

# Stocknotes

SPRING 2015

COLLEGE OF BUSINESS NEWSLETTER

## ECU College of Business Holds Inaugural Leadership Conference

The College of Business held its first-ever Business Leadership Conference from March 31 to April 1, bringing in titans of industry to speak to more than 1,000 business students.

Held in Mendenhall Student Center, the conference helped to prepare students for the realities of the business world in a professional conference environment while providing opportunities to interact with ECU's Business Advisory Council members, esteemed alumni, employers, and community members. The two-day event complemented the intensive leadership preparation that students get throughout their years in the business program.

Presenters came from Dallas, Florida, Atlanta, Charlotte, Washington, D.C. and across the state, traveling at their own cost to speak about their leadership experiences and lessons learned. The conference began with a keynote address by ECU Head Football Coach Ruffin McNeill, followed by 35 breakout sessions.

McNeill opened the conference by laying out his leadership vision and encouraging students to learn, saying, "There is knowledge everywhere in this room. In every session, there will be something you can use. Grab it, and put it in your toolbox."

Students chose from breakout sessions including "Lessons in Survival, Life, and Leadership," "The Grandma Rule and the Importance of People," "Challenges of Entrepreneurship," and "Women in Business: How to Jumpstart your Career and Leapfrog the Competition."

Marketing student Casey Adcox said, "There were a lot of great takeaways from the conference. In a session with Algenon Cash, he spoke a lot about finding yourself regarding your career. He stressed how important it is to identify your purpose and then work toward fulfilling that purpose. A lot of what he spoke about resonated with me not only on a professional level, but on a personal level as well."

Another student, Caroline Arnold, said, "Listening to Mayor Murphy's speech really inspired me to go for the things that I want and not be afraid of failure."

Stan Eakins, dean of the College of Business, said, "This was a tremendous event that helped to inspire and inform our students, and the presenters touched lives in ways they can't imagine. ECU is known as the Leadership University, and this event showed that the College of Business is determined to lead from the front

in the development of tomorrow's business leaders."

The Business Leadership Conference was free for juniors, seniors, and graduate students in the College of Business, made possible by the generosity of sponsors Harry Moser; Phil Tetterton and Keith Harris of Cox Industries; Jim Ward of Ward Holdings LLC; Van Isley of Professional Builders Supply; and Wanda Burgamy of Dell.



More than 1,000 students participate in the college's first-ever Business Leadership Conference.

# COLLEGE OF BUSINESS

## COLLEGE NOTES

*cont. from Business Leadership Conference*



Thomas Arthur (MBA '71), president and CEO of ASAP Capital, speaks to a crowded room during a break out session.



Susan Alt, senior vice president, Public Affairs, Volvo Group North America leads a break out session on "How to Sell Your Story and Be Successful."



Stan Eakins, dean of the College of Business, welcomes participants to the Business Leadership Conference.



ECU Head Football Coach Ruffin McNeill delivers the conference's keynote address.



(Left to right) Brandon Tate (MKTG '95, MBA '98), CEO of Atlantic Wireless Communications, Inc.; Dr. Jim Westmoreland, associate dean of external affairs in the College of Business; and Mike Aman (MKTG '81, MBA'83), president of One Source Communication, catch up at the conference.



Todd Ervin (MKTG '94), VP/general manager of Cultur8, leads a session on "The Mystery of Total Market," describing the general market converging with the multicultural business vertical.



B.J. Smith (MKTG '97), owner of TheBusyMarketer.com, discusses branding, social media, and content marketing strategies to help students build their own personal brand.



Adele Sweetwood (left) and Deb Orton with SAS led a session on navigating the business world.



Eddie Smith, chairman and CEO of Grady White Boats, and Thomas Arthur (MBA '91), president and CEO of ASAP Capital, lead a joint session on "Lessons in Survival, Life, and Leadership."



## COLLEGE NOTES

*cont. from Business Leadership Conference*

### Alumni and executives shared their leadership lessons and life experiences, including:

Sheryl Bennett, GEICO and Dal Snipes, Snipes Insurance Services  
*Running with the Gray Dogs: How Millennials Fit With Baby Boomers*

Michael Deaton and Teddy Hobbs, Phoenix Commercial Property  
*Coming into the Real World as a Commission-based Employee*

Jim Ward, Ward Holdings LLC; Scott Diggs, Lighthouse Professional Consulting & Development; and Melanie Welsh, North State Bank, Inc.  
*Entrepreneurship Panel*

BJ Murphy, Mayor of Kinston  
*The Business of Life*

Thomas Arthur, ASAP Capital; Eddie Smith, Grady White Boats  
*Planes, Trains, and Automobiles: Lessons in Survival, Life, and Leadership*

David Bond, PatientPay  
*Leadership by Walking Around*

Sheryl Bennett, GEICO; Dr. Brenda Wells, East Carolina University  
*Unwritten and Unspoken Rules in the Workplace: Don't Learn the Hard Way*

Brian Churney and Tim Kirian, Co-franchisees, Two Men and A Truck  
*The Grandma Rule and the Importance of People*

Curt Johnson, Carolina RailHawks; Doug Warf, Carolina Hurricanes; Alex Marion, ScoutsFocus; and Lee Workman, ECU Athletics  
*Get in the Game: Sports Marketing Panel*

Mark Copeland, Ernst & Young  
*Why Global Mindset and Inclusive Leadership Matter*

Jacob Greenman, Hormel Foods  
*Competency Crisis: Opportunities to Shine*

Algenon Cash, Wharton Gladden  
*Are you #LOCKEDIN?*

Garrett Blackelder and Warren Allen, Grover Gaming  
*Building the Team*

Kurt Fickling, RMI Advisory Board  
*Are Business Ethics Important or How I got my Job in the Prison Laundry*

Presenters: Chris Edwards and Kelly Edwards, The Edwards Company  
*Challenges of Entrepreneurship*

Steven Squires, Yusen Logistics, Inc.  
*An Insider's View of the Logistics Industry*

Lynn Schubert, The Surety & Fidelity Association of America  
*Women in Business: How to Jumpstart Your Career and Leapfrog the Competition*

Bernita Demery, City of Greenville  
*Getting Noticed - For the Right Reasons - On Your First Job*

Tully Ryan, Yillio  
*Why Didn't Anyone Tell Me This Before I Started A Start-Up?*

Wanda Burgamy, Dell  
*The Attitude of Project Management*

Mike Aman, One Source Communication and Brandon Tate, Atlantic Wireless Communications, Inc.  
*Kick Ass Leadership*

BJ Smith, TheBusyMarketer.com  
*The Brand, You!*

Len Rhodes and Mark Weitzel, ECU College of Business  
*The Three Things Every Graduate Must Do To Fast Track Their Career*

Olalah Njenga, YellowWood Group  
*#Hashtag Yourself: Get noticed. Get branded. Get hired.*

Todd Ervin, Cultur8  
*The Mystery of Total Market: Learn the Secret and Lead Your Peers!*

Amy Baker, Ernst & Young  
*How Values and Purpose Drive Culture*

Neal Crawford, Monarch Bank & Financial Holdings, Inc.; Karen Crawford, Shorewood Packaging; and Kirk Little, Apogee Solutions, Inc.  
*You're the Boss - How to Make a Difference at Work.*

Rich Balot, ABC Phones of NC, Inc., A Wireless  
*Getting Value out of Relationships*

Susan Alt, Volvo Group North America  
*How to Sell Your Story and Be Successful*

Thomas Graham, Sentar  
*From the Make Table to the Board Room - How the Pizza Guy Started Advising the CEO*

Kelvin Stroupe, BB&T  
*Sales 101 - The Dating Game: How to Differentiate Yourself*

Adele Sweetwood and Deb Orton, SAS Institute, Inc.  
*If I'd Known Then, What I Know Now*

Kirk Little, Apogee Solutions, Inc.  
*Applying Elements of the Military's "Operational Art" to Business Processes*

Jeff Chambers, Chiltern International and Sean Cox, Goodwin Executive Search  
*Don't be a Boomerang Kid: Practical Tips for Finding Your First Job*

Andrew Griffin, Deloitte & Touche, LLP  
*Visualize and Attack - Keys to Standing Out in Today's Job Market*

Mike Aman, One Source Communication; Kirk Little, Apogee Solutions, Inc.; Susan Alt, Volvo Group North America; Wanda Burgamy, Dell; Dr. Rick Niswander, East Carolina University; Brandon Tate, Atlantic Wireless  
*Panel Discussions, My Greatest Lesson in Leadership & What I've Learned about Leadership*

*Thank you to all of our speakers!*

# COLLEGE OF BUSINESS

## COLLEGE NOTES

### ECU Online Graduate Programs Ranked Among Nation's Best

Online graduate programs in business and nursing at East Carolina University rank among the nation's best, according to a listing released Jan. 7 by U.S. News & World Report. ECU's online Master of Business Administration program in the College of Business was ranked 69th.

U.S. News surveyed online graduate programs in business, computer information technology, criminal justice, education, engineering, MBA, and nursing on criteria including student engagement, faculty credentials, admissions selectivity, student services and technology and program ratings by peer institutions.

ECU's online business programs have consistently been recognized by U.S. News.

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. Of 684 total students enrolled in the MBA program for the fall 2014 semester, 75 percent attended part-time and selected online classes.

"We're proud that our online MBA program again ranks among the nation's top schools for the third straight year, ever since U.S. News & World Report began ranking graduate-level business distance education programs," said Dr. Stan Eakins, dean of the ECU College of Business. "The ECU College of Business has pioneered the field of distance education, and we continue to innovate – providing an engaging learning environment to the leaders of today and tomorrow."

This year, U.S. News evaluated schools based solely on data related to their MBA program. In the past, U.S. News had combined MBA programs and all other online graduate business programs to develop a single ranking. This year, non-MBA business degrees were assessed separately.

The complete listing can be viewed at <http://www.usnews.com/online>.

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### ECU College of Business Maintains Prestigious AACSB Business Accreditation

After an extensive external review, the College of Business has maintained its business accreditation by AACSB International—The Association to Advance Collegiate Schools of Business. Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. College of Business officials received confirmation of the accreditation extension on March 31, 2015.

AACSB Accreditation is considered the hallmark of excellence in business education and has been earned by less than five percent of the world's business programs. Today, there are 727 business schools in 48 countries and territories that maintain AACSB Accreditation. The College of Business at ECU is one of only two institutions in North Carolina – and only 120 institutions worldwide – that has been continuously accredited since 1967 or before.

Dr. Stan Eakins, dean of the College of Business, said, "We have accomplished some important and long-lasting things as a team during the last five years – especially our efforts related to the new Leadership and Professional Development curriculum, establishment and growth of our Center for Student Success, and continuous improvement of our high quality online programs. This accreditation extension shows that our efforts can – and do – make a positive difference in our students, our university, our community, and our world."

To maintain AACSB accreditation, a business program must undergo a rigorous review every five years, during which the program must demonstrate its continued commitment to standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, commitment to continuous improvement, and achievement of learning goals in degree programs.

To learn more about AACSB International accreditation, visit the accreditation section of the AACSB International Web site at: <http://www.aacsb.edu/accreditation/>.



## COLLEGE NOTES

### NCACPA Provides Full Scholarships to ECU Business Students, Thanks to Longstanding Partnership

The College of Business and North Carolina Association of Certified Public Accountants (NCACPA) have enjoyed a long and rewarding partnership, especially when it comes to faculty members, students, and alumni who serve the 14,000-member statewide organization.

On the faculty side, College of Business accounting professors Dr. Cal Christian and Dr. Malcolm Lathan, Jr. are currently serving three-year terms on the NCACPA Board of Directors. No other members of the 19-person board represent higher education.

