Jones networks with business students at a recent etiquette dinner.

Jones also enjoys participating in College of Business etiquette dinners, which instill “soft skills” like networking and professionalism.

“The College of Business is executing very well,” Jones concluded. “Between the Leadership and Professional Development Program and other required activities, students are ready for the business world when they leave ECU.”

ECU’s Undergraduate and Graduate Business Programs Earns Top Marks for Online Education Value

The College of Business has again earned national recognition for its online business program, this time at both the undergraduate and graduate levels.

GetEducated.com, a consumer group that rates online colleges in the U.S. for cost, quality, and credibility, ranks ECU as the #3 most affordable online AACSB-accredited undergraduate business program in its latest national survey, released January 2014.

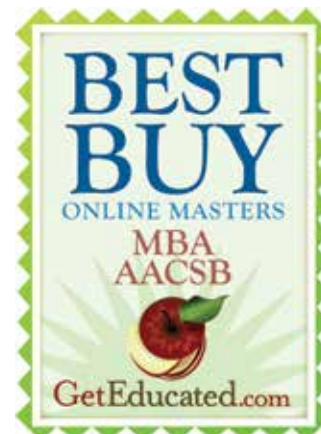
According to GetEducated.com, earning an undergraduate business degree online at ECU costs approximately \$18,327 for an in-state student – compared to the average cost of more than \$47,000. The most expensive distance learning business degree costs \$137,160 (Drexel University).

ECU’s online MBA ranks sixth, too, as the best affordable accredited online MBA program.

“College degree costs have reached critical levels. East Carolina University is a national model for how education technology coupled with innovative fiscal policies will help solve the national crisis of college affordability while providing credible higher education credentials,” said Vicky Phillips, founder of GetEducated.com.

The Get Educated online degree rankings were objectively calculated by comparing tuition and distance education fees at 76 regionally accredited or regional candidate universities that offer 126 distance bachelor degrees in the area of business administration.

GetEducated.com reports that a million and a half online students visit its site annually seeking advice on online degree programs. Affordability and value are their top concerns.



FACULTY NOTES

Hickman Scholarship Continues ECU Legacy

Associate Professor Denise Dickins (Hickman) recently funded a scholarship in honor of her family's legacy at ECU with a \$50,000 contribution.

Established in 2010, the Hickman Family Scholarship helps support the academic progress of a College of Business student from eastern North Carolina. The Hickman Family first established residence in Lowland, N.C. in 1879, later moved to Vandemere, N.C., and then settled in Chocowinity, N.C. The scholarship acknowledges the Hickman family's affection for eastern North Carolina and its affiliation with ECU, which began in 1925, when Ester Cayton Hickman first attended the University (then called East Carolina Teachers College). Children and grandchildren followed in her footsteps. Today, Dickins, who teaches in the Department of Accounting at ECU, carries on the family's affiliation.

"I believe it's important to try to leave things a little better than you found them," Dickins said. "Doing things like establishing and prefunding our family's scholarship to benefit future generations of deserving students is one small step toward that goal."

The Hickman Family Scholarship provides \$2,000 annually to a College of Business student.



Ester Cayton Hickman, circa 1927

Wells Awarded Distinguished Professorship in Insurance

The College of Business honored associate professor Brenda Wells with the Robert F. Bird Distinguished Professorship in Insurance on Nov. 7, thanks to a generous endowment from the Independent Agents of North Carolina. It is the third professorship awarded in the College of Business.

The professorship will be a key component of the undergraduate business concentration in Risk Management and Insurance offered by the Department of Finance.

Wells said, "I was shocked and surprised when Dean Eakins made the announcement. It brought me to tears, and I am deeply touched by this honor."

She continued, "Bob Bird retired from the North Carolina Independent Agents Association several years ago. He was a very beloved and important member of the North Carolina insurance community. He is one of the finest gentlemen I have ever had the pleasure of knowing, and it is an honor to hold the professorship that bears his name."

Wells currently serves as director of ECU's Risk Management and Insurance program. She holds a Ph.D. in Risk Management and Insurance from the University of Georgia, and she helped establish the College of Business' program in Fall 2010. In addition, she is the faculty advisor to the Beta Theta Chapter of Gamma Iota Sigma, the national risk management

and insurance fraternity for college students. Prior to East Carolina, she taught insurance and risk management for 17 years.

"It's hard to believe that five years ago I was giving up tenure at another school to move across the country and start my career over," Wells said. "That was the smartest thing I'd ever done before receiving this great honor and now definitely know I am home to stay at ECU."



(Left to right) Pictured are Prof. Kurt Fickling, Rod Evans, Dr. Brenda Wells, Jeff Gibson, Dr. Stan Eakins, Dr. Scott Below, Bruce Mallette, Linda Willey, Jeff Mozingo, and Dal Snipes.

FACULTY NOTES

Oliver Named ECU Scholar-Teacher



Dr. Jason Oliver

East Carolina University has honored associate professor Dr. Jason Oliver (MSCM) with one of 10 ECU Scholar-Teacher Awards for 2013-2014.

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 April 3 awards ceremony and symposium, Oliver presented “Customer Experience Marketing.”

“I always try to tie the classroom lesson into something the student will see after graduation. It is critical in today’s business environment for

students to recognize the managerial value of discovering customer needs and wants. This is done through creative research techniques that give a company insight into customer preferences, which hopefully result in long term profitable relationships between each customer and the company,” Oliver said.

Oliver joined ECU’s faculty in 2007 after receiving his Ph.D. from the University of Rhode Island. He teaches customer relationship management, services marketing, and sustainability marketing at the MBA level. He also serves as faculty advisor for ECU’s chapter of the American Marketing Association, which has given him the opportunity to get to know students on a deeper level.

Last year, Oliver was selected as one of the top 10 professors at ECU who has made the most significant positive contribution to the students’ education. As another testimony to his reputation, Oliver is frequently chosen by marketing students to serve as their marshal during graduation each year.

In addition to his Ph.D. in Marketing, Oliver holds an MBA from the University of Rhode Island and a BS in financial management from Clemson University. On the business side, he

previously held various positions at Fidelity Investments, one of the largest mutual fund and financial services groups in the world, and he enjoys using real world examples in the classroom from that valuable industry experience.

Oliver’s primary research interests include marketing green products and services, with an emphasis on developing strategies companies can use to persuade different types of consumers to choose green products and services. He received a 2013 Summer Research Grant from the College of Business to further explore research titled “Can the Thrill of Saving Sell Green Products?” He also researches sustainable tourism and serves as a top collaborator with ECU’s Center for Sustainable Tourism. Aside from areas of sustainability, Oliver researches service excellence.

He lives in the waterfront town of Bridgeton, N.C., with his wife Dr. Christy Ashley, who also teaches in the Department of Marketing & Supply Chain Management at ECU and won the 2011-2012 ECU Scholar-Teacher Award. They have a two-year old daughter, Julianna, and a baby boy, Johnathan.

Tuten Inducted into “Incredible ECU Women” Group

East Carolina University recently named professor Dr. Tracy Tuten along with nine others as “Incredible ECU Women,” a group that honors East Carolina University graduates who have gone on to make a distinct mark in their given fields. The induction took place on Oct. 10 at the Greenville Convention Center as part of the Women’s Roundtable at East Carolina University Incredible ECU Women’s Series.

“It’s sort of like a hall of fame for women who attended ECU,” Tuten told the Washington (N.C.) Daily News. “I’m very honored. I can’t quite believe I got picked to do that.”

Tuten teaches marketing at ECU, and she’s one of the leading voices in the fields of digital marketing and social media. Her first book, *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, was published in fall 2008. Most recently, she co-authored a text on Social Media Marketing with professor Michael

Solomon. She has also authored more than 100 journal articles, book chapters, and conference presentations. She also ranks as one of the top 15 most influential marketing professors on Twitter (check out @brandacity, where Tuten has more than 13,000 followers).

Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996.

At the Women’s Roundtable event, Tuten was recognized for her contribution to education before the floor opened to keynote speakers and a panel discussion on service and leadership. Speakers included Katherine Berman and Sophie LaMontagne, sisters and founders of the shop featured in TLC’s “DC Cupcake.” Bonnie St. John, who won three Paralympic medals in ski racing and co-authored “How Great Women Lead,” also participated in the event.

The Women’s Roundtable at East Carolina University seeks to elevate and encourage leadership and philanthropy by women. Since forming in 2003, the group has raised and contributed more than \$100,000 to support Access Scholarships for deserving students. For more information, visit www.ecu.edu/cs-admin/mktg/womensroundtable/.



Dr. Tracy Tuten

FACULTY NOTES

Tuten Quoted in WSJ Market Watch Report

Marketing Professor Tracy Tuten was heavily quoted in a Feb. 3 WSJ Market Watch Report titled, “How Super Bowl ads move the market,” lending her expertise to high profile ads featured during the Super Bowl.

The article, which was posted one day after the Super Bowl aired, discussed why advertisements raise or lower a company’s stock price. Buzz can translate into higher stock prices, the article reported, but investment and advertising experts say a lot depends on the circumstances.

