



Stocknotes

Commerce Club Publication for the College of Business

Winter 2010

ECU College of Business Named a Top Business School for 2010

The Princeton Review has again given the College of Business at East Carolina University top marks, ranking it among the best U.S. business schools for the third year in a row. The New York-based education services company features ECU in its recently released 2010 edition of "The Best 301 Business Schools."

As part of its rating in the new guide, the College of Business is outlined in a two-page profile highlighting academics, career and placement, student life, and admissions information. The profile also touts the College's solid preparation in teamwork, communication/interpersonal skills, quantitative skills, and computer skills. Direct quotes from business students applaud the school's "cutting-edge" and "very demanding" classes, as well as faculty and administrators who are "very accessible and willing to lend a helping hand."



Dr. Frederick Niswander, dean of the College of Business, said, "We're thrilled to be nationally recognized again as an outstanding business school. Our longstanding AACSB accreditation – coupled with high quality faculty, high-touch instruction, and flexibility – offers students a tremendous value. ECU is truly one of the best institutions for business education."

The Princeton Review compiled its rankings based on surveys of students attending the 301 business schools and on school-reported data. The ranking lists and other data are available online at www.PrincetonReview.com.

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

Internationally Renowned Humanitarian to Speak at ECU



Greg Mortenson

Greg Mortenson, internationally renowned humanitarian and co-founder of the Central Asia Institute, will speak at East Carolina University on March 1, 2010, as part of the Cunanan Leadership Speaker Series. His presentation is titled "Promoting Peace through Education."

The event, which is free and open to the public, will begin at 7:00 pm in Minges Coliseum at ECU.

For more than 15 years, Mortenson has advocated education and literacy in rural parts of the world. In 1996, he co-founded the Central Asia Institute, a 501(c)3 non-profit organization that promotes and supports community-based education in remote regions of Pakistan and Afghanistan. He also founded Pennies for Peace, an international service-learning program with tens of thousands of participants around the globe.

Mortenson's well-known book, *Three Cups of Tea*, recounts his journey that started with a failed attempt to climb Pakistan's K2, the world's second tallest mountain, and ended with successfully building schools in remote regions of Central Asia—work that he continues today. The book was a New York Times bestseller. Mortenson has established more than 90 schools in rural and often volatile regions of Pakistan and Afghanistan to date. These schools have provided education to more than 34,000 children, including 24,000 girls, where few educational opportunities existed before.

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College of Business *notes*

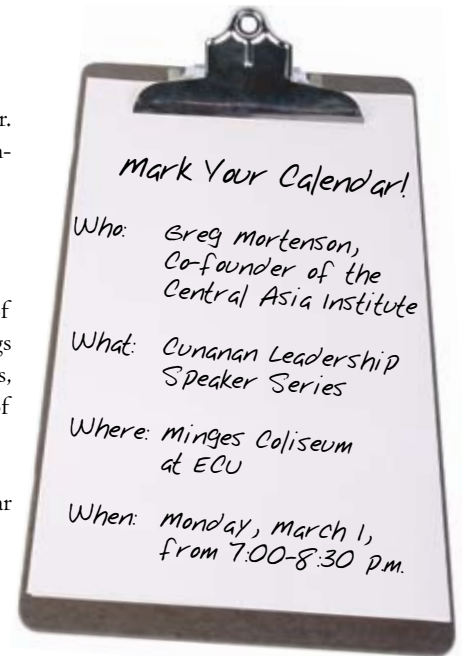
cont. from Internationally Renowned Humanitarian

"Our campus is honored to have Greg Mortenson speak to our students, faculty, staff, and community," Dr. Rick Niswander, dean of the College of Business, said. "He is an inspiration, and his tireless efforts to champion education have made a tremendous global impact."

For more information about Greg Mortenson, please visit his web site at www.gregmortenson.com.

The Cunanan Leadership Speaker Series is made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds are also provided by the Johnson & Johnson Foundation. The Series brings distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics, and the role of business in modern society.

Mortenson's visit is also supported by the ECU Parents Council, ECU Student Affairs, ECU's First-Year Experience Program, ECU NC Teaching Fellows, and Maynard Scholars.



Students Serve as Leadership Mentors, Help Guide First-Years

Eight College of Business students have been tapped to serve as Leadership Mentors to first-year business students entering ECU, encouraging active involvement in university activities as well as sharing experiences and other information.

The Leadership Mentors, who are part of the newly revamped undergraduate curriculum, will participate in events targeting incoming freshmen, including orientations, open houses, advising workshops, and other programs developed by the Center for Student Success. Mentors will also hold office hours and meet with students one-on-one.

Before teaming up with specific students, the mentors underwent extensive training regarding campus resources, including Pirate Tutoring and the Center for Counseling and Student Development. They also learned about the College of Business' new undergraduate curriculum, which was launched in fall 2009.

Thomas Howie, a junior marketing student selected to be a mentor, said, "Our job, as mentors, is to help with that initial shock of entering college. We're available for all types of advice—everything from which electives to take to where certain things can be found on campus. I know this program will make a difference."

The mentors were hired through a competitive application process; students selected include Haley Adams, Jacquitta Boone, Justin Brockmeyer,

Jason Delancy, Thomas Howie, Christopher Jones, Tyler Richardson, and Bryan Sherman. Once selected, mentors must maintain a 3.0 semester GPA, remain in good standing with the university, and participate in at least one student organization inside the College of Business. They are paid a stipend of \$500 per semester.

The Leadership Mentor program is coordinated by Kevin Williams, an academic advisor in the College of Business' Center for Student Success.



(Left to right) The College of Business Leadership Mentors include Christopher Jones, Thomas Howie, Jacquitta Boone, Justin Brockmeyer, Haley Adams, Bryan Sherman, Tyler Richardson, and Jason Delancy.



New Pocket Card Helps Students Learn Decision Making

As part of the newly revamped undergraduate curriculum in the College of Business, students now receive a special pocket card—called the DECIDE Card—to help establish a simple and memorable method for the decision making.

The cards use the DECIDE acronym, which stands for: define the problem, establish criteria for making the decision, collect and analyze data, identify and evaluate solutions, defend and implement chosen option, and evaluate, review, and revise. In addition, the cards list learning goals for undergraduate students; there is also a separate card available for graduate students, which includes different learning goals.

Dr. Stanley Eakins, Associate Dean of the College of Business, said, “Our faculty and staff have worked hard to get the DECIDE cards into the hands and wallets of our students—and we have begun integrating the concepts into instruction across the College.”

Eakins said in the past, each department had its own method for teaching problem solving and decision making. “Although different terms were used, the essential method was the same in every discipline—from marketing to accounting,” he explained. “Since it was presented in different ways using different terms, students never caught on that there was really just one decision making method. The card now allows for a consistent message to be presented across the whole program. The message is reinforced in each class a student takes. They begin using it as freshmen and continue on through graduation.”

Eakins added that the cards help work toward the College of Business’ overarching goal, which is preparing students to be successful in the 21st century world, both personally and professionally.

“We hope the pocket card will facilitate discussion, case writing, project development, and so forth. The applications are endless, and at the end of the day, students have something tangible to reinforce the concepts,” he said.

All freshmen attending orientation in the fall now have a card. The cards have also been made available through each department in the College of Business, as well as through academic advisors.



The DECIDE pocket card is used to help both undergraduate and graduate students with decision making and learning objectives.

College of Business *notes*

Greenville, ECU Featured on CNN Segment

The CNN program “Your \$\$\$\$” recently featured College of Business dean Frederick Niswander during a segment that compared Asheboro and Greenville in terms of their economic situations.

The segment, called “Tale of Two Towns,” discussed how Asheboro initially grew as a manufacturing town but recently declined and experienced loss of income. Greenville, on the other hand, was portrayed as a tobacco town that found new vitality with East Carolina University and the medical center.

Niswander, who represented ECU, discussed Greenville’s unique situation during his interview. “In Pitt County and Greenville, 75,000 people are in the workforce. Fifteen to 18 percent of those are from the hospital and university,” he told CNN.

During the segment, CNN also interviewed the owner Uncle Yammy’s Rib Shack, a newly opened restaurant in Greenville that has fared well despite the economic downturn.

The CNN program initially aired on Sept. 19.