Previously, Dr. Rick Niswander, former dean of the College of Business and East Carolina University's current vice chancellor for administration and finance, served as NCACPA chairman of the board from 2006-2007, president-elect from 2005-2006, treasurer from 2003-2005, and was on the board of directors from 2001-2008.

Students and alumni have also stayed highly involved with NCACPA leadership. Currently, Sarah Bruce (BSA/MSA '08) of Nags Head serves as 2014-2015 president of the Albemarle/Outer Banks Chapter, Amber Gill (BSA/MSA '10) of Greenville serves as 2015-2016 president of the Coastal Plains Chapter, and both Ryan Chadwell (BSBA '11, MSA '12) of Charlotte, and Chuck Powell (MSA '10) of Raleigh serve on the Young CPA Cabinet. Many other alumni, such as Jason Poole (MSA '99) of Fayetteville, have served in numerous other capacities. In addition, senior accounting student Zeke Sigler was recently appointed to serve on the NCACPA's new Student Outreach and Recruiting Committee, along with Dr. Cal Christian.

The primary objective of NCACPA is to provide superior member service by monitoring changes within the profession and ensuring members have the resources they need. The association and its board oversee more than 30 committees, chapters, task forces, and advisory groups that frequently interact with regulators who shape state and national accounting standards.

One of NCACPA's greatest services is its comprehensive curriculum of continuing professional education (CPE) programs – and this is where the association and ECU's relationship has certainly flourished. Several years ago, the association teamed up with ECU accounting faculty to develop online ethics, fraud, and tax CPE courses for CPAs. NCACPA has shared more than \$200,000 generated from these courses with ECU's accounting department for scholarship support. Over the last three years, 10 scholarships have been awarded, providing a full ride to high achieving ECU accounting students – and this relationship will continue awarding at least three scholarships per year amounting to more than \$40,000 annually.

NCACPA Chief Operating Officer Sharon Bryson said, "Our relationship with ECU has created a wonderfully collaborative opportunity for the association to give back. It is our honor to support the ECU accounting faculty in helping ensure the 'best and the brightest' – as well as the most deserving students – remain part of the future of the CPA profession."

Dr. Cal Christian said, "I have been associated with NCACPA since 2007 and have enjoyed every moment of the relationship. The association provides such a vital service to the entire state of North Carolina, not just the CPAs it serves. The association has allowed me to travel around the state of North Carolina and interact with CPAs in both large and small CPA firms and with CPAs in industry. The relationships I have developed are priceless and have made me not only a better professor and colleague, but a better person. Yet, the greatest joy is when I can share with deserving students that their MSA tuition and fees have been paid for by NCACPA's generosity."



(Left to right) Jim Ahler, NCACPA CEO; Dr. Cal Christian, ECU accounting professor; and Sharon Bryson, NCACPA COO.

# COLLEGE OF BUSINESS

## FACULTY NOTES

### Professors to Retire after 55 Combined Years at ECU



**Dr. Judith Hunt**

Veteran College of Business professors Dr. Judith Hunt and Dr. Fred Schadler will retire at the beginning of the fall semester, marking more than 55 years of combined teaching at East Carolina University. The 2014-2015 academic year is Hunt's 27th year in the Department of Management and Schadler's 28th year in the Department of Finance.

Hunt first came to ECU in 1988 after teaching at the University of Rhode Island for five years. She earned her undergraduate degree from Temple University, her MBA from Fairleigh Dickinson University, and her PhD from the University of Tennessee. Originally from New Jersey, she said Greenville was a bit of a culture shock at first, but she quickly grew to love life in her home outside the city limits. She says the students have made her university experience fun and memorable in the College of Business, where she has primarily taught the senior capstone course, Strategic Management.

"I have always loved the interaction with students and their bright young minds," she said. "Whenever I walk into my classroom, nothing else matters. These kids have been raised right, and they are a joy to teach. The great thing is that when they grow up, they become wonderful adults, too."

In Hunt's class, students learn how to research organizations extensively, which oftentimes helps them later in life. Alumni frequently list Dr. Hunt's class among their favorites, and she is routinely elected to serve as the marshal or hooder during graduation.



**Dr. Frederick Schadler**

Schadler began teaching at ECU in 1987 after serving in the U.S. Air Force from 1966 to 1970. He earned his undergraduate degree in accounting from West Virginia University, his MBA from UNC-Charlotte, and his PhD from the University of South Carolina. Prior to teaching, he worked in public accounting with Coopers and Lybrand (now PricewaterhouseCoopers) in Charlotte, N.C. and was a senior financial analyst with Korf Industries.

He has taught investments during the majority of his career, and the university has recognized his teaching quality numerous times, even awarding him with the Robert L. Jones Award for Outstanding Teaching in 2008-2009.

Schadler said, "As technology and the Internet improved, I increasingly used investment simulations for the students to engage in making investment choices. Seeing the excitement and hearing the students discuss their investment choices and outcomes is always a highlight during each semester as they experience the ups and downs of individual securities and the financial markets."

During his second year at ECU, he reinstituted the Student Financial Management Association in the COB – helping the organization to win several national awards. He also started an annual student trip to the Philadelphia Stock Exchange and ultimately the New York Stock Exchange. The New York trips continue to the present day.

Schadler also helped to coordinate a weekly newspaper column on financial issues called "Your Financial Health" for The (Greenville) Daily Reflector nearly 20 years ago. Each member of the Department of Finance continues to contribute to the column today, which has expanded into seven eastern North Carolina newspapers.

"The congeniality of the faculty in the Department of Finance has been outstanding," Schadler said. "Over the years, very few have left the department for reasons other than retirements. They have been and remain a great group of colleagues."

Hunt will retire effective Sept. 1, 2015. She says she plans to pursue masters courses at Duke University and focus on the humanities since her background has involved so much science. Schadler's phased retirement will also begin this fall, although he will remain involved with academics for the next three years teaching online MBA courses. He says he looks forward to traveling more and reading nonfiction books that do not include the word "finance" in them.

Harriett Moore in the College of Business' Advising Office also retired on March 31 after a career spanning more than 20 years at East Carolina University.



## FACULTY NOTES

### Liang Wins Prestigious ECU Five-Year Achievement Award

East Carolina University has honored Dr. Huigang Liang in the Department of MIS with the prestigious ECU Five-Year Achievement for Excellence in Research and Creative Activity Award. Officials formally recognized his work on April 29 at an awards presentation and reception.

Originally from Hebei, China, Liang has taught at ECU for six years. His research interests focus on social, behavioral, psychological, and managerial aspects of information systems phenomena, including IT adoption, IT compliance, IT security, IT strategy, IT implementation, outsourcing, knowledge management, e-commerce/online behaviors, and health informatics. He has received more than \$2 million grants from companies, non-profit organizations, and federal agencies including Biogen, GSK, Stand Among Friends, CCHIE, HRSA, and NIH.

Liang said, "I feel blessed and humbled. I didn't expect to win this award, because the best researchers throughout ECU are considered for it. It is definitely a great honor to be recognized by colleagues from different disciplines across the university."

Liang has published more than 40 articles in scholarly journals, and he has been consistently ranked among the top researchers in the field of information systems (IS), based on the number of publications in the two top IS journals, MIS

Quarterly and Information Systems Research. Specifically, in the five-year period from 2007 to 2013, Liang is ranked #22 internationally, and he was ranked #10 in the three-year period from 2007 to 2009. Liang's wife, Yajiong "Lucky" Xue, who teaches at ECU as a professor in the same department, is a frequent coauthor with Liang and is also a top ranked researcher in the IS field.

In July 2012, Liang received the prestigious Robert Dillard Teer Jr. Distinguished Professorship of Business, honoring his excellence in research based on publications in premier journals, external grants, and worldwide academic reputation. He was also awarded the College of Business Research Fellowship in 2009.

In addition to teaching MIS, he directs ECU's Center for Healthcare Management Systems, and he serves as associate editor for two premier Information systems journals: MIS Quarterly and Information & Management. He is also on the editorial board of the Journal of the Association for Information Systems and several other journals.

Liang holds a Ph.D. in Healthcare Information Systems and an M.S. in Computer Sciences and Software Engineering from Auburn University. In addition, he earned an M.S. in Pharmacy Administration and a B.S. in Pharmaceutical Sciences from China Pharmaceutical University,



**Dr. Huigang Liang**

a renowned university in Nanjing, China. He is the first recipient from the College of Business to win the ECU Five-Year Achievement Award.

Liang said, "I must thank our dean, Stan, and my department chair, Rich, for their consistent support in the past years. I think great leadership is important to create an organizational climate in which research and innovation are valued. It's a privilege to work in such an environment."

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### Professors' Research Published as Lead Article in Premier Distance Education Journal

College of Business Professors William Swart (MSCM), Kenneth MacLeod (MSCM), and Ravi Paul (MIS) recently teamed together to explore student satisfaction and effective learning in distance education, and the American Journal of Distance Education published their findings as its lead article in the Nov. 2014 issue. The authors' work is also cited in the journal's editorial column.

The article, "Relative Proximity Theory: Measuring the Gap Between Actual and Ideal Online Course Delivery," was also co-authored by Dr. Aixiu (Monica) Zhang of Montgomery College and ECU MBA student Mario Gagulic.

In the report, the authors quantitatively measure how close the actual delivery of a course was to ideal, as perceived by students. The research aims to achieve continuous improvement in course delivery and measure the progress toward an ideal teaching setting.

To read the article, visit: <http://dx.doi.org/10.1080/08923647.2014.924721>

Published quarterly, the American Journal of Distance Education is internationally recognized for research and scholarship in the field of American distance education.

## FACULTY NOTES

### Research Makes Cover of Premier Accounting Journal



**Dr. Rebecca Fay**

An article authored by Dr. Rebecca Fay in the Department of Accounting at ECU recently made the front page of the Journal of Accountancy, the leading journal published by the American Institute of CPAs (AICPA). The magazine reaches 500,000 accounting and finance professionals each month, more than all other accounting publications combined.

The article, “I’m not biased, am I?” was published as the Journal of Accountancy’s cover story on Feb. 1, 2015. Norma R. Montague, assistant professor of accounting at Wake Forest University, served as co-author.

In the report, the authors explored five common judgment biases that can affect accounting and auditing decisions, concluding that learning how to spot and short-circuit these biases can help CPAs maintain their objectivity. The authors also include a decision-making quiz so that readers can learn about their decision-making process and how it relates to their accounting work.

Fay explained, “The first step toward enhancing our decisions is recognizing the specific problems that may occur. In 60 seconds the quiz provides readers with an opportunity to determine whether common types of bias are affecting their decisions. It shifts the topic of bias from merely a textbook concept to something that is relevant to the reader personally. Hopefully the article will pique interest and point readers to the wealth of literature available.”

To read the full article, click here: <http://journalofaccountancy.com/issues/2015/feb/auditing-judgment-bias.html>

Fay joined the ECU College of Business as an assistant professor of accounting in Fall 2011. East Carolina University recently honored her with one of 10 ECU Scholar-Teacher Awards for 2015. The award, one of the most prestigious offered at ECU, recognizes outstanding faculty members who effectively integrate scholarship and teaching. At a March 26th awards ceremony and symposium, Fay presented, “I’m not biased, am I? Enabling students to experience research findings firsthand.”

Originally from Virginia, she earned her PhD from Virginia Tech and holds both a B.S. and an MBA from Liberty University. She is a licensed CPA and has seven years of experience in public accounting. She worked as an audit manager with Cherry, Bekaert & Holland before returning to academia.

