

# Stocknotes

WINTER 2015

COLLEGE OF BUSINESS NEWSLETTER

## ECU to Establish Region's First School of Entrepreneurship

*\$5 Million Pledge to Foster Economic Development, Impact Future Leaders*

East Carolina University announced in July its plan to create the first School of Entrepreneurship in the East, made possible by a generous commitment of \$5 million by a Raleigh area entrepreneur, J. Fielding Miller (MKTG '84), and his wife, Kim Grice Miller (MKTG '83).

The new Miller School of Entrepreneurship will focus on preparing generations of entrepreneurs – the future job creators – to launch successful new ventures. It is intended to become a nationally-recognized, destination program in entrepreneurship that will grow, attract, and retain top talent within the region.

Dr. Stan Eakins, dean of the ECU College of Business, said, "The mission of the College of Business has long included a focus on leadership. Innovation and entrepreneurship are leadership in action."

He continued, "The goal of our School of Entrepreneurship is for it to be big, bold, unique, and effective. We envision a school that is significant and unlike other entrepreneurship programs as it helps to create companies, boosts

employment, and improves lives. We will also strive to be bold, because if a school of entrepreneurship isn't bold, then how can it expect its students to be?"

### Infusing a Culture of Entrepreneurship

To instill a culture of innovation and leadership across the campus and region, the school will collaborate with other units and serve as the regional hub for preparing students to take an entrepreneurial mindset into their communities. The school will offer degrees and certificates along with workshops, entrepreneurial partnerships, research, and services that respond to the needs of small business. The school will have many working pieces and will require substantial private and campus support.

Miller, ECU alumnus and co-founder/CEO of CAPTRUST, a financial and investment advisory firm based in Raleigh, will provide the funds for this initiative, including startup funding, a professorship in entrepreneurship, and a matching pool to challenge

other ECU alumni to join in supporting the school.

Miller said, "Entrepreneurship gave me the opportunity to achieve independence, the ability to profit from hard work, and the capacity to give back in a meaningful way. I hope this gift will encourage other ECU alumni and entrepreneurs to support this effort and extend the school's impact even further."

Professor Michael Harris, who serves as chair of the Department of Management and director of ECU's Small Business Institute, said he sees the new school becoming a national model for educating and encouraging entrepreneurs. "We want students to come in and open their minds and say, 'I want to be a job creator' instead of someone who works for a corporation," he said.

The development of a School of Entrepreneurship comes as East Carolina is experiencing campus-wide momentum related to its innovation, engagement, and economic impact initiatives. In July, the Association of Public and Land Grant Universities designated East Carolina as an Innovation



Fielding and Kim Miller

and Economic Prosperity campus, placing it alongside universities such as Auburn, Clemson, and the University of Maryland.

Campus-wide collaboration will be essential to the new school's success, complementing services and activities already offered, including the Office of Innovation and Economic Development, Office of Technology Transfer, Small Business Institute, and Small Business Technology and Development Center. The School of Entrepreneurship is expected to be an active part of ECU's newly proposed millennial campus, called the East Carolina Research and

*continued on page 2*

# COLLEGE OF BUSINESS

## COLLEGE NOTES

### *cont. from Miller School of Entrepreneurship story*

Innovation Campus. This campus will serve as a site where the university can collaborate with private companies to commercialize research discoveries and offer advanced training to benefit the region's high-tech industries.

#### **Integrating All Aspects of the Campus**

The School of Entrepreneurship will focus on four primary areas: Academic programs, Campus integration, Regional service, and Research and Scholarship.

Eakins explained, "The very best innovation and entrepreneurship programs are not focused solely on business programs. Instead, they actively integrate all aspects of the campus behind a fundamental concept of encouraging and supporting innovators and entrepreneurs. The stated goal of this school to serve the campus in growing generations of students who will take an entrepreneurial mindset into their work environment, whether it be a small business or a conglomerate."

On the academic side, the School of Entrepreneurship will draw on the knowledge of experienced entrepreneurs to create the curriculum. A series of focus groups will be conducted across the region, including Greenville, Raleigh, Charlotte, Wilmington, and Atlanta, which will enable small groups to meet, study course options, and provide feedback. An

11-person steering committee of faculty will also work to create the program.

The Miller School of Entrepreneurship will offer a degree in Entrepreneurship and Small Business, with enhanced course offerings that support innovation, small and family business, and entrepreneurship. For non-business majors, the school will continue to support and develop the Certificate in Entrepreneurship. Other new additions will include developing a graduate-level Certificate in Innovation and Entrepreneurship, establishing a minor in Small Business and Entrepreneurship, exploring a new interdisciplinary degree or certificate program in Innovation and Entrepreneurship, as well as integrating innovation and entrepreneurship concepts throughout all College of Business courses.

In addition, the school will work to establish collaborative entrepreneurship courses that integrate across programs, such as engineering, design, computer science, medicine, and nursing. A campus-wide student entrepreneurship organization will also foster campus integration. The school will coordinate with the many units focused on Innovation and Entrepreneurship across campus including the Small Business and Technology Development Center (SBTDC), the Office of Technology Transfer, and the Entrepreneurship Initiative to provide a more collaborative and focused effort. While the

school will draw on faculty from across the College of Business and campus, additional professorships will be required to bring in top faculty from highly successful programs.

The school will also provide enhanced support for small business and coordinate assets throughout the region. In addition to working with and supporting the SBTDC, the school will host the Small Business Institute, house the Bureau of Business Research, and host events to facilitate entrepreneurship in the region, such as an entrepreneurship summit and case competitions.

Regarding research and scholarship, the school will host and produce the Small Business Institute Journal and provide technical reports and research through the Bureau of Business Research. It will also work in tandem with faculty across campus to produce valuable, applied, and interdisciplinary published research supporting entrepreneurship and small business.

The Miller School of Entrepreneurship will be an intensely active school with extensive programming and outreach, and it will work to integrate local, state, federal, and private resources across the region.

For more information about donating to the Miller School of Entrepreneurship, please contact Preston Lovett with University Advancement at [lovettw14@ecu.edu](mailto:lovettw14@ecu.edu) or (252) 328-9562.

---

## College of Business Named a Top Online MBA Program for Veterans

U.S. News & World Report has named the College of Business at East Carolina University as one of the best online MBA programs for veterans, ranking #61 out of hundreds of schools. The rankings, now in their third year, identify 737 programs that provide veterans with high-quality, flexible online education options across eight categories.

"When veterans return to higher education they can experience unique challenges during their transition out of the military and into civilian life," said Brian Kelly, editor and chief content officer at U.S. News. "The Best Online Programs for Veterans are designed to help veterans balance applying, paying for, and completing a degree – on top of their work and family commitments."

The online program in the College of Business has grown from a single course offering in

1998 to providing undergraduate and graduate degrees in several concentrations. Of the nearly 700 students enrolled in the MBA program for the fall 2014 semester, 75 percent attended part-time and selected online classes.

Dr. Stan Eakins, dean of the ECU College of Business, said, "We're proud that our online business program continues to rank among the nation's top schools for the best educational quality and value, especially when it comes to veterans. Our college values the unique contributions veterans and those serving in the military bring to our program, and we thank them for their service to our country."

To qualify for the Best Online Programs for Veterans rankings, an online degree program had to report participation in two key programs that offer educational benefits to people with military service. The rankings methodology

requires programs to belong to institutions that are certified for the GI Bill; they must also belong to schools participating in the Yellow Ribbon Program or to public institutions that charge in-state tuition for all out-of-state veterans. This year, the U.S. Department of Defense discontinued two programs that U.S. News previously factored into its analysis: the Servicemembers Opportunity Colleges (SOC) Consortium and the Defense Activity for Non-Traditional Education Support (DANTES) catalog. As a result, many more programs were included in the 2015 rankings.

To be ranked, programs also had to be among the top 75 percent of schools in the overall 2015 Best Online Programs rankings, which were released earlier this year. Those programs were assessed for various factors, including affordability, faculty credentials, student services and reputation.



## COLLEGE NOTES

### College of Business Celebrates Major Technology Upgrades

The College of Business held a ribbon cutting ceremony on Sept. 29, celebrating the technology transformation on Bate Building's third floor that began three years ago.

To date, the college has revamped five classrooms to facilitate active learning, plus a large teaching computer lab. All of the renovations have incorporated feedback from students and faculty collected through focus groups, in addition to the latest and best practices.

The retooled classrooms include collaborative multimedia technology and easily reconfigurable furniture. The rooms accommodate a more flexible and engaged instructional approach that more faculty are using.

The teaching computer lab, which seats 42 students, now includes two large projectors, specialty software, additional individual workspaces, plus a more inviting interior with a stepped ceiling, comfortable tables, chairs, and carpet.

Len Rhodes, director of Technology, Information & Operations for the ECU College of Business, said, "We did a lot of homework on this project and are excited to see our 1980s-style rooms transform into cutting-edge learning environments that emphasize communications, interaction, and engagement – which is especially important as our leadership program matures."

Construction on a new student computer lab, called the Student Technology Center, is expected to begin in 2016.