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Local Economy is on the Mend

The local economy is on the mend, said Rick Niswander, dean of the East Carolina University College of Business.

Niswander spoke to a turnout of about 90 people at the Greenville-Pitt Chamber of Commerce event in January at the City Hotel and Bistro. He said the recession will end soon if it hasn’t already.

“No matter what you are looking at, the seeds of recovery are noticeable in virtually everything,” Niswander said.

He explained how the economy began diving in mid-2008, but signs of a troubled economy could be seen as far back as 2006. Recovering from a tanking economy, he said, takes time, and many economic indicators are showing that the economy is at least stabilizing and even growing in some areas.

“We are not out of the woods yet, but the worst is certainly behind us,” he said.

Niswander added that good things happened in 2009, including a slightly better Christmas season, growth in Dow Jones indexes, and increases in personal income and spending.

“Some indicators are that we are not going down any more,” he said. “The likelihood of the economy going down any more is very low.”

Niswander said that a lot of the economic downturn can be attributed to decreases in spending by individuals and businesses, which is why the Troubled Asset Relief Program (TARP) and stimulus federal legislation were so important.



Dr. Rick Niswander speaks to the Greenville-Pitt County Chamber of Commerce.

Photo courtesy of Josh Humphries with The Daily Reflector.

“They were the kind of thing that you needed to do and the size that you needed to do them,” he said. “These pieces of legislation were imperfect, but by and large, they were addressing the right kinds of things.”

Niswander predicted that the country’s gross domestic product will rise by 2.5 percent in 2010 and by as much as 3.5 percent in 2011. He said the rest of the world will recover faster on average.

A flat unemployment rate for Pitt County and North Carolina are a good sign of recovery for the region, he said. While the rate is high, at 9.9 percent, it is stable and showing signs of improvement.

“The economy has stabilized and is showing signs of recovery,” he said. “The recovery will be slow but it is coming.”

Story by Josh Humphries, The Daily Reflector



Career Services Office Helps Students *and* Alumni

Did you know the College of Business Career Services Office offers its services to both students and alumni—and many of these free services are available online?

The Career Services Office recently launched CareerShift, for example, a new web tool that makes it easier to search job postings and find company contact information all in one place.

Available as a free service to College of Business alumni and students, CareerShift serves as a comprehensive one-stop shop for online job postings. Users can also find inside contact information, including email addresses, for millions of companies – and access in-depth data about various firms. In addition, the web site helps manage personal marketing campaigns, organizing cover letters and resumes.

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

Andrews added that CareerShift also features a networking function, allowing users to find other ECU alumni in various geographic areas—which greatly expands the scope of one’s job search beyond region and location.

For more information or to register for CareerShift, please visit www.ecu.edu/cs-bus/careers/alumni.cfm or call the College of Business Career Services Office at 252-737-1236. You can also call toll-free at 866-627-1236.

In addition to CareerShift, there are also several job postings available to alumni at the Career Services web site listed above.



Scotty Andrews

HIRE ECU TALENT

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

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

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

Tuten Wins National Leadership Award

A national leadership award recently honored Dr. Tracy Tuten (MSCM) for her direct and interactive marketing work.

The O'Hara Leadership Award in Direct & Interactive Marketing Education was presented to Tuten by the Direct Marketing Association at a gala dinner held at the National Geographic Society headquarters in Washington, D.C. This prestigious award recognizes outstanding professors in the field of direct and interactive marketing, which entails using advertising to stimulate an immediate action among consumers.

Tuten has authored more than 100 journal articles, book chapters, and conference presentations, and her research interests include Web-based survey methods, branding and identity, and online advertising. Most recently, Tuten published a book called "Advertising 2.0: Social Media Marketing in a Web 2.0 World." She is also on two editorial boards: Psychology & Marketing and Gender in Management Review.

In fall 2009, Tuten joined ECU's Department of Marketing & Supply Chain Management from Longwood University in Farmville, Va. Although she has lived in Virginia, Tuten is a Pirate at heart – she is originally from Washington, N.C., and she earned both her MBA and BSBA from ECU. After earning these degrees, she pursued her Ph.D. in Business Administration from Virginia Commonwealth University, which she received in 1996. Tuten primarily teaches Advertising at ECU.

The O'Hara Leadership Award was created to honor entrepreneur Mike O'Hara, his leadership, and his longtime commitment to direct and interactive marketing education. O'Hara founded the AB&C Group, a direct response processing company, in Northern Virginia in 1972. The company became a leader in the direct marketing industry, serving many of the nation's prominent catalog and nonprofit organizations. O'Hara's firm employed more than 600 staff members when he sold the company in 2006.

Covert Marketing Hurts Consumer Relationships, New Study Says

With the world of advertising in a state of flux, marketers keep trying to break through the communications clutter by using new forms of marketing communications, including "covert marketing," or marketing that conceals the sponsor as the source of the news or communication. A recent study published in the fall 2009 issue of the Journal of Public Policy & Marketing indicates that when marketers use these unbranded marketing efforts, they do so at the expense of consumer-brand relationships with their most important consumers.

Dr. Christy Ashley, Assistant Professor of Marketing at East Carolina University, and Dr. Hillary A. Leonard, Assistant Professor of Marketing at the University of Rhode Island, examined the impact of covert marketing on consumer-brand relationships using an actual covert marketing campaign from Gillette, the widely known personal hygiene brand of Procter & Gamble.

Gillette recently created a campaign where a fictitious grassroots organization of women staged rallies and released communications that protested scruffy, or unshaven, men. As part of their research, Ashley and Leonard had participants complete surveys related to two versions of the web site created for Gillette as part of the covert campaign: the original web site, which disguised the source of the communication as a legitimate grassroots organization, and a version of the same site that indicated the content was sponsored by Gillette.

"Our research found when brand users learned that Gillette used stealthy methods to reach them, it reduced brand users' trust in, commitment to, and intentions to repurchase products from the Gillette brand," Ashley explained. "Based on these findings, other buzz-seeking marketers are advised to discontinue their use of covert marketing tactics if they want to maintain and build strong relationships between consumers and their brands."

Even more disturbing, Ashley said, the negative backlash is strongest with a brand's most valuable consumers—namely, those with an emotional attachment to the product. The study concludes that the marketplace provides an incentive for marketers to avoid covert marketing, suggesting that policy intervention is not necessary.

Ashley's research stream continues to examine how marketing tactics affect the development and dissolution of consumer-brand relationships. Currently, separate studies are being conducted to understand how advertising creativity, the use of violent images, and retailers' closing time practices, respectively, affect consumers' relationships with brands. Alumnus Tom Robinson (MGMT '83), Vice President and Chief Operating Officer of Harveys Supermarkets, has been instrumental in the closing time data collection efforts, Ashley said.

Please contact Dr. Ashley at ashleyc@ecu.edu to learn more about her research projects.



Dr. Tracy Tuten (right) is presented the O'Hara Leadership Award in Direct & Interactive Marketing Education by Michelle O'Hara, daughter of Mike O'Hara.



**Dr. Christy Ashley
(MSCM)**



Kros Named ECU Scholar-Teacher

East Carolina University recently honored Associate Professor Dr. John F. Kros (MSCM) with one of ten ECU Scholar-Teacher Awards for 2009-2010. The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in classroom.

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

The award carries a \$3,000 stipend to be used for professional travel or other professional expenditures. Recipients are recommended by the College of Business Faculty Advisory Committee.



Dr. John Kros (MSCM)

Kros began teaching in ECU's Department of Marketing & Supply Chain Management in May 2002, and he has won numerous teaching awards throughout the past eight years. He was recognized with the Commerce Club Teaching Excellence Award in 2006, and he previously earned the ECU Scholar-Teacher Award in 2004-2005. Kros also won ECU Teaching Grants in 2003-2004, 2004-2005, 2007-2008, and 2009-2010.

"I am extremely honored to be recognized with the ECU Scholar-Teacher Award for 2009-2010," Kros said. "Teaching, along with research, is a true passion for me, and I'm thrilled to have the opportunity to integrate both at ECU."

Kros currently teaches undergraduate and graduate Business Decision Modeling as well as Operations/Supply Chain Management. In addition to ECU, Kros has experience teaching at Hawaii Pacific University and Virginia Tech. He also has a personal consulting business that specializes in helping small firms with computer installations, systems analysis, training, and strategic business planning.