### Gibson Elected President of Southeast Decision Sciences Institute



**Dr. Shanan Gibson**

Dr. Shanan Gibson, associate dean for student and faculty development in the College of Business, has been named president of the Southeast Decision Sciences Institute, a multidisciplinary international association dedicated to advancing knowledge and improving instruction in all business and related disciplines. Her term began February 23, 2015.

Gibson said, “I first attended the SEDSI conference in the spring of 2004; at that time there were several MGMT

faculty who were highly engaged with the organization and as they promised, I found the people at SEDSI to be highly collegial, offering substantive feedback on my early research, and welcoming to people from multiple academic disciplines. I was hooked and have been back every year since!”

Gibson has been involved with SEDSI leadership since 2004, when she helped to review conference submissions and served as a discussant in a session. In 2007, she was asked to serve as a “track chair,” and she served in this capacity for several years. In 2012, she was named SEDSI program chair-elect, followed by program chair in 2013, president-elect in 2014, and then president effective February 2015. She will also serve as a member of the SEDSI Council in the two years following her presidency.

“While I know that some faculty (and administrators) question the ROI of regional conferences, I believe that SEDSI (and a couple of others) has served as the backdrop against which I have matured in academia,” Gibson said. “Regional conferences have provided me with invaluable research feedback, built my network of colleagues, and given me valuable leadership experiences. They have also opened doors within the much larger international parent organizations; because of my regional efforts I have been identified for leadership positions at what will be a much more visible and prestigious level.”



## ALUMNI NOTES

### 2014

**Corey Czmiel (MBA, MGMT '10)** is a network operations supervisor for Verizon in Cary.

**Kevin Diloreto (MIS)** is a business analyst with First Bank in Wilmington, N.C.

**Joeroyal Evans (MGMT)** is assistant manager for Aramark at The Croatan on the ECU campus.

**Cory Hampshire (MIS and FINA)** works in System Design and Integration for BOEING in North Charleston, S.C.

**Hope Hanson (MKTG)** is a clinical project coordinator for Quintiles in Durham.

**Lucas Harrison (MGMT)** is an MBA student and graduate assistant for the ECU College of Business.

**Emily Kittrell (MGMT)** is human resources assistant for BSH Home Appliances Corp. in New Bern.

**Nasser Nashal (MIS)** is a quality assurance project analyst for Tata Consultancy Services in Brentwood, Tenn.

**Patricia L. Peebles (MGMT)** is a business and technical applications specialist at East Carolina University.

**Anne-Burton Robinson (FINA)** is personal lines assistant underwriter for Hanover Excess & Surplus in Wilmington.

**Jennifer Scott (MBA)** is a customer relation management Analyst for PetSmart in Phoenix, Arizona.

**Morgan Squatriglia (MGMT)** is a business analyst for Carlisle & Gallagher Consulting Group in Charlotte.

**Trent Tignor (FINA)** accepted a position within the financial services department at Chick-fil-A in Atlanta shortly after graduating from ECU in May 2014.

**Jeremy Scott Tomlinson (MSA, ECON '05)** is a tax associate for Dixon Hughes Goodman in Raleigh.



**Trent Tignor (left) with Danny Wuerffel (former Heisman QB).**

### 2013

**Hannah Cherry Askew (MBA)** is a recruiter for IBM, and her husband **Jordan Askew (MSA '13, ACCT '12)**, is a tax associate for Dixon Hughes Goodman. The Askews reside in Raleigh.

**Lauren Michelle Baggett (MBA)** is a financial analyst for The Pantry, Inc. (Kangaroo Express) in Cary.

**Brian Bates (MBA, POLS '04)** is assistant vice president and Business Systems Analyst V for Union Bank in San Diego.

**Andrew Denton (MGMT)** and **Thomas Alligood (ECU '13)** opened Campus Corner, a high-end men's clothing store in uptown Greenville that also carries East Carolina game day gear. Visit online at [www.campuscornerclothing.com](http://www.campuscornerclothing.com).

**Alexia Echalar (MGMT)** is a compensation analyst for CACI Inc., a government contracting business in Arlington, Va.

**Kyle Thomas Farrell (MKTG)** is supply chain analyst/buyer I for Exotic Metals Forming Company in Kent, Wash.

**Stephanie Gabryszak (MKTG)** is an IT recruiter for Veredus in Raleigh.

**Kendell Harris (MSA, ACCT '12)** is staff accountant 2 with Ernst & Young in Charlotte.

**Holly Herring (MBA)** is operations coordinator for Gilliam, Coble & Moser, LLP in Burlington.

**Zachary L. Hewett (MBA)** is the finance director for the City of Randleman in Randleman, N.C.

**Alexander Burgess Jimenez (ACCT)** is a tax associate with Ernst & Young in Charlotte.

**Ely Khoury (MGMT)** is an outside sales account manager for AMS.net in the San Francisco Bay area. He is responsible for key accounts and team efforts towards managing customers for successful selling.



**Ely Khoury**

**David Miller (MBA)** is a partner with Powell Financial, Inc. in Cornelius, N.C. He was the winner of the 2014 Wealth Advisors with Heart Award, an honor bestowed to 15 advisors around the country each year by REP magazine and [wealthmanagement.com](http://wealthmanagement.com). He was recognized for his work on the Board of the Kuykenstrong Foundation.

**Angela Noblitt (MBA)** is a business teacher in Camden County Schools. She was previously Elizabeth City-Pasquotank Public Schools' director of community-school relations.

**Micah Robertson (FINA)** is senior product controller for Credit Suisse in Research Triangle Park.

**Michael James Rogers (MBA)** is a health systems engineer at the Mayo Clinic in Rochester, Minn.

### 2012

**Nicholas Carstens (MBA)** is manager – test and learn analytics (global people analytics) for Walmart Stores, Inc. in Bentonville, Ark.

**Chelsi Chandler Cole (MIS)** is a messaging and compliance engineer for Credit Suisse in Research Triangle Park.

**Jonathan Delucia (MGMT)** is a business proposal manager for RTI International in Research Triangle Park.

**Davidson Gillette (MSA, HIST '08)** was recently promoted to senior associate in the Federal Tax practice of KPMG's Norfolk, Va. office.

**Adrian J. Harris (MGMT)** is a financial aid advisor at Barton College in Wilson.

**Robert Brennan Hickey (MKTG)** is a marketing manager for the Phoenix Suns.

**Kaitlin Keeley (MKTG)** is a production planner for Vishay Precision Group in Wendell, N.C.

**Alexandra Krukowski (FINA)** is senior fundraising coordinator for Odell, Simms & Lynch, a consulting firm in Tysons Corner, Va.

**Alexa Francesca Plett Llerena (MBA, MGMT '11)** is a recruiter for Vidant Health in Greenville.

# COLLEGE OF BUSINESS

## ALUMNI NOTES

**Jason Scimeca (MBA)** is the factory manager for Eaton Corporation, a global technology leader in power management solutions in Raleigh.

**Abigail Shoemaker (MGMT & ACCT & MBA)** is a financial analyst with Credit Suisse in Research Triangle Park.

**Randall Threlkeld (MIS)** is a clinical application analyst for Novant Health in Gastonia.

**Jerry Wojenski (MBA)** is executive vice president and chief operating officer for Newman Development Group Student Living in Vestal, N.Y.

### 2011

**Bradley Anderson Gray (MGMT)** wed **Natalie Adele Hamstead (Hum Ec '12)** on August 2 at The Memorial Baptist Church, Greenville. He is the general manager of Auto Connection in Wilson.

**Brittney Pettis (MBA, COMM '08)** and husband **Brian Pettis (Ind. Tech. '12)** welcomed their first daughter, **Briley Grace Pettis**, on February 25, 2015.

**Jason M. Wood (MKTG)** is procurement analyst II for R.J. Reynolds Tobacco Company in Winston-Salem.

### 2010

**Ryan Bowen (FINA)** is a national sales executive for Bandwidth, a software company in Raleigh.

**Michael Stanley Kowalczyk (MBA, MGMT '09)** is a sales associate for Aramark in the Miami/Fort Lauderdale area of Florida.

**Anne Mann (MSA)** is the finance director for the town of Tarboro. She was previously the finance director for the town of Nashville.

**Marshall Prentice (MBA)** is transition manager assistant vice president for Deutsche Bank in Durham.

### 2009

**Courtney Brown Cherry (MBA)** wed **John Frederick Horns (MBA '11, MIS '07)** on July 12 in Wildwood Presbyterian Church in Newport. The couple lives in Greenville.

**Courtney** works for Earp Dentistry and **John** works for the Department of Information Services at Vidant Health.

**Matthew Brian Moose (MSCM)** is a quality manager at Wm. T. Burnett in Statesville.

**William Scott Phillips (MBA, MGMT '08)** is operations manager – global financial network for CenturyLink Enterprise in Wake Forest.

**Carter Sturdivant (MSCM)** is a transportation coach for Lowe's Companies Inc. in Wilkesboro.

**Janie Pendleton Taft (MBA)** wed **David Clark Strange** on Aug. 16 at Jarvis Memorial United Methodist Church in Greenville. She is a financial analyst with Flanders Corp. in Washington, N.C.

### 2008

**Andrew "Drew" Hamilton Griffin (FINA)** is a consultant for Deloitte in Arlington, Va.

**Adam Keen (MBA, MGMT '05)** was recently hired as national account manager for MegaCorp Logistics in Wilmington, N.C. MegaCorp is a national leader in the 3PL industry, and Adam's role will be to help companies around the U.S. and Canada manage their freight and logistical needs. He previously served as associate director of athletics for major gifts at UNC-Wilmington.

**Chad Thompson (MBA)** was recently promoted to senior cloud product manager for Verizon in Cary.

**Terry Wilmoth (MBA)** is chief executive officer of Seven Continents Recruiting, Inc. in Kernersville.

### 2007

**Allison Bottoms Hoffman (ACCT)** was recently promoted within Naval Sea Systems Command (NAVSEA) as a financial management analyst with PEO Integrated Warfare Systems in the Rolling Airframe Missile Program Office in Arlington, Va. She was previously employed by PEO Aircraft Carriers at NAVSEA as a project manager in the Fleet Modernization Program. Allison also began teaching yoga at Blue Nectar Yoga Studio in Falls Church, Va. after receiving her 200-hour Yoga Alliance certification from Tranquil Space in Washington, D.C.



**Allison Hoffman**

**Jennifer Nnamani (MKTG)** is the founder and creative director of Beau Monde Society, a New York City-based socially-conscious and eco-focused fashion community agency seeking to enlighten by challenging the status quo.

### 2006

**Joel Gilmore (MBA)** was promoted to vice president and senior credit analyst at Providence Bank.

**Lauren Wilder Phelps (MBA, MGMT '04)** is a financial professional with AXA Advisors in Columbia, S.C. She is married to **Kenneth Phelps (ECU '04, '07, '10)** and they have two children, daughter Ruth and son Wilder.

**Jacob Searcy (ACCT)** is regional agronomist for Beaufort, Dare, Hyde, Martin, Pamlico, Tyrell and Washington counties for the N.C. Department of Agriculture and Consumer Services.

### 2005

**Lauren Asby (FINA)**, branch manager at the Greenville Medical Center branch of Southern Bank, was recognized as the bank's top mortgage producer at the bank's annual Best Bankers event in spring 2014.

**Kevin Gaffney (MBA, MIS '03)** is senior software developer for Stewart Title in Wilmington, Del.

**Kristen Honeycutt (MBA, SOCI '04)** is senior vice president and human systems compliance manager for BB&T in Winston-Salem.

**Timothy James Morgan (FINA)** is a client executive for The Clement Companies – A Towne Insurance Agency in Raleigh. He and bride **Kimberly** celebrated their second wedding anniversary last October. She is enrolled at East Carolina working toward her Master of Nursing in Leadership.