**Pictured left to right at the ribbon cutting ceremony are Ricky Hill, Engineer, ECU Facilities Services; Wendy Creasey, Director of Academic Technologies, ECU Information Technology & Computing Services; Caitlin Titus, Interior Designer, MHAworks; Albrecht N. McLawhorn, Director of Greenville Office, MHAworks; Amy Spruill, Interior Designer, MHAworks; Dr. Stan Eakins, Dean, ECU College of Business; Ryan Corbett, Engineer Architectural Technician, ECU Facilities Services; and Len Rhodes, Director, Technology, Information & Operations, ECU College of Business.**

### ECU's School of Hospitality Leadership Relocates to the College of Business

ECU's School of Hospitality Leadership moved to the College of Business on July 1 as part of the university's academic restructuring, which involved dissolving the College of Human Ecology.

Established as a program in 1987, the School of Hospitality Leadership is currently the largest hospitality department of its kind in the state and one of the largest in the Southeastern United States. The school will continue to offer courses in the Rivers Building for the near future, where its kitchen labs are located.

More than 450 students are enrolled in the School of Hospitality Leadership, where students can complete the B.S. in Hospitality Management either on campus or via distance learning and concentrate in Food and Beverage Management, Lodging Management, or Conventions and Special Events Management. In addition, the school offers a minor in Hospitality Management as well as a Hospitality Management Certificate through the MBA program.

Dr. Stan Eakins, dean of the College of Business, said the transition will open the door to new synergies between business and hospitality management.

He said, "Moving ECU's School of Hospitality Leadership to the College of Business is a logical step, given the school's emphasis on research, leadership-based teaching, and relationships with businesses that employ hospitality management graduates. We look forward to launching the careers of thousands of leaders in hospitality and service professions."

Dr. Robert O'Halloran, professor and director of ECU's School of Hospitality Leadership, said, "Our goal as a program is to develop leaders for the business of hospitality and tourism, so the move to the College of Business is a great fit. Together, we will support the development of the future of hospitality and tourism leadership."

## COLLEGE NOTES

### College of Business, Chamber of Commerce Host Regional Leadership Summit

The ECU College of Business, in partnership with the Greenville-Pitt County Chamber of Commerce, hosted the 2015 Leadership Summit on Nov. 13 at the Hilton Greenville.

The one-day event featured prominent business leaders and insights from their leadership journeys. Steve Cunanan (PSYC '87, MA '91), ECU alumnus and chief people officer of Kindred Healthcare, served as keynote speaker. Other speakers included:

- Parker Overton, founder and former CEO of Overton's Boating Accessories & Watersports Store
- Walter Williams, founder of Trade Mart
- Brian Churney and Tim Kirian, owners of Two Men and a Truck – Greenville
- Cathy Andruzzi, president of Druzz Ltd.
- Vin McCaffrey, founder and CEO of the Game Theory Group
- Dr. Alan Finkel, founder of the Carolina Headache Foundation

- Brian Welke, general attorney with the U.S. Federal Trade Commission
- Josh Carroll, co-founder of Flying Scarfs
- Kris Carroll, president of Grady-White Boats
- Andre Hollis, CEO of Tiger International Advisors

Stan Eakins, dean of the ECU College of Business, said, "We are proud to sponsor the Leadership Summit with our partners in the Chamber of Commerce, bringing together top business leaders to share ideas and engage the community. Opportunities like this can serve as a catalyst for innovation and entrepreneurship, and we're excited to lead the way in regional transformation."

Scott Senatore, president of the Greenville-Pitt County Chamber of Commerce, said, "The Chamber is dedicated to providing connectivity at the highest level for our businesses, community, and region. This Leadership Summit is expected to be the first in a series of events that will spark economic growth and initiatives throughout the area."

---

### Whistleblower Mark Whitacre Speaks to Business Students



Mark Whitacre

Mark Whitacre, an Ivy League Ph.D. and the highest-ranked executive of any Fortune 500 company to become a whistleblower in U.S. history, spoke to a packed auditorium of ECU business students on April 15. He presented "When Good Leaders Lose their Way," an ethics message about doing the right thing.

Whitacre is responsible for uncovering the ADM price-fixing scandal in the early 1990s. In apparent retaliation for his role as an informant, ADM investigated Whitacre's activities and, upon discovering suspicious activity, requested the FBI investigate him for embezzlement. As a result of \$9.5 million in various frauds, he lost his whistleblower's immunity and spent eight years in federal prison. Since December 2006, Whitacre has served as chief operating officer and chief science officer at Cypress Systems, Inc. His undercover work with the FBI during the ADM scandal was the inspiration for the major motion picture "The Informant" starring Matt Damon.

During his presentation at ECU, Whitacre shared his experience as both a criminal and an FBI informant. He discussed his motivation and struggles throughout his journey, and he showed a picture of the green lamp the FBI used to record video during the three-year undercover operation. He offered advice for students to pursue success in an ethical way, concluding that you should live life as if others are watching your behavior.

Whitacre said, "All of you, if you haven't already, will experience a lot of forks in the road. They're not always illegal activities, sometimes they're unethical. And I can tell you from experience, you want to choose that right path, because the long term consequences that I put my family through wasn't worth it... A life of significance is so much more important than a life of success."

Whitacre and his wife Ginger have three children. Their daughter Tanya is a 2001 elementary education graduate of ECU.



## FACULTY NOTES

### Business Advisory Council Meets

The Business Advisory Council for 2015-2016 met with faculty and staff on Oct. 15 in Greenville to hear updates and discuss important initiatives within the College of Business. Lynn Schubert, president of The Surety & Fidelity Association of America, currently serves as chair.

The College of Business works closely with its Business Advisory Council, a group of alumni and friends who provide valuable expertise, guidance, and support for the continuing development of high quality business programs at East Carolina University.

The Business Advisory Council also helps the College of Business foster ongoing relationships with the larger business community. It formally meets two times per year. In the interim, members work with the College of Business, individually or in groups, based on individual skills and interests.



The Business Advisory Council for 2015-2016.

### Fenich Inducted into DMAI Hall of Fame

Destination Marketing Association International (DMAI), the world's largest resource for convention and visitors bureaus, recently inducted Dr. George Fenich into its first Hall of Fame class during the organization's annual convention in Austin, Tex. Fenich is a professor in ECU's School of Hospitality Leadership, which is now housed in the College of Business.

The Hall of Fame Award recognizes individuals who have changed the future of destination marketing for the better, made significant contributions to the advancement of the industry, and have shaped travel marketing. It is the highest honor that DMAI can bestow.

"DMAI as an organization recognizes the importance of leadership in our industry to sustain our 100 year history and grow destination marketing into the multibillion dollar industry that it is today," Michael Gehrisch, president and CEO of DMAI, said. "Our goal is to shine a spotlight on these pioneers, champions, and influencers, and allow our members around the globe an opportunity to get to know them and their works."

Fenich has helped shape the destination marketing industry for almost three decades and has dedicated his academic career to the advancement of research, scholarship, and teaching. He was an industry practitioner before moving into academe.

Today, in addition to his role as a leading academic in the meetings and conventions field, Fenich provides cutting-edge research and analysis to destination marketing organizations across the country through his consulting firm, Fenich & Associates. He has published three industry textbooks, more than 60 peer-reviewed journal articles, and has made



Dr. George Fenich (center) receives the Hall of Fame Award from Michael Gehrisch, President and CEO of DMAI (right), and Jason Fulvi, VP of Sales for the Pittsburgh Convention and Visitors Bureau (left).

more than 150 presentations in the U.S. and abroad to benefit the industry. He has served as a member of DMAI for more than 20 years, including work on the organization's Student Educator Advisory Council and chairing the DMAI Case Study Competition. He has delivered education programs around the world, from China and Japan to Turkey, France, Mauritius, and South Africa.

Fenich also received the Educator Honoree Award at the 2015 Professional Convention Management Association (PCMA) Education Foundation Dinner Celebrating Professional Achievement.

# COLLEGE OF BUSINESS

## FACULTY NOTES

### ECU Professors Inspire \$100,000 in Student Savings Each Semester

A personal finance class at East Carolina University has inspired students to save a combined \$100,000 each semester for the past five years.

College of Business instructors Len Rhodes and Mark Weitzel call themselves “The Money Professors.” They challenge 500 students in two 250-student sessions of the class to collectively save \$100,000 during the semester.

“For most, it is as simple as realizing how much they spend on eating out and cutting back, or making smarter purchasing decisions. For others, it is about setting a financial goal and then making changes in their lives to achieve that goal,” said Weitzel, director of the ECU Financial Wellness Institute.

The professors created the challenge because they wanted to know if what they were teaching was making an immediate difference in the students’ financial lives. “The challenge is simple,” said Weitzel. “If you learn something in class that you put into practice in your daily life and that saves you money, we want to hear about it.”

Weitzel created the personal finance class in 1999 after being inspired by a walk across ECU’s campus, where he observed banks and credit card companies catering to students during registration. “Students were signing up for credit cards, having no real idea of how to properly use them, quickly abusing them and finding themselves in real trouble,” said Rhodes, director of Technology, Information and Operations.

The class, which has no prerequisites and is worth three elective credit hours, quickly expanded and now reaches full capacity every semester. “That’s 1,000 new students each year,” said Rhodes. “It’s the most popular class on campus.”