Kros earned his Ph.D. in Systems Engineering from the University of Virginia in 1997. He holds an MBA from Santa Clara University and a BSBA from the University of Texas. Kros' work has been published in numerous textbooks and journals, including the Journal of Business Logistics, Quality and Reliability Engineering International, International Journal of Electronic Healthcare, Quality Management in Health Care, Advances in Business and Management Forecasting, and International Journal of Production Research.

His research interests include business decision modeling with spreadsheets, applied statistics, simulation modeling, and supply chain management. In his free time, Kros enjoys spending time with his wife Novine and daughters Samantha and Sabrina, traveling, snow skiing, and watching college football.

College of Business Participates in Holiday Drive

College of Business faculty and staff participated in a holiday drive this past December for a child in foster care, sponsoring a five-year old girl's Christmas "wish list." Items purchased and gift wrapped for the child included clothes, shoes, socks, books, educational toys, play make-up, and Dora the Explorer dolls.

The community service project was part of the 15th Annual ECU Holiday Drive, coordinated by ECU Business Services. Approximately 13 faculty and staff members in the College of Business participated.

"For our first time in joining ECU's Holiday Drive, we were thrilled to have so many people contribute from the College of Business," Karen Kus, Director of Academic Advising in the College of Business, said. Kus served as coordinator for the College of Business' end of the holiday drive.

"We hope to make it an even bigger event next year, perhaps helping more needy individuals," she added.

ECU Business Services coordinates the university's annual Holiday Drive, matching up departments wishing to hold a community service project with local agencies who have clients in need.



More than 13 faculty and staff members in the College of Business contributed to the College's Holiday Drive.

Alumni notes

2009

Augustine N. Brown (MIS) has accepted a position as an Information Systems Security Analyst with Honeywell Technology Solutions Inc. in Charleston, S.C.

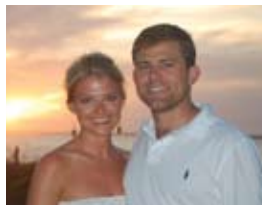
Rebecca Cassi (MKTG) is Pre-closing Coordinator for First Home Mortgage Company in Baltimore, Md.

Steve Farrer (MIS) owns his own home improvement and appliance repair business, called A Farrer Better Handy Man. He lives in Greenville with his wife, Dianne, and daughter, Scarlett. His company's web site is www.afarrerbetterhandyman.com.



Steve Farrer and family

Kyle Holliday (MBA, MGMT '07) recently married Amy Kibler (ECU '06). He is an Admissions Counselor Intern at East Carolina University.



Rocky Proctor and wife Jordan

Randall "Rocky" Proctor (MBA, FINA '07) married Jordan Kathryn Vainright (ECU '07) on May 30 in Greenville. He is currently a medical student at the Brody School of Medicine. His wife recently opened a retail store near ECU's campus called Coastal Fog (found online at www.signaturejordan.com).

Randy See (MBA) is a Financial Planner for Principal Financial Group in Raleigh.

Sean A. Wise (MIS) is an Information Security Analyst with Honeywell Inc. in Charleston, S.C.

2008

Jared Edens (BSA/MSA) married Rachel Dziema (ECU '08) on October 24. He is an Audit Associate with Grant Thornton, LLP in Raleigh.

Dane Eubanks (MGMT) and Marci Lynn Cahoon were married on August 8 in New Bern. Dane is employed as a Materials Planner by NACCO Materials Handling Group in Greenville. The couple lives in Winterville.

Kenneth Fischer (MBA, MKTG '07) relocated to Oklahoma City in July 2009. He is a Credit Analyst II with Regional Acceptance Corp.

Andrew Hamilton Griffin (FINA) is a General Accountant Co-op for IBM in Research Triangle Park. He served as ECU's student body president in 2008-2009.



Andrew Griffin

Amanda Janowski (MGMT) of Greenville was named the 2009 Most Promising Female Entrepreneur by the Business and Professional Women's Network. Through Life Inc. Ministries, she leads "Next Generation Husband" conferences for mothers raising sons.

Erin Wilhelm (MGMT & POLS) received her MBA from Towson University in May 2009. She is currently an Administrative Coordinator for Johns Hopkins University in the Chemical and Biomolecular Engineering Department.

Erica Wilson (MBA, MKTG '06) was named Assistant Director of the Pirate Club. She was Director of Membership and Convention Services for the National Association of Collegiate Women Athletics Administrators in Wilmington.

2007

Tori Hendricks Apple (FINA) is a Commercial Credit Analyst for Bank of Oak Ridge in Greensboro, where she lives with husband William Robert Apple (MSA '07).

Katie Brower (MGMT) was the first manager picked by Dallas-based Brinker International to assist in overseas store openings. She spent the summer in Singapore helping open the first Chili's restaurant there. She is currently pursuing her MBA with a concentration in international business.

Air Force Airman 1st Class Monica L. Brown (FINA) graduated from basic training at Lackland Air Force Base in San Antonio, Tex.

Callie Cribb (BSA/MSA) and **Billy Parker (MGMT '96)** were married on July 18.

Jessica Herron (MKTG) is HDPE Product Specialist for HD Supply Waterworks in College Station, Tex.

Spencer Mitchell (MBA, MGMT '06) is Sales Engineer for Carver Machine Works, an employee-owned machine and fabrication company in Washington, N.C. His territory is in eastern South Carolina and southeastern North Carolina. He lives in Greenville.

Steven Such (MGMT) is Administrative Support Associate in the Office of the Registrar at East Carolina University.

Stephen "Andy" Willis (FINA) joined Century 21 The Realty Group in Greenville as a Sales Associate specializing in residential property sales.

2006

Robert Brosnan (MKTG) is a Financial Analyst with Unisys in Arlington, Va.

Mary Craig Misenheimer (ACCT) is a Financial Examiner for Regulatory Insurance Services in San Francisco.

Hardik Patel (DSCI) recently completed a business analysis project for the Pitt County Department of Social Services. The primary object of the project was to identify ways to streamline the process for not only the citizens of Pitt County, but also the staff providing services. He is employed by the Pitt County Government as a Programmer Analyst II.

Milan Patel (FINA) received his Certified Hotel Administrator designation in May 2009. He is currently the Chief Operating Officer for Milkam Hospitality Inc. He is also currently working on developing a hotel in Wake Forest, N.C.



2005

Jessica Elizabeth Brown (MSA) and Scott Randall Hondros were married June 6. She is a Senior Accountant with Ernst and Young in Greensboro.

Morgan Cobb (DSCI) is a Programmer Analyst II for BB&T. She and husband Brandon live in Sims, N.C.

Sean Dooley (FINA) is an associate with Ellin & Tucker, Chartered in Baltimore, Md.

Amanda Peele Harrell (MSA) earned the designation of Certified Public Accountant. She is a staff accountant with Pittard, Perry & Crone in the firm's Williamston office.

Kellam Kerry (MKTG) is Territory Sales Representative for Forest Pharmaceuticals in Springfield, Va.

Timothy James Morgan (FINA) rejoined The Clement Companies as a Sales Associate in the Raleigh office. He also received the Certified WorkComp Advisor (CWCA) designation, which means that he is skilled in analyzing Workers' Comp accounts, indentifying errors and overcharges, and developing strategies for helping employers reduce Workers' Comp costs.

Adam Bouchard Saunders (ACCT) and Erin Ivy Collins (ECU '05, '08) were married June 13 in Dublin, N.C. He works for Heartland Publications.



Jereme Sutton and family

Jereme C. Sutton (MBA) is Business Manager, Perioperative Services for Pitt County Memorial Hospital in Greenville. Perioperative services include the operating room, ambulatory surgery unit, anesthesiology, post anesthesia care unit, and lithotripsy. He lives in Winterville with his wife, Jill, who is a resident physician at ECU, and daughter Hannah Grace.

2004

Robin Armstrong (MBA, MKTG '03) has been named Director of Graduate Admissions in East Carolina University's Graduate School, effective January 4, 2010. She previously served as Assistant Director for Graduate Programs in the ECU College of Business, where she was responsible for recruiting, graduate admissions, process improvement, and advising 350 MBA students.



Robin Armstrong

Chris Bryan (FINA) completed the Commercial Management Associate Program with SunTrust Bank in July 2009 and is now a Commercial Relationship Manager in Winston-Salem.