In discussing the Radio Shack ad, which played off the brand’s lost-in-the-’80s reputation, Tuten told the WSJ, “That ad announced to the world that management has its act together.”

The underlying message was clear, the article

said: The brand is willing to spoof itself because it’s also willing to move forward and embrace a new era of retailing.

But other Super Bowl ad champs may not get the same lift in stock prices, Tuten warned. That’s because their ads may be more about reaffirming the brand image than redefining it, citing the “puppy love” spot for Budweiser as an example.

“That’s what I would call a maintenance ad,” Tuten told the WSJ. “It’s about not losing ground.”

It’s also worth keeping in mind that successful ads live beyond the Super Bowl, the article said. These days, commercials are as much an Internet phenomenon as a television one.

Experts generally agreed that in the Super Bowl ad lineup, there were no true stinkers – commercials that generate controversy to the point of tarnishing a brand’s image. At worst, many spots were mildly amusing but failed to connect the pitch to the product. The Muppets-themed Toyota spot was seen as one such example – an ad worth a few chuckles but one that didn’t really say much about Toyota. “It was a waste of money,” Tuten told the WSJ.

Then again, for companies as large as Toyota, the millions involved may not matter much. “It’s budget dust,” Tuten added.

ECU Personal Finance Instructors Inspire Students to Save \$125,000

Two personal finance instructors in the College of Business challenged their students to save \$100,000 in fall 2013 by taking ideas from class to change their spending behaviors. Together the 500 students saved more than \$125,000.

The challenge, called the \$100,000 Challenge, is simple: Each semester, students are 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 counts.

“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 and Len Rhodes, 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.”

Setting budgets for specialty coffee and dining out were among the top things students did to save, especially eating breakfast at home. More than six students stopped smoking or chewing tobacco because of the class. Several students got jobs because of the class so they would borrow less. Three students no longer go to tanning beds, and four students now do their own manicures. Many students started taking the bus or riding bikes more versus spending money on gas.

Relationships were also impacted: several students developed ways to share the costs of driving

and paying for meals with their significant others.

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 net proceeds from the sale of the book go to financial literacy initiatives on ECU’s campus. The instructors also wrote a book called “How to Keep Your Kid from Moving Back Home after College,” which gives parents the tools and knowledge to help their children develop good personal financial habits.

For more information about ECU’s financial literacy initiatives or the personal finance course (FINA 1904), contact teaching instructor Mark Weitzel at weitzelm@ecu.edu.



Mark Weitzel



Len Rhodes

ALUMNI NOTES

2013

Hannah Cherry Askew (MBA) is a recruiter for IBM in Research Triangle Park. She and husband **Jordan Askew (MSA '13, ACCT '12)** reside in Raleigh.

Dylan Maxwell Baker (MIS) is a Programmer Analyst for McCreary Modern, a furniture company in Newton, N.C.

Carter Gagnon (MBA, FINA '12) is Product and SKU Developer for Badger Sportswear in Statesville, N.C.

Albert E. Jeffords, Jr. (MBA) is CIO and senior vice president for information services for the United Way of the Greater Triangle, headquartered in Morrisville.

Crandall Gates Lea (MSA) wed Anne Stuart Kyle on June 29 at St. John's Episcopal Church in Fayetteville.

David B. Miller (MBA) is a partner for Powell Financial, a wealth management firm in Cornelius, N.C.

Tamon Myrick (MBA, ACCT '12) is an implementation analyst/consultant for Allscripts Healthcare Solutions.

Clifton Lee Quinn (MBA, FINA '12) wed Stephanie Lynn Hamstead on August 4 at Rock Springs Center in Greenville.

2012

Eric Bentz (MBA) received a direct commission to first lieutenant in the USAF Medical Service Corps. He is stationed at Ellsworth AFB, S.D., as the chief information officer.

Daniel Carter (MBA) is a principal at Ascendient Healthcare Advisors, with offices in Durham and Washington, D.C.

Chris Estobel (FINA) is a staff accountant for Billtrust, a financial serviced business in Burlington, N.J.

Kristi Lee Fogelquist (FINA) is a financial planning analyst for BB&T in Raleigh.

Daniel Johnson III (MBA) is a financial planner for Parasee Financial, a wealth management firm in Asheville.

Justin Keene (MBA, MSCM '10) joined KS Bank as part of its Wilson area management team.

Kim Wheeler (MBA, MSCM '11) is social media and marketing projects manager for Destination Weddings Travel Group, headquartered in Wayland, Mass.



Kim Wheeler

Kyla Williams (MBA, MGMT '09) is practice manager for Novant Health.

Shane August Winkelman (MGMT) is a graduate student at the Fisher College of Business at The Ohio State University. He will graduate in May with a master's degree in Human Resource Management. After graduation, he will begin employment as a human resources consultant with Marathon Petroleum in its corporate office in Canton, Ohio.

2011

Christy Louise Buck (MSCM) married Adam Michael Carraway (current MBA student, HIST'10) on Sept. 29 at Salem United Methodist Church in Greenville. She is a marketing assistant at A Wireless.

Suzanne Marie Dunlow (MSA) wed Spence Allen Evans on Sept. 8, 2012 at piney Grove Baptist Church in Williamston. She works for Dixon Hughes Goodman LLP in Raleigh.

Andrew Browne Jordan (FINA) wed Catherine McKenna Fodor (ECU '08) on October 12 at St. Gregory the Great Catholic Church in Virginia Beach, Va. He is a second-year student at ECU's School of Dental Medicine.

Mitch Gay (MBA) joined Service Roofing & Sheet Metal Co. as a salesman, estimator, and project leader in the company's Greenville office. Previously, he was vice president and commercial relationship manager at BB&T.

Andrew Harrison Pair (ACCT) wed Myers Elizabeth Aldridge on Sept. 8 at Jarvis United Methodist Church in Greenville.

Diadra Powell (MBA, Chem. '05) is finance director for the city of Americus, Ga.

Jessica Reabe (ACCT) is a project analyst for PRA International, a clinical research organization headquartered in Raleigh.

Scott Senatore (MBA) is president of the Greenville-Pitt County Chamber of Commerce. He has been in the Chamber profession for more than seven years. He started with the Greenville-Pitt Chamber in 2006 as its Marketing Director. He was promoted to Vice President in 2008 and Senior Vice President in 2010. During his tenure, Scott has been involved with economic and workforce development, education initiatives, worksite wellness, marketing, strategic planning, and budgeting. He and his wife Amanda live in Greenville with their one-year-old son.

Alex Cameron Wadford (FINA) wed Mary Beth Godley (ECU '11) on Nov. 17 at Rose Hill Free Will Baptist Church, Winterville. He works for Campus Bookstore Southside, and she works for Pitt County Schools.

Kathryn Anne Zabriskie (MGMT) wed Austin Kent Smith on April 27 at Kenan Chapel in Wilmington. She works for Netsertive.

2010

Ryan Bowen (FINA) is national sales executive for Bandwidth in Raleigh.

Chris Dorman (Gen Bus.) is senior vice president and CEO for Tift Regional Health System, Tifton, Georgia. Previously, he was an administrator in a CEO development program at Southside Regional Medical Center in Petersburg, Virginia.

Hiral Kamdar (FINA) is a financial analyst with The Vanguard Group in Pennsylvania.

Anne Mann (MSA) is finance director for the town of Nashville, N.C. She was previously a CPA with Flowers and Stanley LLP.



Anne Mann

William McGlone (MIS) is a project analyst for Wake Forest Baptist Medical Center in Winston Salem.

Bryan L. Spence (MBA) is an e-recruiter for GEICO in Virginia Beach.

COLLEGE OF BUSINESS

ALUMNI NOTES

Chelsea A. Sweet (MSCM) is a program manager for Rasmussen College in Tampa, Fla.

Alyson West (MBA, MSCM '08), along with a partner, owns Nutrify in Greenville, which offers wellness evaluations, wellness coaching, and smoothies that can be used as nutritional meal replacements.

Aaron Wilson (MSCM) is an account representative for Markraft Cabinets' Wilmington market. He was previously a branch manager with Liberty Medical and has worked with Carolina Cabinet Co.

2009

Tara Austin (MGMT) is assistant district attorney in District 19-B (which includes Randolph, Montgomery, and Moore counties). She earned her law degree at Elon University.

Ati Coughlin (MBA, FINA '04) opened Alfredo's NY Pizza in Greenville.

Robin Tyson Mayo (FINA) is the eCommerce Manager for ECU Financial Services.

Ginger Vereen (FINA) is owner/broker of Ginger & Company, a real estate firm in Raleigh.

2008

Navy Seaman **Jason T. Diehl (MKTG)** completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

Ashley Hunt (MGMT) is appraisal operations supervisor for a real estate firm in Pittsburgh, Pa.

2007

Leah Futrell (MBA, FINA '89) was promoted to director of human resources for the city of Greenville.

2006

William D. Edgar (MBA) was appointed by Gov. Pat McCrory to the N.C. Rate Bureau. He is a commercial banker at Southern Bank and Trust Co. in Rocky Mount.

Jessica Elizabeth English (MSA, ACCT '05) is a senior accountant for Cherry Bekaert LLP in Virginia Beach.

