



Stocknotes

Commerce Club Publication for the College of Business

Winter 2011

Grant Supports New Insurance Concentration

East Carolina University's newly launched concentration in Risk Management and Insurance has received a grant from the Independent Insurance Agents of North Carolina (IIANC) to help fund program operations as well as new scholarships. IIANC board members and staff members presented more than \$40,000 to the College of Business in October at the office of Hooker & Buchanan in Greenville. The IIANC has also pledged to fund student travel to conferences and related field trips.

Dr. Frederick Niswander, dean of the College of Business, said, "We are deeply grateful to the IIANC for its investment in our students and programs. Its support will help us provide superior instruction in risk and insurance and will also provide numerous opportunities for our students."

Established in fall 2009, the Risk Management and Insurance concentration provides state-of-the-art instruction in the growing field of insurance. The program prepares students for employment in three major areas: insurance agency work, insurance company careers, and risk management. It is directed by Dr. Brenda Wells in the College of Business, who has more than 20 years of experience in the field.

"The IIANC has generously funded our program here at ECU, and for that we are very grateful," Wells said. "But their support for the program hasn't stopped with an initial gift – they continue to provide the resources we need to attract the best student talent. We're poised to become a nationally recognized program in the near future as a result."

Wells said in less than one year, ECU's insurance concentration has grown to more than 30 students, thanks to support and encouragement from the IIANC.

The IIANC is a professional trade association representing nearly 1,000 independent insurance agencies and branches across the state. The organization's mission is to advocate for independent insurance agents and to satisfy the business and professional needs of its members. The IIANC has a long history of supporting higher education and recently completed a program of endowed scholarships at colleges and universities across the state. The IIANC also established a faculty chair for Risk Management and Insurance at ECU in 2007.



(Left to right) Hooker and Buchanan leadership Jeff Gibson, Lester Brown, and Brian Smith present a check to Dr. Brenda Wells.

Niswander Named Interim Vice Chancellor

Chancellor Steve Ballard has appointed Dr. Frederick Niswander, dean of the College of Business, as interim vice chancellor for administration and finance, effective Dec. 1.

Kevin Seitz, who served as vice chancellor for nearly six years, left ECU at the end of November to accept a position at the University of North Carolina at Chapel Hill. Niswander, a former chair of the faculty, has been dean since 2004.

Provost Marilyn Sheerer has appointed Dr. Stan Eakins to serve as acting dean of the College of Business while Niswander is in the vice chancellor role. Eakins has served as associate dean of the college for more than five years and is a former chair of the Department of Finance.

The interim role is expected to last between six to eight months.



Rick Niswander

continued on page 2



College of Business *notes*

cont. from Niswander Named Interim Vice Chancellor

"I am very confident that the College will not miss a beat, in part because Stan and I have worked very, very closely over the last six years," Niswander said. "Our College is on the forefront of many important programs and initiatives and is highly respected across the University. That is not possible unless we start with a high quality faculty and staff who care about our students, our college, our university, and our state."

Eakins added, "Over the next six to eight months we must maintain our momentum on the many fronts where we are seeing great success. The College has emerged as the campus leader in many areas, and we plan to maintain this position."

Eakins announced that Dr. Paul Schwager, assistant dean for assessment, accreditation, and curriculum and associate professor for the Department of Management Information Systems, will serve as acting associate dean.



Stan Eakins

College of Business to Host State Auto Insurance Executive



Bob Restrepo

The College of Business will host insurance executive Bob Restrepo as its keynote speaker for the 23rd Annual Beta Gamma Sigma Distinguished Lecture Series. The event will be held at the Hilton Greenville on Feb. 8, 2011 at 3:30 pm. It is free and open to the public.

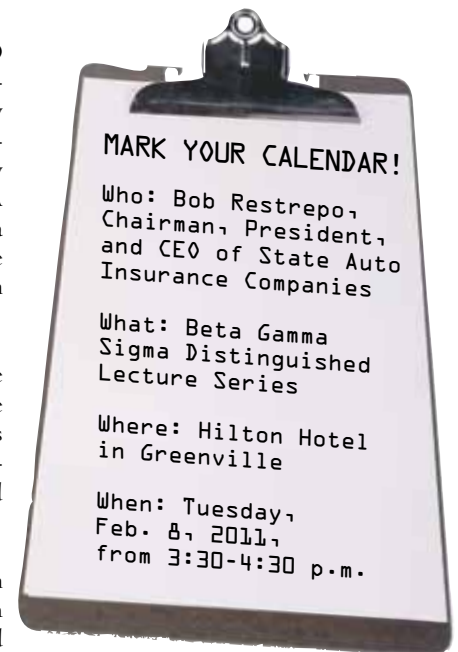
Restrepo, who is currently chairman, president, and CEO of State Auto Insurance Companies, has a broad background in the national and regional property casualty insurance industry. His experiences include senior executive roles at Aetna, Travelers, Hanover, and most recently with Main Street America Group in Jacksonville, Fla. A graduate of Yale University, Restrepo has also served on a number of industry and community boards, including the American Insurance Association where he was chairman in 2003.

"With a newly launched Risk Management and Insurance concentration in the College of Business, it's a perfect time to feature such a notable expert in the insurance industry as

our keynote speaker," Dr. Frederick Niswander, dean of the College of Business, said. "His insight will hopefully spark many students' interest into a growing field that offers many unique and oftentimes overlooked opportunities."

Since Fall 2009, the College of Business has offered a Risk Management and Insurance concentration through its Department of Finance. The program is supported by generous endowments and gifts from the Independent Insurance Agents of North Carolina, the North Carolina Surplus Lines Association, and individuals in the insurance industry.

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





Leadership and Professional Development Program Off to a Strong Start

The College of Business launched a leadership course this past fall for all sophomore business students – just one of several innovative courses planned as part of the College's new Leadership & Professional Development Program.

In Leadership I, the new sophomore course, students focus on the applied leadership skills needed to move a team toward successfully completing a goal. The course even has a lab component, making it the first laboratory class for the College of Business. In the classroom, students work on smaller activities, complete case studies, engage in discussions, and brainstorm together to better understand concepts. The weekly lab, which is facilitated by two-person graduate student teams, allows students to “roll up their sleeves” and put the concepts into action – mainly through self-assessments, role playing, partner discussions, and team exercises. The course also has a strong service learning component, and the College of Business is obtaining a service learning designation for the spring semester.



(Left to right) Teaching instructors John Davis, Abby Knight, Johann Luyt, Steve Sullivan, and Ralph Flanary. Not pictured: Nona Saling.

Leadership I is taught by two newcomers to the College of Business: Nona Saling and Abby Knight – both of whom come from training backgrounds. Saling has more than 25 years of human resources experience including leadership development, training and development, organizational development, and recruiting. She holds an Ed.D. in Adult Education from North Carolina State University. She also has an MA in Communication from the University of Kentucky and a BA in English from the University of Delaware. Knight's most recent work experience was with Georgia Pacific Building Products as a learning and talent development specialist. She holds an MA in Advertising and Public Relations from the University of Alabama and a BA in Communications from Jacksonville State University in Alabama. She's also working toward her Graduate Certificate in Performance Improvement from ECU.

The new sophomore-level course is just one component of the College's new Leadership & Professional Development Program, which was launched in fall 2009 to ensure vital 21st century skills are instilled in every undergraduate business student. The College of Business still teaches its students the “nuts and bolts” of business – but now it also fine tunes the skills essential for success in the business world, including leadership, communication, and professionalism.

The freshman business course, called Strategy First, is a current events-based class that touches on all areas of business by using *Business Week* magazine as the course textbook. Thanks to a generous endowment from RBC Bank, students pay no cost for their course materials in Strategy First. The course is taught by Ralph Flanary, John Davis, Stephen Sullivan, and Johann Luyt. Subsequent hands-on leadership courses, including Leadership I, focus on valuable teamwork skills, enhance professional development, and hone leadership abilities. Leadership II and Leadership III will roll out in 2011 and 2012, respectively.

In addition to the new coursework, students must now complete an electronic leadership portfolio to help reinforce valuable lessons – with tasks such as business-related reading assignments, volunteer work, etiquette instruction, professional writing, and teamwork exercises. Elements in the portfolio complement the leadership courses, encouraging students to stretch their own personal leadership development. When students graduate, they have tangible evidence of what they've accomplished, which is increasingly important to prospective employers.

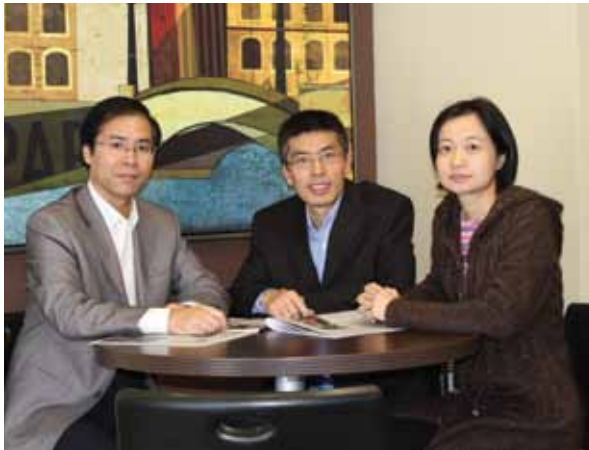
With the bar raised even higher in the College of Business, specialized support is now provided through a Network Support Team, including an academic advisor, leadership coach, career advisor, and communications advisor. Much of this support can be found under one roof, in the College's new Center for Student Success, which houses Academic Advising, the Business Communication Center, and Career Services. Students also have access to peer mentors – select students in the College of Business who can give important advice on everything from electives to campus directions.

Associate dean Stan Eakins said, “With the new Leadership and Professional Development Program, the College of Business is a fundamentally different place. We have an integrated curriculum and an interconnected support structure that fully prepares students for their careers and professional lives. We give students the tools to succeed from the moment they step into the business world.”

For more information about the Leadership and Professional Development Program, visit online at <http://www.ecu.edu/cs-bus/leadership.cfm>.

College of Business *notes*

Research Scholar in Residence Program Initiated



Drs. Huigang Liang and Yajiong "Lucky" Xue with visiting fellow Dr. Yongfa Chen (left).

The College of Business has initiated a Research Scholar in Residence program to enhance international collaborative research. As part of the program, the College of Business welcomes international scholars to work on collaborative research projects with its faculty members. Scholars are provided a base from which to work on campus, staying in Greenville for three months to one year, while they work on combined research projects that target leading academic journals.

The program has already led to several joint research projects as well as refereed publications citing faculty members' East Carolina University affiliation. In Fall 2009, Prof. Jinxi Ding, department chair of Pharmacy Administration at China Pharmaceutical University, worked on China's drug research and development policy with Drs. Huigang Liang and Yajiong Xue at ECU. Their collaborative paper has been accepted by *Drug Discovery Today*.

Most recently, in Fall 2010, Dr. Yongfa Chen, associate dean of the School of International Pharmaceutical Business at China Pharmaceutical University, worked on management-related research regarding China's pharmacies with Liang and Xue.

Dr. Frederick Niswander, dean of the College of Business, said, "The Research Scholar in Residence program provides a working environment for accomplished international scholars to pursue their research, interact with our College's faculty and students, and provide a bridge to other schools. Already, the program has shown the power of collaboration, and we look forward to even more research activity."

ECU College of Business Named a Top Business School for 2011

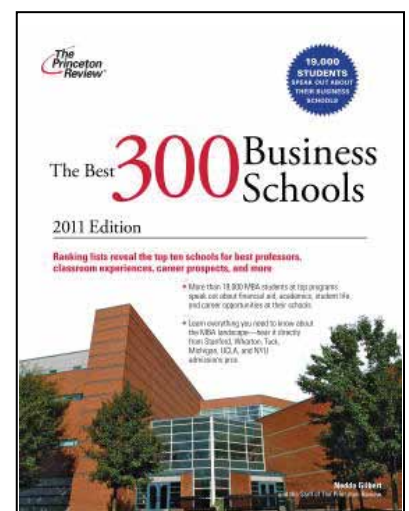
The College of Business at East Carolina University has again earned top marks, ranking among the best U.S. business schools for the fourth year in a row according to The Princeton Review. The New York-based education services company features ECU in its new 2011 edition of "The Best 300 Business Schools" released on Oct. 12.