Carlester Crumpler, Jr. (MBA, FINA '93) has been promoted to Vice President and Client Manager on the Southeast Healthcare & Not For Profit Institutions Team with Bank of America Merrill Lynch. He joined the company in 2005. Crumpler, a Greenville native, played in the NFL with the Seattle Seahawks (1994-1998) and the Minnesota Vikings (1999). He currently resides in Atlanta, Ga.



Carlester Crumpler, Jr.

Peter Joseph Mills (MGMT) of Falls Church, Va., married Kelly Renee Gilbert on August 8. He is a Senior Pricing Analyst for a government contracting company in Lansdowne, Va.

Matthew Warner Norris (DSCI) and Kelly Suzanne Brown were married October 11, 2008. He works at Perkins + Will in Washington, D.C.

Nate Wood (MBA, MGMT '03) of Fredericksburg, Va., was promoted to Vice President at BB&T, which he joined in 2005 as a Business Services Officer in the Commercial Department.

2003

Kelly Meredith Garner (DSCI) and Hunter Grey Dixon were married on August 29 in Greenville. The couple is residing in Greenville, and she is employed with Polly Piland Insurance Agency.

Dustin Hall (MBA) co-founded Hall & Burns Wealth Management in Cary, an affiliate of Boston-based LPL Financial. He was employed at ING Financial.

Caroline Moore (MGMT) is joining the Peace Corps.

Robert Rutter (DSCI) is currently a medical student at Lake Erie College of Osteopathic Medicine in Bradenton, Fla.

Linda Barbe Selleck (DSCI) and husband Gordon (ECU '03) welcomed their daughter Kathryn Reanna Selleck on July 3, 2009. Linda and Gordon are both currently employed at Scientific Research Corporation in North Charleston, S.C. They reside in Moncks Corner, S.C.

Trevor Strauss (MBA) was recently promoted to Senior Marketing Consultant for the nation's leading physician consulting and staffing firm, Merritt Hawkins & Associates. He is responsible for the New York and New Jersey markets and lives in Atlanta.

2002

David W. Coombs (MGMT) has been Purchasing Manager at Dartmouth-Hitchcock Medical Center in Lebanon, N.H., since 2007. He made the transition to healthcare following nearly 30 years of progressive manufacturing management roles in operations and supply chain.

Anthony Dixon (MBA) recently graduated from Clemson University with a Ph.D. in Parks, Recreation, and Tourism Management. He is currently working as an Assistant Professor of Sport Management and Marketing at Marshall University.

James Francis Heritage (MGMT, EXSS '08) married Barbara Leonora Salvadori on June 27 in Greenville. He is employed by the ECU Athletic Department.

Alumni notes

Seth Wilfong (FINA) and Jessica Mauch (ECU '02) were married March 28 in Dilworth. He is a developer and partner in uptown Charlotte's Epicentre.

2001

Michael McNally (MBA, MGMT '99) was named President and CEO of the Burke County Chamber of Commerce in Morganton, N.C. Michael and his wife Christina (ECU '98) live in Hickory with their daughter Cameron Anne and twin daughters due in early January 2010.

Scott Buchholz (ACCT) and his wife Amy (ECU '00) of Raleigh had a son, Holden Scott Hall, on September 20, 2008.

Charles Sigmon (MGMT) is residing in Kuala Lumpur, Malaysia, working for the German-based company Ecenta. He is responsible for the global project management function for the company, which involves providing implementation services for companies that purchase software licenses from SAP. Previously, he worked for NetApp, a California-based company. He plans to stay in Asia on a permanent basis, since his wife is a local citizen of Malaysia, but he hopes to have the opportunity to come back to ECU to share his experiences with business students in the near future.

Daniel Wiggins (MKTG) joined Bouvier Kelly in Greensboro as a Media Buyer and Negotiations Specialist in both the new media and traditional media platforms. He was previously a Media Buyer at Mullen.

2000

Kathryn Anne Matthews (FINA) and Eric Kenneth Elder of Holly Springs were married May 9 in Charleston, S.C. She is Retail Group Manager for Capital Bank in Cary.

Mark D. Morgan (MBA, MGMT '99) is Vice President of Southwest Risk, LP in Atlanta, Ga. He lives in historic Roswell with his wife, Lauren, and their 14 month old daughter, Kate.

JoAnna Carman Robinson (MBA, MKTG '98) and husband Christian Robinson (DSCI '02) welcomed a daughter, Ava Lynne Robinson, on December 11. JoAnna and Christian also have a son Luke (5) and Carman (3).



Ava Lynne Robinson

1999

Sherry Figgs (MSA) is a Senior Staff Accountant for CBN in Virginia Beach.

Richard Robinson (MBA, MGMT '97) joined Super Shred of Greenville as an Information Security Consultant for the Triangle area. He was previously an account manager for several financial institutions in Florida.

Benji Taylor (MGMT) has joined the Tyre Realty Group at Prudential Prime Properties in Greenville. He has experience in the boat building, counseling, advertising, and real estate industries.

Andy Watkins (MSA) has been with Wal-Mart for 10 years in a variety of accounting and finance positions. He is currently Senior Planning Manager – Home Division, which is directly responsible for the financial performance of the Cooking and Dining portfolio within Wal-Mart. He lives in Bentonville, Ark., with his wife Tabitha.

1998

Ben Parrott (MBA, MKTG '93) was awarded his company's highest sales award, the President's Club award, for 2008. He is in his sixth year as a sales representative with Cephalon, Inc., a biopharmaceutical company out of Westchester, Pennsylvania. Ben currently resides in Greenville with wife, Elizabeth, and their two children, Ben (6) and Dorsey (4).

1997

Anne Bogey (MBA, ACCT '86) married Frank Fisher on January 30th. For the past 12 years, she has been Director for Professional Programs for the ECU College of Business and has taught one finance class each semester.



Anne Bogey and Frank Fisher

Erin Grimsley (MKTG) was named Director of Marketing, Business Development, and Gifts at Heritage Hospital in Tarboro. She was previously Sales and Marketing Manager at Kanban Logistics.

Heather Misenheimer Stepp (MGMT) recently became President of the Greenville Museum of Art. She and her husband, Derek Stepp (ECU '98), reside in Greenville with their daughters, Olivia (7) and Stella (1).

1996

James Brock (MBA) is Principal for Dering Consulting Group, Inc. in Camp Hill, Pa. He is also President and CEO of Avant IMC LLC, a joint venture between Dering Consulting and Gannett Fleming, Inc., a national engineering and construction management firm.

Michael Overton (MKTG) of Coldwell Banker Commercial Coastal-Mark in Greenville recently graduated from the Coldwell Banker Commercial Emerging Broker Training Program. Overton is also working to achieve his CCIM (Center of Commercial Investment Members) designation, one of the most respected designations in the commercial brokerage industry.

Robin Porter (MSA) is a CPA with Dixon Hughes PLLC in Southern Pines, N.C.

1995

Andreas Rauterkus (MBA) is Assistant Professor of Finance at the University of Alabama at Birmingham.

Brian Stevens (FINA) is a Benefit Services Manager for Hewitt Associates in Atlanta.



1994

Wendy E. Sutton (MBA) is Tax Auditor II for the N.C. Department of Revenue in Raleigh.

John Tuders (MKTG) is Senior Vice President, Product Innovation and Development Executive for Bank of America in Charlotte. He and wife, Lisa, live in Harrisburg, N.C.

1990

Drew Covert (FINA) was appointed President of Southern Bank and Trust Co. He was previously the bank's Executive Vice President and Chief Operating Officer. He and his wife Vicky Gentry Covert (FINA '90) live in Mount Olive with their two sons, Daniel and Nicholas.

Gary Gore (FINA) was appointed President of Bank of America's Richmond market. He was previously Managing Director and Mid-Atlantic Regional Executive for Bank of America's U.S. Trust.

Raj Kannan (MBA) recently moved to Germany as the Global Brand Leader for anti-coagulants with Boehringer Ingelheim.

Kelly J. Brown Rouse (MKTG) is Senior Marketing Communications Manager for Newell Rubbermaid in Huntersville, N.C. She and husband Phil live in Cornelius.

Lt. Col. Michael J. Timmerman (MGMT) retired from the U.S. Air Force after 25 years. He lives near Goldsboro, where he is an Aerospace Science Instructor at Southern Wayne High School in Dudley.