Abbe Lewis (MKTG) is the editor for Food Arts magazine for M. Shanken Communications in New York City.

Candice Moore (MBA, MGMT '04) was promoted to vice president at BB&T where she is a corporate banker in BB&T's Capital Markets Corporate Banking department in Winston Salem.

2005

Lucas S. Botros (MGMT) is assistant director for Lincoln Financial Group, a commercial real estate finance firm in Greensboro.

Joe Cascone (MBA) is senior director of operations at Metrics Inc., Greenville. Previously he was director of potent pharmaceutical development at Metrics.

John "Jay" Wesley Landen IV (MBA, FINA '04) wed Kourtney Elise Thompson (ECU '07) on September 7 on Lollipop Bay, Wrightsville Beach. He is senior vice president at Silver Street Development Corp., a commercial real estate investment and development company with offices in Wilmington, N.C. and Portland, Maine.

2004

Jessica Tadlock Beasley (FINA) is fiscal manager, Juvenile and Domestic Relations Court, for the Fairfax County Government in Fairfax, Va.

John Deutsch (DSCI) was promoted to test and release manager at Royall & Company, Richmond, Va.

James M. Dorey Jr. (FINA) received his MAI designation from the Appraisal Institute, held by appraisers experienced in the valuation and evaluation of commercial, industrial, residential and other types of properties. He was also promoted to vice president at Valuation and Advisory Services Groups' Washington, D.C. office.

Hunter Harrison (FINA) is the agricultural banker for 10 eastern counties at PNC Bank, Greenville.

Jennifer Renee James (MBA, MKTG '02) married Scott Matthew Esporas on October 12, 2013 at St. Mary's Chapel in Raleigh. She is an enterprise solutions consultant with ChannelAdvisor in Morrisville.



Jennifer James Esporas and husband Scott

Ertan Tulumoglu (MBA) is general manager for Bayyurt Marble Inc. in Clinton, N.J.

2003

Karalee Demko Coughlin (MBA) is a financial advisor with Edward Jones in Greenville.

Richard Kyle Ladd (MGMT) wed Jennifer Rachel Robbins on Dec. 15 at North Ridge Country Club in Raleigh.

Kellie O'Toole (MKTG) is corporate sales trainer for NVR, Inc., a new home builder in Baltimore.

Adrienne DeAnne Smith (MSA) wed Robert Leroy Covington Jr. on Sept. 7 at The Imperial Center in Rocky Mount. She is the controller at Barton College in Wilson.

Stephanie Sparks (MBA, MKTG '01) is owner/president of Point Rock Solutions in Landsdowne, Va.

Justin Tart (FINA) earned the accredited investment fiduciary designation from the Center for Fiduciary Studies. He is a financial advisor with the Culpepper-Jones Investment Group of Wells Fargo Advisors in Greenville.

2002

Kara Metcalf (ACCT) is director of cash operations for AT&T in Atlanta.

B.J. Murphy (MGMT) was recently re-elected mayor of the City of Kinston. This will be Mayor Murphy's second four-year term. In November 2009, Murphy was elected as the first Republican Mayor of Kinston in more than 140 years and was the youngest in Kinston's history. He lives in Kinston with his wife, Jessica, and daughters Gracyn and Kathryn.



Mayor B.J. Murphy

ALUMNI NOTES

Davis Gray Tyndall (MSA) has been elected as the new CFO/Vice President of Finance for Capital Insurance Group (CIG) in Monterey, Ca. CIG is the leading regional property and casualty insurer serving the Western United States since 1898. The company provides personal, home, and auto insurance in California, Nevada, Oregon, and Washington, as well as commercial and agricultural insurance to customers in several western states. Gray resides in Salina, Ca. with his wife Stephanie and their three children, Austin (18), Aly (16), and Ethan (9).



**Gray Tyndall
with wife
Stephanie**

2001

Luciana Echazu (MBA) was granted tenure and promoted from assistant to associate professor of economics and financial studies in the School of Business at Clarkson University, Potsdam, N.Y.

Jon Strickland (MBA, FINA '99) has been elected to a four year term on the ECU Foundation Board of Directors. He is senior vice president and financial advisor with CAPTRUST Financial Advisors.

2000

Rich Boustead (MBA, MKTG '96) is senior manager for Accenture, a consulting/professional services business in Atlanta.

Andrea Dawn Harris (MKTG) is senior buyer for Babcock & Wilcox in Lynchburg, Va.

Josh Hooton (MBA, ECON '98) is vice president and retail sales leader for the Tar River region of First South Bank, including the Greenville and Kinston markets.

Jarrad L. Turner (DSCI) wed Amanda C. Moore on Dec. 31 on the beach at Sandals Resort, Antigua. He is sales support manager for Extron.

1999

Jason (DSCI '99, EXSS '01) and Kelly (MBA '01) Deans announce the birth of a son, Austin Christopher Deans, on October 4, 2013.

Brian Tew (MBA, Ind. Tech '97) was promoted to an associate with Thompson & Litton, Radford, Va., and engineering, architectural, surveying and construction administration firm.

1998

Meleah B. Reynolds (MBA, MGMT '96) is owner/operator of Momentum Resources, a human resources training and consulting business in Mt. Pleasant, S.C.

1996

Scott Robert Curtis Langdon (MBA, MKTG '94) is the owner of Connectivity Source, Inc., a telecommunications business in Raleigh.

Chad Brian Pike (FINA) is a broker for Century 21 Thomas, a real estate firm in North Myrtle Beach, S.C.

Charles Drock Vincent (ACCT) and Ashley Driver Vincent (ECU '95) had their first child, a son.

1995

Gary Snyder (MGMT) is executive vice president - human resources for Compass Group North America, a hospitality business in Charlotte.

William Henry Thompson II (ACCT) wed Laura Marshall Harris at Emmanuel Episcopal Church, Southern Pines. He works for the U.S. Golf Association.

1994

Todd Ervin (MKTG) is vice president of account services for Cultur8, Omnicom's marketing/promotions agency. Formerly, he was at Turner Broadcasting System.

1993

Renita D. Allen Dawson (MKTG, MaEd '02) is associate vice president of continuing education services at Wayne Community College in Goldsboro.

Merrill G. Jones II (MBA) was recognized as one of the 2014 Best Lawyers in America. He primarily practices corporate and tax law in the Greenville office of Ward and Smith, P.A. He earned his law degree from Wake Forest and has been a Certified Public Accountant since 1994.



Merrill Jones

John May (DSCI) was named CEO of Group Dekko, Garrett, Ind., and appointed to the company's board of directors. Previously, he was CEO of a refrigeration products manufacturer.

Keith Tilghman (MBA, FINA '92) joined the foundation board of Methodist University in Fayetteville. He is a financial advisor with Merrill Lynch.

1991

Ricky Brown (MBA, ACCT '83) was promoted to chief financial officer at Pitt Community College in Greenville. He has worked in the college's business office for 20 years, serving as business manager for the past eight years.

1990

Stephanie Quinn Morris (MGMT) was appointed by Gov. Pat McCrory to an at-large seat on the Tryon Palace Commission.

1989

Aaron Beaulieu (ACCT) is CFO for Durham County Public Schools. Previously, he was assistant superintendent of operations for Pitt County Schools.

1988

Alyson B. Faulconer (MBA, FINA '87) is the Greenville area executive and senior vice president of Select Bank and Trust.

1986

Jeff Bell (MKTG) is executive vice president of sales for Amerinet Inc., a national healthcare group purchasing organizations.

Christian Czaja (MKTG) is the president/owner of Christian Czaja School of Golf in Palm Beach Gardens, Fla.

COLLEGE OF BUSINESS

ALUMNI NOTES

James B. Pearsall (FINA) is district sales manager for Dex Media, a media sales company in Greenville.

Dean S. Wilkerson (MBA) joined the local advisory board of directors for Wells Fargo Bank in Greenville. He is a licensed funeral director and president of S.G. Wilkerson & Sons funeral Home in Greenville.

1985

William T. Sneed, Jr. (MGMT) has been promoted to director of Dixon Hughes Goodman Wealth Advisors. He manages the Eastern Carolinas and Central Virginia wealth advisory team and focuses on individual wealth management, retirement planning, 401(k) plan design consultation and estate planning. With 28 years of investment industry experience, Will works with high net worth individuals in all aspects of financial and investment planning, as well as coordinating with employers to design and implement corporate retirement plans. He lives in Raleigh with his wife of 30 years and has five grown children.



Will Sneed

Nancy Dawn Whitfield (ACCT) earned a doctor of strategic leadership from Regent University and started a leadership consulting firm, The Leader's Lightship, in Chesapeake, Va.

Eric Scott Williford (MBA) is owner/financial advisor for Williford Financial Advisors in Belmont, N.C.

1984

Floyd Oakley (MKTG) was promoted to general manager at Inner Banks Paint & Decorating in Greenville. Previously, he was an outside salesman for the company.

Ronald E. Stone (ACCT) was named president/CEO of Adams Radio Group in Lakeville, Minn.

1983

Bobby Glenn Rackley (FINA) is senior vice president-manager of special assets at the Bank of North Carolina in High Point.