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 "very demanding" classes as well as faculty and administrators who are "accessible and want to help."

Dr. Frederick Niswander, dean of the College of Business, said, "The College of Business is proud once again to rank nationally as a top business school. We strive to shape future leaders who succeed in business and contribute to their communities, and so we greatly value this distinction as one of the best institutions for students to earn a solid business education."

The Princeton Review compiled the information based on its surveys of 19,000 students attending the 300 business schools in its book, as well as 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.

The Princeton Review is an education services company based in Framingham, Mass., with editorial offices in New York City. It is known for its test-prep courses, education programs, tutoring services, and more than 165 books published by Random House. The Princeton Review is not affiliated with Princeton University and not a magazine.





New Personnel Changes in Graduate Programs Office

The College of Business Graduate Programs Office has reorganized to better serve its students and other constituents.

Paul Schwager, associate professor in the Department of Management Information Systems, now oversees the Graduate Programs Office in his new role as assistant dean for assessment, accreditation, and curriculum. Schwager was instrumental in coordinating the College's recent six-year re-accreditation from the AACSB. He has been at ECU since 2003. Schwager is supported by administrative support associate Melody Ellison, who previously worked in the dean's office.

Tina Williams, who joined the Graduate Programs Office as assistant director in 2004, has been promoted to director of Graduate Programs. Williams manages the day-to-day operations of the Graduate Programs Office and serves as an admissions counselor and academic advisor for College of Business graduate students. She also teaches an online Marketing Management course in the College of Business. Williams earned both her undergraduate degree and MBA from East Carolina.

Paul Russell joined the Graduate Programs Office in July 2009 as assistant director. He previously worked in the College of Business' Computer Services department. In his new position, Russell primarily advises current and prospective graduate business students. He also works on finding ways for the Graduate Programs Office to function more efficiently. Russell lives in Ayden with his wife, two dogs, and cat. He earned both his undergraduate degree in MIS and MBA from ECU – and he says he's a lifelong Pirate fan.

Newcomers Courtney Altizer and Tendai Ndabvonga joined the College of Business in summer 2010, and both serve the Graduate Programs Office as assistant directors. Altizer comes to ECU from West Virginia University, where she worked as a recruiter in the College of Forestry and Natural Resources. Prior to that, she served as an academic advisor at Mississippi State University's College of Business. In her role at ECU, she serves as an advisor to current and prospective graduate business students. She is also responsible for scholarships and recruiting efforts within the Graduate Programs Office. Originally from Columbia, S.C., Altizer earned her B.S. in Forestry and Wildlife Resources from Virginia Tech

in 1997. She also holds an MBA and MS in Forestry from Mississippi State University. She lives in Wilson with her husband and three-year old daughter, Cora. A baby boy is due in January.

Originally from Harare, Zimbabwe, Ndabvonga earned her MBA from East Carolina University in May 2009. As a student, she worked as a graduate assistant in the College of Business and got to know many faculty and staff members. She says she jumped at the opportunity to become part of the College of Business team full-time, especially since Greenville and ECU feel like home since leaving Zimbabwe and relocating 10 times. As part of her duties, Ndabvonga advises current and prospective graduate business students, conducts MBA/MSA information sessions, oversees graduate assistant assignments, serves as an international liaison, and is part of the diversity action committee. She was married this past summer and makes her home in Greenville.

"We have assembled a strong team in the College of Business Graduate Programs Office, and each member adds his or her own unique perspective to our mission," Williams said. "Together we look forward to serving our students and growing both our MBA and MSA programs."



(Left to right) Tendai Ndabvonga, Courtney Altizer, Tina Williams, Melody Ellison, Paul Schwager, and Paul Russell.
Photo courtesy of Richard O'Dor.

N.C. Insurance Commissioner Visits ECU

North Carolina Commissioner of Insurance Wayne Goodwin visited East Carolina University on Oct. 27, meeting with members of the ECU Society of Risk Management and Insurance and also visiting a Commercial Property & Liability class in the College of Business.

During his time with students, Goodwin discussed his role in regulating North Carolina's insurance industry as well as overseeing the Office of the State Fire Marshal.

Dr. Brenda Wells, associate professor and director of ECU's Risk Management & Insurance program, said, "The students and I were very excited to have Commissioner Goodwin visit with us. Bringing these kinds of important decision-makers to our campus is just one of the many ways we ensure that ECU's risk management and insurance students have information and experiences that are both unique and enriching."

Wayne Goodwin was elected N.C. Commissioner of Insurance in 2008. He previously served as Assistant Insurance Commissioner for nearly four years. He has also served in the N.C. House of Representatives, where he represented Richmond, Scotland, Montgomery, and Stanly Counties for four consecutive terms. Goodwin is a native of Hamlet, N.C.



**Commissioner
Wayne Goodwin**

College of Business *notes*

New Book by ECU Alum Tops the Charts



Tommy Spaulding

A new book penned by ECU alum and former Leader in Residence Tommy Spaulding is topping the charts nationally, ranking #1 on the USA Today Money best seller list, #2 on The Wall Street Journal hardcover business best seller list, and #2 on the New York Times hardcover advice best seller list upon its release in August.

The book, titled "It's Not Just Who You Know," promotes the value of building powerful relationships in business and in life. It went on sale Aug. 10 and features a foreword by Ken Blanchard, management expert and author of "The One Minute Manager."

Spaulding said, "Relationships matter. They change the hearts and minds of people and organizations, and they make the world spin better. I have witnessed this first-hand throughout my life, and this new book attempts to provide practical, insightful tools for building relationships that create better people, organizations, and communities."

Spaulding, former CEO of the non-profit global leadership organization Up with People, recently completed a term as ECU's first Leader in Residence. In this role, he served ECU in support of becoming "The Leadership University," as espoused in the university's strategic plan. The College of Business at East Carolina hosted Spaulding as its keynote speaker for the 22nd Annual Beta Gamma Sigma Distinguished Lecture Series, held in spring 2009. In addition, he was the commencement speaker at ECU's centennial graduation in May 2008, and in 2006,

Spaulding received ECU's Outstanding Alumni Award, the highest distinction awarded to an alumnus of the university. A 1992 graduate of ECU, he is currently president of The Spaulding Companies, a national leadership development, consulting, and speaking organization based in Denver.

To learn more about Tommy Spaulding, visit www.tommyspaulding.com.

Two Speakers Visit ECU in the Fall

Two highly acclaimed writers visited ECU's campus as part of the Cunanan Leadership Speaker Series this past fall. Both events, which were free and open to the public, were held in Wright Auditorium.

On Sept. 27, nationally renowned author Laura Browder discussed her recently published book "When Janey Comes Marching Home: Portraits of Women Combat Veterans," a multi-media initiative that presents a portrait of service women returning from war zones in Iraq and Afghanistan. A related photo exhibit will be on display at ECU beginning in spring 2011.

Browder is the author of "Rousing the Nation: Radical Culture in Depression America," named a Choice Outstanding Book; "Slippery Characters: Ethnic Impersonators and American Identities;" and "Her Best Shot: Women and Guns in America." The latter two were published by the University of North Carolina Press. She is the writer/co-producer of the documentary "Gone to Texas: The Lives of Forrest Carter," which she completed with support from the Independent Television Service and the Corporation for Public Broadcasting. Browder is currently a professor of American Studies and English at the University of Richmond.

On Nov. 10, bestselling author Sam Parker spoke about giving more and enjoying more in business and in life. Parker is the co-author of "212° the extra degree," a bestselling classic in the field of motivational books. He is also the author of "Smile & Move" and "SalesTough." In 1998, Parker cofounded Richmond-based Give More Media, Inc., a group that produces and publishes information, ideas, and inspirational content. Prior to this, he worked as a salesman for more than a decade in various industries – including office products, financial services, pharmaceuticals, joint replacements, and software.

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.



Laura Browder



Sam Parker



ECU Hosts Business of Healthcare Symposium



Dr. Huigang Liang hosts the 2010 Business of Healthcare Symposium

The College of Business presented its 2010 “Business of Healthcare” Symposium on Oct. 14, creating a forum where more than 50 local healthcare researchers and practitioners discussed the latest developments in information technology and quality.

The event, which was free and open to the public, was held at the East Carolina Heart Institute. ECU’s College of Business and College of Allied Health Sciences jointly sponsored the symposium. Attendees came from ECU’s main campus, the Brody School of Medicine, ECU College of Nursing, ECU College of Allied Health Sciences, Eastern AHEC, Pitt County Memorial Hospital, Pitt Community College, Kingston Community Health Center, and RTI International, among others.

Keynote speakers included Stuart James, chief information officer of Pitt County Memorial Hospital, and Victor Mbarika, executive director of the International Center for IT and Development at Southern University. More than 10 faculty members from ECU and two external guests also presented

their research work during the symposium. Dr. Huigang Liang, director of the Center for Healthcare Management Systems at the College of Business, hosted the symposium.

Dr. Frederick Niswander, dean of the College of Business, said, “Delivery of quality healthcare has proven challenging for many countries. In the U.S., healthcare costs continue to increase, while access decreases for many. Our symposium explored innovative solutions to these issues – all while hopefully motivating future collaborations between ECU’s main campus, the medical campus, and local healthcare institutions.”

For a full agenda or to learn more about the Healthcare Symposium, visit <http://www.ecu.edu/businessofhealthcare>.

AICPA Holds Workshop at ECU

The College of Business hosted a CPA Exam Simulation Workshop on Nov. 4-5 in concert with the American Institute of Certified Public Accountants (AICPA), the national professional organization of Certified Public Accountants in the U.S.

As part of the workshop, ECU accounting faculty members worked with colleagues from the AICPA Examinations Team to develop simulation exam questions for possible use on the CPA Exam. While ECU’s accounting faculty have been involved in the development of CPA Exam questions for a number of years, the workshops are typically held in other locations. The session at ECU was the first time the AICPA held such a workshop on a college campus.

Faculty participants in the workshop included Drs. Mac Lathan, Mark McCarthy, Dennis O’Reilly, John Reisch, and Doug Schneider. Visiting from New Jersey with the AICPA were Joe Maslott, simulations technical manager; Josh Stopek, special projects manager; and Renee Warias, senior manager, inventory development and production.

Founded in 1887, the AICPA is the national professional organization of certified public accountants in the U.S., with more than 369,000 members. The AICPA represents the CPA profession nationally regarding rule-making and standard-setting, and it serves as an advocate before legislative bodies, public interest groups, and other professional organizations. The AICPA develops standards for audits of private companies and other services by CPAs; provides educational guidance materials to its members; develops and grades the Uniform CPA Examination; and monitors and enforces compliance with the profession’s technical and ethical standards.



(Left to right) Doug Schneider, Joe Maslott, Mark McCarthy, and Renee Warias work together during the CPA Exam Simulation Workshop. Photo courtesy of Dr. Joey Hagan.

Faculty *notes*

ECU Recognizes Years of Dedication

More than 20 faculty and staff in the College of Business were honored in June for their longstanding service to East Carolina University – including two individuals with 30 years of service.

Listed below are College of Business faculty and staff who were recognized for 5, 10, 15, 20, 25, and 30 years of service.

<u>Name</u>	<u>Position</u>	<u>Years of Service</u>
James Buck	Associate Professor, Dept. of Finance	30
Beth Eckstein	Director, Center for Economic Education	30
James Holloway	Professor, Dept. of Finance	25
Brian O'Doherty	Associate Professor, Dept. of Accounting	25
Frederick Schadler	Associate Professor, Dept. of Finance	25
Edwin Doty	Associate Professor, Dept. of Accounting	20
Kenneth MacLeod	Associate Professor, Dept. of Marketing & Supply Chain Management	20
Kimberly Watkins	Technology Support Analyst, Computer Services	20
William Wittman	Director of Computer Operations, Computer Services	20
James Zemanek	Professor, Dept. of Marketing & Supply Chain Management	15
Susan DelVecchio	Associate Professor, Dept. of Marketing & Supply Chain Management	10
Vickie Glover	Executive Assistant, Office of the Dean	10
T.D. Gribble	Teaching Instructor, Dept. of Management	10
Jason Jones	Instructional Technology Consultant, Computer Services	10
Margaret O'Hara	Assistant Dean, Online Programs	10
John Reisch	Associate Professor, Dept. of Accounting	10
Jan Workman	Teaching Instructor, Dept. of Accounting	10
Tywanda Newsome	Administrative Support Associate, Career Services	5
Robert Prati	Assistant Professor, Dept. of Finance	5
Shelly Spear	Administrative Support Associate, Dept. of Accounting	5
Samuel Tibbs	Assistant Professor, Dept. of Finance	5

Niswander Honored with NCACPA Service Award

Rick Niswander, dean of the College of Business, was honored with the North Carolina Association of Certified Public Accountants (NCACPA) Raymond Rains Outstanding Service Award in May 2010. The award recognizes a member of the NCACPA who has made a significant contribution to the association through committee, chapter, or other volunteer service. Award recipients are nominated by their peers and recognized at the association's annual business meeting each spring. The award is named for Raymond Rains, NCACPA's first full-time executive director.