1989

Mike Upchurch (FINA) founded Fuzzy Logix, LLC in 2007 with two other partners. The company uses artificial intelligence and sophisticated quantitative techniques to solve complex problems faced by business and mankind. Solutions are provided via easy-to-use front end applications. The company also recently released the world's first commercially available library of in-database analytics. They were nominated for the Technology Builder's Award by the Greater Richmond Technology Council.

Gary Woodlief (FINA), Senior Vice President and Chief Business Development Officer for North State Bank's Community PLUS division in Raleigh, graduated from the American Bankers Association Stonier National Graduate School of Banking at the University of Pennsylvania.

1988

Oshellin Miles Freeze (ACCT) is employed in Category Management/Merchandising for Food Lion LLC in Kannapolis.

Todd Harris (MBA, MKTG '86), a local advertising account executive for Suddenlink Media in the Greenville market, was awarded the 2009 Sales Achievement Award for Local Retail Sales in markets less than 100,000 subscribers by the Cabletelevision Advertising Bureau.

Lt. Col. James E. Rector (MKTG) is currently serving as a U.S. Secretary of Defense Corporate Fellow assigned to Deutsche Bank AG London. December marked 21 years active duty in the U.S. Marine Corps, where he has served as a CH-53E Heavy Lift Helicopter Pilot and Acquisition Management Professional.

1986

Delmas B. Cumbee (ACCT), a CPA and shareholder in the Williamston office of the accounting firm Pittard, Perry & Crone, Inc., was a delegate to the CPAmerica 2009 Tax Conference in San Francisco.

Michael "Mike" Gooding (MBA, MGMT '78) was appointed Regional Vice President of Commercial Markets for Wilmington by RBC Bank.

Joanne Johnson (MBA), an Instructor and Director of Accounting at Caldwell Community College and Technical Institute, received the Donald W. Lackey Teaching Excellence Award.

Carl Kratz (MKTG) joined ERA Evergreen Real Estate as a Realtor in Bluffton, S.C. Previously, he was Sales Manager for Republic Services of Savannah, Hilton Head, and SWS of Georgia.

Janie Martin (MGMT) is Human Resources Manager for Southtech Plastics in New Bern.

1985



John Powell

Benjamin A. Foreman II (FINA) has joined Investors Trust Co. as Vice President of Sales. He works out of the company's headquarters in Chapel Hill and focuses on increasing sales of trust and investment services.

John Powell (MKTG) is President and CEO of Powell Properties, Inc. in Cary. For the second year in a row, the company was recently recognized as one of the "100 Most Influential Businesses in Western Wake County" by Cary magazine.

1984

Billie Humke-Goodman (MKTG, MPA '95) is Project Manager for Premiere Communications & Consulting in Raleigh. In this role, she specializes in voice over internet protocol (VoIP) communication solutions for businesses in N.C. and S.C. During her time off, Billie teaches beginner swimmers at Triangle Aquatics Center in Cary, N.C. She and her husband Bert reside in Cary.

Timothy Martin (FINA) is General Manager for Bobby Murray Toyota in Rocky Mount.

Sherry Robbins Taylor (ACCT) is an associate with Michael R. O'Neal, CPA, P.C. in Chesapeake, Va. She and her husband, Jeffrey, live in Virginia Beach.

1983

Donald "Ben" Strickland (ACCT) of Greenville, a First South Bank Senior Vice President with 25 years of banking experience, was named Executive of the bank's Tar Region, which includes Greenville, Rocky Mount, and Tarboro.

Alumni notes

1982

Dave Hohns (MKTG) is an account executive with Honeywell, Inc. in Holly Springs. He and his wife, Julie, have three sons.

Frank M. Maiorana (MKTG) joined Foundation Source, a provider of support services for private foundations, as Executive Vice President, Sales. He was the founder, managing director, and head of RIA and Institutional Consulting Services Group of Nuveen Investments.

1981

Diane Marie Gray Walters (MKTG) is Career Development Coordinator and Media Specialist for Wake County Schools (West Millbrook Middle School) in Raleigh. Husband **Edward Walters (MKTG '81)** is the owner of Raleigh Locksmith Service.

1979

Edwin L. Clark Jr. (MGMT) has been elected to the board of directors of Select Bancorp Inc., the holding company for Select Bank & Trust. Clark serves as Executive Vice President of WilcoHess LLC, an operator of 367 gas and convenience stores and travel centers throughout the Southeast. Along with his father-in-law, Walter L. Williams, and his brother-in-law, David L. Williams, Clark has owned and operated Trade Oil Co., which operated 102 gas and convenience stores under the Trade Mart name before merging into WilcoHess LLC in June 2005. Clark is also a managing member of Amicus Investments LLC, a company that invests in commercial real estate, multi-family real estate, and numerous private equity opportunities.

1975

Grey Morgan (BUSA) became Chair and CEO of Southern Bank and Trust Co. in Mount Olive. He was previously Executive Vice President and Regional Executive of the bank's Southern Region.

1974

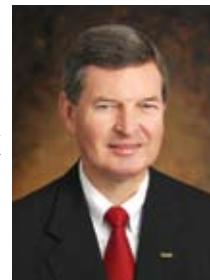
Ed Williams (BUSA) is owner of WILCO Transportation Services. He began this truck brokerage firm in 1990, which now transports approximately 4,000-5,000 truckloads per year. His wife Brenda is the company's secretary, son Scott is President, and daughter Kelly is Treasurer.

1973

Michael V. Joyner (ACCT) and **John M. Person (BSA/MSA '99)** merged their accounting practices to form Joyner, Person & Co., CPA, P.A. effective January 1, 2010. Joyner, who has been a practicing accountant for 35 years, formed Michael V. Joyner, CPA, PA in 1985 and geared his firm to focus on small business accounting needs. Person started an accounting firm in Camden in 2007 with a focus on small business accounting. The Joyner, Person & Co., CPA, P.A. is located at 2865 Charles Blvd. in Greenville.

1971

Kelly S. King (MBA, BUSA '70), Chief Executive Officer for BB&T Corporation, has been elected Chairman of the Board, effective January 1, 2010.



Kelly King

1970

Lester Z. Brown (BUSA) was recently elected Chairman of the Greenville Utilities Board of Commissioners. He served as Vice-Chairman in 2008-2009 and has been a board member since 2004. He is owner of Hooker and Buchanan Inc. Insurance.

James "Dale" Hall (BUSA) was named Executive Vice President for the Wilmington market for First Federal of Charleston. He spent 39 years at Bank of America and most recently served in Greensboro as B of A's Southeastern Regional Senior Vice President and Market Executive for Health Care and Institutions.

1968

Charles "Charlie" Martin (BUSA) has been appointed to the board of directors for the ECU Alumni Association for 2009-2010. He is Marketing Director of Mid-Atlantic Auto Recyclers, past Chairman of ECU's Parents' Association, member of the Pirate Club's VanSandt Society, and 2005 recipient of the Alumni Association's Distinguished Service Award.

1957

Bob Hyatt (BUSA), a Senior Consultant and Bond Manager with The Clement Companies in Greenville, has earned the designation Certified Building Insurance Agent (CBIA) through Builders Mutual Insurance Company – Sponsored Educations Division, Builders University.

1947

Dot Lewis Wilkerson (BUSA, Education '45) of Lumberton was named 2008 Co-member of the Year by the Lumber River Council of Governments. She was the first Registrar and Business Manager at Wilmington College (now UNC Wilmington); taught accounting at ECU; co-managed the Robeson County Farm Bureau office with her husband for more than 20 years; and was President and Vice-President of the Council of Governments Aging Advisory Council. She was also Robeson County's first delegate to the N.C. Senior Tarheel Legislature in Raleigh, and Co-curator and board member of the Roberson County Museum. She was named a 2003 Robesonian Dynamic Woman and a 2004 Outstanding Volunteer in Aging by the Southeastern Aging Network Conference. She is a hospice volunteer and is active in the Methodist Church at the local and state levels.



In Memoriam

1950s

John Wesley “Johnny” Brown (BUSA ’50) of Conover died June 21. He retired as President of Brown Operating Co. Inc. in Hickory in 2002.