As the class evolved, the professors became dissatisfied with the available textbooks on personal finance, so they decided to write their own.

“We couldn’t find anything that completely fit what we were teaching. For example, we couldn’t find a single textbook that talked about the biggest financial decision you make in your life: who you marry,” said Weitzel. “While it isn’t terribly romantic to look at it that way, one out of two marriages ends in divorce, and the leading cause is fights about money. We decided that we need to help educate these kids about understanding money and relationships.”

The overall goal of the class is to provide students the information and

the tools they need to better manage their personal finances while they are at ECU and after they graduate.

“The single most important thing that we hope students will walk away with from the course is that you cannot separate your personal life from your financial life. They are inextricably intertwined. Good financial health promotes and enforces good health in other dimensions of your life,” said Weitzel. “The second message is that personal finance is personal. There is no one-size-fits-all advice out there that works for everyone.”

All royalties from the sale of their textbook, “Personal Finance: Easy. Relevant. Fun.,” are given back to ECU students in the form of scholarships.

Rhodes and Weitzel have co-written many other finance books, including “The Graduate’s Guide to Life and Money” and “How to Keep Your Kid From Moving Back Home After College.” Together, they run a company called “The Money Professors,” through which they offer expert knowledge, resources, and consulting to help other universities develop content that students can relate to.

For further information, visit [www.themoneyprofessors.com](http://www.themoneyprofessors.com).

*Story courtesy of Grace Haskin, ECU News Services*



**Mark Weitzel, left, and Len Rhodes in the Jenkins auditorium where they teach. (Photo by Cliff Hollis)**



## FACULTY NOTES

### College of Business Awards Professorships

The College of Business recently awarded professorships to three outstanding faculty members, honoring their achievements: Dr. John Kros (MSCM), Dr. Douglas Schneider (ACCT), and Dr. Tracy Tuten (MSCM).

Kros earned the McMahon Distinguished Professorship, a five-year position that honors scholarship and teaching in the College of Business. The McMahon Professor also serves as a role model for ECU faculty and students. The McMahon Distinguished Professorship is made possible by the Vince and Linda McMahon Family Foundation.

“It is a great honor to be awarded the Vincent K. McMahon Distinguished Professorship,” Kros said. “I would like to thank the McMahons for their generosity and for creating a legacy within the College of Business. I will continue to strive for excellence in teaching, research, and service while being a good steward of the McMahons’ gift and forwarding their vision.”

Schneider was honored with the Edwin B. Jones Family Endowed Professorship in Accounting, a five-year award that recognizes an eminent scholar and faculty member at the full professor level in the ECU College of Business.

The awarding of the Jones Professorship recognizes Dr. Schneider’s extensive record of teaching, research, and service during his career at ECU, which began in 1991. The professorship is named in memory of Edwin B. Jones, a 1958 College of Business graduate who enjoyed a career with the U.S. Department of Treasury as an investigator.

The College of Business honored Tuten with the Stansell Fellowship, a \$1,000 annual award to support faculty research that is named in memory of Dr. Stanley Roger “Buddy” Stansell.

Stansell was a beloved finance professor at ECU. He retired in 2005 after a 17-year career as the Robert Dillard Teer Jr. Distinguished Professor of Business, but he stayed involved with many of his students until he died on April 15, 2014. His family created an endowment in his memory last year, and both family and friends have made contributions. The Stansell Fellowship is funded by those gifts, with a new award recipient chosen each year.

Tuten said, “This is an especially meaningful honor for me because Dr. Stansell was one of my professors when I was pursuing my BSBA, and he made a tremendous impact. I’m very grateful for this recognition and encouragement in his memory.”



Dr. John Kros



Dr. Douglas Schneider



Dr. Tracy Tuten



# COLLEGE OF BUSINESS

## FACULTY NOTES

### Robinson Joins JSR Editorial Review Board



Dr. Stacey Robinson

Dr. Stacey Robinson, assistant professor of Marketing and Supply Chain Management at ECU, has been named to the Editorial Review Board of the Journal of Service Research. Her term will run from now until May 2017.

The Journal of Service Research is a peer-reviewed academic journal that covers service marketing, service operations, service human resources and organizational design, service information systems, customer satisfaction and service quality, electronic commerce, and the economics of service. It is published quarterly.

Robinson joined ECU in 2011, where she teaches Consumer Behavior and Retail Management. She earned her PhD in Marketing from Florida State University. She also has an MBA from Meredith College in Raleigh and a BSBA from the University of Central Florida in Orlando. Last year, the American Marketing Association honored Robinson as one of the top three young scholars internationally in the Retail and Pricing field, earning an honorable mention for the 2014 Young Scholar Award. She was also recently named the Dean's Faculty Fellow in the College of Business.

### Luchtenberg Earns Best Paper Award

Dr. Kimberly F. Luchtenberg, assistant professor in the ECU Department of Finance, and her co-author, Dr. Michael J. Seiler, professor at the College of William and Mary, recently earned the Best Paper Award at the American Real Estate Society's (ARES) 31st Annual Meeting.

ARES members selected their paper, titled "Did the Recent Financial Crisis Impact Integration between the Real Estate and Stock Markets?" as the 2014 best paper in Journal of Real Estate Portfolio Management.

Luchtenberg joined the Department of Finance in 2013. She previously taught at Old Dominion University in Norfolk, Va., where she earned her PhD in Business Administration. She also earned her MBA from Old Dominion in 1997 and earned her undergraduate degree in mathematics from the U.S. Naval Academy in Annapolis in 1990. She teaches Financial Management to undergraduate students as well as graduate students in the College of Business.



Dr. Kimberly F. Luchtenberg

### Karl Wins Award for Best Insurance Article



Dr. Brad Karl (left) with his co-authors.

The American Risk and Insurance Association (ARIA) recently honored Assistant Professor Brad Karl with the Award for Best Article, recognizing the Risk Management and Insurance Review's top research for 2014. The award was given for the paper titled "Market Implications of Public Policy Interventions: The Case of Florida's Property Insurance Market," which Karl co-authored with colleagues from Florida State University.

Karl earned his PhD in May 2013 from Florida State University, concentrating in Risk Management and Insurance. Since then, he has taught Risk Management and Insurance classes through ECU's Department of Finance. Karl recently earned the College of Business New Faculty Teaching Award for 2014-2015, and he currently serves as co-advisor of the university's chapter of Gamma Iota Sigma, the international risk management, insurance, and actuarial science fraternity.

## ALUMNI NOTES

### 2015

**William Blake Christian (MGMT)** is senior production technician for Grifols, Inc.

**Michelle M. Dolan (FINA – RMI)** is underwriter for middle markets commercial for Zurich North America in West Roxbury, Mass.

**Jacob Reed (MBA)** is an economic analyst for the Eastern Bank of Cherokee Indians Division of Commerce in Cherokee, N.C.

**Hunter H. Rudd (MGMT)** is owner of Rudd Photography LLC in Chapel Hill. He entered Duke's Fuqua School of Business this fall as an MBA candidate for the class of 2017.



Hunter Rudd

### 2014

**Joseph Bryan (MBA)** is account manager/sales specialist for Arrogen, Advanced Forensic Solutions, a criminal forensics lab in Greenville.

**Carlie Coward (MBA, MKTG '12)** is director of business development for North State Medical Transport in Raleigh.

**Christopher Ganzon (MSA, ACCT '13)** is an audit associate with KPMB in Raleigh.

**Alexander Kern (FINA – RMI)** is a producer for Pelnik Insurance in Raleigh.

**Alexander G. Kile (MSCM)** is an account manager with Systel Business Equipment, a document management company, in Charlotte. He stated that Dr. Judy Wagner's MKTG 4532 was one of the best classes he could have taken at ECU and that she prepared him for his career today.

**Sarah Kathleen Smith (MBA, ACCT '10)** wed Stuart Alexander Gay on Aug. 23 at St. Michael's Episcopal Church, Raleigh. She is a marketing coordinator with North State Bank, Raleigh.

**Michael Timothy Ryan (FINA)** is a financial advisor with Wells Fargo Advisors in Charlotte.

**Todd Edward Vlk (MIS)** is metadata manager – business analyst at East Carolina University. He plans to enter ECU's MBA program next spring. He has organized tours of the ECU ITCS Data Center on Cotanche St. for the AITP.

### 2013

**Jonathan Cayton (MBA, FINA '08)** is a brokerage investment professional with Vanguard in Raleigh.

**Jonathan Colbert (MGMT)** is a student assistant with the South Carolina Small Business Development Center: Clemson University. He will complete his MBA at Clemson University in May 2016.

**Andrew Flowers (MSA, ACCT '12)** is a senior associate with KPMG in Raleigh.

**Carter Gagnon (MBA, FINA '12)** is assistant category manager with Advance Auto Parts in Greenville.

**Charlotte Jarman-Cutler (MGMT)** recently became the compliance review analyst for First South Bank in Washington, N.C.

**Sean Kayes (MGMT)** is a sales associate for Composites One, the leading distributor of composite materials in North America. He has relocated to Atlanta for his new position.