**Timothy and Kimberly Morgan**

## ALUMNI NOTES

### 2004

**Jamie Dorey (FINA)** and wife Corinne Spence Dorey (Hum Ecol. '04) had a daughter in 2014. He achieved the Certified Commercial Investment Member designation from the CCIM institute.

**M. Scott Fedyshyn (MSA, FINA '02)** is a principal of Watson, Fedyshyn & Associates CPAs, PLLC in Boiling Springs, N.C., about an hour west of Charlotte. He is the sole principal and manages a team of 10 staff and 2,000 clients and has revenues in excess of \$1 million. He and his wife Crystal Stroupe Fedyshyn (ECU '05) actively manage the firm.

**Mike Harrington (MBA, MGMT '03)** is the CEO of Resort Realty in Nags Head. He was recently named an advisory board member for ECU's School of Hospitality Leadership.



**Paul Russell and family**

**Paul Russell (MBA, DSCI '02)** and wife Kimberly Tyer Russell (ECU '07, '08) had their second son, Nathan Thomas Russell, on February 1, 2015. He was 9 pounds, 12 ounces and 20.5 inches long. Brother Nick is 3 years old. Paul is the assistant director for graduate programs in ECU's College of Business.

### 2003



**Jamie LeLiever**

**Jamie LeLiever (MKTG)** was promoted to chief marketing officer for Murgitroyd's corporate C-suite after six years of service as global head of BD and marketing.

**Stephanie Sparks (MBA, MKTG '01)** is the president of Rock Point Solutions, a telecommunications business in Lansdowne, Va.

**Jerry David Walton (MBA)** was recently promoted senior vice president and operational risk policy manager for BB&T in Winston-Salem. He and wife Jane Stancil Walton (ECU '00 and '04) live in Clemmons with two children, Eli (2) and Emma Jane (7).

### 2002

**Kate Tillman Brown (MBA, CMGT '03)** and her husband Andre, a student in ECU's construction management program, had their second child, a daughter in 2014. Kate works in commercial real estate in Raleigh.

**Chris D. Edwards (MBA)** and **Kelly G. Edwards (MBA)**, twin brothers, are co-owners of Edwards Insurance and Financial Strategies, a Raleigh-based insurance and financial services firm with five locations in the Triangle. They also own and operate The Edwards Companies – Investment Real Estate Group, a Raleigh-based full-service investment real estate firm. The brothers were recently featured in both WRAL and Triangle Business Journal. Read more on page 15.

### 2001

**Lisa Ludlow Archer (FINA)** is the CEO of Live Love Homes, a real estate company in Charlotte.

**Rick Owens (MBA, Comp Sci '98)** was promoted to vice president of administrative services at Pitt Community College, Winterville. Previously, he was assistant vice president of information technology and services at PCC.

### 2000



**Chesley Black**

**Chesley Gray "Chess" Black (DSCI, MaEd'08)**, executive director of university IT service management at Johnson & Wales University in Charlotte, successfully defended his dissertation at Northeastern University in Boston. Black earned his Doctorate in Higher Education Administration.

### 1999

**Jeffery Yurfest (MKTG)** has been named president of the South Carolina Chapter of CCIM, Certified Commercial Investment Member. He is a commercial broker with The Shopping Center Group in Charleston, S.C.

### 1998

**Chip Galusha (MBA)** has recently opened the eastern North Carolina office for Schooley Mitchell in Farmville. Schooley Mitchell delivers objective telecom optimization advice, offering a broad range of services including analysis of existing and future telecommunications and merchant services needs, assessment of best alternatives, and implementation of cost-effective solutions.

**Harvey White (ACCT)** is administrative assistant II and computer security officer for the Pitt County Department of Social Services in Greenville.

### 1997

**Elizabeth Anne Brooks Newell Cato (MGMT)** is a home mortgage consultant at the Greenville office of Wells Fargo Home Mortgage, a division of Wells Fargo Bank N.A.

### 1996

**Charles Mupower (DSCI)** is the executive director for data quality for Charlotte-Mecklenburg Schools. In August 2014, he earned a doctorate degree in Educational Leadership from Wingate University.

**Otis Matthew Crisp III (MBA, FINA '93)** is the co-founder and chief operating officer of eVestment. eVestment is a global provider of information and analytics to the institutional investment industry and recently opened its sixth world-wide office in Dubai. The company is headquartered in Atlanta with offices in New York, London, Sydney and Hong Kong, as well as regional sales offices in Boston, Toronto, Chicago, San Diego, and Seattle. The company employs 275+ associates globally and services 2,500+ of the largest investment managers, institutional investors, and consulting organizations in the world.

**Thomas James Wagner (MBA, MKTG '91)** is assistant unit head of the Central Regional Unit in the New Jersey State Police Office of Emergency Management.



# COLLEGE OF BUSINESS

## ALUMNI NOTES

### 1994

**Paul Powers Jr. (MBA, FINA '92)**, senior vice president and manager of the Pitt County Commercial Banking Unit for Southern Bank, was recognized as top commercial banker in the region at Southern Bank's annual Best Bankers event held in Norfolk, Va. in 2014.

### 1993

**Kelli Lynn Johnson Daniel (MBA)** is senior manager for global compensation for Patheon Pharmaceuticals in Durham.

**Jeffrey Parker Sears (MKTG)** was recently promoted to director of national accounts for SYNlawn in Dalton, Georgia. SYNlawn is the sister company of AstroTurf. Jeffrey and wife Debbie were blessed with their first child, Jackson Parker Sears, on May 27, 2014.

### 1991

**Joseph (Jay) Ciokajlo (MKTG)** was recently promoted to general manager for Champion Home Builders, Inc. in Topeka, Indiana.



**Councilman  
Tom Fyle**

**William Thomas "Tom" Fyle (MGMT)** is celebrating 15 years as the owner of Land of Learning Child Care, Inc. in Winterville and Wilson, which serves nearly 400 children annually. He was also recently elected to serve a four-year term on the Wilson City Council.

### 1990

**Tim Slavin (MKTG & MGMT)** recently accepted a position with Sunovion Pharmaceuticals as the corporate director of federal accounts, covering the central United States. He resides in Celina, Tex.



**Tim Slavin**

### 1989

**Gary Woodlief (FINA)** is chief banking officer for North State Bank.

### 1986

**James Pearsall (FINA)** recently accepted a new position with Absolute Pavement Services as sales manager for the Eastern Division (N.C., S.C., and Va.).

### 1984

**Douglas Dewey Young (MKTG)** is president of The Young Group, Inc., a Raleigh-based insurance company. Last year marked the 30th anniversary of The Young Group, which provides insurance solutions for its partners.

### 1982

**Dennis Elwell (MGMT)** was recently promoted to division vice president of Verizon Communications to lead a new strategic division sales team within the Global Wholesale Division.

### 1981

**Melissa Colson Miller Cardinali (FINA)** is assistant county manager for finance and administrative services for Cumberland County. She has been the county's finance director since August 2013 and was previously financial services director for the City of Sanford for 15 years.

**Elsie Schuyler Larsen (MKTG & MGMT)** is the branch manager of the Appaloosa Library within the Scottsdale Public Library System in Arizona.

**Nathan R. Milian (FINA)** is the president of N.R. Milian & Associates, Inc., a commercial property management company in Carrboro.

### 1979

**Michael E. Armstrong (MBA, MKTG '78)** is a financial representative for Northwestern Mutual in Orlando, Fla.

**Mark A. Holmes (BUSA)** is executive vice president and COO of Select Bank, a merger of Select Bank Trust Co. and New Century Bank. He was previously president and CEO of Select Bancorp Inc. and Select Bank and Trust Co.

**Gerry G. Wallace (BUSA)** is the vice president for national account development for Max Digital, the #3 fastest growing software company in the United States, which has been included on the INC 500 list twice in the past six years. Wallace is headquartered in Chicago.

### 1975

**Walter R. Whittemore Jr. (MBA)** retired as chief financial officer at Volunteers in Service to the Elderly (VISTE), a non-profit organization assisting 4,000 Florida seniors annually. He has served at VISTE since 2002. He and wife Barbara reside in Lakeland, Fla.

### 1969

**John T. Dillard (MKTG)**, of Winston-Salem, has retired.

### 1961

**Bobby J. Eason (ACCT)** retired as an attorney for Eason Scovil Stephenson & Associates P.A. in Smithfield.

# Got News?

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## Alumni Note online at

## [www.ecu.edu/business/update](http://www.ecu.edu/business/update)

## ALUMNI NOTES IN MEMORIAM

### 1950s

**Elvin Ray Brewer (BUSA '59)** of Greenville died June 10. For more than 33 years he owned and operated Kentucky Fried Chicken restaurants, growing to 13 restaurants in eight counties, until retiring in 1998.

**Dewey Benson "Duke" Preast (BUSA '59)** of Middlesex died May 28. He was a railroad telegraph operator before serving in the U.S. Army during the Korean War. He retired from the N.C. Department of Revenue. He was instrumental in organizing the Wake County Pirate Club chapter.

### 1960s

**Bobby Lewis Anderson (BUSA '60, MaEd '61)** of Raleigh died July 30. A U.S. Army Korean War veteran, he worked with the N.C. Department of Community Colleges.

**Jimmy Lee DeBruhl (BVTE)** of Rocky Mount died July 23. From 1956 to 1978, he was a reservist in the Army National Guard. He owned and operated J De Supply for 36 years.

**Walter Clay Rose (BUSA '62)** of Ocala, Fla., died July 25. He served in the U.S. Army Medical Service Corps, retiring after 16 years as a major. He then taught several years in the N.C. Community College System.

### 1970s

**Ikke "Ike" Edward Arnold (ACCT '73)** of Greenville died August 1. He was an accountant and a Pirate Club member.

**Judge Randy D. Doub (Pol Sci '77, Business minor)** died January 24, 2015 at his home in Greenville. After graduating from ECU, he earned his JD from the University of North Carolina at Chapel Hill and then served in private practice in Greenville for 26 years. In 1985, he was appointed by Governor James J. Martin to serve on the N.C. Board of Transportation, serving until July 1990. In July 2006, Judge Doub was appointed by the Fourth Circuit Court of Appeals to serve as United States Bankruptcy Judge for the Eastern District of North Carolina, and he served as Chief Judge from July 2007 to July 2014.

**Patsy Cherry Owens (BUSA '70)** of Bear Grass died June 26. For nearly 30 years she taught business education at Roanoke-Chowan Community College in Ahoskie.

### Faculty

**Dr. John Henry Bradley** died January 31, 2015. A native of Monroe, Louisiana, he served in the United States Air Force during the Vietnam War. He then earned a bachelor's degree in accounting from LSU, a master's degree in biblical studies from The Criswell Center for Biblical Studies, and an MBA and PhD in Management Information Systems from the University of Texas at Arlington. He taught Management Information Systems in the College of Business from 1990 to 2013, retiring as Professor Emeritus. He was also very involved in Campus Crusade for Christ and the Christian Faculty Network at ECU.

### Friends

**George S. Coffman** died February 27, 2015. A native of Elkins, West Virginia, he graduated from Virginia Military Institute and the Wharton School of Business. After business school, Mr. Coffman served as an officer in the U.S. Air Force during the Korean Conflict and then married Martha Dillard Syndor, and the couple relocated to Greenville and established Coffman's Men's Wear. He was very active and had numerous leadership positions in civic and business organizations including: Greenville Utilities Commission, The Chamber of Commerce, Greenville, Jaycees, ECU Pirate Club, Greenville Evening Rotary Club, Greenville Little League, the Pitt County Redevelopment Commission. He also served as a Director on the board of First Federal Savings and Loan and subsequently the local Board of Directors of BB&T, and he was a charter member of the BB&T Center for Leadership Development. Throughout the years, George Coffman employed several hundred ECU students. Many of these young men continued on to make the clothing business their lifetime vocation. In 2007, the George Coffman Scholarship in the ECU College of Business was established by many of his former employees. Memorial contributions may be made to: ECU Foundation/George S. Coffman Scholarship, Office of Gift Records, Mail Stop 301, 2200 South Charles Blvd, Greenville, N.C. 27858-4353.