1981

Michael Boone (MBA, MGMT '80) is assistant vice president for distance education at Delaware State University in Dover, Del. He received his PhD in public administration in 2012 from N.C. State. In 2009, he retired from the N.C. Department of Revenue.

Robert H. Ladd III (MKTG) is the Tarboro market executive for Rocky Mount-based Providence Bank.

1979

James A. "Trip" Holmes III (MGMT) is president of Sabre Capital Inc., a Raleigh-based company specializing in providing consulting and investment banking services to the owners of privately owned companies. He has been extensively involved in the mergers and acquisitions field since 1984 and has negotiated more than 220 transactions. He has also been profiled in the Triangle Business Journal's Who's Who in Finance/Banking.

Mike Waters (BUSA '79) and Diane Odell Waters (ECU '80) are excited that son **Brad Waters (FINA '13)** is now a Pirate alumnus like his parents. Mike owns Waters Carpet Center, and Diane is director of purchasing for Vidant Health in Greenville.

1978

George Bell (ECON), owner of G. Bell Productions Ltd., was named to a three-year term on the N.C. Real Estate Commission by Gov. Pat McCrory.

1976

Gary Rosenbaum (BUSA) is proprietor of Promotional Creations, a Lexington, N.C. advertising specialty distributor. The company celebrated its 20th year in business in October 2013.

1974

David C. Reavis (ECON) retired from the State Controller's Office after 36 years and received The Order of the Long Leaf Pine from Gov. Bev Perdue. After retiring, he wrote his first historical novel, *Upon These Steps*, about his ancestors during the Civil War, which was published by Amazon. He is a part-time consultant with the UNC General Administration as the e-commerce expert.

1971

William D. "Bill" Mitchum (MBA, BUSA '69) joined the board of Southern Bank in Greenville. He is president of Mercer Glass Co. Inc. and managing director of Mitchum Family LLC.

E. Hayes Petteway (BUSA) was reelected to a one-year term as chair of the Board of Trustees of Bladen Community College. He has been a member since 1999. He is president and city executive of First Community Bank in Elizabethtown, and has worked in banking for 40 years.

Joanne B. Walker (MKTG) is the owner of Fun No Tears Swim School in St. Petersburg, Fla.

1970

William F. Grant III (BUSA) was elected director and audit committee chair of FSG Inc. and FSG Bank, NA, Chattanooga, Tenn. He is a founder, director and audit committee chair of Square 1 Financial and Square 1 Bank, Durham. He retired from the U.S. Treasury Department and lives in Williamsburg, Va.

1967

John Patrick Ferry Jr. (BUSA) retired in 2007 after 40 years in insurance. He's been a teacher, massage therapist, karate school owner, and grader for national insurance exams.

Marian McLawhorn (BUSA, LIBS '88) received The Order of the Long Leaf Pine on her 70th birthday. She is the former state representative from Pitt County, serving 14 years in the General Assembly.



Marian McLawhorn

1965

Don Parrott (BUSA) was appointed to a four-year term on the Louisburg College Board of Trustees. He is a 1963 graduate of the college and a CPA in Greenville, where he was mayor from 2001-2007.

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www.ecu.edu/business/CONNECT.

ALUMNI NOTES IN MEMORIAM

1940s

Marjorie Rowe Taylor (BUSA '44) of Greenville died June 3 at age 90. For 30 years, she taught business education for the Hertford County School System, retiring in 1983.

1950s

Walter Barney Crumpler Jr. (BUSA '58) of Goldsboro died July 6. A member of the U.S. Navy Reserve, he was a public accountant.

Melvin Gray Cunningham (BUSA '58) of Walstonburg died Nov. 17. He farmed in Greene County. His service to the community was awarded with the Governor's Award for Volunteerism.

Jasper Willis "Pete" Dixon Senior (BUSA '58) of Grifton died Nov. 18. A U.S. Air Force veteran, he worked with Grifton Fertilizer and Supply Co. for 28 years while also being a tax accountant.

Gerald "Jerry" Carlyle Jackson (BUSA '58) of Moncks Corner, S.C., died July 4. He was a retired auditor with the Navy Audit Service.

Donald C. McGlohon Sr. (BUSA '54) died December 29. He was a lifelong resident of Pitt County. Don began his insurance career in 1958 with Allstate Insurance Company and later founded McGlohon and Company, a company in which he continued to be active with his son until his death. He served as president of the Independent Insurance Agents of N.C. from 1985-1986 and as director of the Independent Insurance Agents of America from 1987-1993. He also served as Greenville's mayor from 1979 - 1981 and served on the ECU Business Advisory Council. Don was one of the founders of New East Bank in Greenville and served on the board of directors for New East and also for Southern Bank and Trust. He won the distinguished Boy's Club Citizen of the Year in 1977 and was named a Paul Harris Fellow by Rotary International in 2011.

James Knott Proctor Jr. (BUSA '52) of Greenville died August 8. A U.S. Coast Guard veteran, he worked in sales and purchasing for more than 57 years, first at the J.B. Kittrell Company for 31 years and then at Eastern Carolina Vocational Center for 26 years. As a college student, he played on ECU's golf team.

1960s

William "Bill" Ellsworth Dansey Jr. (BUSA '63) died Sept. 23 in Greenville at the age of 75. He owned the Candlewick Inn and the Pipeline restaurants in downtown Greenville. He also was a real estate developer who built Tar River Estates and other projects near campus. He served on the ECU Board of Trustees from 1985 to 1993 and was a member of the Greenville City Council.

Stephen Garfield Hinshaw (BUSA '69) of Southern Pines died Nov. 16. He worked for IBM for 25 years.

Colon Wayne Wescott (BUSA '66, MBA '68) of Nags Head died Aug. 1. For 26 years he worked in Manteo as a marine agent and assistant scientist through the N.C. Sea Grant program. He won the prestigious National Sea Grant Agent of the Year award.

1970s

Michael George Bowe (ACCT '75) of Sugar Land, Tex., died July 5. He worked for LyondellBassell Industries.

Robert Paul Britton (ACCT '78) of Greenville died July 5. He was a member of Sigma Nu Fraternity and a member of the Pirate Club for more than 25 years. He worked with all types of commercial and personal lines of insurance throughout eastern North Carolina.

Robert Michael Gabriel Jr. (MBA '73) of Boca Raton, Fla. died June 28. A U.S. Army National Guard veteran, he started Carolina Carpet and Flooring, Chapel Hill/Carrboro, later renamed Gabriel Menefee and Associates, from which he retired in 2012.

David Scott Glasgow (MKTG '76) of Newport died Oct. 26. He worked at Carteret Community College and was an instructor at the Carteret County Department of Corrections.

David Roland Minges (MGMT '78) of Raleigh died August 5. He was a member of Phi Kappa Phi fraternity. As a lawyer, he worked in the office of the N.C. Attorney General and later entered private practice.

Edward "Eddie" Morris (MBA '78) of Wake Forest died Oct. 29. He worked for Burroughs Wellcome for a number of years and taught Management Information Systems classes in the ECU College of Business from 1995 to 2000.

Michael Irving O'Briant (MKTG '79) of Durham died Nov. 8. He worked for O'Briant Motor Co., Coman Lumber Co., and Dealer's Supply.

1980s

Jan Lowe Foust (ACCT '80) died March 11. She was employed by ECU Dowdy Student Store as an accountant, retiring in 2012 after 32 years of service. While employed, she received the Quest Excellent Award and Outstanding Employee Award.

Geoffrey Kenan (MGMT '87) of Greenville died June 11. He was a co-founder of Motivational Empowerment Network.

1990s

Richard Lee Littiken (MKTG '92) of Sanford died July 19. He was vice president of Cooper Mechanical Heating and Air Contractors and was an active alumnus of ECU's Pi Kappa Phi fraternity.

2010s

Weston Michael Vandemerwe (FINA) of Apex died August 9. He worked for an insurance company.

ALUMNI NOTES

Alumni Highlight: Jamie LeLiever (MKTG '03)

For Jamie LeLiever (MKTG '03), the business ideas keep popping into his head. At just 33 years old, the young entrepreneur has already started six successful companies.

Today, LeLiever primarily works in the Durham, N.C. office of European patent law firm Murgitroyd & Company, where he serves as Global Head of Sales & Marketing. It may sound funny to have salespeople working at a law firm, but LeLiever's team of 10 across the world has helped to grow U.S. sales from \$4.7 million in 2009 to more than \$20 million in four years.

But that's just the tip of the ice berg. LeLiever's recent company, National Bamboo LLC, is something he calls a "legacy project" that will bring a new alternative (and highly sustainable) fiber to eastern North Carolina and the Southeast: giant timber bamboo. He and business partner Ed Murgitroyd have already planted 40 acres of this fast growing bamboo in Cumberland County, and they are working with N.C. State University's Pulp and Paper Foundation to form an industrial consortium of major pulp producers and paper makers to make way for a mass 5,000 acre commercial planting in 2015 in Bladen and Sampson Counties.