**Marisa Melchiorre (MGMT)** is an inside sales representative for WESCO Distribution in Pittsburgh, Pa.

**David Miller (MBA)** is a partner with Powell Financial, a wealth management firm in Charlotte. He was honored as a "40 Under 40" award recipient by the Charlotte Business Journal for 2015.

**Christopher Allen Moody (FINA)** is an analyst for International Farming Corporation in Kinston. He and wife Jennifer are proud to announce the birth of their son, Maxton Reese Moody, on February 11, 2015.

**Nicole Ricciardi (ACCT & FINA)** is a CBS analyst for ICF International, a consulting firm in Fairfax, Va.

**Jason M. Wood (MBA, MKTG '11)** was promoted from a procurement analyst II to manager of regulatory oversight with RAI Services Company, a tobacco manufacturer in Winston-Salem.

### 2012

**Joshua Mylan Anderson (MGMT)** wed Sarah Ellen Boswell (ECU '14) on April 25 at First

Baptist Church, Wilson. He is an operations manager with Cummins Engine, Rocky Mount, and she teaches 11th grade history at Beddingfield High School.

**Ashby Brame (MBA)** is marketing and public relations manager for the Johnston County Visitors Bureau in Smithfield, N.C.

**Brad Brumbaugh (FINA)** is a senior associate with Berkeley Research Group, a global strategic advisory and expert consulting firm in Denver, Colo. He is focusing on healthcare valuations.

**Samuel McCormick Byrum (MBA)** wed Lindsay Neal Eason on April 26 at Archdale United Methodist Church, Archdale. He is an associate wealth management advisor.

**Thomas Hill (MIS and FINA)** is a business systems analyst for Strickland Insurance Group in Goldsboro.

**Rachel Lynn Deehr Malone (MBA)** is the director of business services for the Erie County Board of Development Disabilities in Sandusky, Ohio.

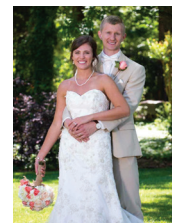
**Kari Mueller (MBA, Fashion Merchandising '11)** is merchandise allocator for Forever 21 in Raleigh.

**Courtney Newton (MKTG)** is a supply chain analyst for Ralph Lauren in High Point.

**Ashley Nowell (FINA)** is an annual enrollment specialist for Automatic Data Processing (ADP), LLC in Charlotte.

**Hunter Peyton (MGMT)** was promoted to banking officer in BB&T's community banking department in Greenville.

**Lee Potter (FINA)** is lead project analyst for PRA Health Sciences in Raleigh. He recently wed Shelby Cook (ECU '14). The couple met in the Boneyard at ECU's last home football game of Lee's senior year in 2011.



Lee and Shelby Potter

**Samanta Beth Salek (MBA)** wed Joshua Keith Genes on Nov. 15 at The Atrium, Wilmington. She works for The Channel Company, Raleigh. He is a student at ECU and is employed by United Parcel Service, Wilmington, and the U.S. Coast Guard Reserves, Wrightsville Beach.

# COLLEGE OF BUSINESS

## ALUMNI NOTES

**Antonio Jose Virella Jr. (FINA)** is a consultant (staff II) in enterprise intelligence for Ernst & Young in Charlotte.

**Charles Walker (MSA)** is a senior auditor for Ernst & Young in Raleigh.

**Teikisha Williams (MGMT)** is a staff accountant for N.C. Wesleyan College in Rocky Mount. She is also enrolled at N.C. Wesleyan pursuing her B.S. in marketing.

### 2011

**Barden Elizabeth Browning (MBA)** is business manager for medicine and care coordination at Vidant Medical Center in Greenville.

**Sarah Catherine Chewning (MBA, MKTG '07)** wed **Justin Paul Freeman (MBA '11)** on Oct. 18, 2014 at the Chewning residence in Rockingham. At ECU, she was president of Alpha Omicron Pi sorority. She is the Clinical Accounting Director for ECU's School of Dental Medicine, and he is a Financial Aid Consultant with Hertford Southern.



**Sarah and Justin Freeman**

**Henry Lurher McRee (MBA)** is an account executive for William T. Burnett & Co., a manufacturer in Scottsdale, Ariz.

**Lauren Moss (MKTG)** is a communications assistant at Seakeeper, Inc. in California, Md.

**Brittany Pendergraph (MBA, ACCT & FINA '09)** is a capacity analyst with State Farm in Irving, Texas.

**Diadra Powell (MBA, CHEM '05)** is the finance director for the City of Americus in Americus, Ga.

**Joel Brent Stocks (MSA, ACCT '09)** wed Karen Lorraine Braddy (ECU '10) on July 19 at Second Baptist Church, Washington. In Greenville, he is a senior audit associate and CPA at Dixon Hughes Goodman LLP, and she is a registered nurse at Physicians East.

**Elizabeth A. York (MKTG)** is the newest member of the Intellectual Property Practice Section at Ward and Smith P.A. in Raleigh, N.C. she is working as an administrative assistant. In addition, she was married on September 20, 2015. Elizabeth has a daughter, Melanie, who started kindergarten this year.

### 2010

**Ryan Bowen (FINA)** and wife, **Brittany Davenport Bowen (MKTG '10)**, have moved from Raleigh to San Francisco for fun, adventure, and the pursuit of the next level career.

**Susan Houghtalin (ACCT)** earned her MSA from the University of Texas at Arlington in 2013. She is now working as an auditor for General Services Administration's (GSA) Inspector General in Fort Worth, Texas.

**Ashley Brooks Joyner (BSA/MSA)** wed **Bennison Jacob Gardner (ECU '09)** on Aug. 9 at Yankee Hall Plantation, Greenville. She is a tax associate at Michael V. Joyner & Co., CPA. He is an operations manager at SILVERcare.

**Michael Stanley Kowalczyk (MBA, MGMT '09)** was promoted to sales specialist in May 2015 for Aramark, specializing in selling Refreshment Services. He lives in Miami Beach, Fla.

**Jamey Alex Lewis (FINA)** is business development manager for Edwards, Inc., an industrial construction company in North Carolina and Virginia.

**Heath Nisbet (MSA, ACCT '96)** is vice president of First Bank's Greenville loan production office.

**Manisha Patel (MBA)** is project manager II with Dignity Health in Peoria, Ariz. She is married to Dr. Roy Patel, a 2010 graduate of the internal medicine residency program at Vidant Medical Center. The couple welcomed a baby boy on February 16, 2014.

**Marshall Prentice (MBA)** is program manager and assistant vice president at Deutsche Bank in Cary.

**James Riley (MGMT)** is materials support services supervisor at Onslow Memorial Hospital in Jacksonville, N.C.

### 2009

**Kyle Holliday (MBA, MGMT '07)** is an organizational development and learning specialist with RTI International, a non-profit research-based company in the Raleigh area. He and wife Amy recently moved to Holly Springs, N.C. and had their second daughter, Libby Kate, in August.

**Rodney Lewis (MGMT)** is an accounts manager for Maxim Healthcare Services in Greenville.

**Scott Poag (MBA, FINA & Hosp MGMT '07)** was listed among the 2015 "Top 10 in 10 Young Professionals to Watch" by the Augusta Metro Chamber of Commerce and Augusta Magazine. He serves as project manager for the Augusta Economic Development Authority.



**Scott Poag**

**Matthew Robinson (MBA)** is assistant administrator at Coastal Children's Clinic, a pediatric medical practice, in New Bern.

**Margaret Virginia Williams (MSA, ACCT '08)** wed **Andrew Bennett Keasler (MSA '08)** on Nov. 8 at Wrightsville United Methodist Church, Wrightsville Beach. She is a CPA in the Raleigh office of Ernst & Young. He is a CPA at his own practice, D. Keasler PLCC, Raleigh.

**Christian Matthew Yungbluth, P.E. (MBA)** is vice president of business development for Star International Holdings, a manufacturing company in St. Louis, Mo.

### 2008

**Ashley Bullock (FINA)** was promoted from a credit analysis manager to credit manager at First South Bank. She celebrated her seventh year work anniversary with First South in July. She married Everett Kelly Jr. on April 25, 2015 at Tobor City Baptist Church.

**Katherine Clyde (MBA)** was promoted to dean of Pitt Community College's business division. Previously she was the division's curriculum coordinator.

**Adam Keen (MBA, MGMT '05)** and wife Casey Reid Keen (ECU '05) of Wrightsville Beach are the proud parents of Preston Ford Keen. He was born July 27th and weighed 8 lbs. 4 oz. and was 22 inches long.



**Adam Keen and Family**

**Garrett Layell (FINA)** founded Third Dimension Advisors, LLC, in April 2015. Third Dimension Advisors is a registered investment advisor in Cary, N.C. For more information, visit [www.thirddimensionadvisors.com](http://www.thirddimensionadvisors.com).



## ALUMNI NOTES

**Dr. Amy Lenfesty Gagnon** (MBA, MGMT '07, MD '12) and **Taylor Gagnon** (MBA '09, FINA '08) had a daughter, **Avery Elise Gagnon**, born October 23, 2014.