An active volunteer for the NCACPA, Niswander is a past chair of the association, and he served with distinction on the association's board of directors. He has also served as treasurer for the association, and he recently received one of six NCACPA Outstanding Conference Speaker awards.

In addition to his extensive work with the NCACPA, Niswander serves on the Greenville-Pitt County Chamber of Commerce Board of Directors. He is also chairman of the City of Greenville's Investment Advisory Committee, a volunteer position that assists in developing and evaluating investment strategies and options for the City of Greenville.

Prior to obtaining his PhD in accounting from Texas A&M University and joining the ECU faculty in 1993, Niswander was the chief financial officer of a privately held real estate company in Phoenix, Arizona, for eight years. Prior to that, he was employed by Deloitte Haskins & Sells in Phoenix. Niswander was first licensed in Arizona in 1981 and has been a CPA in North Carolina since 1994.



Eckstein Retires, Leaves Legacy Behind

This past summer, Beth Eckstein retired from a career at East Carolina University that spanned 30 years – leaving a legacy of better economic understanding behind.

Eckstein first moved to Greenville in 1979, after her husband Louis finished his degree at the University of Georgia and was hired to teach in the Department of Management at ECU. Eckstein, who earned both her undergraduate and graduate degree in economics from UNC-Greensboro, also landed a teaching position at ECU in the Department of Economics.

Three years later, in 1982, College of Business dean James Bearden tapped Eckstein to serve as director of the College's newly formed Center for Economic Education, a public service unit that strives to instill financial literacy as well as a deeper economic understanding among students of all ages in North Carolina. She tackled much of this work while still teaching economics.

Throughout her tenure at ECU, Eckstein spearheaded numerous projects through the Center for Economic Education that have made lasting impacts throughout the state. Since its inception, the Center has delivered approximately 45,000 contact hours of professional development to teachers and other audiences. Eckstein also helped secure continuous grants from 2001 to 2009 through the National Council for Economic Education for international education. As part of these grants, Eckstein led three international education study tours to Latvia, Lithuania, and Russia, and she was chosen to lead teachers for 10 days in Moscow – with the goal to facilitate learning in transitioning economies while also building an understanding of the global economy in the U.S.

Eckstein was also part of a team awarded a \$1.2 million grant from the National Science Foundation to help middle and secondary mathematics teachers better demonstrate the classroom connections of mathematics and technology to business operations. As part of this grant, Eckstein helped lead summer institutes at local community colleges along with workshops and business field trips for area teachers.

In addition to this work, Eckstein has helped author publications designed to assist teachers, including “The Lemonade Stand,” an N.C. curriculum aligned resource for kindergarten through third grade teachers, and “Africa, Asia and Oceania—the Economics Concepts,” an N.C. curriculum aligned resource for seventh grade teachers. She served on numerous committees for the National Association of Economic Educators, most recently chairing the conference committee. She also served as a representative and board member of the N.C. Council on Economic Education, a non-profit organization dedicated to furthering economic education and financial literacy for all North Carolinians. From 1981 until 2007, she continuously served on Beta Gamma Sigma, with positions including secretary, president, and chair of the student nominating committee. She was also a member and ultimately chair of a university lecture series that brought speakers such as former U.S. Secretary of Commerce Juanita Kreps and renowned writer Alex Haley to campus and the Greenville community.

Eckstein won the Adam Smith Invisible Hand Award in 2006, honoring her extensive work in economic education. She was also presented the Lifetime Achievement in Economic Education award from the N.C. Council on Economic Education in 2010.

“It has been amazing to help educators get excited about teaching economics to their students in ways they hadn’t thought of before,” Eckstein said.

“It has truly been the opportunity of a lifetime to work with so many teachers and students and to assist with the development of their economic understanding.” -- Beth Eckstein

“Math students always ask the classic question: ‘When am I ever going to need this information?’ Through the Center for Economic Education, we have helped teachers and students better understand the connection between economics and its application in the real world.”

After retiring on June 1, Eckstein moved to Asheville, N.C., to be closer to her mother and sister – and also closer to her original hometown in the mountains. While the move is closer to home, it’s not too far away to visit her two grown children: Annie and Will, plus Will’s wife Allison and son Jack, she says.

“I will always miss Greenville and the many friends and memories we made there for more than 30 years,” Eckstein said. “It has truly been the opportunity of a lifetime to work with so many teachers and students and to assist with the development of their economic understanding. Hopefully, the impact for them will be better decision making in their personal, professional, and civic lives.”



Beth Eckstein

Faculty *notes*

Kleckley Appointed to AUBER Board

The Association for University Business and Economic Research (AUBER) has appointed Dr. James Kleckley to its Board of Directors for 2010-2011.

Kleckley serves as director of the Bureau of Business Research, the College of Business' applied research arm. He is also a research associate professor in the Department of Finance and teaches an MBA-level economics course. Kleckley's work focuses primarily on regional economics, and he has conducted local economic analyses since the mid-1970s as both a private consultant and as a research faculty member at the University of South Carolina, University of Florida, Oklahoma State University, and East Carolina University.

Kleckley also serves as one of approximately 50 national economic forecasters who regularly participate in the National Association for Business Economics (NABE) Macroeconomic Forecasting Panel. Kleckley obtained his PhD at the University of South Carolina in 1984.



James Kleckley

"I am proud to serve on AUBER's Board of Directors, and I look forward to continuing to help both business and government better understand the strategic uses of economic information," Kleckley said. "The insight we can help provide about the economy is particularly important during this period of economic uncertainty."

Founded in 1947, AUBER is the professional association of business and economic research organizations in public and private universities. The group seeks to continually improve the quality, effectiveness, and application of research in business, economics, and public policy. AUBER is based in Missoula, Mont.

College of Business Celebrates Distance Learning Week

In observance of National Distance Learning Week held Nov. 8-12, the College of Business at East Carolina University provided a series of seminars to enhance the online teaching and learning experience.

Workshop sessions offered by seasoned College of Business faculty members covered topics such as engaging students in discussion forums, tracking teamwork online, and using web conferencing software like Centra. Courses were open to the entire ECU community and enjoyed a strong turnout.

Dr. Margaret O'Hara, assistant dean for online programs in the College of Business, said, "Distance learning programs are invaluable, because they provide a segment of our population with a critical link to education – as well as the means to take careers to the next level. As the largest provider of online business degree programs and courses in the state, the College of Business was proud to highlight the amazing growth in distance learning while helping faculty enhance their teaching."

Sponsored by the U.S. Distance Learning Association, National Distance Learning Week promotes and celebrates the growth and accomplishments in distance learning programs offered by schools, businesses, and governmental departments. It is held the second week of November.



Dr. Kenneth MacLeod (MSCM) leads a Centra workshop session.



Marketing Professor Pens Book Set, Explores Internet's Influence on Business

An East Carolina University marketing professor has published a landmark book set that explores how the latest Internet innovations continue to impact business.

Tracy L. Tuten, an associate professor in ECU's College of Business, is editor of the recently released "Enterprise 2.0: How Technology, eCommerce, and Web 2.0 Are Transforming Business Virtually." Published in July 2010 by Praeger Publishers, the two-volume book set grew out of her first book on social media marketing, "Advertising 2.0: Social Media Marketing in a Web 2.0 World."

Tuten explained, "The Web has a profound impact on marketing as well as other areas of business, influencing both management and strategy. In Enterprise 2.0, I set out to find the top experts in their respective areas – all tied together by the theme of Web 2.0's influence on business. It definitely includes some of the latest thinking on the topic."

In addition to being the book's title, Enterprise 2.0 is the industry term for the business tools and processes that are made possible by Web 2.0 technology, the second generation of the World Wide Web that involves social networking as well as more dynamic and shareable content. Research predicts that enterprise spending on Web 2.0 technology will reach more than \$4.5 billion by 2013.



Tracy Tuten

Tuten said despite this rapid growth and strong interest, little is available to inform organizational leadership about the resources and potential applications of new Internet technologies – or about the challenges Enterprise 2.0 poses at the organizational and individual levels.

"Every day, business leaders read about the shift in essential business practices and consumer-buying behavior brought about by the Internet," Tuten said. "This two-volume set introduces readers to these shifts and shows them the way forward, looking at both the micro and macro levels of impact."

Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996. Tuten is widely considered an expert in social media marketing, web-based survey methods, advertising, and branding. In November, she served as Social Media Marketing Master at ad:tech New York – a major trade show and conference for interactive marketing. Tuten presented at three different sessions, discussing the state of the social media landscape, social media metrics, and the value of listening to customers. East Carolina University was the only academic institution represented at the conference.

Faculty Present at National Scholarship Conference

Drs. Shanan Gibson, Bill McDowell, Michael Harris, and John Reisch were selected to present at the 11th Annual National Outreach Scholarship Conference (NOSC), held in Raleigh from Oct 4-6, 2010.

The annual conference provides institutions of higher learning an opportunity to work together and enhance university-community partnerships rooted in scholarship and academic life. The conference showcases progress in this area through presentations of the year's most successful projects. It is considered one of the premier conferences focusing on the scholarship of engagement.

Gibson, McDowell, and Harris – all faculty members in ECU's Department of Management – were co-authors on a poster session during the conference. Their research, titled "Enhancing the Techniques, Talents, and Performance of Minority Business Owners," examines the gender and ethnicity of small business owners and how they predict organizational performance. In addition to the National Outreach Scholarship Conference, their research findings will be presented at the 2011 United States Association of Small Business and Entrepreneurship Conference as well as the 2011 National Small Business Institute Conference. The three worked on this project for more than one year.

Dr. John Reisch, associate professor in the Department of Accounting, also presented the results of a research project at the conference. The project, titled "Using Internal Auditing Students to Assess Controls: A SBL Project" is co-authored with Drs. Denise Dickins, assistant professor in Accounting, and Margaret O'Hara, assistant dean for online programs. Their research shows how internal auditing students can help entities use control-self assessment to better understand the organizations' internal controls and make improvements. Their research resulted in the publication of "Frameworks for Establishing and Evaluating Internal Controls: A Primer and Case Study" in The Journal of Case Research in Business and Economics.

ECU enjoyed a large presence at the conference, with more than 40 faculty and staff members and seven graduate students invited to present – up from nine presenters representing ECU the previous year in Athens, Ga. ECU gained membership in the NOSC earlier in 2010 as the 13th university and first non-land grant institution to be offered membership.

Alumni notes

2010

Jeff Archibald (MIS) is a consultant with Booz Allen Hamilton in McLean, Va.

Johnson Biggs (MGMT) is employed by Chowan Golf and Country Club in Eden, N.C.

Daniel Bryan (MIS) is a technical analyst with Credit Suisse in Research Triangle Park. He started this position in July after a one-week training session in New York City. Daniel says he's very grateful to the College of Business Career Services office and Dr. Ravi Paul for the guidance they provided.

Judith Ashley Draper (ACCT) married Matthew Taylor McKnight (ECU '09) on Aug. 14, 2010 in Roanoke Rapids. Judith entered the MSA program at ECU in the fall of 2010 and Matthew is a police officer for the City of Greenville.



Judith Draper
McKnight and
husband Matthew

Dave Hopkins (MKTG) is vice president of logistics for Coca Cola Consolidated in Charlotte.