Faye Parker Heath (BUSA ’58, MBA ’66) of Snow Hill died July 1. She retired from E.E. DuPont in Kinston.

Julius C. Mills (BUSA ’50) of Raleigh died March 15, 2009. He finished high school early in Rocky Mount to enlist in the Army in February 1945, and he later retired from the National Guard as a command sergeant major. He was an accountant and a member of Hayes Barton United Methodist Church.

1960s

Curtis F. Adams Sr. (BUSA ’62) of Angier died May 16. After serving in the U.S. Army, he returned to Harnett County, where he owned and operated Adams’ Farm Supply Store before pursuing farming full time.

Col. William J. “Wild Bill” Boyle (BUSA ’63) of Saratoga Springs, N.Y., died June 12 at age 91. After 28 years in the Army and receiving the Distinguished Service Cross, Legion of Merit, Bronze Star, and two Purple Hearts, he retired in 1967 and moved to Saratoga Springs, where he headed security services at the Saratoga Harness Track, served in city government, and was self-employed as an accountant.

Douglas Murray O’Neal (BUSA ’63) died January 17, 2009.

Edward T. Rabel (BUSA ’67) of Westminster, Md., died May 1. After receiving his masters in accounting at Widener University, he was an accounting and economics professor in Delaware and Maryland.

1970s

Billy Collie (BUSA ’71) of Greensboro died June 26. He worked at and later managed Stamey’s BBQ Restaurant for 36 years.

Leonard Way Jones (ACCT ’76) of Morehead City died August 7. His private accounting practice, Leonard W. Jones CPA, was located in Morehead City.

1980s

Thomas L. Kiehl Jr. (FINA ’86) of Virginia Beach died April 11.

Gary L. McIntyre (MKTG ’85) of Cary died June 4. He was employed by Shape Business Systems in Morrisville.

Attention Alumni!

**Have you moved? Landed a new job? Tied the knot?
Let us know your news!**

**Update your information online at
www.ecu.edu/cs-bus/memberupdate.cfm**

It’s easy!

Alumni notes

Alumni Highlight: B.J. Murphy (MGMT '02)

For B.J. Murphy (MGMT '02), getting sworn-in as Kinston's new mayor on Dec. 7 was a dream come true. He entered the 2009 Kinston mayoral race as an underdog, but then finished as the city's first Republican mayor in more than 100 years.

"Being elected mayor of my hometown is a great honor," Murphy said. "Kinston has much to offer this region, and I'm dedicated to serving the city and its citizens. I believe that, together, we can build a stronger Kinston."

Murphy added that, as a graduate of the College of Business and former senator of ECU's Student Government Association, he has had many experiences that helped him along the way.

"Researching business models, learning how to give a presentation, and working collaboratively in groups all prepared me for my work in the business and civic community," he explained. "Networking with ECU faculty and staff was also time well spent as a student. In fact, there are contacts I met in the College of Business who, as mayor, I will work with on a fairly regular basis."

Born and raised in Kinston, a city of about 23,000 people in eastern North Carolina, Murphy graduated from the College of Business in 2002 with a concentration in management. As a student, he interned with Pride of Kinston, a downtown revitalization entity, as well as Kinston's Community Council for the Arts. With this valuable experience under his belt, he landed a position as manager of a popular Kinston restaurant called The Broken Eagle, where Murphy was able to use many of the lessons learned in business school after graduation.

After two years, Murphy's talents were needed to lead the Pride of Kinston, and he was recruited to serve as executive director of the organization. In this role, he gained unique insight into the challenges facing small businesses, and he helped develop strategies to address those issues. He also played a major role in developing the city's business incubator, which continues to aid and encourage budding entrepreneurs today.

He soon entered the political scene, taking on three-term Democratic mayor O.A. "Buddy" Ritch in the 2005 Kinston mayoral election. Although he was only 25 at the time, Murphy finished a respectable 299 votes behind Ritch. Some considered that an upset in its own right, as Ritch is viewed by many as one of the most popular mayors in Kinston's history.

Murphy spent the next four years self-employed, working with owners, upper management, and employees in the sales industry.

Today, at age 29, Murphy and his wife Jessica, also an ECU graduate and Kinston native, look forward to the opportunities ahead. The couple are especially enjoying their time as new parents to one-year old Gracy.

"I'm excited!" Murphy said. "Kinston is a special place, and it has a bright future. I look forward to making this city the very best it can be."



B.J. Murphy (MGMT '02)

Alumni Highlight: Susan West Engelkemeyer (MBA '85)



Susan West Engelkemeyer
(MBA '85)

Susan West Engelkemeyer had dreams of becoming a professional horseback rider as an undergraduate equestrian science student at Stephens College. After graduation, however, she started her own small business, and she soon realized she needed to learn how to manage her company to be a successful entrepreneur. So off she went to East Carolina University for her business education—and she soon jumped farther than she ever thought was possible.

"ECU's MBA program was particularly beneficial for me, because it was a highly quantitative program, and I was not required to take any math or science courses as an undergraduate," Engelkemeyer said. "I remember some truly amazing and engaging faculty, and I have them to thank for mentoring me and encouraging me throughout the MBA program."

After a rocky start to graduate school—Engelkemeyer says she earned a 37 percent on her first exam in Dr. Maggie Capen's statistics course—she sailed through the MBA program with flying colors. She planned to launch another business after graduation, but Dr. Carl Gooding in the Department of Management persuaded her to try teaching at the college level instead. Through teaching, Engelkemeyer found her true passion, which motivated her to earn her Ph.D. in Industrial Management at Clemson University.

Today, Engelkemeyer lives in Boston, Mass., and she serves as Dean of the Charlton College of Business at the University of Massachusetts Dartmouth, a position she has held since June 2009. Prior to this appointment, she was Dean of the School of Business at Ithaca College for five years. She has also served in various roles at Babson College for 14 years, including Associate Professor of Management, Director of Quality, and MBA Program Director.

Engelkemeyer says she credits ECU with developing her analytical skills and confidence in her ability to apply them. "I encourage all students to make the most of their experiences, both inside and beyond the classroom," she said. "Allow your interests and passions to guide you, but also try to do something regularly that stretches you beyond your current boundaries and experiences."

In her free time, Engelkemeyer enjoys spending time with her husband, Dave, whom she met as an undergraduate at Stephens College. Together they have two adult children, Kristy and Jason. She also recently revived her horseback riding hobby after more than 30 years out of the saddle.

"When I was working in Ithaca, I started taking riding lessons again at Cornell University and pursued a new riding discipline for me—dressage," she explained. "Over a year ago, I purchased Oliver, a gorgeous Chestnut Warmblood Gelding. I'm hoping that two years from now, I can be profiled in this column again after I win my first competition. Life has truly come full circle for me."



Alumni Highlight: Lauren Schultz (MKTG '09)

When Lauren Schultz was a senior marketing student in early 2009, she read an article in Fortune magazine that changed her life. A story touting the best places for women to launch their careers caught her eye, and so she applied to work for several companies on the list, including Whirlpool Corporation.

Whirlpool's corporate office took note of Schultz's extensive resume, and soon she accepted a position as a sales development representative. For her first two months on the job, she participated in the company's "Real Whirled" program at Whirlpool's headquarters in Benton Harbor, Mich. During this cutting-edge training program, Schultz lived with seven other trainees, who were also recent college graduates from across the country. They all spent time learning, living, baking, washing, cooking, and cleaning with the products their company sells.

"Throughout my two months of training, I lived in a really cool retro-decor house near a Lake Michigan beach, complete with eight bedrooms and two kitchens – and filled with top of the line Whirlpool, KitchenAid, Amana, and Maytag appliances (all brands under Whirlpool) for us to experiment with," Schultz said.

"It was such a unique experience," she continued. "We were all living, working, and experiencing products together."

Schultz said she enjoyed the various training events – including a day trip to Atlanta in the company's corporate jet, which took her to a hands-on cooking demonstration – as well as a laundry experiment involving stains of all sorts.

After the training was completed in September, trainees took what they learned as real world consumers, and they now use those insights to train Whirlpool retailers how to sell in terms that buyers can understand. Schultz recently moved to her new sales territory in North Birmingham, Ala., where she works with 50 retail stores to help them sell Whirlpool products.



Schultz (far right) and other Whirlpool trainees prepare to board the corporate jet.