**Avery Elise Gagnon**

**William Derek Stevens** (MKTG) is a claims specialist I with Nationwide Insurance in Benson, N.C.

### 2007

**Melanie Lea Woodward** (MBA, FINA '05, Hosp Mgmt '06) has recently accepted a position with Ally Bank in Charlotte, leveraging her PMP and Lean Six Sigma Black Belt certifications as the Process Improvement and Controls Lead within the Risk Department. For the previous eight years, she was employed by Credit Suisse. Melanie, husband **Jamie Woodward** (ECU '06), and their two daughters, **Steel Loren** (4) and **Cayton** (2), relocated from Raleigh to Charlotte to pursue this opportunity.

### 2006

**Abbe Elizabeth Lewis** (MKTG) wed **Christopher Robert Baker** on Oct. 4 at The Surf Club, Wrightsville Beach.

**Thea Mastromichalis** (MKTG) wed **John David McNeil** on Oct. 18. She was a member of Alpha Delta Pi sorority and is employed as a specialist at Quintiles.

**Harkik Patel** (MIS) is a systems analyst with the Orange County Government in Hillsborough, N.C.

**Julie Yang** (MGMT) is associate director of agency operations for George P. Johnson, a corporate events and experiential marketing agency in Shanghai, China.

### 2005



**Greg Barry's sons**

**Greg Barry** (MBA, HIST '99) is credit officer for Park Sterling Bank in Raleigh. He and his wife **Rebecca** live in Raleigh with their two boys, **Jack** (4) and **Wesley** (1 1/2).

**Wade A. Layton** (MBA) is market president/vice president for BB&T in Rocky Mount. He earned BB&T's Sterling Performer for Northeastern N.C. region and top 5% Best of the Best for 2014. Wade was recognized last spring at the BB&T Gala by Kelly King, Chairman and CEO. This is his second time receiving the award. He also graduated from the Graduate School of Banking at Louisiana State University in 2013. Wade and wife **Blaire Hardee Layton** (ECU '06) have two children, **Parker** (5), and **Wagner** (2).



**Timothy James Morgan**

**Timothy James Morgan** (FINA) was appointed to the ECU Board of Visitors to serve a four-year term. He is a Risk Advisor with Towne Insurance in Raleigh.

### 2004

**William Autry** (MGMT) was promoted to senior vice president and city executive at First South Bank.

**Carlester T. Crumpler** (MBA, FINA '93) is senior vice president with Bank of America Merrill Lynch in Atlanta.

**Michael David Holt** (MBA), vice president and commercial lender in Greenville, was recognized as a top commercial banker at Southern Bank's annual Best Bankers Event.

**Patricia (Patti) Manning Riddle** (MKTG) was promoted from group sales manager at the Hilton Wilmington Riverside to dual director of sales for Hilton Garden Inn Mayfaire and Courtyard by Marriott Wilmington/Wrightsville Beach.

**Scott Underwood** (MKTG) is a partner with Woodfield Investments, LLC, a real estate development business in Cary.

### 2003

**Karalee Coughlin** (MBA) is a financial advisor with Wells Fargo Advisors in Greenville.

**Joshua B. Mauney** (MGMT) was honored with the Triangle Business Journal's 40 Under 40 Leadership Award. He is president of Paragon Building Group and Paragon Safety Group, Raleigh.

**Justin Tart** (FINA), a financial advisor with Culpepper Family Wealth Management of Wells Fargo Advisors, Greenville, earned the certification of certified financial planner professional.

### 2002

**Tara Lilley Hardison** (MBA) is an IT business process analyst with BB&T in Wilson.

**Erin Schoening Rydell** (ACCT) is manager of corporate compliance with Carolinas HealthCare System.

**Courtney Ryberg Sturges** (MBA) is program manager for MS information technology and management at the University of Texas at Dallas.

### 2001

**Michael McNally** (MBA, MGMT '99) is executive vice president of the Spartanburg (S.C.) Area Chamber of Commerce. Previously, he was director of existing industry services for the Catawba County (N.C.) Economic Development Corp.

**Diego Nocetti** (MBA) is an associate professor of economics at Clarkson University in Potsdam, N.Y. He was selected by the Eastern Economic Association to serve as associate editor for the Eastern Economic Journal.

**Roger Todd Owens** (MGMT) is first vice president of NewBridge Bank in Burlington. He was married last May, and he and wife **Kanda** are expecting their first child in April 2016.



**Layne Summerfield**

**Layne Ashley Summerfield** (MKTG) has created two businesses in the Richmond Area: **Wine and Design** and **Growing Gears**. After work in the pharmaceutical sales areas, she has used her entrepreneurial skills to create these new businesses.

**Stuart Will** (MIS) is senior vice president for dealer financial services in Houston, Texas.

### 2000

**Jason Earnest** (FINA) is a partner with Vineyard 36 in Long Beach, N.Y.

**Robert Grant Edwards** (MSA, ACCT '99) is senior vice president and corporate controller for First Advantage in Atlanta.

# COLLEGE OF BUSINESS

## ALUMNI NOTES

**Katie Matthews Elder (FINA)** is sales integration manager and senior vice president at Bank of North Carolina in Charlotte.

**Nikita Harrell (FINA)** was promoted to customer care center manager for Pepsi Bottling Ventures (PBV) in Cary. PBV is the nation's largest privately held independent bottler.

**Rosanna Carol McConnell, M.D. (MBA)** is a dermatologist with John H. Hall Jr. M.D., P.A. in Greensboro.

### 1999

**Kris Cahoon (MBA, MGMT '98)** serves as the Hyde County Economic Development and Planning director. She is responsible for attracting new business and nurturing small and start-up businesses while implementing and maintaining economic development programs concerned with retaining existing business and industry.

**John McDonald, CPA (FINA)** was promoted to the position of vice president of internal audit for TE Connectivity, a manufacturing business in Berwyn, Pa.

**Rick Rectenwald (MBA)** is manufacturing operations and customer service manager for Advanced Animal Diagnostics, Durham.

### 1998

**David Damm (MBA)** is managing partner for Carolina Wealth Management, Inc. in Greenville.

### 1996

**Amy Bissette Barber (MBA, MKTG '80)** is associate registrar of technology at East Carolina University. She recently completed her term as 2014-2015 president of the Southern Association of College Registrars and Admissions Officers (SACRAO), which is the largest region in the national organization.

**Maurice Moody (MBA, MKTG '92)** is vice president for online sales and capabilities for Protective Life, a life insurance company in Birmingham, Ala.

**Charles "Chuck" Mumpower**, executive direc-

tor of data quality for Charlotte Mecklenburg Schools, earned a doctorate in education from Wingate University. He is married to Amy Clark Mumpower (ECU '97). They have three children and reside in Wesley Chapel.

### 1995

**Daniel J. Allison (DSCI)** was recently promoted to chief technology officer for Credible Behavioral Health Software, an EMR vendor located in Rockville, Md.



**Eric Clark**

**Eric S. Clark (FINA)** recently joined Select Bank as a regional executive after nearly 20 years of banking experience. He works in conjunction with the bank's market executives serving the Alamance, Beaufort, Carteret, Craven, Pasquotank, Pitt, Wake, and Wayne County markets. Eric currently serves as vice-chairman for the Pitt-Greenville Airport Authority and treasurer of the Pitt County Committee of 100.

**Tony M. Messer (BSA/MSA)** is chief finance officer for Chatham County Schools in Pittsboro.

### 1994

**Wendy Walston Achilles (ACCT)** is associate professor of accounting at Pfeiffer University, Charlotte. She is a certified public accountant.

**Donna Phillips Askew (MBA, MKTG '91)** is senior economic development manager for Duke Energy Corporation. Previously, she served as business recruitment manager for the Economic Development Partnership of North Carolina.

**Todd Ervin (MKTG)** is senior vice president for Cultur8, a marketing agency in Dallas, Texas.

### 1992



**Marc Cook**

**Marc Cook (FINA)** has recently accepted a position as director of client services with Crossman & Company, a commercial real estate firm serving the southeast United States. He resides in Orlando, Florida.

**Harry Smith Jr. (MGMT)** is serving on the 32-member University of North Carolina Board of Governors. The board is the policy-making body charged with managing and governing the 16-campus UNC

system. His term runs through 2017. Smith, of Greenville, chairs the influential Budget and Finance Committee. He is vice chairman of the board at Flanders Corp. in Washington, N.C., and is a retired CEO of the company. Flanders is one of the world's largest manufacturers and distributors of air filters. A director of the Pirate Club, Smith made a \$1 million donation toward construction of ECU's new basketball practice facility, now known as the Smith-Williams Center.

**Allen Thomas (MKTG)**, mayor of Greenville, was elected to serve on the executive committee of the N.C. Metropolitan Mayors Coalition, a bipartisan group representing mayors of the state's larger cities.

### 1991

**Kenneth A. Hill (FINA)** is a project director in Stantec's program-and project-management practice in Charleston, S.C. He was previously COO for the Charleston Clinic and director of support services for Trident Health.

**Kim Marks (MKTG)** is CEO for Southampton Memorial Hospital, Franklin, Va. She was previously interim CEO and director of business development.