He says the opportunity presented itself when major soft tissue maker Kimberly-Clark announced an aggressive sustainability goal in 2012, which stated the intention to transition at least 50 percent of wood fiber sourced from natural forests to alternate fiber sources by 2025, naming bamboo, grown in the Southeast, as a leading candidate. LeLiever says this combined with the announcement of Chemtex to open a biofuels refinery in Sampson County to make ethanol from energy crops, similar to bamboo, has made it possible to justify the long-term investment.

If you think this sounds ambitious, you should hear LeLiever talk about the projects he started as a marketing student at ECU – where he first cut his teeth on turning bright ideas into reality. For three years, he served as Student Welfare Committee Chairman of the Student Government Association. He says this was here where he learned the value of finding unmet needs and doing something about them. Under his tenure, a record 57 bills were sponsored and

passed in student government by his committee, including the removing of Social Security numbers on student ID cards, getting an ATM machine installed on College Hill, allowing more food providers on campus, bringing more buses to campus with more late night pickup, centralized student advising, and lowering the cost of on-campus food by 7%.

During his sophomore year, LeLiever reached out to University Meal Deal, a private company that offers students and parents a debit card that can be used off-campus at participating local restaurants. Not only did LeLiever bring University Meal Deal to campus, but the company was so impressed that officials selected him to operate the Greenville franchise by signing up restaurants, executing marketing programs, and establishing a Greenville-based sales team. He worked with University Meal Deal for three years, earning a salary along with his own free meal card starting as a sophomore.

At ECU, LeLiever also helped to start up a new fraternity – Chi Phi – and he established the East Carolina Scuba Diving Club.

"At East Carolina, these great opportunities exist for students," LeLiever said. "It's big enough to feel like it's not a small school, but small enough where you can make a difference and have an impact."

As a student, LeLiever also worked at Joyner Library, where he ran the video conferencing classroom (then called the worldwide classroom). One day, he noticed an unused state-of-the-art television production studio within the library. He soon lobbied for the library board to open up the room to broadcasting students, and once approved he started handling the programming for Greenville's Public Access Channel 23. This taught him about advanced digital media and led to his next job creating digital media for a company called 2HiTek Productions, where he and business partner Nirdhar Khazanie won a contract to market the Sony Ericsson Z500a mobile phone.

He created another digital media company when his father, a local doctor, asked him to look at the practice's marketing plan. LeLiever developed a new way to apply innovative digital signage software media and started Mediplay, Inc., the nation's first digital signage system



Jamie LeLiever with his family

built uniquely for medical practices. Mediplay offers physicians a creative, non-intrusive way to educate and inform patients through flat-panel LCD screens strategically placed in waiting and exam rooms. LeLiever still maintains an equity interest in the company and serves as advisor to the company's board of directors. The ECU student he once hired through the Career Center in 2005, Jon Barnes, is still there today as COO. The company serves more than 500 practices nationwide and logs more than 100,000 eyeballs a day.

There's another area LeLiever is especially passionate about – his family. He married ECU business alum Christina Yarbrough (MKTG '01) in 2008, and today they have two sons: Braden (1) and Roland (3). Christina serves as senior communications specialist for Duke Energy, and LeLiever says their dinner conversations have led to some killer business ideas.

LeLiever said, "I would be remiss to say I've done this all on my own. Every opportunity that has come along for me is from, I believe, having a good personality and being able to reach out to different people at all levels of business, engage them, and ask them for help. I was able to do so many things at ECU because of the mentors I had; Tom McQuaid, Tracy Blake, and Dr. Judith Hunt all had a hand in my success as a student. And of course, it's all about opportunities. There's a mixture of having the right opportunities and the right support along with the drive to put everything together and enabling that opportunity to grow. That is the most important part about being an entrepreneur."

ALUMNI NOTES

Alumni Highlight: Bassel Sommakia (MBA '13)



Bassel Sommakia (MBA '13)

As a microenterprise business counselor with the International Rescue Committee in San Diego, Bassel Sommakia assists refugees with their business ideas – helping them rebuild their lives after enduring hardship. The job is near to his heart, especially since he left Syria under tough conditions amid an ongoing civil war. Last year, his younger brother fled Syria, and his parents finally fled very recently (his oldest brother left Syria nine years ago to earn to pursue his graduate studies).

Sommakia, 28, came to the United States in 2011 to start the MBA program at ECU as a Fulbright Scholar. With a background in finance and banking from Syria, he chose to earn a certificate in International Management along with his MBA, learning cultural communication skills that he says he still uses in his everyday professional life.

As a student, Sommakia says he made lifelong friendships and gained valuable skills in the MBA program. He enjoyed playing soccer every other day on Blount Field. He also worked as a graduate teaching assistant doing research and teaching classes in Entrepreneurship, Marketing, and International Business.

Today, he helps refugees with setting up business plans, bookkeeping, licensing, and other business related issues. He also assists clients in applying for micro-loans to help them improve their lives.

“Each client I work with has a different story and business idea, and I help them make that idea into a running business,” Sommakia said.

He recently helped a woman start a convenience shop by helping her obtain her seller’s permit, health permit, and other licenses. He also taught her bookkeeping skills. Another person he assisted is a refugee from Africa who started a business selling food products in farmers markets, and he helped her expand to a major grocery store chain.

Sommakia encourages refugee clients and students alike to think big and shoot for the stars.

“Education is what you make of it and how much effort you put into it,” he said. “No matter what your circumstances are, dream big, work hard, and believe in yourself.”

Alumni Highlight: Kevin Nance (MKTG '03)

Kevin Nance is surrounded by money in Washington, D.C. – but it’s only natural since he works at the Bureau of Engraving and Printing as project manager of tours and visitors services.

Since 2004, Nance says he has given tours to a wide variety of people, including former Chairman of the Federal Reserve Ben Bernanke, Secretary of the Treasury Jack Lew, COO of Facebook Sheryl Sandberg, and even actors like Harrison Ford and Calista Flockhart.

In Dec. 2013, he was featured on a Fox News segment called “Inside the world of printing cold, hard cash,” where he showed \$20 bills in production and how his agency ensures quality control. Nance told Fox News that his facility and one in Fort Worth, Tex., print \$1.5 billion per day, with about 90% of that going to replace older, worn down money in circulation.

Nance was born in High Point, N.C., but he says he was on a plane to Suriname in South America at two weeks old. His father worked

for the U.S. Department of State, and so Nance grew up moving to a different country every two to three years. He’s also lived in Tunisia, Zambia, UAE, Dominican Republic, and Bahrain.

Today, he lives in Alexandria, Va. with his wife, Allison Mannerino Nance (ART '03), whom he met during his first year at ECU. He says East Carolina already felt like home before he even enrolled there, given his family history. Both of his siblings attended ECU, and he had fond memories visiting his brother at Garrett Hall and helping his sister move in when she transferred from UNC-Charlotte.

As a student, Nance enjoyed playing with his band, Silver Series, and competing in the Battle of the Bands at the Pirate Underground. He was also a student leader and played bass in the worship band for ECU CRU, an interdenominational campus ministry.

With all of these extra activities, Nance says his academic work in the College of Business

disciplined him to manage his time wisely.

“I was very involved in my studies and social activities at ECU, so I had to learn how not to over-commit myself,” Nance said. “My public speaking course and my presentations in marketing classes really helped to develop my confidence speaking in front of groups. Those are skills that I use on a daily basis, whether I’m conducting a tour for visitors or giving a presentation to media representatives on camera.”

To see the Fox News segment featuring Nance, visit online at <http://bit.ly/Ne5STO>.



Kevin with his wife, Allison

ALUMNI NOTES

Alumni Highlight: Paul Adkison (FINA '92)

Imagine your sixth grade daughter received an unsolicited lewd picture on her phone and asks you for help. What would you do?

If you're Charlotte-based entrepreneur and technologist Paul Adkison (FINA '92), you'd sort out the situation and then create a company to help other parents keep their children safe on social networks.

Three years ago, after his daughter received an inappropriate text message from an older student, Adkison founded ZABRA, an online service that monitors activities and communications on popular social media sites while also providing guidance to help parents discuss dangerous issues with their children. The company name is an acronym for his twin 12-year-old boys, 14-year-old daughter, and wife: Zach, Allie, Bryce, and Robyn Adkison.

"Starting ZABRA was the right thing to do," Adkison explained. "Being a parent in today's world is tough, especially since children can easily access social media sites like Facebook, Twitter, Google+, and MySpace on their phones and computers virtually anywhere, anytime. Many parents find it hard to monitor their children's communication with others, and more importantly, they are having difficulty protecting their children from information, content, and influences coming from the social media world. With ZABRA, parents can be a

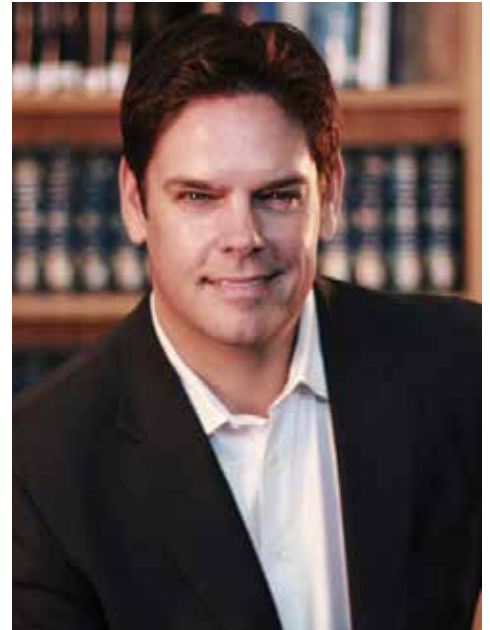
strong influencer in their children's lives and teach them how to be good digital citizens."