Lauren Schultz (MKTG '09) at her graduation.

"I basically train sales associates at retailers such as Home Depot, Lowes, and Best Buy on our products and how to sell them to the consumer," Schultz said. "I build relationships and believers in our products, which helps sell to the end customer."

Originally from Wethersfield, Conn., Schultz said she chose to attend ECU because of its strong business school, club field hockey program, and lack of snow. Her parents also moved to New Bern to retire, so now her entire family, including her sisters, live in North Carolina.

While balancing academics at ECU, Schultz also sold Cutco Cutlery for Vector Marketing through in-home demonstrations. She was soon promoted to branch manager, allowing her to manage and operate her own office and sales force in Wilmington, N.C.

"My experience as a branch manager was an extremely challenging and rewarding responsibility," Schultz said. "I knew I needed to add something to my resume that no one could touch, and I wanted something that would force me out of my comfort zone."

In addition to her part-time work, she volunteered with a mentoring program at ECU called East Carolina Friends, which paired her with a "little buddy" named Sam, who was 10 years old. She was also an active member of Alpha Kappa Psi business fraternity.

Schultz says she enjoyed her time at ECU, and the memories of playing field hockey for four years and spending time with friends are still fresh in her memory. She encourages students to experience as much as possible while still in college.

"If you want to get a great job out of college that you actually enjoy, then you need to do something outside of the classroom," Schultz said. "Sure, it's important to have a strong GPA, but when you're in an interview and are asked situational questions, you need to pull from your work experience. They want to know what you have done, not what you think you are capable of doing."

Student *notes*

Biotech Center Loan Helps MBA Student Thrive

Gabe Dough and his new company, Shure Foods, are creating a buzz in some North Carolina entrepreneurial circles.

Dough, an MBA student at East Carolina University, recently got a \$30,000 low-interest company inception loan from the North Carolina Biotechnology Center to pursue his dream of commercializing a new way to process and sell the meat of swimming crabs – such as the highly prized blue version frequently captured in North Carolina coastal waters.

Biotechnology is the use of living cells and their molecules to solve problems and make useful products. Shure Foods uses proprietary materials such as fibrinogen, thrombin, enzymes, and proteins to tweak the texture and consistency of the fresh crab meat so it can be formulated into products such as medallions, nuggets, or patties.

Dough comes from a long line of Outer Bankers that dates back to the 1700s. He grew up on Roanoke Island and jokes that he first became immersed in the crab industry when he was only three years old—his father accidentally dropped him into his uncle's crab shedding tank, used by crabbers for holding “soft crabs” before they molt.

“Seafood was always important to our culture,” he said. “I had a close friend whose father was a commercial fisherman who also ran my uncle's fish business in Wanchese. From about the ages of 9 through 12, my friend and I spent many summer hours playing and working around the fish house. Dare County is full of many small businesses, which I think breeds an entrepreneurial culture.”

“My undergraduate degree was in geology,” he added, “and I'm very interested in natural resources. We have so much dependence on raw materials from the earth and oceans. So much of our future will depend on more efficient use of natural resources like this. So seafood was a natural area for me. I consider our responsibility for seafood to be an extension of that interest in using natural resources more efficiently and effectively.”

His new company is being built on that premise. One part of the efficiency, Dough said, is that his firm has developed a mechanical separation process for extracting crabmeat from the shell, producing a substantial increase in yield of the sweet, flavorful delicacy.

Dough said part of the reason is that Shure Foods' process doesn't cook the moisture out of the meat. Also, because their mechanical meat-removal process replaces tedious and expensive traditional methods, Shure can better use the smaller “picking” crabs that typically produce the lowest yields.

“Our process yields a higher percentage of meat per pound of raw material,” Dough said. “This opens new doors to the marketplace – and it lets us bring the price down. Our goal is to open new uses for crab, not to replace other crabmeat. We're cheaper than current crab products, but still relatively expensive because it's still crab. But our product will include mostly North American blue crab, local crab that'll be priced competitively with foreign imported crab, which should also help our crabbing industry.”

The Chesapeake Bay area is still the nation's largest producer of blue crabs, Dough said, but crab populations in some areas of Virginia and Maryland have dwindled because of problems with pollution and human encroachment as development fills in wetlands. “North Carolina is right there with Louisiana as one of the other top states producing blue crabs, though,” he said. “And ours is a fairly sustainable crab resource.”

Shure Foods hopes to play a role in the sustainability of the region's crab population by using more of the meat from each crab caught. “Crab catches come in waves,” Dough said. “There are times when the current market can't handle the volume. Other times they can't get enough. It causes violent price action while crabbers, trying to make a living, have to dump product onto the market. Remember, crabs are a perishable item. The end result is that the crabber loses money and the resource becomes misallocated.”

The fact that crabmeat deteriorates rapidly is another problem Dough is turning into an opportunity. It's why crabs are either caught and transported live, or, more commonly, cooked soon after they're caught. That deters spoilage, and the cooked meat is then usually pasteurized for shipment and storage.

Dough has developed a process to treat fresh crabmeat with a protein-binding agent that allows it to be quickly shaped, portioned and frozen so it can be shipped uncooked to restaurants anywhere. It can be safely stored while frozen, but when thawed, chefs can prepare it as fresh crabmeat.

“It's portionable,” he said, meaning it can be formed into different shapes and sizes. “It can actually take on characteristics of some varieties of fish, such as trout. So we can even use it in applications that we might not otherwise be able to use crab in.”

The Biotechnology Center is a private, non-profit corporation supported by the N.C. General Assembly. Its mission is to provide long-term economic and societal benefits to North Carolina by supporting biotechnology research, business, education, and strategic policy statewide. Dough said his low-interest loan from the Biotechnology Center allows him to produce larger batches of samples than in past. “It'll help us get a better feel for full-scale production, help us get customers and also let us develop marketing materials—brochures with photos, recipes for using the product, a basic Web site, things like that.

“It'll also allow us to do some travel, meeting with people in the food industry from here to California so we can collect some good feedback and demo the product. We'll be working with everyone from cruise lines to major food service companies to Las Vegas casinos,” he said. And when everything is ready, he expects to have a new food sensation like nothing seen before—a “Shure thing.”



Gabe Dough, MBA Student
Photo courtesy of Cliff Hollis,
ECU News Bureau

Story courtesy of Jim Shamp, North Carolina Biotechnology Center



Students Attend Advertising Career Conference in New York

More than 20 ECU marketing students visited New York City from Nov. 13-15 to participate in the 53rd Annual Advertising Women of New York (AWNY) Career Conference. The meeting included resume sessions, portfolio workshops, and other seminars that explained specific careers within the advertising and communications industry. All of the activities aimed to enhance career skills and illuminate current industry trends and strategies.

The students were led by Dr. Tracy Tuten, Associate Professor of Marketing. Dr. Jim Westmoreland, Associate Dean for External Affairs, also joined the group while he visited some alumni in the New York City area.

"This was the first time our students participated in the AWNY conference, and it broadened everyone's understanding of the various careers in advertising," Tuten said. "In addition to the valuable exposure to new ideas, students had the opportunity to network with some of the leading experts in the field. We plan to make this an annual event."

Tuten added that the trip was made possible by donors of the College of Business, who covered the funding for all student registration fees.

"Dean Niswander's assistance in coordinating the financial support was an enormous help to our students and a very generous gift for their benefit. We're so thankful for all of our donors," Tuten said.

AWNY was founded in 1912 as the first women's association in the communications industry. The organization now consists of more than 1,300 women and men representing the advertising, marketing, media, promotion, and public relations fields.



Marketing students visit the New York headquarters for global advertising agency Saatchi and Saatchi.
Photo courtesy of Dr. Jim Westmoreland

Marketing Research Students Aid Local Companies

Since fall 2005, Dr. Beverly Wright (MSCM) and her marketing research students have helped local organizations through their in-depth, semester long research projects.

Every semester, 10 to 15 student teams work in tandem with their respective clients, helping to assess problems and then find answers through marketing research. The clients receive valuable insight into their companies at no cost, while students learn first-hand about real issues facing real companies.

One company that benefited from Wright's fall 2009 class was MyTireMonkey.com, a new online tire store that works with regional distributors and local dealers. Tully Ryan, CEO/President of parent company Tireware, Inc., says the course is a wonderful asset to the community as well as the students.