### 1989

**Pamela Matthews Williams (ACCT)** is a partner with Langdon & Company LLP, a CPA firm in Garner, N.C.

### 1987

**Yousef M. Abul-hawa (DSCI)** is president and owner of Zainah, Inc., in Raleigh.

**Len Farris (MGMT)** is vice president of global marketing – cardiac, for Teleflex Medical, a medical device company in Andover, Mass.

**Ronald Warren Schappell (MGMT)** is working with BBVA Compass Bank in Raleigh as senior vice president/commercial banking relationship manager.

### 1986

**Stephen C. Hall Jr. (MKTG)** is home health account manager for Gentiva Home Health, and he lives in Goldsboro.

## ALUMNI NOTES

### 1985

**Dr. Nancy D. Whitfield (ACCT)** is president of The Leader's Lightship, a consulting company in Chesapeake, Va.

### 1984

**Ken Adams (FINA, HIST '91)**, of Brevard, is a principal with the national financial services firm Edward Jones. He was one of only 45 principals named from more than 41,000 employees.

### 1982

**William Russell Overman (ACCT)** is the county manager for Carteret County.

**Brad Padgett (MKTG)**, co-owner of Bradley's Jewelers in Jacksonville, is the Jacksonville-Onslow Chamber of Commerce Small Business Person of the Year.



**Can Erdem and Bill Taylor**

### 1981

Assistant Professor **Y. Can Erdem (MBA)** and classmate **William "Bill" Henry Taylor (MBA)** came back to ECU's campus for a visit in July. Both recalled many of their classmates

including **Dr. Brenda Killingsworth (MBA '81, BUSA '80)**, **Glenda Killingsworth Farrell (MBA '82, MKTG '80)**, **Cam Dudley (MBA '81, BUSA '79)**, **Ellen Heath Dudley (BUSA '76, MBA '82)**, **Randy Ziglar (MBA '82, POLS '78)**, and others. Erdem is an assistant professor in business administration at Yeditepe University of Turkey.

### 1980

**Richard Palsha (MGMT and MKTG)** is director of field sales training for Warrantech, a company in the insurance industry, in Fernandina Beach, Fla.

**Harry Smith (MGMT)**, Onslow County tax administrator, is the 2014 Outstanding County Assessor for North Carolina and was named president of the N.C. Association of Assessing Officers.

### 1979

**Darrell Harrison (MBA, SOCI '74)**, who is an Atlantic Coast Conference Football Official, was voted by his peers as the recipient of the Commissioner's Award, which was presented at the ACC Football Officials' Annual Social in

May. Requirements for this award include having been an ACC Varsity Official for a minimum of eight years, having displayed qualities of leadership and responsibility in his personal and business life, having high moral and personal standards, and having an attitude of cooperation and assistance.

**Mark A. Holmes (BUSA)** was named president and CEO of Cornerstone Bank, Wilson.

**Marvin Rex Moody (MGMT)**, city executive and area market executive with Southern Bank & Trust Co., was named Business Person of the Year by the Clinton-Sampson Chamber of Commerce.

### 1977

**Norm Osborn (MBA)** joined First South Bank in Wilson as a commercial banking officer.

### 1976

**William H. "Bill" Shreve (MKTG)** was named to the Wilson Community College Foundation and the N.C. Community Foundation local board.

### 1972

**George S. Jackson (ACCT)** is professor at Virginia Wesleyan College in Norfolk, Va. He was previously an associate professor in the College of Business & Economics at Longwood University.

### 1971

**W. Gorham (BUSA)** is a senior partner at Teague Campbell Dennis and Gorham and is listed in Best Lawyers in America for Commercial Litigation for 2015.

### 1967

**James R. Daniels Jr. (BUSA)** retired after 45 years as an accountant. A Vietnam War veteran, he played baseball at ECC.

### 1959

**Hilton Clayborne (BUSA)** is president and CEO of Carteret-Craven Electric Coop in Morehead City.

### 1957

**Dave Carson (BUSA)** is active in the Senior Games. His basketball team, ages 80-84, won the state gold medal for the eighth time in the last 12 years. He went to Minnesota in July to compete in tennis singles and doubles at the national Senior Games.

# Got News?

Submit your own  
Alumni Note  
online at

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





# COLLEGE OF BUSINESS

## ALUMNI NOTES

### IN MEMORIAM

#### 1950s

**Cmdr. Kenneth Royal Bordeaux (BUSA '56, MBA '69, Education '73)** of Cary died Nov. 9. After serving in the U.S. Navy, he worked for state government for 25 years, retiring for the O'Berry Center, Goldsboro, in 1994.

**Hallian Vernal Elks Jr. (BUSA '50)** of Greenville died May 7. An Army veteran, he worked for almost 40 years as manager and president of Home Builders Supply Co., Greenville.

**Thomas Eugene Ruffin Jr. (BUSA '57, Med '58)** of Ahoskie died Nov. 15, 2014. For 30 years, he was a professor in the business department of Chowan College. He served in the Virginia and the N.C. National Guard.

#### 1960s

**William Y. Bemis (BUSA '67)** of Arapahoe died April 10. He owned and operated an accounting business.

**Kenneth Ray Buck Sr. (BUSA)** of New Bern died Sept. 10, 2014. He retired from the N.C. Department of Revenue.

**Franklin "Frank" Ray Harris (BUSA '61)** of Claremont, died January 24. A U.S. Army veteran, he worked with vocational rehabilitation for 34 years and received the Order of the Long Leaf Pine Award from Governor Jim Martin in 1988.

**Rosemary Hooks (BUSA '66)** of Burlington died Oct. 18, 2014. She retired after a 33-year career with the N.C. Department of Transportation.

**Durrell V. Mills (BUSA '60)** of Suffolk, Va., died Oct. 23, 2014. He was a CPA. Active in many civic organizations, he was proclaimed First Citizen of Suffolk in 1999.

**Charles Ray Munn (BUSA '61)** of Rockingham died Nov. 28, 2014. He operated Munn's Coal and Oil and worked for his father for many years.

**Elizabeth "Lib" Glover Phillips (BUSA '63)** of Clemmons died Nov. 6, 2014. She taught marketing for more than 30 years, retiring from East Forsyth High School. At ECU, she was chair of the Women's Judiciary Committee, named to Who's Who, and was a member of Sigma Sigma Sigma sorority.

**Nathan Jack Powell Jr. (BUSA '67)** of Madison died Oct. 1, 2014. An Army veteran, he worked in textiles for more than 33 years.

**William "Bill" Shands (BUSA '65)** of Acworth, Ga., died March 14. He worked for Munich American Reassurance Company, retiring as assistant vice president in 2007.

**Junius Boyette Surles III (MGMT '69)** of Greenville died April 8. A Navy veteran, he was former vice president and partner with Home Builders Supply Co. for more than 40 years.

**Robert "Bob" S. Taylor Jr. (BUSA '60)** of Richmond, Va., died April 8. An Army veteran, he had a career in advertising ending with his own agency, AdVisions. At ECU, he was a charter member of Lamda Chi Alpha fraternity and the first Pirate mascot at football games.

**James Miller Thomas (BUSA '60)** of Greenville died March 27. He taught accounting at Wilson Technical Community College for more than 30 years. He served two years in the U.S. Army stationed in Germany with the military police and eight years in the Reserve.

#### 1970s

**Tommy Stewart Bray (MKTG '78)** of Greenville died August 29, 2014. He was a sales representative with Brown & Williamson Tobacco co. for 25 years and Lorillard Tobacco Co.

#### 1980s

**John Thomas Adams (ECON '80)** of Morganton, formerly of Statesville, died May 5. He was a disability retired sales representative.

**Jeffrey "Keith" Crawford (MKTG '89)** of Raleigh died February 5. He was self-employed.

**Tina Hollard Parker (MGMT '85, MBA '01)** of Greenville died March 25.

**Henry "Hank" Walter Redecker Jr. (FINA '86, MBA '97, SOCI '85)** of Youngsville died Sept. 11, 2014. He worked at Wachovia. At ECU, he was a member of Pi Kappa Phi fraternity.

#### 1990s

**Kevin Wayne DeBruhl (MBA '96)** of Cary died March 29. He worked in pharmaceutical sales with Eli Lilly and Co.

**Tony Frank Klein (MKTG '93)** of Salisbury died December 14.

**Paul Ayers Tingelstad (FINA)** of Holly Springs died Dec. 23. He was an account representative for Systel Business Equipment for 17 years.

#### 2010s

**Christopher R. Stollings (MKTG '13)** of Newark, Del., died May 4. He played ice hockey at ECU.

## ALUMNI NOTES

### Alumni Highlight: Matt Crisp (FINA '93, MBA '96)

Nearly 15 years ago, Matt Crisp co-founded eVestment, a Marietta, Ga.-based financial technology company, along with three of his colleagues. Today, eVestment employs more than 350 associates worldwide, with offices in New York, London, Hong Kong, Dubai, Sydney, and remote associates throughout the U.S. and Canada.

The firm has been named one of Inc. Magazine's 5000 Fastest Growing Private Companies for nine consecutive years, and it has earned the Best Places to Work honor by the Atlanta Journal & Constitution and Atlanta Business Chronicle multiple times since 2007. eVestment also recently landed on the prestigious Forbes magazine's Best Places to Work for Millennials in 2015, one of only two companies in Georgia to receive that honor.