Stephen Quinn McFadden (MGMT) is vice president for operations and sales at Perfect Promotions and More in Apex. He and wife Aliana Worley McFadden (an ECU College of Business student) reside in Holly Springs.

Meghan Oliver (MGMT) is a technical analyst with Credit Suisse and resides in Cary.

Julie Pierce (MBA) is an instructor at Coastal Carolina Community College in Jacksonville.

Sarah Smith (ACCT) is working for North State Bank in the downtown Raleigh office.

2009

Theresa Barefield (MGMT) has joined Literacy Volunteers – Pitt County as its new executive director and will be responsible for the day-to-day operations of the organization, including fundraising, organizing special events, community outreach, tutoring, and student education.

Casey Blair (ACCT) is working for the New Jersey Education Association in Trenton, N.J. She is also attending Delaware Valley College to earn her master's degree.

Jamie Brown (MIS) is a programmer/systems analyst for Nottingham Investment Co. in Rocky Mount.

Suzanne Cox (FINA) is a claims examiner for the Redwoods Group in Raleigh.

Luke Fitzwater (MIS) is information systems coordinator for the University of Rochester in Rochester, N.Y. He and wife Sarah reside in South Lima, N.Y.

Josh Forlines (MGMT) was recently promoted to line manager at MillerCoors in the Eden Brewery, where he has been working for the past year.

Dylan Robert Gillham (MKTG) is an assistant manager for Sherwin Williams in Chesapeake, Va.

Marc Goulah (MKTG) is a branch services associate with UBS Financial Services Inc. in Raleigh.

Daniel Gray (MSA) is a staff accountant with Pittard Perry & Crone, Inc. in the Goldsboro office. He recently earned his Certified Public Accountant designation.

Kyle Holliday (MBA, Prof. Communications, MGMT '07) is an undergraduate admissions counselor at Barton College in Wilson, N.C. He and wife, Amy Kibler Holliday (ECU '06) recently moved to Knightdale. Amy is working for NBC-17 in Raleigh as a producer for the 11:00 pm show.

Michaux Hughes Johnson (ACCT) is an accounting coordinator for PETA and lives in Virginia Beach.

Jesse Kaluka (MBA) is an administrative manager with Duke Medicine in Durham. He and wife Miranda reside in Cary.

Casey Richardson (MKTG) is working for The Martin Agency in Richmond, Va.

Matthew Robinson (MBA, PSYCH '03) is university program specialist with the Brody School of Medicine in Greenville.

Dianne Beamon Saieed (MBA, MGMT '94) completed her MBA in Dec. 2009 and transferred within University Health Systems in Greenville from the Finance Department to the Sugicenter of Eastern NC, LLC, where she is the director of business and human resource development.

Lauren Schultz (MKTG) is a sales development representative for Whirlpool in all of northern Alabama.

James Aaron Thomas (FINA) is a financial services officer with the State Employees' Credit Union. He and wife Brittany Lovingood Thomas (ECU '09) reside in Pittsboro.

Margaret Williams (MSA, ACCT '08) is a staff accountant in the tax services division of Ernst and Young in Raleigh.

Timothy Zwilling (FINA) is an accounts receivable supervisor for Flanders Corp. in Washington, N.C.

2008

Eric Anthony (MKTG) is a territory manager for R.J. Reynolds. He has been working with the company for two years in Des Moines, Iowa but recently transferred to Greenville, S.C.

Leslie Blanchard (MKTG) is a marketing specialist with Siemens Energy, Inc. and lives in Raleigh.

Brandon Brake (MSA, ACCT '07) is a tax associate with Dixon Hughes PLLC in Raleigh. He recently earned his Certified Public Accountant designation.

Ashley Bullock (FINA) is senior credit analyst at First South Bank in Washington, N.C.



Michael J. Crooke (FINA) and **Lyndsey Hankins (FINA)** were married on June 12, 2010. Michael is a commercial relationship specialist with TrustAtlantic Bank, and Lyndsey is a property manager with Grey-star. The couple is living in Raleigh.

Brent Falcon (MKTG) is an IB operations analyst for Credit Suisse Securities USA, LLC in Raleigh.

Orlando Farrow (FINA) recently took a position as financial officer at the State Employees' Credit Union in Raleigh. He previously worked as a personal banker at Wachovia. He has also recently started a new business called EBIGO Solutions, which performs consulting, marketing, and management projects for clients.

Chris Freed (MGMT) recently completed U.S. Air Force pilot training in Corpus Christi, Tex. and is now stationed in Little Rock, Ark., where he flies the C-130J.

Angela Ianuzzi (MBA) is in her second year of a PhD program in Management, concentrating in Organization Studies, Strategy, and Change at Auburn University. She is instructing undergraduate classes in management and performing research in the areas of entrepreneurship and family business.

Christopher Karpowicz (MBA) is a data analyst for Capital One in Richmond, Va.

Marissa Libman (MKTG) is a client engagement manager and marketing manager for WorkSmart in Durham.

Steven Keith Long (MGMT) is an insurance agent with First Carolina Agency in Roanoke Rapids. He lives in Wilson.

Ashley Rose Mitchell (MKTG) is a legal assistant at the Gugenheim Law Office in Raleigh.

Lance Parker (BSA/MSA) is a staff accountant with Pittard Perry & Crone, Inc. in the La Grange office. He recently earned his Certified Public Accountant designation.

Neelam Patel (FINA) is general manager for Comfort Inn – Research Triangle Park. She lives in Raleigh.

William S. Phillips (MGMT) is currently working at an overseas U.S. government post.

Sarah Polli (MKTG) is sales assistant for G&G Outfitters in Lanham, Md. She is living in Silver Spring, Md.

Marie Watkins Reese (MGMT) is a human systems consultant with BB&T in Wilson.

Hannah Skinner (FINA) works for Synergy Commercial Advisors in Raleigh.

Chad Thompson (MBA) is working as a product line manager in the Carrier VoIP business after Nortel was acquired by GENBAN. He and wife Jennifer reside in Cary.

Denise Thompson Stancil (MBA) married Ken Stancil in Dunn, N.C., on Oct. 3, 2009. She was promoted to assistant vice president at Four Oaks Banks in Jan. 2009 and also recently became an independent Pampered Chef consultant.

Tiffany Woodward (MBA, MGMT '02) has been a teaching instructor in the Management Department for the ECU College of Business since the fall of 2009. Prior to working at ECU, she was an adjunct instructor at Beaufort Community College and the owner of a sole proprietorship focused on equestrian services.

2007

Keith Cook (Gen. Business Admin.) works for Automatic Data Processing (ADP) in Holly Springs, N.C.

Terrence Driver (MGMT) went to Officer Candidate School in Newport, R.I. for the U.S. Navy in Feb. 2009. He graduated and was commissioned as an officer in May 2009. Since then, he has been training in various flight schools in Pensacola, Fla. and Jacksonville, Fla. to be a Naval Flight Officer. He earned his wings of gold in November 2010.

David Palmquist (FINA) is a banking officer for BB&T and lives with wife Sarah in Clayton.

Shaun Parrish (MKTG, ECON '00) is a regional sales manager for Savis, Inc. He lives in San Diego, Calif.

Richard L. Sanford II (MBA) is president of Whitener Capital management, Inc. in Rocky Mount. He and wife Kimberly reside in Red Oak, N.C.

Rachel Wild (MGMT) is office manager for Northern Lights Productions in Fond du Lac, Wis., where she resides with her husband John.

2006

Andrew Chow (MBA, FINA '03) is a senior analyst with Credit Suisse Securities LLC in Morrisville.

Jason Creel (ACCT) is a staff accountant with Anthony & Tabb, P.A. in Wilson. He recently earned his Certified Public Accountant designation.

Leanne Marie (Teal) McLaughlin (ACCT) was promoted to second level financial auditor with the North Carolina Office of the State Auditor in Raleigh. She has been with the State Auditor's office for four years. She and husband Stephen reside in Cary.

Timothy Thornton (ACCT) worked as an associate/senior associate for Goodman & Company LLC for three years after graduating in 2006. He is now controller for Shuttleworth, Ruloff, Swain, Haddad, & Morecock, P.C., a major law firm in the Virginia Beach area. He is finishing his second degree in Finance at Old Dominion University and studying for the CPA exam. Timothy also owns a tax practice, Thornton & Thornton, Inc., with his father, who has been in public accounting for over 30 years.

Erica Walters (MBA, ACCT '02) is finance director for the Town of Selma, where she resides with her husband Chris.

Monica Wasserman (MKTG, DSCI '05) is project manager for International Traders, Inc. in Rocky Mount. She has earned three promotions in 3½ years with the company. Monica is planning to return to ECU to earn her master's degree in the spring of 2011.

Lee Williford (MGMT) wed Stacy Scott on April 18 in Fuquay-Varina. Lee enjoys working for his family's company (The Wash House) as the financial and operations manager. Lee and Stacy live in Holly Springs, N.C.



Lee Williford and wife Stacy

Alumni notes

2005

Karen Bass (DSCI) married Sean Winbourne on Sept. 25 at an outdoor ceremony on Bald Head Island. She is employed as a Technology Support Analyst at ECU and is the daughter of College of Business Management professor Ken Bass.

Heath Courtwright (MBA, FINA '03) is a financial advisor with R.M. Stark & Co., Inc. in Charlotte, where he resides with his wife Gail (ECU '04). He is interested in expanding his office by adding one or two financial advisors and would welcome inquiries.

Kristen Cobb Honeycutt (MBA, SOCI '04) completed BB&T's Leadership Development Program in 2006 and is currently a compensation consultant and assistant vice president at BB&T in Winston-Salem. She and husband Ryan welcomed a daughter, Kathryn Gray, in Oct. 2009. The family resides in Lewisville.

Robert D. Strickland (MBA, ACCT '03) is assistant vice president at BB&T in Raleigh, where he and wife Elisabeth (ECU '02) reside.

Russell Wicker (MKTG) married Kathryn Marie Bedsole (ECU '06) on April 17 at Yankee Hall Plantation in Greenville. He is an account manager with Insight Global, Inc. in Charlotte.

2004

Carlester T. Crumpler (MBA, FINA '93) was one of 24 Bank of America associates recognized with a Diversity and Inclusion Recognition Award by Bank of America to honor his accomplishments related to supporting an inclusive environment at the bank. Carlester is a vice president with Bank of America in Atlanta.

Kristina Lichtner (MGMT) is an account manager for CSC Sheet Metal in Raleigh.

Rob Pisanelli (MBA) is a principal with U.S. Realty Capital in Pittsford, N.Y., where he resides with his wife Nicole. As a mortgage banker, Rob has underwritten and closed more than \$300 million in commercial real estate transactions since joining U.S. Realty Capital in 2004. As principal, he directs the Atlantic Northeast Office's overall operations from the initial client contact to the final closing.



Rob Pisanelli

Todd Slagle (MBA, EXSS '00) is home care/clinic office manager for The Cedars of Chapel Hill.

Ryan Swisher (DSCI) was recently hired as an inside sales director by Accenture in the Technology and Consulting Group. He and wife Shara reside in Raleigh.

2003

Catherine Boling (MBA) married Andy Webster in 2009, and the couple had their first child, Drew, in 2010. She was recently promoted to Financial Services Manager with First Citizens Bank in Goldsboro.

Nicole Collier (MBA, FINA '00) is budget coordinator for the Virginia Beach City Public Schools. She and husband Derick (ECU '03) live in Virginia Beach.

Kelly Garner Dixon (DSCI) is an account representative for Polly Piland Insurance Agency Inc., in Greenville, where she resides with her husband Hunter.

Steven Travis Russell (MGMT) married Erika Lee Varner (ECU '05) on Nov. 22, 2009 in Charleston, S.C.

Thomas Shaffer (MBA, COMM '01) and wife Ashley Booth Shaffer (ECU '05) welcomed their first son, Atticus Wade Shaffer, on June 25, 2010.

Courtney Norman Steed (MKTG) and husband Hunter welcomed new son Robert "Wesley" Steed on June 29. Courtney is a project manager with Signsmith, Inc. in Greenville.

2002

Vikram Ahmed (MBA) has worked as a manager in Texas A&M University's Enterprise Information Systems since 2007. He is in charge of the campus web portal HOWDY (<http://howdy.tamu.edu>), which is one of the most heavily used university web portals in the nation. Vikram lives in College Station, Tex. with his wife Kakoli and daughter Meghan.