## ALUMNI NOTES

### Bernita Demery Honored as Woman of Distinction



**Bernita Demery**

Bernita Demery (MBA '02) was honored April 13 in a ceremony at the Murphy Center that celebrated the impacts women have – large and small – on East Carolina University and the world. She was one of 10 women to receive the recognition.

The Women of Distinction awards celebration is held every other year, organized by ECU's Chancellor's Committee on the Status of Women. Each award recognizes a woman who demonstrates outstanding leadership through the type and quality of work she does inside and outside the university; the breadth and diversity of that work; her level of

leadership in all aspects of life; mentoring; and her commitment to diversity, empowerment, equality, equity and/or social justice.

A native of eastern North Carolina, Demery has worked with the City of Greenville's financial services department for more than 27 years, currently serving as its director.

She attended North Carolina A&T State University in Greensboro, graduating in 1984 as class president with a B.S. in Accounting. After a summer internship in Chicago, Demery decided to move back east, where she began her career with Sprint and then moved to the City of Greenville and became a licensed CPA. Under Demery's steady leadership

over the years, the city has won several consecutive awards for excellence in budgeting and financial reporting. Recently, the City of Greenville received its 25th award for Excellence in Financial Reporting.

Demery said she strives to balance her career, health, and enjoy life – and she also stays involved with her community. She was the first black president of the N.C. Government Finance Officers Association, where she still serves as a state representative for the national association. Demery also works closely with the N.C. Association of Certified Public Accountants, currently volunteering with the organization's Minority Action Committee.

She is a member of numerous organizations, including Cornerstone Missionary Baptist Church, the ECU Business Advisory Board, Concerned Citizens of Tillery, Pitt Community College's Business Advisory Council and Diversity Committee, Pitt County Chapter of North Carolina A&T State University's Alumni Association, and is a 25+ year member of Alpha Kappa Alpha Sorority, Inc. She also recently spoke to students at the college's Business Leadership Conference, leading a breakout session called "Getting Noticed – for the Right Reasons – at Your First Job."

"I'm committed to God, family, community service, and long-term fiscal stability for the City of Greenville," Demery said. "I believe the famous words of Dr. Martin Luther King, Jr. – if I can help somebody as I pass along the way, then my living will not be in vain."

### Alumni Highlight: Paul J. Alar (MKTG '78)



**Paul Alar**

Paul Alar (MKTG '78) has led the way as a top investor for 30 years, focusing primarily on various alternative investment strategies. He founded his own Atlanta-based fund, West Mountain Partners LP, in 2002, which was soon recognized as the number one Emerging Manager Fund of Funds by InvestHedge magazine. By 2013, West Mountain Partners had become the best performing fund of funds in the world according to the Barclay Managed Funds Report.

Alar says the success he's had as an investor is the immediate ability to "see through" a manager's pitch and determine whether he or she truly understands a strategy or is simply reading from a script. He credits ECU with helping him to hone that skill – which stems from his exposure to a broad swath of students from different areas of the country and different economic backgrounds.

Before launching West Mountain Partners 12 years ago, Alar managed risk arbitrage portfolios for institutional and private clients at Bear Stearns, developed hedging strategies for Oppenheimer's Alternative Asset Group, and introduced domestic private placement insurance to Deutsche Bank as a strategy for making hedge fund investments more tax efficient.

In addition to investing, Alar is passionate about running, which is what brought him to ECU in the first place. Growing up in New Jersey, he says he wanted to move to the south for its warm climate. His cross country coach, who was also his guidance counselor, suggested East Carolina.

"ECU offered an outstanding cross-section of students, which I found stimulating," Alar explained. "I use this term loosely, but 'anyone' can get a good formal education, at almost any college, if they apply themselves. ECU's

advantage in my view was being able to assimilate one's self to a truly diverse student body. This was real world training and can't be duplicated."

Alar says he also enjoyed becoming a member of TKE fraternity and all of the related Greek activities.

Today, Alar lives in Smyrna, Ga. with his wife, Donna (ACCT '78), who also graduated from the College of Business. Their son John attends Rhodes College in Memphis, where he runs track and field; their other son Mark is a freshman at Texas Christian University.

In his free time, Alar serves as the community coach in track and field at Whitefield Academy. During his 10 years of coaching, he has had three State Champions who have won 12 individual State Championships.

For budding business students, Alar has three points of advice. "First, you must make good grades and take challenging courses," he said. "A potential employer will take a straight A student with honors from ECU over a B student from 'name brand' schools almost every time. Second, do not take your first job based solely on compensation. You should reverse engineer your career: Decide what you want to be doing in 10 years, and then determine the steps needed to get there and work backwards. Your first job should be the first brick in building your career path. Third, you must get intern work during the summer, even if the job does not pay. This will allow you to decide if the industry you had interest in is, in fact, the industry you like."

Alar also noted that of the three State Champions he coached in track, none of them thought they were "runners" until they tried the sport.

He said, "I think that in itself offers a life lesson: Try anything once; you will never know what you might be great at until you do."



## ALUMNI NOTES

## Alumni Highlight: Chris and Kelly Edwards (MBA '02)



Chris and Kelly Edwards

As twin brothers and business partners, Chris and Kelly Edwards (MBA '02) are big believers in building for the future.

In 2002, they co-founded a full service Raleigh-based real estate firm, The Edwards Companies, that through its steady growth now houses several related businesses under one umbrella. Together, the brothers specialize in property management, property maintenance, real estate investments, and real estate brokerage. To date, they have rehabbed numerous homes in the downtown Raleigh area. All told, they now own more than 30 units – a mix of single and multifamily properties – and are quickly closing in on 50 units under management. Their goal is to double this number by year-end 2015. The brothers' current real estate holdings range in value from \$150,000 to \$450,000, with an average fair market value of \$225,000 per unit. They also own an insurance and financial services firm, Edwards Insurance and Financial Strategies, and have expanded to five offices throughout the Triangle. They have earned a strong name for themselves in both industries and see continued growth in the future.

Chris and Kelly's core business model revolves around acquiring, redeveloping, and managing highly desirable single and multifamily real estate in the Triangle's most sought-after locations. They are especially known for their green and environmentally friendly flips and rentals, oftentimes including unique features such as rain barrels, tankless hot water heaters, energy efficient plumbing and lighting fixtures, and so forth.

So how do they manage it all? The answer lies in knowing their market as lifelong Raleigh residents – and having a twin who thinks just alike.

From a young age, the brothers say they stayed close and were very competitive while both excelled in the same sports. Even their education followed the same path: They graduated from Wake Forest High School in 1993, they both

hold a B.A. in Political Science from UNC-Chapel, and they decided to earn their MBAs from ECU, graduating in 2002.

ECU made complete sense, Chris and Kelly say – it had a great regional MBA program that was gaining attention. Lots of their friends had proven the campus was a fun place, too. They had a great experience, even though Hurricane Floyd impacted their lives greatly in fall 1999 – their apartment building by the Tar River flooded with nearly 20 feet of water, and the brothers had to take a boat to rescue their computers and any salvageable items on the second floor.

After ECU, they both went into the commercial banking field – but with different financial institutions. Chris went to work with Fidelity, while Kelly went to work with BB&T upon graduation from The BB&T Leadership Development Program in Winston-Salem. The brothers noticed they were lending a lot of money to builders in their commercial banking roles, and it was those builder relationships that ultimately led to their interest in investment real estate. They borrowed \$5,000 from their father and purchased their first rehab property in an area of Raleigh called Cameron Village for \$88,000. They paid their father back within five months while performing most of the work themselves, and today the property is worth around \$300,000 – and it's still a great rental property, they say.

With this new opportunity unfolding and their focus shifting toward real estate and construction, the brothers decided to leave commercial banking for the large-scale construction industry. Chris went to work with D.R. Horton, while Kelly joined Barnhill Contracting Company. It was at this point the brothers combined their backgrounds in finance and construction, and their journey into the investment real estate world began to gain momentum.

"When we started we had a very limited construction background," Chris said. "But our attitude has always been 'Let's dive in and make it work' when it comes to opportunities."

"We believe that if you wait too long to figure everything out, you'll never get started," Kelly added.

They continued to buy and flip properties, but mostly holding their investments in the beginning years to build a rental portfolio. During the day, both still had full-time jobs, but after 5 pm, they would work on their properties and learn hands on construction – until they decided to become completely self-employed.

"We understand the true value of real estate as an asset and how to enhance it – for our owners, investors, and residents alike," Kelly explained. "Our business touches one of the most personal aspects of our clients' lives – whether it's the place they call home or a key portion of their investment portfolio. We believe this creates not just a responsibility, but a tremendous opportunity to set ourselves apart by seeing things from our clients' point of view and putting them first in all we do."

Chris and Kelly say that most of their properties are vintage homes inside the beltline, with many dating back to the early 1900s. Acquiring and rehabbing properties of this era allows the brothers to direct their focus toward the historical significance of both the home and the neighborhood during the makeover process. Some examples include the revealing of a brick chimney original to the home that had been hidden behind 30 years of paint and plaster or the reconditioning a 1920s era fireplace and mantle. Highlighting such distinctive features speaks directly to a property's rebirth and greatly appeals to their client base – typically young professionals who desire to live in a renovated vintage home in the downtown area. They say that their above average rents reflect this creativity and subsequent appeal, and that's good for business. Their mantra with each redevelopment project is "Reclaim, Reuse, Renew."

"The key that sets us apart, besides our service and management systems, is that we want our vintage properties – whether it's a rental or flip – to look better than the owner occupied homes in the community," Chris and Kelly said. "We want people to drive by and say, 'That's an Edwards Companies home.'"

Today, both brothers are married, and the wives help work in the business, too. Chris and his wife English have a seven-year-old son, Tyler; Kelly and his wife Allison are expecting their first child this summer. Chris and Kelly have a clear vision of their company and target market, and their business continues to grow. Their vision is most evident in the recent redesign of their company website, [www.TheEdwardsCompanies.com](http://www.TheEdwardsCompanies.com).

They recently shared their experience with ECU students, discussing "The Challenges of Entrepreneurship" at the college's first-ever Business Leadership Conference.

"We're doing what we love to do as brothers, and it's hard to put a price on that," they said.

## ALUMNI NOTES

### Alumni Highlight: Raj Kannan (MBA '90)



**Raj Kannan**

Raj Kannan (MBA '90) arrived at ECU in 1987 from India with \$500 in his pocket to begin his MBA studies and a new life in the U.S. Thanks to his hard work, savvy networking, and what he calls "a few lucky breaks," he has made his mark internationally as a global pharmaceutical executive.

During his distinguished career, Kannan has worked in various roles of increasing responsibility from sales, marketing, and business development to business unit head roles in five different countries: India, U.S.,

Germany, Canada, and Switzerland. He developed a particular strength in leading and planning global product launches, including launching brands in the United States, the largest pharmaceutical market in the world. The brands he has helped launch currently gross more than \$8 billion in worldwide annual sales. Since August 2014, Kannan has served as vice president, global commercial head for the Merck Group in Geneva, Switzerland. He strives to make innovative medicines accessible and affordable to patients around the world.