Crisp serves as the firm's chief operating officer and remains extensively involved in eVestment's global expansion. Additionally, he oversees the strategic direction of the organization as it strives to grow into one of the world's leading investment technology organizations.

Originally from Washington, N.C., Crisp says he has been a Pirate fan since childhood. He considered other schools in North Carolina, but in the end he says it was an easy decision to choose ECU.

He said, "The most important lesson that ECU and more specifically the College of Business taught me was how to work hard and not back down from the challenges that would inevitably be presented in life and business. It prepared me to understand that my education and learning experiences weren't ending when I graduated, in fact, just the opposite: they were just starting and were critical to having a successful future in business."

*"My advice for this generation of business students is to understand that skill development is now far more important to a successful career than longevity at a given organization."*

— Matt Crisp

After earning his finance degree in 1993 and MBA in 1996, Crisp moved to Atlanta where he worked as an analyst with First Data Investor Services Group and then Watson Wyatt Investment Consulting before starting eVestment. He has stayed involved with other opportunities as well. In 2014, along with Brad Horton (IND TECH '94), he co-founded Athletic Edge Sports & Fitness, a 21,500 square foot sports facility in his hometown of Washington, N.C. He has also served on the board of directors of the Ron Clark Academy, the highly-acclaimed nonprofit middle school located in Southeast Atlanta. Crisp grew up with fellow ECU alum Ron Clark (HIST '94), and he said it has been an honor to see the school's growth and how it educates students and teachers around the world.

Today, Crisp lives in Marietta, Ga., a northwest suburb of Atlanta, with his wife Kim and their three children: Cayman (13), Kyle (10), and Kinley (5). Kim is a graduate of the Mercer Southern School of Pharmacy, where she earned her Doctor of Pharmacy.



Matt Crisp with his family.

Crisp says his family tries to come back to Greenville for at least one football game each fall, but it's a challenge with three children who are active in sports themselves. Last year, they attended the bowl game in Birmingham.

He said that when he was a student at ECU, he was struck by everyone's shared work ethic, and it's uplifting for him to see so many fellow Pirates having an impact in their profession of choice.

"My advice for this generation of business students is to understand that skill development is now far more important to a successful career than longevity at a given organization," he said.

Crisp explained that most companies now promote their associates based on the skills they have to help them reach their growth goals — a meritocracy, rather than a seniority or title-based system.

He concluded, "Constantly be on the lookout for opportunities to challenge yourself with new projects where the possibility of failure is real, because that is the only way to grow and develop into a valuable asset. Also, if you are passionate about something and become well versed in that area, income and asset accumulation will follow. Don't pursue a career in an area for the sole purpose of income potential; if you aren't passionate about what you do, high compensation will seem meaningless. Conversely, if you love what you do, you will be rewarded both financially and emotionally."



# COLLEGE OF BUSINESS

## ALUMNI NOTES

### Alumni Highlight: Amy Bisette Barber (MKTG '80, MBA '96)



Amy Barber

As ECU's Associate Registrar of Technology, Amy Barber ensures that students have everything they need from course registration to graduation certification. She's the one behind the scenes working on numerous student services – from Banner upgrades to degree audit software.

She said, "I love working on campus, where I can experience Pirate pride every day. It has been especially fun to see the changes in registration over the years. Nobody here now remembers the lines in Wright auditorium or outside of Whichard. I helped implement phone registration that very quickly went online."

A 23-year veteran of East Carolina, Barber has worked in the Office of the Registrar since 1997, and prior to that she worked in the Department of Finance. She says she is dedicated to professional development, and she recently concluded a three-year commitment as president-elect, president, and immediate past president of the Southern Association of Collegiate Registrars and Admission Officers (SACRAO).

Barber was born in Michigan and lived all over the world as a child of an officer and chaplain in the U.S. Air Force. She attended three different high schools before enrolling at ECU. Initially, she auditioned in piano and planned to pursue her degree in music performance – but she says the School of Business, as it was then called, quickly drew her in.

Today, she lives in Greenville with her husband, Daryl Barber. Together they have three grown children and four granddaughters (only the poodle Parker and cat Heidi live at home.)

Reflecting on her time as a student, she said, "I truly believe that my marketing degree helped me early in my career, managing and buying for a local gourmet food store. My MBA has also helped me with management, project management, and supervisory skills."

She encourages current students to gain as much as experience as possible through employment or internships during college.

"Take advantage of business fairs and career services," she added.

"Networking is key, and any experience will give you a heads up when you start looking for that first job."

## 2015 Year-End Fundraising Challenge

### GIVE BACK TO THE COLLEGE OF BUSINESS!

Between now and the end of 2015:

- Each donor giving \$1,000 will receive a special College of Business hat
- Each donor giving \$2,500 will receive a special College of Business stool.

This initiative is designed to inspire giving while supporting three high priority areas: the Leadership and Professional Development Program, Miller School of Entrepreneurship, and Student Technology Lab.

A special thanks to generous gifts from Business Advisory Council members Connally Branch (BSBA '72) of Clark-Branch Realtors and Van Isley (ACCT '85) of Professional Builders Supply for making this fundraising challenge possible!

Checks can be made payable to the ECU Foundation Inc. Please write your preferred area of support on the memo line of the check. For more information, please contact Paige Sammons with University Advancement at 252-328-9552 or [sammonse15@ecu.edu](mailto:sammonse15@ecu.edu).



Dean Stan Eakins (left) announces the College of Business fundraising challenge with Business Advisory Council members Connally Branch and Van Isley.



## STUDENT NOTES

### Matulewicz Elected SGA President



**Mark Matulewicz, SGA President**

Junior finance student Mark Matulewicz of Currituck has been elected president of ECU's Student Government Association (SGA) for 2015-2016, making this the third consecutive year that a business student has taken the helm.

Matulewicz says he hopes to bring the ECU community together as part of his legacy, and already several of his initiatives have taken flight.

He explained, "I decided to run for student body president because I wanted to make a positive impact

at ECU and ensure that students were enjoying their college experience. I also want to promote transparency and visibility of the SGA. It has been a challenge balancing my academics and leadership responsibilities; however, the support I have received from my SGA Executive Council, students, and administrators has been incredible."

As part of his platform, the SGA created a Student Discount Card earlier this semester, offering discounts to more than 30 different restaurants. Matulewicz says the purpose of the Student Discount Card is to help students save money, promote the local economy of Greenville, and build on ECU's mission statement of regional transformation.

The SGA has also partnered with ECU Transit and the ECU Parking Office to create the Pirate Access Line (PAL). PAL will serve as a shuttle system that offers curb-to-curb pick-up for students with mobility impairments, and it is scheduled to launch in the spring semester.

In addition to his work as SGA president, Matulewicz is a member of the Financial Management Association, Jarvis Leadership Program, and Alpha Tau Omega Leadership Fraternity. He has also served as an ECU Ambassador and Resident Advisor for the College of Business Living-Learning Community. Matulewicz has maintained a near perfect grade point average thus far, and he recently earned the Connally Branch Scholarship in the College of Business.

He says that he was not as involved in high school, but an SGA interest meeting during his freshman year at ECU changed his outlook. He knew he wanted to be a campus leader after learning about the opportunity, and he knew had the skills to do it.

Matulewicz says his father, who has a strong military background, strongly influenced his leadership skills and inspired him to do his very best. He pushed him in wrestling, for example, and helped him to make a state title run in high school.

"It was the semifinals," Matulewicz said, discussing his last wrestling match. "And at the very last minute, my opponent won by one point."

Matulewicz says the experience taught him a valuable life lesson: to never give up in anything.

He added, "The one piece of advice I would give to incoming College of Business students would be to seek out a mentor. Find a mentor who has similar goals, and he or she will help you grow as a leader and reach those goals."

Matulewicz plans to work in investment banking when he completes his degree in 2017. This summer, he has an internship lined up with Vanguard's Leadership Development Team in Charlotte.

### ARE YOU CONNECTED?

From Facebook to YouTube, there are many ways to stay connected to the College of Business!

Visit us online at  
[www.ecu.edu/business/connect](http://www.ecu.edu/business/connect)

## STUDENT NOTES

### Student-Athlete's Marketing Savvy Wins National Attention



**Charlie Coggins**

Charlie Coggins (MKTG '14, MBA '15), who was the long snapper on the East Carolina University football team the past three seasons, says he's a bit sheepish about all the attention he received over his ingenious plan to wrangle a tryout with an NFL squad.

"I mean, my undergraduate degree is in marketing, and at the time I was working on my MBA, so it really shouldn't be a surprise that I came up with a way to market myself (to NFL coaches)," he says.

"I just tried to find a way to stand out in a crowd, and it worked."

Coggins needed a gimmick to get noticed because, even at 230 pounds, he is considered small for a long snapper in pro football. Coming out of Albemarle High School, he wasn't recruited by a Division I school. He arrived at ECU as a walk-on.

But Coggins was an excellent student. He was selected for the all-conference academic honor roll his sophomore year when he compiled a 3.75 GPA. He was on the Dean's List and the Chancellor's List regularly throughout his college years.