Bernita Demery (MBA) is director of financial services for the City of Greenville. Under her leadership, the department applied for and received the Investment Policy Certification Award. This certification was awarded by the Association of Public Treasurers of the U.S. and Canada.



Bernita Demery

Melissa Gibbons (MBA, FINA '01) is training manager for AOL – Patch.com. She and husband Peter DiBernardo reside in Hoboken, N.J.



Lilley Hardison

Tara Lilley Hardison (MBA) and husband Gabe (ECU '96) welcomed a daughter, Lilley Elizabeth Hardison, on Jan. 11, 2010. The family currently resides in Winterville. Lilley loves her new nanny Della. Mrs. Della Harrell served as the administrative support specialist for the College of Business from 1976 until her retirement in Aug. 2009.

B.J. Murphy (MGMT) is vice-president of operations for Chris Humphrey Insurance and Real Estate. He and wife Jessica Barwick Murphy (ECU '06) reside in Kinston, where B.J. serves as mayor.

Jessica F. Thomas (MKTG) recently joined Century 21 The Realty Group in Greenville. She has been a licensed real estate agent and broker for more than five years, earning "Rookie of the Year" in her first year in business and "Top Producer" in her second year.

2001

Amanda Livingston (MKTG) was named director of development at Mount de Sales Academy in Macon, Ga.

Mary Ruth Davis Sikes (MBA, MKTG '00) and husband Brad had a son, Davis Michael, on Jan. 25, 2010. Mary Ruth is an account manager with DSM in Greenville.



Jon Strickland (MBA, FINA '99) is senior vice president and financial advisor at CAPTRUST in Raleigh, where he lives with wife Billie.

2000

Heather Burns (MBA, MKTG '97) is the owner of SmartMomma, a well-known baby store in Raleigh. Her retail store has recently moved to a larger, more central location. She started the business from her home in 2005 and then expanded from an Internet-only retail store to a popular local and e-commerce store. SmartMomma is headquartered on Glenwood Avenue in Raleigh.

Visit online at www.smartmomma.com.



Heather Burns

Javier Castillo (MGMT, SPAN) is president and founder of Castillo Language Services in Greenville. He is a federally certified court interpreter. Javier recently conducted a Court Interpreter Skills Workshop at Peace College in Raleigh. He has conducted similar workshops in North Carolina, Virginia, and Washington, D.C.

Brian Greenberg (MKTG) joined Hewlett-Packard as the competitive intelligence manager when HP completed its acquisition of 3Com in April 2010. Brian, his wife Jennifer, and their new son Travis (a future Pirate) reside in Brookline, Mass.

Will Pierce (MSA, MATH '96) has been promoted to controller with Barnhill Contracting Co., headquartered in Tarboro. He has been employed with Barnhill since 2004, beginning his career as accounts payable manager. He was promoted to office manager, assistant controller, then controller.

1999

Rich Boustead (MBA, MKTG '96) recently started a business, Investment Advisors International (IAI), which specializes in helping clients protect and grow their 403b, ORP, and 401K assets. He and wife Susie live in Kennesaw, Ga.

Mandy Dempsey (MKTG) is account director with The Martin Agency in Richmond, Va.

Timothy Warren Evans (MGMT) wed Dana Lynette Reason (ECU '02) on May 1 in Raleigh. He is a financial advisor with Raymond James and Newbridge Bank Investment Services in Wilmington.

Jeremy Grubb (MKTG) is vice president of Bank of America in Charlotte. He and wife Jennifer reside in Huntersville.

Matthew Levine (MBA, '98) is director for PricewaterhouseCoopers in Raleigh, where he resides with wife Amy.

1998

Lacey Rollins Brisson (MBA) is a commercial group sales and marketing officer with BB&T in Ft. Lauderdale, Fla., where she resides with husband Zane.

Jason Clay (MBA, Ind. Tech '89) is senior systems engineer for INC Research in Raleigh. He and wife Amy Sasser Clay (ECU '04) reside in Youngsville.

Deborah Sheets Jackson (FINA) is a loan officer with SunTrust Mortgage in Greenville. She recently married Russell Parham Jackson.

Allen Magee (ACCT) is senior tax manager at Dixon Hughes PLLC in Atlanta. He and wife Kelly (ECU '98) reside in nearby Acworth, Ga.

Linda L. Miles (FINA) received her PhD from The Pennsylvania State University and has joined Chowan University in Murfreesboro, N.C. as dean of the School of Business and professor of finance.

1997



Matt Barfield

Matt Barfield (MSA) is owner of Matt Barfield, CPA, PLLC in Raleigh, a professional services accounting firm specializing in tax compliance and tax consulting for small to mid-sized businesses and individuals. Matt opened his own CPA practice in 2003 after beginning his accounting career with Ernst & Young.

1996

Michael Riggins (FINA) is vice president of US Bank in Seattle, Wash.

Richard Textor (MGMT) is a Vaccine Sales Representative for Merck & Co., Inc. Previously, he was district manager for Merck and won the 2009 Vice President's Award, which included an all-expense paid trip to Maui with his wife Cathy. Richard and Cathy reside in Hampton Cove, Ala.

Drock Vincent (ACCT) joined Heritage Plank Floors as chief financial officer and vice president for sales, dividing his time between Greenville, N.C. and Charleston, S.C. He was employed in the banking industry for the past 10 years.

1995

Christopher Lilly (MKTG) and his wife Christel had a daughter, Annabella, born Jan. 23, 2009. He is an agency manager with Vision HR in Daytona Beach, Fla.

Wesley M. Measamer CPA (MBA, ACCT '93) was appointed to the board of directors of Flanders Corp. He is president of Wesley M. Measamer, CPA PA.

1994

Michael McDermott (MBA, Ind. Tech '87) is manager of Oldcastle Adams Products in Morrisville.

Daniel Paul Powers Jr. (MBA, FINA '92) wed Angelic Catherine McLawhorn on April 17 in Greenville. He was named commercial banker of the year at Southern Bank & Trust, where he is senior vice president in the Pitt County Commercial Business Unit in Greenville.

Chris Williams (MGMT) was promoted to branch manager of Horizon Forrest Products and Long Floor in Chesapeake, Va.

1993

Tim Churchwell (FINA) is a commercial realtor with Prudential Towne Realty in Smithfield, Va. He is also a partner in KATS Construction

Alumni notes

Group, LLC, a Class A general contractor in heavy highway, remodeling and rehabbing, new construction, and commercial buildout, and a partner in Partners in Grime, a janitorial company which does trashouts and cleanings.

1992

Charlie Lee Tingen Jr. (FINA) was appointed to the board of directors of Flanders Corp. He is a senior financial advisor with Bengala and Tingen, a financial advisory practice of Ameriprise Financial Services Inc.

Mary W. Willis (ACCT) was named president and CEO of Fidelity Bank in Fuquay-Varina. She was Fidelity's CFO since 1999 and oversaw the bank's new trust management division.

1991

Jerry Yelenik (BUSA) is senior vice president and senior commercial relationship manager of Community South Bank & Trust in Anderson, S.C.

1990

Braxton McKoy (MBA, Biology '86) is regional account manager for Genentech in Charlotte, where he resides with wife, Leanna Holder McKoy (ECU '88).

Daren J. Parker (MKTG) is owner of Parker Gas Company, Inc. in Clinton. The company has grown from a small operation that began by filling and delivering 100# cylinders to residences to a multi-branch operation with locations in Newton Grove, Clinton, Fayetteville, and Smithfield, N.C., and a grill cylinder exchange business (Rapid Exchange) that provides grill cylinders to more than 1600 convenience stores, hardware store, and grocery stores in North Carolina, South Carolina, and Virginia.

1989

D. Edward Keller (FINA) was promoted to full colonel in the U.S. Air Force.

1988

Elmer Buck (MGMT) is president of Productivity Enhancement Resources, Inc. in Simpson. The company was recently awarded a major productivity improvement contract with Chevron for a project in Nigeria.

Todd Harris (MBA, MKTG '86) has joined WITN, the NBC affiliate in eastern North Carolina, as an account executive. He has more than 21 years of advertising and marketing experience in newspapers and cable television. In 2009, he received national recognition with the Cable Advertising Bureau's Sales Achievement Award for local retail sales in markets less than 100,000 subscribers.

Timothy Simmons (FINA) recently marked five years of business as an independent financial advisor with his own company, Simmons Investment Services, Inc. in Kinston. He has served as an investment advisor for the past 15 years, including seven years at Wachovia Investments and three years at Banc of America Investments.

Deborah Sutton (ACCT) is vice president of administrative services at Lenoir Community College. She was previously the chief financial officer there.

1987

Len Farris (MGMT) of Andover, Mass., was promoted to vice president of marketing for the Americas at Pentax Medical Company in the

medical surgical industry. He served eight years in the Air Force before beginning his medical surgical business career.

1986

Laura Fazzalari Leopardi (ACCT) competed as Ms. Arizona and was crowned the 2010 Universal Ambassador Queen of Hope on August 16. Now an international titleholder in a recognized 501(c)(3) charitable organization, she plans to implement her personal, professional, and pageant platform of "Alleviating Fear of Finance: Achieve Financial Health and Wealth" as she works with private business owners to develop exit strategies to fund their own retirement and leave a legacy to worthy charitable organizations in their estate planning.



Laura Leopardi

1982

Mark Faulkner USMC (MKTG) was assigned as the vice chairman J-4 (logistics) at the Pentagon in Washington, D.C. Previously, he was the commanding general for 3rd Marine logistics group in Okinawa, Japan.

Edwin Cutler Ham (MKTG) is president of Edwin C. Ham, P.C. in Charlotte.

Frank Maiorano (MKTG) recently became the president and chief executive officer of Trust Company of America, an institutional custodian of private asset accounts, headquartered in Denver, Colo. He married Kathryn Holbrook on October 23, 2010.

1981

Steve Eagle (ECON), outgoing chair of the United Way of the Coastal Empire in Savannah, Ga., was honored for leading this year's record-setting campaign drive that netted \$8.1 million from 31,000 donors and 700 companies. He is executive vice president of the insurance brokerage firm Seacrest Partners and a pillar of Savannah's civic life.

David B. Jenkins Jr. (ACCT) is a financial advisor with Edward Jones in Clinton. He was previously with Edward Jones in Wilmington.

Randy Langley (MKTG) was recently promoted to sales manager with Monumental Life Insurance Company. He and wife Denise live in Battleboro and have two children, Matthew (19) and Kate (15).

Musette Spruill Nesbit (MKTG) is a vice president for Wells Fargo in Winston-Salem, where she and her husband Calvin reside.

David Williford (MKTG) was promoted to director of Human Resources for Delta Apparel. Previously he was human resources manager of M.J. Soffe.

1980

J. Gilbert Cox (BUSA), a Greenville native who now resides in Wilkesboro, has been named senior vice president and director of banking operations at Southern Community Bank and Trust. He will head the bank's loan and deposit operations division and will be responsible for electronic banking, payment systems, and SCB Connect, the bank's customer call center.

Add you own Alumni Note at
www.ecu.edu/cs-bus/memberupdate.cfm



Nick Francis (MBA, MGMT '79) is managing partner for the Madison Group in Cary. He just formed the first ever business network and political action committee, Pirate Pulse (www.piratepulse.org) along with fellow Pirate Kieran Shanahan (MGMT '79). The purpose of Pirate Pulse is to increase awareness of East Carolina University in the Triangle Region and beyond, serving as an advocate for issues related to ECU.

1979

Deborah Goodson Bunn (ACCT) is finance/human resources manager for Martin Enterprises in Williamston. She and her husband Henry live in Stokes.

Darrell Harrison (MBA, SOCI'74), who owns Document Solutions East in Greenville, received Xerox Corporation's President's Club designation for the third consecutive year, which recognizes the top-producing Xerox agencies in the U.S.

Mark Holmes (BUSA), president and chief executive officer of Greenville-based Select Bank and Trust, was elected to a two-year term on the board of directors of the North Carolina Bankers Association.

1978

Rob Jones (MKTG), president and CEO of the little bank in Greenville, was named to the ECU Medical & Health Sciences Foundation board of directors.