Choosing ECU for his MBA was easy, he says – mainly because of its proximity to pharmaceutical companies like Burroughs Wellcome (now part of GSK) and other pharma companies located in Greenville and in RTP. He wanted a school that might have connections, helping him tie in his undergraduate degree in chemistry from the University of Madras and his love of the industry to a career within Pharma.

At ECU, Kannan says he fell in love with North Carolina and the United States – in more ways than one.

"I became an American, thanks to East Carolina!" Kannan said. "The College of Business boosted my confidence, besides teaching me the fundamentals of running and managing a business. I am indebted to the U.S. and to ECU for believing in me. I found lifelong friends at ECU that I keep in touch with plus, I met my future wife, Anne, in Greenville – so it will always be home to me."

As a student, Kannan says he loved the access and connectivity he had to his professors, plus the small town and community feel appealed to him, especially coming from a large city (Mumbai) in India. He also enjoyed the camaraderie with students and the tightly knit international student body.

Since his wife's family lives in eastern North Carolina, Kannan enjoys visiting ECU's campus when he visits his in-laws and takes the opportunity to walk down memory lane, strolling the streets near campus including S. Eastern Street where he lived in a house with other roommates.

Kannan says he strengthened his knowledge base, his critical thinking skills, and his passion at ECU, and he encourages other students to find their passion and what they are especially good at in their life.

"Develop an expertise and have an 'anchor or entry point' to grow from in your chosen industry," Kannan said. "Network and keep abreast of the latest developments in your field. I know I have done well for someone who landed at ECU with not much in my pocket, but with the hope and promise of the American dream. Thankfully, a few enlightened individuals (especially my wife) gave me a chance and bet on me, and I have continued to repay this gratitude by helping others when and where I could. It would be a privilege to assist a promising ECU graduate who wishes to make his or her mark in the exciting and challenging health care industry with career counseling and/or with networking. It's important to pay it forward."



The Kannan family in Germany: (left to right) Priya, Anne, Natalie, Catherine, William, and Raj.

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## STUDENT NOTES

### ECU Wins Big at National Small Business Institute Conference

ECU College of Business faculty and students won big at the National Small Business Institute® (SBI) conference held in St. Pete Beach, Fla. from Feb. 11-15, 2015.

At the meeting, Dr. Joshua Bendickson and Drs. Phillip Davis and Michael Harris received Best Paper Awards for their respective research. Bendickson's work focused on assessing attitudinal perceptions of business climate, while Davis and Harris explored philanthropy in small firm owners. This makes four Best Paper Conference Awards from the ECU Department of Management within the last four months, including awards won at the Midwest Academy of Management and the Association for Small Business and Entrepreneurship.

In addition, an ECU student team won second place in the National SBI Competition Business Plan Division for its work with a Winterville-based business called Salsa a la Rita. This team consisted of Jasmine Berryman, Travis Blount, Dana Raper, Steffen Reith, Parker Smith, and Jasmine Vincent.

Another ECU student team won fourth place in the National SBI® Competition Specialized Division working with Fresh Keepers in Snow Hill. The students in this team included Eric Grainger, Mike Fanning, Chelsea Boles, Hillary Pearce, Linwood Hines, Detric Allen, and Kyle Appel.

The College of Business has enjoyed a long tradition of students winning top honors in the SBI's Project of the Year Competition. Student teams from ECU have now placed in the top four nationally in nine of the last ten years of this competition.

Each year, business students at ECU participate in the competition through Dr. Michael Harris' Small Business Management class, which is linked at a national level with the SBI. The course teams students with local 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



**Dr. Michael Harris (right) accepts the second place award on behalf of his students in the National SBI Competition Business Plan Division.**

to their respective clients, along with an oral presentation.

ECU's SBI program has assisted approximately 600 clients since its inception in 1974. At the national level, the organization serves as the premier organization dedicated to field-based student consulting and outreach to small businesses.

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

### ECU Places 4th in Human Resource Management Case Competition

ECU College of Business students took home 4th place out of nearly 20 teams competing in the national Society for Human Resource Management (SHRM) 2015 Case Competition and Career Summit, held March 20-21 in Baltimore.

ECU's student team included Jessica Saunders, Alexa Cannon, Paige Tyson, Daniel Branston, and Kelsey Wilson. This was ECU's first year competing with an undergraduate team.

The annual SHRM Case Competition provides students with a realistic preview of problems they may encounter in the workplace. Teams are presented with an HR case scenario three weeks prior to the start of each Case Competition event. The student teams then present their recommended solutions to a panel of judges

in a 15 minute oral presentation, as well as a two-page written executive summary. The case scenarios require strategic thinking, ethical decision-making, and strong leadership and presentation skills.

ECU's SHRM chapter faculty advisor Dr. Craig Williams said, "It was a great trip to SHRM's Case Competition; our students were engaged, poised, and professional throughout the conference. I am very proud of them, especially since many of these schools have been competing for years and have a well-established and disciplined preparation process in place."

Sharon Justice also serves as a faculty advisor for ECU's SHRM chapter.



**ECU's student team at the SHRM 2015 Case Competition (faculty advisor Dr. Craig Williams is on the right.)**



## STUDENT NOTES

### How to Land a Job Before you Graduate

#### *Insights from a Senior Business Student with Four Job Offers*



Tyler Boruff

Senior finance student Tyler Boruff, 22, plans to graduate this spring, and he already has a great job lined up. Actually, he had four job offers lined up by the beginning of 2015, and selecting the best one was the hard part. Starting July 17, he will be an associate production manager for Aramark in Dallas, Tex. as he begins in the company's management training program called Accelerate to Leadership, or A2L.

"The College of Business was there for me all the way and gave me a lot of valuable guidance throughout my job search, from beginning to end," Tyler said.

So what are Tyler's secrets to landing a good job?

#### 1. Use your network

Tyler says he began by talking with friends who had already graduated, older students he knows through his role as president of the ECU Scuba Club, contacts he met through the dive shop where he works, and even family members like his older sister, Shelby Boruff (MGMT '12, MBA '13), who now works with Target Corporation (where one of his job offers originated).

"I also got to know the College of Business' Career Center team and learned how to use the online CareerNet system, plus I spent extra time planning with faculty and staff members like Prof. T.D. Gribble and Dr. Jim Westmoreland," Tyler explained. "I tried to get the most out of my BUSI 3200 assignments and guest speakers, too, since the class focuses on teaching students how to become business professionals."

#### 2. Prepare for the ECU Career Fair

Tyler says he can't say enough about the ECU Career Fair each fall and spring. Do your homework beforehand, and you might be surprised at the opportunities that surface.

Tyler said, "Research the companies and people who plan to attend, and narrow down the firms that interest

you most. Reach out to potential employers before the fair, and let them know about your interest (and send them your resume and portfolio in advance). Try to understand what each company is looking for – since each recruiter wants something different – and position yourself for that job. Also, have an open mind at the Career Fair and look at companies that may not be on your list."

#### 3. Edit Your Resume

Tyler says his resume improved dramatically as he went through the editing process and gathered input. In the end, he had a solid resume that put his best foot forward and advanced him to the next round.

#### 4. Practice your Interviews

Practice with a trusted professor. Practice through the Career Center. Practice in the mirror. Know what you are going to say and how you're going to say it. Also, be ready with a firm handshake and elevator pitch. Even if you think you feel comfortable talking in front of others, like Tyler does as a scuba instructor, preparing will help you feel ready and confident.

#### 5. Dress Professionally

For guys, that means you must wear a suit and tie. Be clean shaven and get a haircut. Wear a sport jacket. You may need to spend a little money, but your professional image is well worth it. (Tyler says he coupon shopped for his suit and found one at Belk's.)

#### 6. Take Advantage of Opportunities to Become Well Rounded

Grades are very important, but what you choose to pursue outside of the classroom is just as important. Find something extra-curricular that sparks your interest. Seize opportunities to demonstrate leadership. Consider studying abroad.

"I think studying abroad is something every student should do if they can," Tyler said. "I traveled to China through the College of Business Study Abroad Program in summer 2014, and it was a life changing experience."

## STUDENT NOTES

### Alternative Spring Break Offers Eye-opening Experiences

Five ECU business students passed up spring break trips to warmer locales for service-learning experiences sponsored by the College of Business this past March.

One team of students experienced a “staycation” in sleeping bags on the floor of the Greenville Community Shelter, with the goal to better understand poverty and youth in their community. They lived on a \$7 a day budget, walking to many of the places they went instead of driving.

“It gave them a feel for what our residents deal with on a daily basis,” said Casey Holland, the shelter’s program development director and retired ECU staff member. “We were very glad to have the students here.”

The students cooked and served breakfast and dinner and ate with the residents. They swept, vacuumed and mopped sleeping and living areas at the shelter. They also worked with other non-profit agencies including NC Civil, United Way of Pitt County, the Lucille W. Gorham Intergenerational Community Center, Third Street Community Center, Greenville Harvest and the Police Athletic League.

They saw a side of Greenville that many were previously unaware of. Many of the students didn’t know the shelter – only a few blocks from campus – was there.

“ECU has us a little bit sheltered,” said Mario Scott, a junior from Greensboro majoring in business management. “There are people in poverty in our own backyard. A lot of people don’t see this side of it.”

While some friends were heading to Florida for spring break, Scott was happy to stay behind. “It’s a better joy when you can help somebody,” Scott said. “You never know what someone is going through. You give thanks for what you have in your life.”

This was the first alternative break experience to be offered in Greenville, said Nichelle Shuck, associate director for student leadership and educational programs at ECU’s Volunteer and Service-Learning Center. “It’s interesting to see how what they’re doing connects with what they’re learning,” Shuck said.

“We’re breaking down barriers,” she said. “We’re looking critically at where we are and what our relationship with the community looks like.”

Five trips were offered during spring break through ECU’s Student Leadership and Educational Programs: paddling the Suwannee River in Florida; combating urban poverty in metro Atlanta, Ga.; working on issues of poverty and health care in Baltimore, Md.; seeking environmental justice, sustainability, and economic impact in Atlantic Beach and Carteret County; and working on issues surrounding poverty and youth in Greenville. The Carteret County trip was also sponsored by the College of Business.

*Story courtesy of Crystal Baity, ECU News Services.*



Business student Mario Scott turned down traditional Spring Break activities to spend his time cooking and cleaning at the Greenville Community Shelter. *(Photo courtesy of Cliff Hollis)*



Business student Josh Jackson, left, and Khiana Wyatt sweep the shelter. *(Photo courtesy of Cliff Hollis)*

# COLLEGE OF BUSINESS

## STUDENT NOTES

### Student Highlight: Hunter Rudd (MGMT)

Hunter Rudd likes to think big – and since he first started taking classes online at ECU in 2008, he has achieved victory on many fronts. He is set to graduate this spring with honors and most recently earned the Ward/Thompson Scholarship for 2014-15. But that's just the tip of the iceberg.

A full-time student, Rudd lives in Chapel Hill where he owns a photography business called Rudd Photography LLC. He specializes in high quality corporate imaging and has dozens of commercial and private customers.

What's even more notable, Rudd is a Special Forces veteran. He enlisted in the U.S. Army after 9/11, dropping out of Lehigh University in Pennsylvania to become a Green Beret and serve for 10 years in the Middle East. He earned three Bronze Stars, two Meritorious Service Medals, and one Purple Heart during his service. He still teaches at Ft. Bragg.

He met his wife, an Air Force intelligence analyst, when they were both deployed in Afghanistan. In 2011, the couple decided it was time for a change. They left the military and pursued academics full-time.

"I wanted an institution that would work with me while I was in the service, to achieve my dream of bettering my understanding behind the art and science of management," Rudd explained. "ECU fit that bill perfectly. Having a brick and mortar campus, along with a reputation for academic and athletic excellence, it stood out from the crowd of universities that were offering online education to service-members."