"As the head of a new, innovative company, I found the students' research to be very useful. They measured our progress to date and also gauged consumer attitudes and opinions toward tires, which in turn helped me understand what we are doing right and where we need to improve," Ryan said.

"The hands on experience these students gain through Dr. Wright's class will no doubt help them in their future endeavors," he added. "The value they provide to their clients shows what strong future businessmen and businesswomen they will be."

In addition to local companies, some students opt to help nonprofit organizations in the region. The Ronald McDonald House of Eastern N.C., for example, has partnered with Wright's marketing research class on two different projects to date. Through surveys and focus groups, student teams have helped determine what families need and where peoples' perceptions fall regarding the Ronald McDonald House Charities.

Cathy Ahlschlager, Community Outreach Director for the Ronald McDonald House of Eastern N.C., said, "The students involved in both projects were

full of good ideas to help us provide better care for the families that stay with us. From community awareness to support for our families, they gave us very good recommendations that we will definitely be using in the future."

On average, each student group in Wright's class spends 50 hours working on the project from start to finish. At the end of the semester, clients are given an oral presentation and written report.

"The class research is a unique service to the community as well as an important learning tool for students," Wright said. "The idea is to learn marketing research by doing it, and my students truly accomplish this through our hands on, real world approach."

For more information about Beverly Wright's marketing research class, please contact her at wrightb@ecu.edu.



(Left to right) Michael Omeis, Michael Meck, Tully Ryan (client), and Josh Cornwell work together as part of Dr. Wright's marketing research class.

Student *notes*

Student Organization Visits Federal Reserve, SEC



(Left to right) Jesse Spence, Katelyn Street, Dr. Charmaine Glegg, Mitchell Kimsey, Mitchell Johnson, Christopher Waivers, Geri Marie Hare, James Piner Duncan, and Bryan Ward stand by the U.S. Securities and Exchange Commission. Photo courtesy of Dr. Brett Cotten.

Over fall break, eight students in ECU's Financial Management Association visited the Federal Reserve and U.S. Securities and Exchange Commission during a Washington, D.C., field trip. They were led by faculty advisors Dr. Charmaine Glegg and Dr. Brett Cotten.

As part of the visit, students toured the Marriner S. Eccles Federal Reserve Board Building, which houses the main offices of the Board of Governors of the Federal Reserve System. They also received an overview of the Fed and its role in monetary policy and bank regulation. Some students even experienced sitting in Ben Bernanke's chair. Bernanke is the current chairman of the Federal Reserve.

After touring the Federal Reserve, the group also visited the U.S. Securities and Exchange Commission headquarters, where students heard a presentation on the SEC's role in regulating publicly traded companies and securities dealers.

"The Financial Management Association organizes special field trips every fall and spring," faculty advisor Charmaine Glegg explained. "The spring trips always go to New York City to visit the money managers and other financial institutions. The fall trips usually stay closer to home, like Charlotte and Raleigh."

Wherever we go, it's always a great opportunity for students to learn more about the world of finance first-hand."

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

Students and Faculty Inducted into Beta Gamma Sigma

The College of Business recently inducted 36 new members into the Gamma Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held Dec. 8 at the Hilton Greenville, where chapter honoree Robin Parker Wynne (MKTG 1996) delivered the keynote address. Wynne serves as head of Marketing and Dealer Support for Parker Marine Enterprises, also known as Parker Boats, in Beaufort, N.C.

Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only, and is based upon eligibility criteria including academic performance. Beta Gamma Sigma membership is the highest recognition a business student can achieve.

Assistant Professor Dr. Joy Karriker (MGMT) currently serves as faculty advisor.

BETA GAMMA SIGMA INDUCTEES — FALL 2009

Juniors	Seniors		Masters
Haley Adams Jessica Forbes Ralph Polk Carlton Tyndall Kimberly Whitfield	Justin Cribb Kacy Forbes Dawn Gaddis Kristy Grady Keith Hayes Susan Howe Katelin Koop Michael Kowalczyk Amber Lancaster Ying Liu Denise Luken	Michelle Medlin Sarah Moss Katelyn O'Brien Candice Powell Jesse Spence Anna Spence Elsa Swenson Matthew Tartal Hunter Taylor Erique Zuniga	Inga Brock Hui Chen Christian Hernandez Jason Lamm Daniel Meehan Maria Muller Olga Slayton Frank Smeeks
			Faculty
			Dr. Christopher Keller Dr. Laura Stanley



From the Advancement Office

Through the Commerce Club — our alumni giving society at the College of Business — you make a difference in the lives of our students through your generosity.

Now students can make a difference, too.

The Student Commerce Club—recently launched—is a philanthropy society for students to support each other in the College of Business. Just like the Commerce Club, gifts enhance the quality of our academic programs while strengthening ties with College of Business alumni and business partners. Even small gifts can add up to great things.

Membership dues and other contributions from Commerce Club and Student Commerce Club members provide unrestricted support each year for critical needs in the College of Business not funded by state monies — including student scholarships, faculty development, student activities, and other important programs.

Joining any chapter of the Commerce Club is easy. Simply complete the membership form online at www.ecu.edu/cs-bus/commerceclub.cfm, and your membership is activated. Membership dues to the Commerce Club are \$50 annually, although some choose to donate more.

I invite you to join the Commerce Club or Student Commerce Club—or renew your membership if you already support our giving society. Your help assists in providing the best educational environment for our students.

Thank you for your generosity. You truly make a difference.

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



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

You Make A Difference!

Thanks for Staying Connected to the College of Business!

Updating your information has never been easier! Simply visit us online at: www.ecu.edu/cs-bus/memberupdate.cfm

We thank so many of you who have helped us in the past as we continue to enhance the quality of the academic and professional opportunities in the College. Please continue to help by emailing a current student or sending the link above to alumni who may not have an updated address with us.

There are also other ways to plug in and keep in touch with your College of Business:

- Connect with the ECU College of Business LinkedIn Page

Keep informed while finding other contacts in the College of Business. Dr. Paul Schwager, our Assistant Dean for Assessment, Accreditation, and Curriculum, is coordinating this network.

- Join the ECU College of Business Facebook Group

Stay on top of the latest College of Business news and events—and post a message, too!

- See Profiles of Alumni, Faculty, and Special Lectures on YouTube

Go to www.youtube.com/ecu, and check out the College of Business playlist.

In addition to staying in touch online, there are a variety of opportunities for alumni to partner with the College of Business. You can send us job postings, pass along information on how organizations you know might recruit our students, serve as a guest speaker, interact with our student organizations, mentor students, and provide informational interviewing opportunities to help support our preparation of future business leaders. Partnerships are critical in building our students' futures.

If you're interested in helping the College of Business — or learning more about how you can stay connected — please contact me at 252-328-0130 or e-mail me at westmorelandj@ecu.edu.

Thank you for your involvement!

Jim Westmoreland
Associate Dean for External Affairs
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College of Business - Commerce Club

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Students Volunteer Time To Help Troops During Holidays

More than 20 student members of Beta Alpha Psi, the accounting honor society, recently helped send holiday care packages to troops serving in Afghanistan and Iraq.

On Oct. 24, Beta Alpha Psi's ECU chapter again teamed with the North Carolina branch of Give2TheTroops, a nonprofit organization that sends care packages to deployed U.S. troops. The packages boxed by Beta Alpha Psi contained Halloween treats and Christmas stockings for more than 1,000 troops who couldn't be home for the holidays. Items requested from troops included snacks—such as Oreo cookies, Slim Jims, and Kool-Aid mix—and items to keep warm, such as socks, gloves, and blankets.

"It's wonderful to see our students get involved with their community," Dr. Doug Schneider, faculty advisor to Beta Alpha Psi, said. "These holiday care packages were especially meaningful, since our students worked in tandem with many other volunteer groups throughout Pitt County."

Beta Alpha Psi is an accounting honor society with membership by invitation only. Students are invited to join based upon academic achievement. Faculty advisors for the ECU chapter include Dr. Joey Hagan, Dr. Doug Schneider, and Prof. Rose Bailey.



Members of Beta Alpha Psi, the accounting honor society, volunteer with Give2TheTroops in Greenville.
Photo courtesy of Dr. Joey Hagan

About Stocknotes

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

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

We welcome your letters and comments.

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

Printed with nonstate funds.