William H. Pate (MGMT) is a manager at the Employment Security Commission in Goldsboro, where he lives with wife Linda Pate (ECU '69).

Donald Reaves (MGMT) is a telephone and internet sales engineer for Nortel Networks. He designs, configures, markets, prices, projects, and manages the migration of legacy telephone networks to an all-internet protocol (IP) network. He has been married for 28 years to wife Lois, and they have three sons, ages 25, 21, and 17.

Mark Tanner (ACCT) is executive manager for General Dynamics C4 Systems, and he resides in Annapolis, Md.

1977

G. Daniel Hernickson Jr. (MBA) is general manager for Greater Media New Jersey in Somerset, N.J. He has recently been selected as a finalist for General Manager of the Year by Radio Ink magazine. This is an annual award titled the Radio Wayne Award. It is presented at the Radio Advertising Bureau's annual conference, which will be held in Washington, D.C. this year.

Hadie C. Horne (MBA) is vice president of finance and administrative services at Wilson Community College.

George "Bud" Vick Jr. (BUSA, Counselor Education '84) retired as vice president of operations and administrative services at Lenoir Community College.

1976

Cedric Dickerson (MGMT) was appointed to a three-year term on new Hanover County's ABC Board. He owns the State Farm Agency in Wilmington.

Clifton W. Kirby (BUSA) is regional sales manager for Powell Electrical Systems Inc., where he handles sales of electrical switchgear and field services in Tennessee, Kentucky, North Carolina, South Carolina, Virginia, and northern Georgia. He previously worked for Emerson, Square D Company/Schneider Electric, and Westinghouse.

1972

Robert Plybon (BUSA) is CEO of Plybon and Associates in Greensboro, where he resides with his wife Mary.

1970

Susan Fogle (BUSA) is president of Paladin Global Partners, LLC in York, Pa.

1969

Doug Byrd (BUSA) joined the Fayetteville Chamber of Commerce as a part-time liaison between local government officials and the chamber. He and wife Linda Lee West Byrd (BUSA '69) are both enjoying retirement in Fayetteville.

1968

Mark Dellafera (MBA) is president of Custom Seasonings, Inc. in Gloucester, Mass. He and wife Debra reside in Beverly, Mass.

1966

Laura Elliott (BUSA) is one of three alumni honorees recently inducted into the ECU Chapter of Phi Kappa Phi. She is a retired senior accountant for the U.S. Department of the Treasury and was the first African-American graduate of ECU.

1963

Sam Watson (BUSA) is enjoying his retirement living in Raleigh. Previously, he was owner and president of Watson Enterprises.

In Memoriam

1940s

Evelyn J. Heidenreich (BUSA '44) of Goldsboro died May 3. She worked for the Pitt County Department of Social Services and retired as a quality control coordinator with the N.C. State Division of Social Services.

1950s

Robert "Bob" Aubrey Maness (BUSA '53) of Salisbury died March 1. He earned his ROTC Commission at ECU and served in the U.S. Navy and the U.S. Air Force Reserve from 1946 to 1959. He worked with Standard Register Company for 35 years before retiring in Peoria, Ill., after which he and his wife Peggy moved to Salisbury, where he was active in local organizations.

1960s

Robert Earl "Bill" Brinkley Jr. (ACCT '64) of New Bern died Sept. 28. He was founding partner of Brinkley, Elam and Knott, CPAs in New Bern and practiced public accounting for more than 40 years before his recent retirement. He was a founding member of Sigma Phi Epsilon fraternity while a student at ECU and continued his active role in civic organizations throughout his life, serving leadership roles in the Pirate Club, New Bern Jaycees, Rotary Club, Eastern Carolina Yacht Club, and in his church.

Clinton Van Hester (BUSA '69) of Raleigh died April 14. A Marine Corps officer, he served in Vietnam, where he received a Purple Heart; Okinawa; and on the Polaris Missile base in Charleston, S.C. Later he worked at Miller Brewing Company in Syracuse, N.Y.; Cooper Tools in Cary; and Pendum, Inc. in Raleigh.

Alumni notes

Alumni Highlight:

Robert H. Weber, Jr. (BSBA 1972) and Melanie Orlando (BSBA 1986)

After working together for two decades at Wachovia Mortgage Corporation, College of Business alums Bob Weber and Melanie Orlando started their own mortgage company when Wachovia was acquired in January 2009 – taking more than 60 combined years of lending experience between them to create Envision Mortgage Corporation.

Based in Wilmington, N.C., Envision Mortgage Corporation serves the financing needs of residents in North Carolina. Orlando is the company's president, and Weber is CEO. Together, their vision is to be recognized as a premier mortgage provider by their clients, finding the best mortgage solution for each individual's needs. Both have proven performance in leading and managing a successful national mortgage origination operation, and they credit their ECU education – along with a lot of elbow grease – for their success as seasoned mortgage professionals.

"My degree from ECU provided me a definite advantage toward developing my mortgage banking career," Weber said. "I was hired in my initial interview with Cameron-Brown Company, headquartered in Raleigh at the time, by Mr. James A. Abbott, who went on to become the president and CEO of the company. He has often reminded me in the years since that he specifically targeted East Carolina business graduates because we had something special that stood out and apart from other schools. I have always felt that to be very complimentary, since he was a Carolina grad himself."

Orlando agreed, "ECU prepared me extremely well for my career – not only from an overall academic standpoint, but also in knowledge and exposure to various career opportunities in business. My eyes were opened to a whole new world of possibilities."

While developing their new company keeps them busy, Weber and Orlando also remain avid Pirate fans. They make the trip from Wilmington to Greenville fairly often – especially in the fall. Both hold season tickets to ECU football games, a tradition they now enjoy with their families, and they return to campus for other sporting events and happenings.

Weber is especially proud of his two sons, who are both third generation graduates of ECU. Robert Howard Weber, III (Rob) graduated in 1999 with a communications degree and then earned his law degree from the University of Miami. James Bissette Weber graduated with a business degree in 2003. Their grandmother also graduated from ECU in the 1940s (then known as East Carolina Teachers College).

Orlando is also proud of her sons Dylan Joseph Orlando (15) and Ryan Carter Orlando (13), and she says she's confident they have Pirate Fever after tailgating and cheering for ECU through the years. Her boyfriend, Joe Welsh, is also an ECU College of Business alum who graduated in 1988.

"I believe that if you can visualize your dreams for the future, you can achieve them if you work hard enough"
-- Melanie Orlando

Weber added, "Always set your goals high, both professionally and personally, and strive to exceed every expectation faced in life 100% of the time. Never be satisfied with the status quo, and make every single effort to stand out by complete success."

For more information about Envision Mortgage Corporation, visit <http://www.envisionmortgagecorp.com/>.



**Bob Weber (BSBA 1972) and
Melanie Orlando (BSBA 1986)**

For current students, Orlando advises them to learn as much as they can to maximize their college experience. "Truly assess and explore your internal desires and aspirations for your short and long term goals. Make the most of your time at ECU – and also think about what's next in your life. I believe that if you can visualize your dreams for the future, you can achieve them if you work hard enough."



Alumni Highlight: The Dixon Family

Paige Dixon Reeder (MBA 1984), Glenn Dixon (MBA 1985), Angela Dixon Mincher (BSBA 1989, MBA 1991)

For the Dixons, earning an MBA at ECU is a family affair.

Growing up in Roanoke Rapids, Paige Dixon Reeder was the first of three siblings to attend East Carolina, where she earned her MBA in 1984. One year later, her brother Glenn Dixon followed in her footsteps to earn his MBA. The two even shared a duplex within walking distance to campus – one of their favorite ECU memories. Several years later, younger sister Angela Dixon Mincher earned both her undergraduate business degree and MBA from East Carolina, following the family tradition. Only the youngest Dixon, Cheryl Dixon Atkins, bucked the trend and chose to attend UNC-Chapel Hill.

Today, the Dixon family remains close – even though they are sprinkled throughout North Carolina.

Reeder lives near Winston-Salem with her husband of 25 years, Leonard. Together they have two children and three grandchildren – and as history tends to repeat itself, two of the grandchildren now live together while they attend ECU. A former IBM systems engineer, Reeder owns her own computer consulting company called Triad Information Consultants and subcontracts to Cook Consulting, which provides technical support to school systems across the state of N.C. In their spare time, Reeder and her husband grow produce on their seven-acre farm called LePa Faith. They sell fresh blackberries, tomatoes, green onions, cabbage, peppers, squash, and more at the farmers market in downtown Winston-Salem.

Dixon – the lone brother in the family – attended law school after earning his MBA in 1985. After working in private practice for four years, he went to work for Food Lion's corporate office – holding positions such as director of real estate, vice president of real estate, president of the J.H. Harvey, Co., LLC (a subsidiary of Food Lion operating 50 stores in South Central, Georgia, and North Florida), and ultimately senior vice-president of corporate development. He retired in 2008 and enjoys playing golf in his free time – hoping to someday qualify for the U.S. Senior Open. Dixon is married to the Honorable Beth Dixon, a judge for the Rowan County District Court. They live in Salisbury with their four children: Roy (17), Spencer (15), Grace (14), and Susannah (14).

While still in graduate school at ECU, Mincher began her career in property management and real estate brokerage when she bought her first six rental houses. She then worked for Wilkie Real Estate on Lake Gaston in the late 1990s, and she traded stocks and options at home



(Left to right) Paige Dixon Reeder, Glenn Dixon, and Angela Dixon Mincher

until the tech bubble burst in 2000. Mincher became a fund accountant at The Nottingham Company in Rocky Mount, an administrator for all types of funds, just one week after 9/11/01. In 2005, she moved to the IT department as systems analyst, and in 2008 she became a member of the management team. Her focus on hedge fund administration and participant recordkeeping systems led to her current position as client relationship manager for the hedge funds. Today, Mincher and her husband, Tony, make their home in Rocky Mount with their two children, Bodie (13) and Jenna (11).

All three Dixon siblings agree that technology-related classes in the College of Business have proved especially important for developing their critical thinking skills. Reeder fondly remembers class with Dr. Richard Kerns during the punched card era of computers. Dixon even managed the Business School's computer lab and enjoyed helping fellow students with their projects.

They advise current students to take advantage of the many enriching experiences ECU has to offer and seek out valuable internships, even creating opportunities if necessary to gain real world experience.

"Understanding is more important than fact memorization," Dixon concluded. "The most successful people I have met have both book sense and common sense. Think for yourself and you will go far."

Alumni notes

Alumni Highlight: Rick Herring (MD/MBA 2004)

As the new owner and sole practitioner of Davie Allergy & Asthma Clinic in Advance, N.C., Rick Herring is putting his medicine and business knowledge to good use. He says he knew the MD/MBA combination at ECU would help him prepare for his ultimate dream – either running his own practice or serving as a leader within a larger healthcare organization – but he never thought he would become an entrepreneur straight out of training. Herring says it's hard work, but a dream come true.

"I have felt confident applying what I learned at ECU to what I am doing everyday – running the medical practice and learning how to best handle difficult situations as they arise," Herring said. "I think the business education has allowed me to better manage the practice and also to be a better supervisor than I would have been without it."

Herring grew up near Fayetteville in Hope Mills, N.C., the only son in a family with four children. He excelled in high school and earned a prestigious scholarship to attend UNC-Chapel Hill for all four years of his undergraduate education. Herring stayed at UNC to work on cystic fibrosis research for two years before ECU accepted him into medical school in 1999.

At East Carolina, Herring continued to excel. He was awarded the North Carolina Board of Governors Medical School Scholarship and also earned the ECU Medical Bookstore Academic Scholarship for straight As. In addition, he served in the North Carolina Rural Health Scholar program, exposing him to smaller practices in eastern North Carolina.

Between his second and third year of medical school, Herring took an extra year to earn his MBA. Not surprisingly, he was inducted into Beta Gamma Sigma for his outstanding academic achievement. In addition to learning valuable business principles in the MBA program, he also met his



Rick Herring (MD/MBA 2004)

future wife Lyndsi in Dr. Bello's International Management class. Lyndsi was a graduate student studying Industrial and Organizational Psychology at ECU. The two talked outside of class one day while waiting for the elevator, and they were married several years later.