Rudd's wife is a currently a senior at UNC-Chapel Hill, dual-majoring in Political Science and European Studies. She hopes to pursue her graduate degree next year, just like Rudd plans to earn his MBA.

In addition to juggling his full-time studies and work, Rudd actively participates in veterans groups such as the VFW and the American Legion. He's currently the senior strategic planner for UNC's newly formed student veterans group, the Carolina Veterans Organization. Rudd said that even though he is an ECU student, the veterans community at UNC has welcomed him wholeheartedly, surmounting any college rivalry.

This past fall, as part of MGMT 4343 (a senior-level elective course that provides a deep and applied exploration of leadership), Rudd and other ECU business students had to complete a hands-on leadership project – giving them the opportunity to lead others and make a difference. For his project, Rudd surpassed even his own expectations. He led a team of volunteers through the Carolina Veterans Organization to raise more than 4,500 pounds of food for the Food Bank of Central and Eastern NC and TABLE, a non-profit that provides healthy, emergency food aid every week to hungry children living in Chapel Hill and Carrboro, N.C. The project was close to his heart, having lived through war and seen the devastation wrought by nutrition deficiency.

In all, Rudd's student-veteran team spent more than 202 man-hours reaching out to local business and manning Fill-the-Truck events at community grocers. They started with the goal to deliver 1,000 pounds of food the week of Thanksgiving, but they quickly surpassed it and made an even larger impact within the community.

Rudd said, "In my leadership within the military, you don't readily realize how easy leadership is in such a hierarchal and compulsory environment.

Through Dr. Grubb's MGMT 4343 course, I was forced to step outside of my comfort zone and lead in a volunteer project. That presented a number of challenges for me, but in the end I was successful in not only raising more than 4,500 pounds of food donations, but I also learned a great deal about the art and science of leadership in the civilian world."

Rudd says that he has been humbled by the academic rigor of ECU's College of Business experience, and he believes that with his education, he can truly change the world.

"The ECU College of Business is one of the most interconnected schools that I've seen," Rudd said. "Aside from our Career Services, the rich network afforded by our distance education programs for both undergraduate and graduate business studies gives our students and alumni incredible reach within virtually every industry. In addition, our professors possess some incredibly relevant knowledge on not just the theory of business administration, but also the application. It is through educating our students on the application, not just the theory, that ECU finds its most critical value proposition for those businesses wise enough to recruit from our graduates."



**Hunter Rudd**



**Hunter Rudd test-fires a 50 caliber machine gun while showing his Pirate pride.**



**Hunter Rudd (right) raised more than 4,500 pounds of food donations through a class leadership project.**



## STUDENT NOTES

### Students Plan Affordable Child Care Center at ECU

Thanks to an idea sparked by an entrepreneurship class, two ECU students are creating a drop-off child care center called PlayCare, providing affordable therapy services for Greenville-area children through ECU's Office of Public Service and Community Relations.

Junior Brian Mitchell of Chapel Hill, a business major who is concentrating in entrepreneurship and small business management, teamed up with senior Kathryn Denaro, a university studies major with a concentration in child and family advocacy, to develop a business plan for PlayCare, secure advisors, and turn the idea into reality.

The concept started as a babysitting service, Mitchell says, but soon evolved into a dual purpose therapy and drop-off child care center for young learners ages two to five.

"PlayCare will connect income fragile families with the resources they need while contributing to economic growth to the region," Mitchell said. "Our goal is to provide affordable therapy services for families with a household income that falls between \$35,000 to \$75,000 annually – families that don't qualify for Medicaid but cannot pay for extra expenses out of pocket."

Mitchell said they added a drop-off aspect that allows a child to attend a therapy session and then learn in a positive environment until his or her parents get off work. The whole concept helps to prevent the wage loss that happens when parents miss work to take their child to therapy.

In February, Mitchell and Denaro presented their plan at the 2015 UNC Social Entrepreneurship Conference, which challenges UNC-system students to identify some of North Carolina's most pressing social problems and then take a business-oriented approach to solving them.

"The first 2,000 days of a child's life are the most important developmentally," Mitchell explained.

"Many children do not receive proper support between the ages of birth and five, and research consistently shows the cognitive, socio-emotional, and language benefits of high-quality early childhood care and education programs for young learners.



Kathryn Denaro and Brian Mitchell

Mitchell and Denaro are supported by two faculty advisors from ECU, Dr. Kate Lamere and Robert Pinner. Lamere is an assistant professor in the School of Art and Design, while Pinner works with the Small Business Technology and Development Center regional branch at ECU and has advised the team on business strategy and implementation.

Mitchell said, "The idea did not come in one brainstorming session; it took a lot of meetings with deans and advisors, plus long nights at Joyner Library to solidify the plan."

PlayCare is currently securing investors and applying for grants to help defray start-up costs. The program plans to employ recent graduates with degrees in early childhood development and related fields.

For more information, visit <http://www.ecu.edu/cs-admin/pscr/innovate/PlayCare.cfm>

### MSA Student Wins Best Student Poster Award

Mengyuan Fang Farley, an MSA student at ECU and graduate assistant at the Center for Healthcare Management Systems, won the Best Student Poster award at the 2014 North Carolina Health Informatics Career and Internship Fair/Symposium. The event was held on Oct. 24th at the East Carolina University Heart Institute, where experts discussed the latest research trends and developments in health industries along with job opportunities.

Twenty posters from five North Carolina universities (including Duke University, East Carolina University, North Carolina Central University, UNC–Chapel Hill, and N.C. State University) and healthcare organizations such as Vidant were selected for the final presentation at the Fair/Symposium.

Farley's poster title was "Effects and Sustainability of Healthcare Information Exchange." Her project was conducted under the guidance of Drs. Yajiong (Lucky) Xue and Huigang Liang.



Mengyuan Fang Farley

## STUDENT NOTES

### Risk Management & Insurance Students Experience Two National Conferences

Business students in ECU's Risk Management and Insurance program took two field trips to national conferences this spring, learning first-hand from top executives.

Students from Gamma Iota Sigma, ECU's Risk Management and Insurance fraternity, participated in the National Association of Professional Surplus Lines Offices Symposium (NAPSLO) in Chicago from March 27-28. At the event, they networked with more than 170 students from 23 different universities. They also attended breakout sessions led by industry personnel, including a representative from Lloyd's of London. This was the second year ECU has participated in the event, and Dr. Brad Karl served as a faculty chaperone.

Also in March, nearly 15 business students participated in the American Association of Managing General Agents (AAMGA) University East meeting in Atlanta, an event that teaches industry personnel about new and emerging risks in the insurance industry. Throughout their spring break week, students attended various sessions led by insurance company executives – and they were even treated to dinner by alumnus David Leonard (MGMT '79), who is currently the chairman and CEO of RSUI Group, a leading underwriter of wholesale specialty insurance based in Georgia. Teaching instructor Kurt Fickling and Dr. Brenda Wells both served as faculty chaperones on the trip.

Senior finance student Michelle Dolan, president of ECU's Gamma Iota Sigma chapter, said, "I believe by going on these trips we gain professionalism as well as a great network of contacts. Many students including myself have found job and internship opportunities through these conferences."

Dolan plans to work for Zurich Insurance in Charlotte after graduation this spring.



(Left to right) Michelle Dolan, Ashley Schwartz, Hannah Perry, and Chris Sherrod attend the annual NAPSLO symposium in Chicago.



Nearly 15 students visited the AAMGA University East meeting in Atlanta.



(Left to right) Michelle Dolan, alumnus David Leonard, and Chris Sherrod enjoy dinner together at Prime Steakhouse in Atlanta, Ga.



## STUDENT NOTES

### ECU Student Finance Organization Visits New York City

In April, more than 30 students in ECU's Financial Management Association (FMA) visited finance professionals in New York City along with faculty chaperones Dr. Oneil Harris and Dr. Brenda Wells.

As part of the annual spring break trip, students visited Goldman Sachs, Bloomberg, and the New York Stock Exchange. They also attended an Alumni Networking Event at Proper West, a restaurant owned by Robert Zahn (PSYC '05).

"The FMA looks forward to annual field trips every fall and spring," Harris explained. "The spring trips always go to New York City to visit the money managers and other financial institutions. The fall trips usually go to Washington, D.C. The experience is a great way for students to broaden their horizons and learn about the world of finance first-hand."

Sophomore Autumn Rushton, president of ECU's FMA chapter, said, "The Networking Event was a great opportunity for our members to get to know alumni we had met at the New York Stock Exchange earlier that day, as well as several new alumni. Building connections is crucial when going into the workforce and is one of the FMA's primary reasons of existing. Several students will be graduating without a job lined up, so events like this give our members the opportunity to know these professionals on a personal level."

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



Autumn Rushton (left), president of ECU's FMA chapter, and Caroline Lore, public relations director of ECU's FMA chapter, enjoy an inside view of the New York Stock Exchange.



Members of ECU's Financial Management Association visit the New York Stock Exchange during a spring field trip.



# COLLEGE OF BUSINESS

## STUDENT NOTES

### College of Business Scholarship Awards for 2015-2016

Thanks to the combined generosity of hundreds of donors, more than 125 students will be awarded approximately \$200,000 in scholarships for 2015-2016. These scholarships provide financial assistance for business students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Award recipients were selected by the College of Business Scholarship Committee as follows:

#### **The Accounting Faculty Scholarship**

Abbey Strickland  
Samantha Kattan  
Samantha Ruppert

#### **The Public Company Accounting Oversight Board (PCAOB) Scholarship**

Zeke Sigler

#### **The Howard and Virginia Brown Community Service Award**

Joseph Mace

#### **The Michele Libman Scholarship**

Amy Phillips

#### **The Robert Gluckman Scholarship**

Elizabeth Acevedo

#### **The Eakins Scholarship**

Margot Medlin

#### **The Edward Jones Scholarship in Memory of Landon Blackley**

Michelle Soares

#### **The Alamance Claims Association Scholarship**

Morgan Wray

#### **The BSA/MSA Honors Scholarship**

Andrew Wasilick

#### **The Chesson Scholarship**

Hansel Rodriguez

#### **The Dixon Hughes Goodman Scholarship**

Kyle Odum

#### **The Ward Accounting Scholarship**

Richard Wilson

#### **The Archie R. Burnette Scholarship in Finance**

Jose "Alex" Maldonado  
Katie Pillaca

#### **The Danny R. Scott Scholarship**

Brittany Coleman

#### **The Sarah S. & Charles G. McGimsey Accounting Scholarship**

Hannah Reams

#### **The Margery W. and R. Roy Pearce Scholarship**

Kerry Parr

#### **The Connally Branch Scholarship**

Mark Matulewicz

#### **The Corinne Manning Heath Scholarship**

Allison Flowers

#### **The George Coffman Scholarship**

Allison Jackson

#### **The Hickman Family Scholarship**

Holly Perry

#### **Kevin and Lori Coates Shannon Scholarship in Business**

Christopher Best

#### **The NCPRIMA Scholarship**

Houston Pittman

#### **The Rhodes Scholarship**

James Congleton

#### **The Azita Movahed Scholarship**

Rachel Thompson

#### **The Benny Ward Scholarship**

James Young

#### **The Donald L. & Barbara H. Hatch Scholarship in Marketing**

Madison Rayfield

#### **The David and B.J. Fisher Business Scholarship**

Jonathan Coffman

#### **The Ernst & Young Accounting Scholarship**

Maurice Thompson  
Zeke Sigler

#### **The Grady and Martha Davis Scholarship**

Morgan Harvey  
The Hal S. Johnson Scholarship  
Blake Hammond

#### **The Kent and Shannon Lawrence Scholarship**

Cory Hodge

#### **The Margaret C. Phthisic Memorial Scholarship**

Lauren Fyre

#### **The McGladrey Alumni Scholarships**

Cameron Gombatz  
Cody Chrismon

#### **The Elizabeth A. & Kenneth A. Schneider Accounting Scholarship**

Andrew Wasilick

#### **The Ward/Thompson Scholarship**

Harrison Dixon

#### **The Williams-Ausbon Scholarship**

Jaheli Chahin Sanchez

#### **The William F. West Memorial Scholarship**

Madison Parsons

#### **The Benjamin Lane Abbott Scholarship**

Jada Wintons

#### **The Louis H. Craig Memorial Scholarship**

Kyle Brizendine

#### **The Accounting Faculty Meritorious Student Award**

Breanna McShea

#### **The Brenda Wells Risk Management and Insurance Scholarship**

Kimberly Perry

#### **The College of Business Alumni Scholarships**

Ashley Montaquila  
Holden Jones  
Rachel Richmon

#### **The Coastal Plains Chapter of the North Carolina Association of CPAs Scholarship**

Angela Bagley

#### **The Dennis and Ellen Young Scholarship**

Cody Burkett

#### **The Emma Morris Scholarship**

Elizabeth Hardee

#### **The Goble Family Scholarship**

Wanda O'Dea

#### **The Gwen Potter Scholarship**

Shawn Hunter

#### **The Independent Insurance Agents of North Carolina Scholarship**

Catherine Sirco  
Crystal Fogal  
Shannon Murphy

## STUDENT NOTES

**The James E. and Deborah L. Hooper Scholarship**  
Emily Newsome

**The James W. and Anne H. Nordan Scholarship**  
Alexander O'Bryhim

**The James and Christine Nance Accounting Scholarship**  
Tyshea Long

**The Judi Marvel Scholarship**  
Jennifer Curington

**The Beta Alpha Psi Scholarship in Memory of Mandy Kelly**  
Ian Metcalf

**The McGladrey Accounting Scholarship**  
Claire Babashanian  
Joshua Williams

**The Management Information Systems Scholarship**  
Thomas Knight

**The MSA Tax Scholarship**  
Giovanni Leon

**The North Carolina Board of CPA Examiners Scholarship**  
Brooke Baker

**The North Carolina Board of CPA Examiners Exam Coupon**  
Eric Graham

**The NCACPA Scholarships**  
Dana Gray  
Dekia Battle

**The Neal and Karen Crawford Scholarship**  
Zachary McCumber

**The PNC Bank Scholarship**  
Camryn Keeter  
Hudson Bridgers

**The Raymond and Martha Jones American Marketing Association Scholarship**  
Meenal Nandwani

**The Scott Jack Benrube Entrepreneurial and Mentorship Scholarship**  
Miguel Herrera

**The Saunders Business Scholarship**  
Phi Reifschneider

**The Schwager Scholarship**  
Heather Swisher

**The Student Accounting Society Scholarship**  
Zachary Watts

**The Stumpo Family Scholarship**  
Desi Franc

**The Tommy and Amanda Price Scholarship**  
Morgan Minto

**The Vance B. and Sue W. Taylor Graduate Fellowship**  
Lydia King

**The William H. and Lisa D. Shreve Scholarship**  
John Johnson

**The Audrey J. Smith Scholarship**  
Patricia Langston

**The Greenville-Pitt Association of Realtors Scholarship**  
Daryl Anderton  
Kyle DelRossi

**The Elsie and Silas Abernathy Scholarship**  
Meaghan Doyle

**The Frank Booth Scholarship**  
Victoria Blanchard

**The Gary Warren Scholarship in Business**  
Kristina Boycheva

**The Latney W. Pittard Memorial Scholarship**  
Rebecca Wagner

**The Andrew J. Pappas Memorial Scholarship**  
Stefenie Howell

**The J. Fred Hamblen Scholarship**  
Victoria Patterson

**The Anna Francis and Philip Alexander Jukoski Memorial Scholarship**  
Kristina Comacho  
Rachel Ionta

**The Associated Brokers Scholarship**  
Amber Weedon

**The Conley Marketing Scholarship**  
James Upchurch  
William Koziel

**Institute of Mgmt. Accountants Scholarship**  
Anthony Bechtel

**The James L. and Ann T. Bichsel Scholarship**  
Lindsey Smith

**The Gourley Scholarship**  
Nicholas Kalning

**The University Book Exchange Business Scholarship**  
Cecilia Choto Blanco  
Christopher Rudkowski  
Molly Beasley

**The Accounting Dept. Book Scholarship**  
Asia Walker  
Cameron Bochman  
Joshua Branch  
Kimberly Whitaker  
Kyle Kwiatkowski  
Phillip Robins  
Raleigh Little  
Robert Tomkins  
Stefan Dosa  
Timothy Kearns

**The COB Alumni Book Scholarship**  
Anita Ward  
Brandon Murray  
Brooke Ball  
Danny Bostic  
Jessica Schisler  
Joseph Goodson  
Nathan Cohen  
Nolan Wiltshire  
Patricia Williams  
Rhyanna Nicol  
Sarah Glave  
Taylor Woolard

**The First American Savings Bank Scholarship**  
Amanda Thomas

**Credit Professionals International Scholarship**  
Caroline Clark

*Thanks to our donors for making a difference!*

## STUDENT NOTES

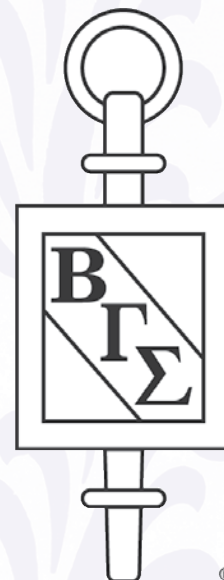
### Students Inducted into Beta Gamma Sigma Honor Society

The College of Business inducted nearly 50 new members into the ECU Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The ECU chapter also maintained its Exemplary Chapter status this year.

The fall induction reception and award presentation was held on Nov. 6 at the Murphy Center at Dowdy-Ficklen Stadium to honor and recognize the students and their families.

Beta Gamma Sigma membership is the highest recognition a business student can achieve. Two times each year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only and is based upon eligibility criteria, including those who rank in the top 7% of the junior class, top 10% of the senior class, and top 20% of graduate students within the College of Business. Prior to nomination, the entire faculty of the College of Business reviews each candidate to ensure he or she meets the standards of character and integrity that membership represents.

Assistant Professor Rebecca Fay (ACCT) currently serves as faculty advisor and president of ECU's Beta Gamma Sigma chapter.



### *Fall 2014 Inductees*

#### JUNIOR

Jennifer N. Betz	John R. Johnson Jr.	Sarah J. Riggs
Rachelle R. Chalet	Holden P. Jones	Ashley L. Schwartz
Kyle J. DelRossi	Camryn A. Keeter	Aaqila Wise
James J. Edmundson	Braxton C. Paine	Terrie Yow
Anna Hinrichs	Madison S. Parsons	Marissa M. Zimmet
Joseph B. Hughes Jr.	Madison N. Rayfield	

#### SENIOR

William M. Altman	Lauren M. Fowler	Randall T. Williams
Katie N. Bellino	Donald A. Hedgepeth II	Alexandra E. Zelmat
Alexa M. Cannon	Petra Lambert	
Michelle M. Dolan	Houston B. Pittman	

#### MASTER

Harry A. Adams III	Greyson H. Fox	Jennifer E. Scott
Donna L. Batchelor	Jennifer J. Hall	Diana N. Spell
Thomas D. Bridges	Michael R. Hayes	Elizabeth Cook
Jefferson C. Elliott	Keith S. Holtsclaw Jr.	Cheikh M. Tall
Yolanda N. Elliott	Mary E. Johnson	Mark T. Wooten
Molly Emmett	Tara Price	Keturah J. Mayberry



# ADVANCEMENT NOTES

## You Make So Much Possible

We boast a long tradition of innovation in the College of Business. We build, we create, and we strive to do things better than before. We continue that proud tradition with several new initiatives this year – building on the foundation already in place.

We're proud to announce that plans are under development to establish a **Center for Small Business and Entrepreneurship** in the College of Business, and the Business Advisory Council is spearheading efforts to build and support this important initiative. The new Center for Small Business and Entrepreneurship will positively affect ECU, our state, and beyond through courses, workshops, research projects, and other programs that respond to the needs of small business. Our goal is to make a significant impact while not duplicating services and activities already offered through other sources.

Another important initiative involves upgrading the existing 1980s computer lab in the College of Business into a **dynamic learning center** to facilitate collaboration among students and enhance their team work, augmenting the Leadership and Professional Development Program in place. We are also seeking to redesign and modernize our classrooms to accommodate a more flexible and engaged instructional approach.

On the student side, **scholarships** remain a vital way for us to recruit and retain the best and brightest students. We're also seeking support for curriculum development and **student study abroad opportunities**. Faculty are critical to our success as well, and we're seeking to establish **distinguished professorships** as well as **faculty fellowships** to provide teaching support and research funding.

Annual Fund giving falls into the category that is often the most difficult to raise, yet over and over again makes the most difference to the most people. This pool of opportunity funding supports our greatest needs – advancing the College's goals wherever they're needed most.

We are so grateful for your continued support and for making so many things possible. We invite you to stay in touch with our activities and other initiatives through our newsletter, Stocknotes, and read about your generosity at work. We also encourage you to stay connected by visiting our web site at [www.ecu.edu/business/connect](http://www.ecu.edu/business/connect), where you can read student blogs, reach us via social media, and update your information as needed. Thank you for making a difference to your College of Business.



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## Thank You for Staying Connected!

Graduates and Friends,

Thank you for representing your College of Business by your example wherever you are. I learn of ways that you represent us around the world, and whether you are in San Diego or Switzerland, you help future students learn about and choose ECU.

Numerous students are discovering our leadership program as a "best value-added" opportunity unmatched by any university we have found. When you hear students describe the impact, you can feel their confidence grow. Many of you have been part of the Business Advisory Network, connecting with a student through an email or phone call. Thank you.

The sharing of financial support has begun to grow as graduates and friends give back based on their success,

and each dollar helps current and future students. We want our percentage of giving to make a statement, and thank you to so many. If we could have 100% of our graduates help even a little, imagine the impact. For example, if everyone shared just \$5 per month, the benefit to students would be tremendous.

As the largest College of Business in North Carolina with more than 3,000 undergraduates, you can quickly see how we impact the economy with well prepared alumni. I am so proud of the students I get to know and all of you who keep up with us through this shortened link of [www.ecu.edu/business/update](http://www.ecu.edu/business/update).

Your participation matters.



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## New 'Job Bell' Celebrates Student Success



Senior MIS student Katie Holden of Raleigh rings the Job Bell in the College of Business. She has accepted a position with Fidelity Investments as associate quality assurance engineer and will begin the company's college-to-career program in August.

Business students who land a new job can now really make some noise about it – by ringing the Career Center's new Job Bell.

Students simply visit the College of Business Career Center in Bate 3016 once they have accepted a new job offer, and then they can ring the bell and have their picture taken for the Job Success Board.

Lee Brown, assistant director of the College of Business Career Center, said, "The bell is a fun and visual way to show support for our students and celebrate a momentous achievement in life. It has been up for only a few weeks, but we're hoping to have our Job Success Board filled up by the end of May. It will make for a noisy Career Center as we serve thousands of students annually, but we're looking forward to a loud spring."

For more information about the College of Business Career Center, visit <http://www.ecu.edu/business/careers/>.

### 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/pubs>, where both past and current issues are available.

We welcome your letters and comments. Please e-mail [cclub@ecu.edu](mailto:cclub@ecu.edu) or contact us at 252-328-6377.

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