Allen Thomas, who serves as mayor of Greenville, N.C., co-founded ZABRA.

Adkison says so far, the company has focused on holding its growth rate. He first launched a controlled pilot in Charlotte that involved three schools and 250 parents. Using feedback from that experience, he improved the product and recently coordinated a "soft launch" in six cities including Charlotte, Nashville, Dallas, and Houston.

In all, Adkison has more than 20 years of experience working with early stage and high growth companies. Prior to ZABRA, Adkison founded IQMax, a technology provider that was among the first to deliver sophisticated mobile applications to the healthcare community. He served as chief executive officer and chairman of the Board of Directors for more than 12 years and is widely recognized as a leader in mobile healthcare technology.

He also co-founded three other entrepreneurial ventures, including Incenta, an Internet-based affinity company (Smart Card technology); Thermo-dynamics, a manufacturer and distributor of heat management products; and Amber Technologies, an engineering company offering hardware, firmware, and software in the thermal printer/kiosk and mobile hand-held wireless industry.



Paul Adkison

As an ECU student in the late 1980s, Adkison says he initially had ambitions to play football, but a torn ACL during his fifth day of practice made him reconsider his priorities.

"I decided to focus on business and learn as much as possible," Adkison said. "I knew I had a natural ability in sales but was weak on numbers, so I chose to major in finance and turn my weakest link into a strength. It was a difficult approach, but also challenging and rewarding."

He went on to pursue a master's in engineering at the Georgia Institute of Technology. Adkison says he has fond memories of ECU and made long lasting relationships through his fraternity, Sigma Phi Epsilon.

"ECU has been something very special to me," he concluded. "It gave me the framework and foundation to create a business. I encourage students to get focused and find something that can take their skill set in the direction they want to go. It's so important to gain experience and apply coursework to the real world."



Paul Adkison and his family

ALUMNI NOTES

Alumni Highlight: Whitney Sibol (MKTG '11)

On June 3, 2012, Whitney Sibol (MKTG '11) was training for the Iron Girl Columbia triathlon, swimming in the Bird River that's part of the Chesapeake Bay watershed in Maryland. It was a beautiful summer day at her grandparents' house. Despite having a spotter boat trailing beside, another boater under the influence of alcohol sped through and hit her directly in the water just before she finished. The entire left side of her body took the impact of the boat.

Sibol was rushed to the R Adams Cowley Shock Trauma Center at the University of Maryland. Upon arrival she didn't have blood flow or a pulse in her left arm. The propeller had severed a nerve, and she had no feeling in parts of her fingers and arm. She underwent 10+ hours of surgery to repair the multiple injuries and trauma to her left side, including a fractured pelvis and scapula, crushed ribs, collapsed lung, and fractured neck. She was in a coma for almost a week.

"When I awoke, I remember just sitting in the hospital and crying," Sibol told the Baltimore Sun newspaper, adding that the daily presence of her family and friends carried her through the initial adversity. "I was in the best shape of my life, and that was all taken away from me."

In a wheelchair until about a year and a half ago, Sibol went on to heavy rehabilitation and pain medication, eventually getting cleared for

running, cycling, and swimming in October 2012. But even the shortest jogs seemed like marathons to the recovering triathlete.

"My life was just paused," she said. "It wasn't stopped. I survived, and I'm extremely lucky. I could have been paralyzed. I could have had a traumatic brain injury. I could have died, but I was very lucky. But everything completely stopped for a second."

After a 5-kilometer race and a 10-kilometer race, Sibol was able to get back to triathlons last summer, finishing the Tri-It triathlon in Bear, Del. And, in August 2013, she finally finished what she started – she became an "Iron Girl." Before the race, Sibol told her story before the gathered crowd. She was also awarded the most inspiring athlete award from Athleta, "The Power of the She Award."

Today, Sibol, 25, works as special projects coordinator at the same Shock Trauma Center that saved her life. She says her new role has added a therapeutic piece to the puzzle, as she has the opportunity to speak with patients and their families about what she has been through with the Trauma Survivors Network. In addition, the boater who hit Sibol received the maximum sentence of 60 days in jail for DUI.

"I have made the journey back to good," Sibol said. "Before the accident, I was just hoping to inspire young women that being strong is healthy and beautiful. I had a plan in my head



Whitney Sibol (MKTG '11)

of what my life would be like, but there was no way for me to plan the horrific accident that changed my life forever. I challenge you to change your everyday thinking. Step outside the box, and don't be afraid to deviate from the plan. Sometimes that's when the best things can happen."

To follow Sibol's journey online, visit <http://www.caringbridge.org/visit/whitneysibol>.



(Left) Whitney Sibol completes the Baltimore Women's Classic 5K with her mother. (Right) Whitney Sibol completes her first-ever triathlon following her accident.



STUDENT NOTES

Business Students Sweep Election

A College of Business student team has won the 2014-2015 Student Government Association (SGA) election with a straight ticket victory, winning the executive board positions of president, vice president, treasurer, and secretary.

Michael King (finance) will be president, Jake Srednicki (finance) is vice president, Kaitlyn Dutton (management) will serve as treasurer, and Katie Swanner (management) will be secretary.

President-elect King, a senior from Prince George, Va., said, "I'm proud to represent 27,000 Pirates. I strongly believe that all of the points on our platform would not be possible without everyone from my ticket getting elected. I am so excited and blessed to have the opportunity to work with them throughout the next year."

King says his platform consists of three main points: expanding student resources, improving campus safety, and improving the SGA body as a whole.

"In terms of expanding student resources, we want to advocate on behalf of the students what they would like to see in the new student union," King said. "We plan on visiting a variety of organizations, similar to what we did during campaigning, and basically take surveys on what our constituents would like to see – whether that be banquet halls, dining venues, study areas, etc."

For campus safety, King plans on building a strong relationship between SGA and the City of Greenville to make off campus areas safer for students. He says this would include installing emergency blue lights in the neighborhood adjacent to campus (5th Street by the river) and working with the NCDOT to construct a crosswalk across 10th Street coming from the Province Apartment Complex.

King says he is most excited, however, about creating a Student Congress with two branches. Currently, one student per 1,000 represents his or her college within the SGA Senate.

"We feel that if we create a House of Representatives, which would consist of one delegate from each organization, student involvement on campus would increase dramatically," King explained. "Many organizations on campus don't realize that funding is available for them through the appropriations process of SGA. The bicameral congress would give more power back to the students and hold the executive board accountable."

King said he plans to shadow outgoing SGA president Tim Schwan, also a finance student, to facilitate the transition. After graduating in Dec. 2014, King hopes to pursue his MBA at East Carolina.



SGA President-elect Michael King



The 2014-2015 SGA executive board.
(From left to right) Top: Michael King and Jake Srednicki. Bottom: Katie Swanner and Kaitlyn Dutton.

ECU Business Student Becomes First to Win Regional Tennis Championship

Business student Joran Vliegen has served up a lot of firsts for the ECU Men's Tennis Team since 2010. Most recently, Vliegen won the singles title of the USTA/ITA Carolina Regional Championships in October, becoming the first ECU player to win the ITA Regional championship and the first to receive an automatic bid to the National Indoor Collegiate Championships Nov. 7-10 at the Bill Jean King Tennis Center in Flushing, N.Y.

Other accolades include being three-time Conference USA player of the week, two-time Conference USA player of the month, and First Team All Conference singles and doubles.

Now a first-year MBA student, Vliegen earned his degree in management in December 2013 with a 3.62 grade point average and is a three-time member of the Conference USA Commissioner's Honor Roll. Originally from Maaseik, Belgium, he plans to finish out his last semester of eligibility playing tennis this spring.

Vliegen said, "I like to work hard while appreciating the opportunity I've been given to be able to go to college at ECU. I always strive to get the best out of myself and become a great person."



Joran Vliegen

STUDENT NOTES

Distance Education Student Becomes First to Speak at Graduation

Senior Tiffany Butcher became the first distance education student to speak at graduation on behalf of undergraduates this past December, part of her role as student vice president of Beta Gamma Sigma.

“Speaking at graduation is a once in a lifetime experience and is an incredible honor,” Butcher said. “Standing in front of the students and faculty was breathtaking. The most incredible compliment was when individuals, parents, students and faculty, approached me afterwards to tell me that my speech was inspirational.”

In her graduation address, Butcher spoke about how the college experience and faculty mentoring at ECU gives students the opportunity to do great things in the future and make a positive difference in other people's lives. She also said that each student has the responsibility to do the best that he or she can, and how everyone should strive to be kind and treat others as they would like to be treated.