After graduating with his MD/MBA in 2004, Herring stayed at East Carolina to complete a four-year residency in Internal Medicine and Pediatrics. He then matched a competitive two-year allergy and immunology fellowship at the University of Virginia. When it came time to find a place to practice in 2010, North Carolina called him home.

Today, Herring and his wife live in Winston-Salem with their two children, Chase (4) and Ella (2). Lyndsi teaches classes online for the Department of Psychology at ECU. Life for the Herrings is never dull between two young children, a new life in North Carolina, and an allergy practice to run.

"I believe the biggest part of being successful is loving what you do," Herring concluded. "Focus your career on what interests you most. Do what you love and believe in, and success will come naturally."

For more information, visit Davie Allergy & Asthma Clinic online at <http://www.davieallergy.webs.com/>.



The Herring Family



Alumni Highlight: Michelle Edmundson (MBA 2010)

Growing up in the small eastern North Carolina town of Conetoe, Michelle Edmundson yearned to be part of Pirate Nation. Whenever she'd travel to Greenville for dinners out and shopping, she'd notice ECU fans with Pirate stickers on their cars – wearing T-shirts and flaunting their pride.

"They seemed so proud and enthusiastic, and I looked forward to being a Pirate even as a child," Edmundson said. "Also, members of my family had attended ECU, so I felt like I would be fulfilling a Pirate legacy."

Edmundson graduated from ECU in 2004 with a communication degree. She soon landed a full-time job as administrative support specialist for ECU's Family Medicine Center, managing schedules and patient requests/concerns for a team of roughly 15 health care providers.

"My education at ECU has taught me to have confidence in myself." -- Michelle Edmundson

Several years into her position, Edmundson wanted more options, and the online ECU MBA made complete business sense.

"I felt an MBA would be an extremely versatile degree," she said. "I didn't want to pigeonhole myself into a very specific field, because going into it I wasn't 100% sure 'what I wanted to be when I grew up.' And regardless of what your interests are, having a greater business knowledge will most always give you better success."

Edmundson began the online MBA program in Fall 2005 and finished in Spring 2010, working full-time while chipping away at one or two courses every semester – except when she got married and took the semester off.

Edmundson says the online MBA required a lot of discipline and determination, but the convenience was well worth it. She never needed time away from work for her coursework, and the only thing that suffered at times was her social life. Having a supportive husband, Dee, helped too.

Roughly one month after earning her MBA, Edmundson landed an interview for a new position, and as of July 2010, she works as a train-

ing specialist with the Patient Access Services Department, located within ECU's Health Sciences division. She says the job is a perfect fit.

"With my new job, I provide classroom training as well as one-on-one instruction for new and current employees," she said. "I present training materials to large groups and make sure that the information is communicated and understood, so that these employees can take the knowledge back to their work stations and better complete their tasks at hand. I feel this job is very fitting for me, as I love to learn and equally love to spread my knowledge to anyone willing to hear it."



Michelle Edmundson (MBA 2010)

Edmundson says she is grateful to the College of Business for preparing her for her career. "On a broad level, pushing through what seemed like impossible work at the time gave me a strong sense of accomplishment. There were teachers that I hated with every bone in my body, until I was done with the course – and then realized that without these same teachers, I would not have acquired the determinism that I think is necessary to push through and be successful in a career. These same teachers I now call my favorites."

Edmundson also says the last three or four semesters gave her concrete support to reach her career goals. "I learned new computer programs, helped design integrative communication strategies that are being implemented in the real world, conducted boardroom presentations with actual clients, and learned the true meaning of thinking critically," she said.

"My education at ECU has taught me to have confidence in myself. At the end of the day, I feel like you can have all the knowledge in the world, but without the confidence to use it, that same knowledge is fruitless."

Student *notes*

Marketing Students Help Charlotte Motor Speedway

Student teams in Dr. Tracy Tuten's Social Media Marketing class performed consulting work for Charlotte Motor Speedway this past semester, helping develop real-world social media marketing campaigns for the home base of NASCAR.

While students were mostly involved virtually throughout the project, they did have an opportunity to attend a NASCAR event in mid October. For that outing, students were led by Drs. John Kros and Chris Keller, faculty members in the Department of Marketing & Supply Chain Management, who served as guides while Tuten was out of the country.

The student teams delivered their final presentations on Dec. 2 to Jennifer Hebert, a web site specialist at Charlotte Motor Speedway. The students proposed tactics such as social games, ways to better use Facebook and Twitter, social media press releases, and increased blogging.

"The opportunity to gain real world experience – and work hand in hand with a high profile client like the Charlotte Motor Speedway – was very exciting for our students," Tuten said. "They learned by doing, and it brought marketing to life. It was a win for everyone."



Students in Dr. Tracy Tuten's Social Media Marketing class.

MBA Team Helps National Pharmacology Group

An MBA team at East Carolina University worked with a national pharmacology group this past fall, helping the organization with marketing-related needs during a semester-long project.

Under the guidance of Dr. David West, associate professor in the Department of Marketing & Supply Chain Management, MBA students Leighann Cleland, Denise Guthrie, Richard King, and Joshua Blackburn received elective credit as interns for their hands-on work with the Association of Clinical Pharmacology Units (ACPU). The team completed the project virtually, which opened participation to online students along with campus-based students.

As part of the project, the MBA team evaluated whether the ACPU should merge with a larger organization or remain independent. The students conducted market research through telephone interviews and web-based surveys, helping tackle important marketing issues facing the ACPU – including the lack of name recognition and identity issues. Two members of the team, Cleland and King, also presented at the ACPU's annual meeting in Cincinnati. At the end of the semester, the team developed a marketing plan and image cam-

paign as a means to help grow and revitalize the ACPU's membership base.

The Association of Clinical Pharmacology Units (ACPU) is a professional organization of physicians, pharmacists, nurses, respiratory therapists, administrators, recruiters, marketers, and others who have an interest in Clinical Pharmacology Units (CPUs). A CPU is a medical entity whose employees' interests and expertise are in conducting Phase 1 clinical trials, where drugs are first tested in humans to determine their safety and efficacy.



MBA students Rich King and Leigh Cleland visit the ACPU's annual meeting in Cincinnati.

Accounting Student Awarded AICPA Minority Scholarship



Kendell Harris, Junior Accounting Student

The American Institute of CPAs (AICPA) has honored accounting student Kendell Harris with a 2010-2011 AICPA Minority Scholarship – the first ever for an East Carolina student.

The AICPA Minority Scholarship program provides awards each year to outstanding minority students, encouraging their selection of accounting as a major and their ultimate entry into the profession. Funding is provided by the AICPA Foundation, with contributions from the New Jersey Society of CPAs and Robert Half International. For four decades, this program has provided more than \$14 million in scholarships to approximately 8,000 accounting scholars.

The AICPA awarded 92 minority scholarships nationwide for the 2010–2011 academic year, with amounts ranging from \$1,500–\$3,000 each. Recipients must demonstrate exceptional academic achievement, leadership, and commitment to pursuing the CPA designation. Harris was awarded the maximum scholarship amount of \$3,000.

Originally from Hertford, N.C., Harris became interested in business at a young age. He graduated from Pitt Community College in 2008 with a degree in accounting. He immediately enrolled at ECU to continue his undergraduate education, and he hopes to ultimately earn his Master of Science in Accounting as well as his CPA designation.

When he's not busy studying, Harris enjoys giving back to his community. While at Pitt Community College, he served as president of Pitt Community College's Next Level Minority Male Program. Today, he volunteers at the Pirate Tutoring Center, where he helps other accounting students. He also enjoys teaching those who are deaf or hard of hearing how to learn the Bible using American Sign Language.



ECU Students Contribute to Hotel's Success



(Left to right) Students
Carlie Coward, Eddie Ugrinsky,
and Victoria Sakis.

The Courtyard by Marriott in Greenville has won a national award for its service quality, and general manager Hanna Magnusson says three students in the College of Business are to thank for it.

Due to the hard work of students at the front desk reception – Carlie Coward, Eddie Ugrinsky, and Victoria Sakis – the hotel recently won the award for most improved staff service out of all 800+ Courtyard hotels worldwide. Furthermore, year to date, the Courtyard by Marriott in Greenville ranks in the top 10% for staff service of all Courtyards nationwide.

"I have been in management with Marriott for eight years, and I am amazed and so proud of how committed these students are at all times," Magnusson said. "The students' performance has been very high and always exceeds our guests' expectations."

Magnusson says she works closely with the Career Services Office in the College of Business to fill various positions within the hotel. She enjoys offering students flexible work hours, allowing them to balance their classes and work schedule.

"Whenever we advertise our job openings with College of Business Career Services, we always receive numerous applications. I highly recommend using the College of Business when hiring for your business. No doubt it has generated a higher volume of business for us."

Student Finance Organization Visits DC

In mid October, more than 20 students in ECU's Financial Management Association visited finance professionals in Washington, D.C., along with faculty advisor Dr. Charmaine Glegg.

As part of the annual fall break trip, students toured the U.S. Securities and Exchange Commission and participated in a discussion at the Overseas Private Investment Corporation, a federal agency that helps U.S. businesses invest in new and emerging markets overseas. While at OPIC, students met with Judyth Gilbert, office of external affairs; John Didiuk, investment officer; and Peter Ballinger, director of business development.

Dr. James Westmoreland, associate dean for external affairs in the College of Business, also joined the group for a two hour presentation at the World Bank, one of the group's first stops.

"The Financial Management Association looks forward to annual 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 Washington, D.C. The experience is a great way for students to broaden their horizons and learn 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.



Members of ECU's Financial Management Association
visit Washington, D.C., during an October field trip.

Student *notes*

Students Inducted into Beta Gamma Sigma

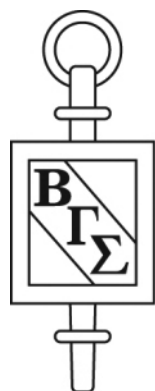
The College of Business recently inducted almost 70 new members into the Gamma Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Outstanding Senior Award plaques were also presented to graduating seniors in Beta Gamma Sigma with a perfect 4.0 GPA: Timothy Carl Bryant, Joy R. Holleman, Sarah B. Maguire, and Andrew Ryan Smith.

An induction banquet was held Dec. 7 at the Rock Springs Center in Greenville, where chapter honoree Drew Covert (FINA 1990) delivered the keynote address. Covert is President and Chief Operating Officer for Southern Bank and Trust Company and Southern Bancshares NC, Inc. He has been employed with Southern Bank for 12 years, and prior to this he held the positions of Examiner and Capital Markets Specialist with the Federal Deposit Insurance Corporation. Covert and his wife Vickey reside in Mount Olive with their sons, Daniel and Nicholas.

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

Assistant professors Joy Karriker (MGMT) and Jason Oliver (MSCM) currently serve as faculty advisors in the College of Business. Karriker is president of ECU's Beta Gamma Sigma Chapter, and Oliver is secretary.

Fall 2010 Inductees



JUNIORS

Joshua Anderson
Mita Aravapalli
Philip Barr
Shelby Boruff
Chelsea Benner
Robert Brumbaugh
Michelle Bryce
Kimberly Cummings
Chelsea Dygert
Jennifer Ehrman

Andrew Flowers
Arielle Goldenstein
Kevin Hale
Erica Hawkins
Robert Jackson
David Jauss
Jonathan Kennington
Robyn Mondin
Elise Mundal
Anthony Okunak

Sunil Persaud
Daniel Seavey
Matthew Sedore
Vishal Shah
Andrew Steffensen
Brent Vaden
Landon Vick
Eric Vozzo
Holley Watts
Najla Zeitawi

SENIORS

Megan Brothers
Timothy Bryant
Brian Cooke
Virginia Driggers
Joy Holleman
Corey Jinnette
Mark Larouche

Mary Lasseter
Matheson Lassiter
Justin Laughlin
David Lutter
Michael Lyons
Sarah Miller-Maguire
Malon Rogers

Abigail Shoemaker
Andrew Smith
Warren Straub
Alex Wadford
Ashley Wetherington
Christina Williams
Laura Williams

MASTERS

Jason Amar
Jonathan Boone
Benjamin Brown
Stephen Campbell
William Foust
Tamara Frost
William Haxton

Markus Leandersson
Joseph Marks
Thomas McCaskill
Ronald Morehead
Coretta Peel
Charles Powell

James Reingruber
Kenneth Savell
Salem Smith-Shupp
Joel Sickert
Michael Whitfield
Yanhao Zhu



Insurance Students Attend IIANC Conference

Six students in ECU's Risk Management and Insurance concentration participated in the Independent Insurance Agents of North Carolina (IIANC) Annual Meeting in October, accompanied by program director Dr. Brenda Wells. The IIANC meeting – its 113th annual conference – was held Oct. 10-13 at The Grove Park Inn Resort in Asheville.