Butcher, 42, lives in Matthews, N.C. with her husband and two children, Dalton, 17, and Darian, 11. She juggles her family and college studies while working nearly 50 hours per week at a law firm as a litigation paralegal, a specialty she has pursued for 15 years. Butcher is a North Carolina Certified Paralegal and a member of the North Carolina State Bar - Paralegal Division. She plans to graduate in May 2014 with a business management concentration and has maintained a 4.0 GPA.

She began taking classes online at ECU in summer 2009 as a transfer student from South Piedmont Community College, where she graduated with an Associates in Paralegal Technology. She chose ECU due to its

strong reputation as a top business program.

“Distance education is very challenging,” Butcher explained. “It takes a great deal of discipline, motivation, and drive to carefully balance your personal life with college studies.”

Butcher added that many people who are not DE students might have the misconception that online courses are easier than face-to-face. Nothing could be further from the truth, she says.

“I believe online courses are harder, because a DE student has to be a self-starter and self-disciplined to study,” Butcher said. “At the same time, distance learning gives me the flexibility to juggle my career and home life with my coursework. I am extremely grateful that ECU has its distance education program, and I hope that I have been a role model for my children, showing them that perseverance and hard work will allow you to accomplish anything.”



Tiffany Butcher with Dr. Andrew Herdman.

ECU's Society for Advancement of Management Chapter Wins First Place

ECU's chapter of the Society for Advancement of Management (SAM) won first place in the Campus Chapter Performance Program Competition (CCPP, Small Chapter Division) at the 2014 SAM International Business Conference held in Orlando, Fla.

The CCPP rewards chapters for practicing good management skills. Prior to the conference, each chapter may submit an annual report to national headquarters detailing why it should be considered among the three most outstanding chapters in its division. Reports highlight campus chapter accomplishments across an array of criteria, including professional

development activities, fundraising efforts, and community service projects.

During the 2013-2014 academic year, ECU's chapter of SAM hosted multiple guest speakers such as Derrick Miles, CEO & President of the Milestone Brand, partner at i2: Integrated Intelligence, and the author of Superhuman Performance I & II. Furthermore, the chapter raised more than \$1,500 through volunteering efforts at ECU basketball games and participated in community service events including the Ronald McDonald House of Eastern North Carolina, Pitt Country Animal Shelter, and TurkeyPalooza.

The group is currently running a campus-wide clothing drive.

Additionally, ECU's student team won third place in the open division of the 30th Annual SAM Case Competition during the conference. The student team included Ashley Carter, Brenna Chisholm, Erica Lee, Ashonti Long, and Jasmine Vincent. ECU's student team competed with other student teams nationwide to present the best solution to a business case study. Presentations lasted 15 minutes followed by a 10 minute Q&A session.

Dr. Cody Chullen and Dr. Ericka Lawrence serve as faculty advisors.



ECU students won first place in the SAM Campus Chapter Performance Program Competition and third place in the annual case competition.

STUDENT NOTES

Three Business Students Recognized for ECU Football Contributions

After one of the most successful campaigns in East Carolina football program history, the 2013 season was honored and celebrated during the team's annual awards banquet, held January 18 at the Greenville Convention Center.

Among the 22 players earning accolades, three College of Business students were honored for their outstanding achievements on the field.

Senior marketing and supply chain management major Damon Magazu was honored as the 2013 Most Valuable Player for defense. While co-leading the Pirates in overall tackles with 80, Magazu topped all defenders with 41 solo hits and had a team-best five interceptions from his free safety position. As a student, Magazu earned Dean's List (3.5 grade point average or higher) for classroom work during the 2011 spring and fall semesters before following with an Honor Roll (3.0) standing in spring 2012 and 2013.

Seven players were honored as positional players-of-the-year, including senior finance major Trent Tignor (special teams; 42.8 punting average). Tignor has also excelled in the classroom, earning the Dean's List during both semesters of the 2010-11 academic year before following with a similar standing for the fall term in 2011 – and then both semesters again for 2012-13. He earned Chancellor's List (4.0) in spring 2012 and was selected ECU's Male Scholar-Athlete-of-the-Year in the spring 2013.

Inside linebacker Kyle Tudor (70 tackles, 3.0 tackles for loss), who graduated in 2012 with a degree in management, was named recipient of the Rock Roggeman Heart-of-the-Pirate Award on the defensive side of the ball. The honor, named after the former Pirate linebackers coach who lost his battle with non-Hodgkin's lymphoma in 2010, symbolizes the display of inspirational and motivational leadership.

Rounding out the awards were team Captain of the Year honors given to five players, including Magazu and Tignor.



Damon Magazu with Defensive Coordinator Rick Smith

Photos courtesy of ECU Athletics Media Relations



Trent Tignor with Special Teams Coordinator Kirk Doll



Kyle Tudor with Associate Head Coach/Inside Linebackers Coach John Wiley.

STUDENT NOTES

Students, Faculty Earn Top Honors at National Small Business Institute Conference

For the sixth straight year, a student team from the College of Business at East Carolina University took home top honors at the National Small Business Institute® (SBI) Conference, held Feb. 13-15 in Las Vegas. ECU faculty members were also honored, including Dr. Bill McDowell who was elected the national SBI president for 2015 and is serving as program chair for 2014.

On the student side, ECU's team won second place in the national SBI Project of the Year Competition for its work with Art Avenue, a Greenville-based gallery and art studio. Students on the team included Carson Clark, Michael Deaton, Joeroyal Evans, Antoine Khoury Jr., Yunhea Kim, Kylie Smith, and Juan Vergara.

In addition to the student awards, Dr. Shanan Gibson concluded her term on the SBI board of directors, where she focused on improving the organization's research and journal profile.

The College of Business has enjoyed a long tradition of students winning top honors in the SBI's Project of the Year Competition. In eight out of the last nine years, ECU students have placed in the top three nationally.

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 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.

ECU's SBI program has assisted more than 600 clients since its inception in 1976. At the national level, the organization serves as the premier organization dedicated to field-based student consulting and outreach to small businesses.



Drs. Michael Harris and Shanan Gibson accept the SBI award.

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

Student Accounting Society Members Participate in CPA Day of Service

More than 15 members of ECU's Student Accounting Society cleaned up a stretch of U.S. Highway 264 on Sept 20 as part of the second annual CPA Day of Service, sponsored by the North Carolina Association of Certified Public Accountants (NCACPA). The students' volunteer work was also featured in Interim Report, the quarterly magazine of the NCACPA.

Approximately 2,200 CPAs statewide joined in the day of service, which offers CPAs the opportunity to give back to their communities through volunteer service with a charitable organization of their choice.

The ECU Student Accounting Society adopted the stretch of highway on U.S. Highway 264 near DSM. The group also participates in other community service projects, such as working in the homeless shelter every fifth Monday of the month. Dr. Joey Hagan serves as faculty advisor. Dr. Cal Christian currently serves as a board member of the NCACPA.



Approximately 17 ECU students volunteered as part of the CPA Day of Service.

STUDENT NOTES

ECU Senior Helps Manage Super Bowl Social Media

Senior Sarah Moran was among the millions of travelers who made their way to Manhattan for Super Bowl week in February, but she didn't attend the game.

Moran landed a role as a social media communication center listener for the NFL and the Super Bowl Host Committee. She worked alongside 20 to 30 other volunteers managing Super Bowl-related social media. Her job included monitoring the buzz on social media outlets and responding to questions, comments, or concerns people had about their Super Bowl experience.

Sarah Moran first visited Manhattan in November for the Advertising Women of New York Conference, an educational trip sponsored by the College of Business. At a sports marketing workshop there, she first heard about the opportunity to volunteer with the NFL for Super Bowl social media, working four 6-hour shifts from Jan. 28 through Jan. 31 at Super Bowl Boulevard in Times Square.

Moran, a business major with concentrations in marketing and management, said she was excited about the opportunity for this unique mass media experience. "The Super Bowl is

light years larger than any Twitter/social media experience I've had before," she said.

She also expects the experience to help advance her career. Following graduation from ECU this May, Moran plans to attend graduate school in marketing, with a goal of combining advertising and social media skills in a future career.

She credits her interest in social media to ECU College of Business professor Tracy Tuten.

"I've loved her work with social media and advertising," Moran said. "She has really opened my eyes to the possibilities I have. She's the reason I want to go into advertising."

Tuten also helped arrange Moran's accommodations for the Manhattan visit. She stayed with a recent ECU graduate in the Upper West Side.

Moran is chair of ECU's Student Media Board and a member of the executive board for the Students' Treasure Chest. She is a member of the ECU Women's Roundtable, the Lambda Iota Chapter of the Phi Mu Fraternity, the Omicron Delta Kappa, and the National Residence Hall Honorary.

Story courtesy of Joy Holster, ECU News Services



Sarah Moran with Cleatus the Robot, the official mascot of Fox NFL Sunday.



Sarah Moran at work in New York.



Sarah Moran in Times Square.

STUDENT NOTES

Students Make a Difference with Organizational Leadership

Business students continue to help their communities through MGMT 4343, a senior-level elective course that provides a deep and applied exploration of leadership. As a requirement of the class, which is taught by Dr. Andrew Herdman, students must complete a hands-on leadership project that Herdman calls a “living laboratory.”

“In MGMT 4343, each student is responsible for affecting some change or initiating some improvement to a group or organization to which they belong—to make something better, bigger, or more effective than we found it. In short, to lead,” Herdman explained. “Together, we explore what happens if we go out there and decide to lead in a way that’s consistent with what theory and research suggests. We apply what we have learned in a real world context with all its complexities and challenges, all while supported by myself and classmates.”

In the classroom, students are provided a foundation of relevant leadership theory and research. They are then challenged to engage in the systematic and intentional application of this understanding in an area they are passionate about that aligns with their interests. They develop a comprehensive plan to cast a vision, lead by example, equip others to act, and encourage and incentivize their groups.

“Throughout the semester, students bring their struggles and challenges into the class, and we discuss them as a group,” Herdman said. “We ask: What does research and theory suggest? How can students translate that into actions that allow them to apply what is known about leadership? The leadership projects quickly become 25 running case studies happening outside the classroom each semester, and the results have been great.”



Students collected food donations as part of a leadership project last year.



Students coordinated a blood drive through the American Red Cross.

In 2012-2013, approximately \$30,000 was raised for charities, 55,000 pounds of food were donated to food pantries, hundreds of pints of blood and numerous charities were initiated, sports and music programs were developed for disadvantaged youths, and a variety of projects were completed by working students in their companies. Students also built up their resumes because they led.

Herdman concluded, “The leadership project is a great way for students to leave fingerprints on the ECU community before they go and develop a resume worthy story of their leadership.”

For more information, please contact Dr. Andrew Herdman at herdmana@ecu.edu.

STUDENT NOTES

Students Visit Target's Distribution Center

Dr. Haozhe Chen and Dr. Mauro Falasca led their supply chain management students on an educational field trip this past February, exploring Target's extensive distribution center in Suffolk, Va.

Chen said, "Our hosts at Target Distribution designed the field trip in a way that we could follow the supply chain process of the imported goods. This proved to be an invaluable experience, because our students were able to see supply chain processes in the real world and were exposed to some of the most advanced logistics technologies."

The tour started at the APM Terminal in Portsmouth, Va. that Target uses for import shipments. The 576-acre terminal is considered the most technologically advanced marine cargo facility in the Americas. With 4,000 linear feet of berth and 3.3 miles of on-site rail with links to NS and CSX rail, the highly automated facility boasts a current capacity of 1.4 million TEUs annually, with room for further expansion.

The group also visited California Cartage Company's Suffolk facility, which is fully dedicated to serving Target. The unloaded Target shipments are transferred to this facility for deconsolidation. This 385,000 square foot facility is one of the largest automated deconsolidating facilities in North America.

At Target's Import Warehouse in Suffolk, the students toured the 1.8 million square feet facility and then spoke with the Target Distribution management team during a networking lunch.



More than a dozen supply chain management students visit Target's Distribution Center in Suffolk, Va.

Target Distribution is a division of Target Corporation and has four import warehouses and more than 30 distribution centers around the country to service Target stores.

Chen concluded, "Target's Import Warehouse in Suffolk, Va. has been a great corporate partner of College of Business for several years. Target officials come to ECU's campus regularly for recruiting, mock interviews, guest speeches, and networking events. I'm proud that this field trip helped strengthen the already established partnership between Target Distribution and the College of Business."

MIS Student Wins at ECU's Research and Creative Achievement Week

Senior MIS student Miranda Rogers of Wilmington won her category at the undergraduate presentations during ECU's Research and Creative Achievement Week (RCAW) this spring. She was honored on April 4th at the RCAW Awards Luncheon held in Mendenhall.

For her creative achievement, Rogers designed a database for the North Carolina Literary Review using FileMaker Pro software.

She explained, "My goal was to streamline their processes and optimize their work experience. They had been using a multitude of Excel spreadsheets to keep track of their data. To send email, they had to go through the Excel sheets and copy and paste any applicable email addresses. This was a very time consuming and arduous process for them."

Thanks to Rogers' new database, all of the data is now in one convenient location, also easing the process of making email distribution lists.

RCAW is a week-long celebration recognizing research, scholarship, artistry and other forms of creative activity of ECU undergraduate and graduate students. The event also provides students an opportunity to practice their presentation skills and meet other creative scholars at ECU.

ADVANCEMENT NOTES

Your Donations at Work

Your campus days may be behind you, but your involvement with the College of Business is still just as important.

When you make a donation to the College of Business, gifts of any size are put to use immediately to help the College's most pressing needs: improving technology, providing scholarships, attracting top faculty and students, supporting student services and other enriching activities – and so much more. By contributing to the College of Business, you make possible what state funding doesn't cover.

This past year, your donations helped the College of Business retool two classrooms with cutting-edge technology, allowing for better collaboration between students and instructors. Many of our classrooms were designed in the 1980s, when current teaching technologies were unimaginable. The rooms now feature 14 collaborative computer stations, the latest in multimedia technology, and easily reconfigurable furniture. All of these updates enable a more engaged and flexible classroom experience,

allowing faculty to initiate a class with traditional instruction and then break students into groups to work together and complete projects – an approach that is increasingly used.

Your donations also help support educational trips for our students, including an annual advertising conference held in New York City. Thanks to your support, about a dozen advertising students in the College of Business take an educational trip to New York City each year, led by Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management. The trip helps students learn first-hand about careers in advertising as they tour national advertising agencies, hear from experts in the field, and network with alumni. In addition, each student's registration fee for the AWPY (Advertising Women of New York) conference is covered through your generosity, allowing students to learn through specialized workshops.

Each year we're able to do even more thanks to your kindness.

More students are enrolled in the ECU College of Business than in any other business school in the state. This is a great responsibility, and your help is critical to our success. Thank you for making a difference.



Taylor Duck
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<http://www.ecu.edu/business/alumni/give.cfm>

A Note from Jim Westmoreland

Keep updated at business.ecu.edu/connect

Hello College of Business Graduates and Friends,

A graduate living out-of-state recently wrote me about how Stocknotes helps keep him up-to-date and connected. A current student also said how looking at Stocknotes offers ideas on the directions and successes many of you have shared. Thank you for your emails and for using the alumni update link, too.

From knowing many of you throughout the last 12 years in the College of Business – and many more from times we have spent talking about careers while I worked in Career Services/Career Planning and even the residence halls – it is fun to learn where you are. I am able to pass along information about professors, and it means a lot to me and the faculty to hear how something from your relationship in class now resonates.

I am so grateful to Jennifer Brezina who prepares this newsletter for you and our 20,000+ graduates and 150+ faculty! Anne Fisher and Sharon Wall in Professional Programs and the University Offices who assist in keeping addresses up-to-date have been great! Thanks to all of you for the increased use of this easy web page: business.ecu.edu/connect

Changes in addresses using this link have saved us on postage, as the “return to sender” copies have been dramatically reduced. We enjoy getting your updates, and we also pull the Alumni Notes from some of these with your permission! By just using this link, you have helped all of us.

For those 160 graduates who have offered to encourage a student by an email or phone call, some of you are now coming to campus to serve on a panel. For those of you living across the country and world, the Business Advisory Network has been an easy way for you to help a student, as some last semester lived in Germany,

Texas, New York, and other locations. You can see more on our web page under “Alumni” and then “Mentor a Student.” We have made it very easy for you to help just one student in this way.



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MBA Students Establish Leadership Scholarship

First-year MBA students DaJuan Lucas and Eric Green have established a leadership scholarship at East Carolina University, becoming the first ECU students to come up with a scholarship of this type.

Thanks to donations from faculty, friends, and themselves, the Lucas-Green Scholarship will give its inaugural award of \$500 in fall 2014. Plans are also in place to create an endowment. Lucas and Green, who are roommates and Alpha Phi Alpha fraternity brothers, say their idea of starting a scholarship originated last summer.

"We were talking about ways to inspire students to make a difference in the university's future and help other Pirates," they explained. "A scholarship sounded like the perfect legacy to leave behind."

At first, Lucas and Green had concerns that creating a scholarship might be too hard or too extreme, but after meeting with officials from the Center for Student Leadership and Engagement as well as the Division of University Advancement, they decided to go for it. They learned how the financial aid process works, developed a scholarship outline, got feedback, edited, raised funds, and ultimately earned approval.

Leadership will be the main component for awarding the Lucas-Green Scholarship, and a committee of faculty and staff will select the top candidates before an interview process determines the final recipient. Lucas and Green have both become noted student leaders on campus themselves and plan to earn their MBA degrees in spring 2015.

For more information about the Lucas-Green Scholarship, contact DaJuan Lucas at lucasd09@students.ecu.edu. To contribute, please make checks payable to: Division of Student Affairs; Memo Line: Student Affairs Scholarship Pool/Lucas-Green; Mail to: 23A Mendenhall, Mail Stop 224, East Carolina University, Greenville, NC, 27858



DaJuan Lucas (left) and Eric Green

About Stocknotes

Stocknotes is published by the ECU College of Business. 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/business/alumni/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.

Printed with non-state funds.