At the conference, students learned about social networking and how insurance agents can take advantage of new technologies to form stronger connections with clients and prospects.



ECU students attend the annual conference of the Independent Insurance Agents of N.C., held in Asheville in mid-October.

Follow the College of Business!
<http://business.ecu.edu/socialmedia.cfm>

twitter



LinkedIn

GMAT Prep Course Offered



The College of Business will hold an intensive review course this spring to prepare individuals for the Graduate Management Admission Test (GMAT). Classes will meet from 6:30-9:00 p.m. on Tuesdays and Thursdays from Jan. 27 - March 1.

The course will be held on the main ECU campus, and it is open to the ECU community as well as the general public. ECU faculty members Philip Adams, coordinator of the University Writing Center, and Dr. Mark McCarthy, professor of accounting, will provide the course instruction.

The GMAT prep course cost is \$195 on or before Jan. 20, and \$220 after the deadline. The cost includes a GMAT review book. For more information or to register for prep course, please call the ECU College of Business Office of Professional Programs at 252-328-6377 – or visit online at <http://www.ecu.edu/cs-bus/professionalprograms.cfm>.

Student *notes*

2010-2011 College of Business Scholarship Awards

The College of Business Scholarship Awards provide financial assistance for students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Recipients for the 2010-2011 academic year were honored on Sept. 15 at the College of Business Scholarship Recognition Banquet. Award recipients are selected by the College of Business Scholarship Committee.

The Benton Family Access Scholarship
Heather Dawn Griffitt

The David A. & Pamela S. Bond Access Scholarship
Erica Denise Hawkins, Anthony William Jones, Tiffany Joi Temple, Edward Raul Ugrinsky, Stephen Allen Watson

The Eakins Scholarship
Ileah Jalese Alston

The Gourley Scholarship
Joshua Sobel Anderson

The Kel Normann Business Scholarship
William Bryan Smith

The Archie R. Burnette Scholarship in Finance
Georgia Ann Collier, Bryan Hunter Ward

The Mark & Tracy W. Copeland Accounting Scholarship
Kristy Boyette Grady, Sarah Elizabeth Jackson

The Howard and Virginia Brown Community Service Award
Nicole Alicia Evanger

The Margery W. and R. Roy Pearce Scholarship
Alexa Francesca Plett

The Grady and Martha Davis Scholarship
Brian Neil Cooke

The Ernst & Young Accounting Scholarship
Stephen Randal Campbell, Andrew William Stoker

The Donald L. and Barbara H. Hatch Scholarship in Marketing
Donna Michelle Wood

Elizabeth A. & Kenneth A. Schneider Accounting Scholarship
Amanda Louise Kelly

McGladrey & Pullen Alumni Scholarships
Charles Caldwell Burke Gullette, Coretta Lynne Peele

The McGladrey & Pullen Accounting Scholarship
Michael Lewis Whitfield

The Danny R. Scott Scholarship
Breonna Shari Godette

The RBC Centura Scholarship
Shelby Elizabeth Boruff

The Beta Alpha Psi Scholarship
Sarah Kay Davis

The Beta Gamma Sigma Scholarship
Andrew William Stoker

The George Coffman Scholarship
Trent James Abraham

The Commerce Club Scholarship
Kimberly Marie Collins, Abigail Lynn Shoemaker, Alex Cameron Wadford

The Frank Booth Scholarship
Walter Douglas Vliet

The Connally Branch Scholarship
Addison Wesley Scott

The Edward Jones Scholarship in Memory of Landon Blackley
Sunil Persaud

The Michael L. Bunting Business Scholarship
Brooke Amber Sinclair

The Emma Morris Scholarship
Kellye Maria Wooten

The Grant Thornton Accounting Scholarship
Tess Alexandra Martin

The Hal S. Johnson Scholarship
Jennifer Marie Edinger

The Hickman Family Scholarship
Chelsea J. Dygert

The Independent Insurance Agents of North Carolina Scholarship
Katherine Margaret Herman, Sarah Beth Miller, Jesse Edward Rogers

The James E. & Deborah L. Hooper Scholarship
Ashley Nicole West

The James W. and Anne H. Nordan Scholarship
Sina Forghani

The Judi Marvel Scholarship
Lori Jane Martin

The Latney W. Pittard Memorial Scholarship
Jesse Enoch Spence

The NCACPA Scholarships
Haylee Amanda Bridges, Hui Chang, Kathryn Isley Scarabelli, Michael Russell Truesdale

The North Carolina Board of CPA Examiners Scholarship
John Robert Futrelle

The North Carolina Board of CPA Examiners Exam Coupon
LeAnn Marie Walker

The Raymond and Martha Jones American Marketing Association Scholarship
Whitney Diane Sibol

The Michael & Rose O'Hara Scholarship
Melissa Kaufman Cheston, Justin Kyle Laughlin

The William H. and Lisa D. Shreve Scholarship
Tamon Tierre Myrick

The Greenville-Pitt Association of Realtors Scholarship
Joseph Burke Freedland

The Management Information Systems Scholarship
Francis Joseph Yeager

The Management Department Student Award
Sherry A. Agee

The J. Fred Hamblen Scholarship
Kevin Jackson Hale

The Department of Accounting Scholarship
Robert Jason Tomasula

The University Book Exchange Business Scholarship
Lucas William Nash, Anthony Joseph Okunak, Christian Stefanut

The Umesh and Usha Gulati Scholarship for International Understanding
Ashleigh Ellen Lee

The Anna Francis and Philip Alexander Jukoski Memorial Scholarship
Holley Ann Watts

The Audrey J. Smith Scholarship
Russ Michael Leaptrott

The Gary L. Warren Scholarship in Business
Jonathan Gregg Holland

The Andrew J. Pappas Memorial Scholarship
Justin Holt Cribb

The Gwen Potter Scholarship
Landon Joseph Vick

The Elsie L. & Silas D. Abernathy Scholarship
Kimberly Brooke Wheeler

The James L. and Ann T. Bichsel Scholarship
Kristi Lee Fogelquist

The Conley Marketing Scholarship
William Thomas Curtin III, Brittany Lea McKinney

The Commerce Club Book Scholarship
Charles Joshua Bradley, Alexandria Noel Conner, Yan Jia, Sarah Kathryn Langston, Stephen Bernard Shapiro, Lindsey Nicole Thompson, Jun Wang, Christina Nicole Weaver, Zeno Sebastian Weidenthaler, Kimberly Yvonne Whitfield

The Department of Accounting Book Scholarship
Brandon Jay Boley, Rachel Michelle Maddox, Joel Brent Stocks

The Student Accounting Society Scholarship
Kaitlin Alice Lloyd

The Associated Property Brokers Scholarship
Trevor Ryan Black

The First American Savings Bank Scholarship
Andrew David Steffensen

The Credit Professionals International Scholarship
Virginia Ruth Driggers

The Institute of Management Accountants Scholarship
Robin Irene Jordan



Get Hooked on Giving

We honored ECU's history of philanthropy in mid-November with a week-long series of special campus events targeting students, including Celebrate Your ECU Spirit Day and Thank You Alumni Day.

Everything from buildings to people who benefit from private gifts were marked in purple at ECU, and students brushed up on their East Carolina trivia through "Did You Know?" facts posted throughout campus. On Thank You Alumni Day, students visited "thank you stations" for a special opportunity to thank fellow Pirates for all they do. For freshmen, an ECU Purple Pig event was held in Joyner Library, where students brought in piggy banks full of change to benefit Joyner Library and celebrate the birthday of Verona Joyner Langford, ECU class of 1935, who bequeathed her estate valued at \$8.47 million. Students also showed their Pirate Pride through an ECU attire contest that involved posting photos on Facebook for a prize. On the final day of Philanthropy Week, students were asked to make a \$15 gift to their area of choice at ECU, including the Commerce Club. Our message was loud and clear: the more students who give back to ECU, the bigger the impact and the more our university can do.

Philanthropy Week was an important opportunity to educate our students about the impact of alumni gifts to the university. It also allowed us to teach the importance of philanthropy in our community. As we give thanks this holiday season, we are especially grateful to those of you who give back to East Carolina University and the College of Business. Your support enables our students and faculty to do so many enriching things for which state funds are not sufficient.



Colin O'Connor

Whatever you give, we thank you for your generosity.

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

Thank You for Making A Difference

A sincere thank you to our alumni and friends who continue to reach out to each other as well as our students. Your involvement makes a big difference!

We especially thank those of you who came to campus this semester to connect in the classroom – especially Dave Englert, Brenda Martin, Mayo Boddie, Anthony Patterson, and Louis Forrest. The pictures on the right illustrate your involvement, which is so enriching for our students. We also enjoyed seeing several of you at our homecoming tent in October, including Benson Porter and Russell Overman who brought their families and friends, as well as those who give their time through our Business Advisory Council.

If you haven't been to campus in a while, we'd love to welcome you back to Pirate country. Contact me to schedule a tour or to discuss how we can connect you with students. We hope that you will stay in touch and let us know if you'd like to be more involved in some way. As always, we invite you to update your information through our online form at:

<http://www.ecu.edu/cs-bus/memberupdate.cfm>



Jim Westmoreland

We look forward to our continued relationship.

Sincerely,
Jim

James R. Westmoreland, Ed.D.
Associate Dean for External Affairs
College of Business
East Carolina University
Greenville, NC 27858
(252) 328-0130
westmorelandj@ecu.edu



Ralph Finch and Bernita Demery meet with students in a roundtable discussion



Alumni Brenda Martin, Mayo Boddie Sr., and Mayo Boddie Jr. visit Dr. Joy Karriker's management class.

College of Business - Commerce Club

1200 Harold H. Bate Building
East Carolina University
Greenville, NC 27858-4353

Change Service Requested

Nonprofit Org.
U.S. Postage
PAID
Permit No. 110
Greenville, NC

ECU Student Aces CPA Exam

In East Carolina's Master of Science in Accounting program, it's well known that students earn the advanced skills and knowledge for an accelerated accounting career – and for successful completion of the CPA exam. MSA students at ECU typically sit for the CPA exam in the last semester of the program and consistently perform well above the national average.

One student, however, knocked the CPA exam out of the park earlier this year.

MSA student Michelle Beracha scored 98 on the AUD section, 97 on the FAR section, and 92 on the BEC section – with a perfect score on the REG section.

To become a certified public accountant, all four parts of the Uniform CPA Examination must be passed: Auditing & Attestation (AUD), Financial Accounting & Reporting (FAR), Regulation (REG), and Business Environment & Concepts (BEC). Each of the four parts of the examination is graded on a scale of 0 to 99, and the minimum passing score is 75. Super high scores on the CPA exam are seen by many as an additional credential above and beyond passing the CPA exam itself.

"I feel so fortunate to have enrolled in a program that prepared me to pass the CPA exam and to have professors who care so much about the success of their students," Beracha said. "It's a great feeling to begin my career able to focus exclusively on my new position and not have to give up my nights and weekends to study."

Beracha graduated from ECU in May 2010. She currently works as an audit associate in the Raleigh office of Grant Thornton. Beracha says her initial interview with the accounting firm was organized with help from the College of Business Career Services office. While she was a student, she also completed a competitive summer internship with Spirit AeroSystems in Wichita, Kan., where she created a budget for the new Kinston plant.

The recently released 2009 results for the CPA exam pass rates show East Carolina University ranked third in the state for candidates without advanced degrees who passed all parts of the exam. Wake Forest was first with 70.31% of candidates passing. Davidson was second with a pass rate of 60%. ECU beat out 31 other universities with a pass rate of 48.28%.



Michelle Beracha celebrates graduation with Dean Rick Niswander (left) and her husband, Dr. Eli Beracha (right), an assistant professor in the Department of Finance.

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.