He redshirted his freshman year, which he says allowed him to focus on his studies. He finished his marketing degree with one year of eligibility remaining and immediately entered graduate school.

Coggins says he wasn't surprised when he was not invited to demonstrate his skills at the NFL Scouting Combine in Indianapolis in February. The event is where NFL coaches size up talented players coming out of college to decide which ones they will draft.

Coggins says one of his friends was planning to go to the Combine and invited him to tag along. That's when Coggins began to put his marketing degree to good use.

He asked another friend what coaches like to do when they're not watching pro football wannabes demonstrate their skills.

"He said they like to drink beer."

So Coggins had a batch of beer koozies made with his name and playing statistics printed on the side. He put a business card inside each koozie.

Once in Indianapolis, he handed out the koozies to people passing through the convention center lobby. He learned that a bar beside the hotel was where many coaches went for a cold one, so he walked into the men's room of the bar and left several koozies on the counter.

A reporter covering the combine spotted the koozies in a matter of minutes. The reporter snapped a picture of them and posted it on social media. Coggins' ploy went viral.

"About 20 minutes later, I saw it on Twitter, and it was blowing up," he recalls.

Carolina Panthers Coach Ron Rivera saw the koozies, which led to an introduction, which led to an invitation for Coggins to attend the Panthers' rookie tryout camp in May.

He was one of about 35 undrafted free agents invited to the camp. After a long weekend of drills, 10 were offered contracts. Coggins was not one of the lucky ones.



**Personalized beer koozies developed by Coggins went viral.**

"It was a great experience being in minicamp, but I knew going in they weren't interested in getting a new long snapper because the guy they have (on the team) is one of the best in the league. But as a result, I know if something were to happen to him — God forbid — I am on the short list of people they will call."

Coggins says he hasn't been sitting by the phone waiting for that call. He started job hunting in the Charlotte area soon after receiving his master's degree at spring graduation exercises. This fall, he has been teaching an introductory marketing class in the College of Business, filling in for the recently retired Dr. Reid Claxton. He also runs his own business, Special Teams University, in which he trains long snappers, coaches them through the college recruiting process, and helps each player develop a personal marketing strategy.

"I'm still hopeful of playing this season, but my backup plan is to find a job in or near Charlotte. My interest is in marketing and supply chain management. But I'm open to all options. I'm definitely maintaining a workout routine and keeping in shape if a call does come."

He knows it may take a while. "Wilson Raynor was the long snapper (on the ECU football team) before me. He got a call (from the New York Jets) two years after he graduated (in 2009). So I just have to be patient and be ready."

*Story by Steve Tuttle, East Magazine*

## STUDENT NOTES

### Student Highlight: Sierra Lee-Dunson

For many student-athletes, striking a balance between sports and academics can be a big struggle – but ECU women's volleyball player Sierra Lee-Dunson has succeeded on the court and in the classroom throughout the past three years.

Lee-Dunson, a senior marketing student from Atlanta, says she chose ECU because she wanted to help build the volleyball program.

"My freshman year, our volleyball team was 2 and 28," she said. "I wanted to leave behind a legacy that created a more competitive and winning environment."

Lee-Dunson's twin sister, Kierra, also joined her at ECU and plays on the volleyball team.

"We both had offers from different colleges, but we narrowed it down to colleges that wanted us both," said Lee-Dunson. "ECU was our second visit, and right off the bat we knew it was a great fit."

She says their shared love of the sport has brought them closer than ever, although they play different positions and chose different majors (Kierra is a psychology major with a minor in recreational therapy.)

Lee-Dunson says business is in her blood, since she grew up watching her grandmother run her own successful business. After graduation in May 2016, she plans to earn her MBA. She hopes to become an entrepreneur, and she's set on being a millionaire by age 35.

When she's not playing volleyball or studying, Lee-Dunson enjoys books and calls herself an "avid reader." The volleyball team also participates in community service work throughout the year, with organizations such as Habitat for Humanity, Aces for Autism, Relay for Life, and the Girl Scouts (North Carolina Coastal Pines district).

Lee-Dunson said, "Balance is an important part of being successful in any career. Thanks to my experiences at East Carolina, I have been trained to organize and efficiently tackle any task. Being a student-athlete has provided me with great time management skills, too, as well as the ability to prioritize the common good of a team. I hope I continue to learn and grow, so that I am able to give whatever business the best version of myself possible."



Sierra Lee-Dunson



Sierra Lee-Dunson (left) with twin sister Kierra.

### ECU Student Named NAPSLO Scholar



Houston Pittman

The National Association of Professional Surplus Lines Offices (NAPSLO) recently named ECU senior Houston Pittman of Greenville as its Bermuda Scholar for 2015.

Pittman completed a competitive 10-week NAPSLO summer internship program in August, selected as one of 16 interns nationwide – out of a pool of nearly 100 applicants. Those interns attended NAPSLO's Annual Conference in September and competed for three scholarships to study the London and Bermuda markets. Pittman is the first student from ECU to be admitted to the NAPSLO internship and scholar programs.

While in Bermuda for three weeks, Pittman will learn the particulars of that marketplace and how it interacts with the U.S. and U.K. industries more broadly. There will be an emphasis on reinsurance, as well as an examination of how the industry interacts with the local economy. He will spend time with a home office in Bermuda, but he will also visit its

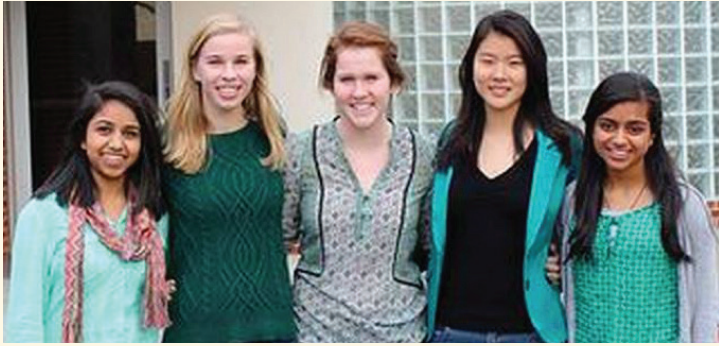
regulatory authorities and the Chamber of Commerce to get a comprehensive view.

Dr. Brenda Wells, director of ECU's Risk Management and Insurance program, said, "I couldn't be more proud of Houston. He put forth an amazing effort to earn a position in this prestigious group of students, and not only was he selected for the program, he earned one of its two highest honors. He is a pleasure to have in class and a wonderful ambassador for ECU's College of Business."

Pittman plans to graduate this December with a concentration in Risk Management and Insurance. During the school year, he has worked 30 to 40 hours each week as an ECU Transit supervisor, along with his work as a full-time student. He currently serves as president of ECU's Gamma Iota Sigma chapter, the international risk management, insurance, and actuarial science collegiate fraternity. Pittman has earned three scholarships for academic achievement during his time at ECU.



### Discovery Forum Encourages Young Entrepreneurs to Pitch Plans



**Mona Amin (right) and her team won first place at the Discovery Forum.**

Young entrepreneurs recently pitched their plans to a panel of judges at East Carolina University for a chance to win \$10,000 in a statewide contest to turn their ideas into reality.

The city's first Discovery Forum, hosted by the ECU College of Business and sponsored by N.C. State University's Institute of Emerging Leaders and BB&T, gave 10 individuals or teams an opportunity to share their ideas with a panel of business educators and successful entrepreneurs. The event was designed to discover innovative ideas from young social entrepreneurs.

Judges included College of Business dean Stan Eakins; Metrics co-founder Jeff Basham; ECU Small Business Institute Director Michael Harris; ECU Provost Ron Mitchelson; and Scott Daugherty, executive director of the Technology Development Center.

"This event represents our inauguration into entrepreneurship activities, thanks to the \$5 million donation from Raleigh-based entrepreneur J. Fielding Miller to establish a school of entrepreneurship here at ECU," Eakins said. "We now will be able to do things not possible before to help students with entrepreneurship and be a much bigger player in our region's transformation through business creation."

Contestants at the Discovery Forum pitched ideas judged to be collaborative, creative, and socially innovative. From the 10 presentations, the judges selected three who earned a leadership development weekend at N.C. State University and a chance to compete for the top \$10,000 prize.

The first-place winner of \$1,200 was Mona Amin, creator of FreshSpire, a mobile application and text system that notifies consumers, including low-income shoppers, about discounts on near-expiring foods at local grocery stores, allowing them to take advantage of healthy foods at lower prices.

Second place and \$500 went to Carlyle Rogers, who conceived an online platform that will focus on bringing together all web-related applications, courses, and programs developed by ECU into a single marketplace. Third-place winners Sara Dover and Ferdinand Rouse took home \$250 for their business model, called TextChange, a website that can make textbooks free for college students by offering them free digital access through a website while simultaneously allowing students the ability to buy, sell and trade textbooks they currently own, thus lowering student debt.

Other contestants included Carlyle Rogers; Brian Mitchell and Kathryn Denaro; Cameron Jennings; Anthony Pappas; James Huza; Daris Scott, Tina Lassiter and Raymond Lassiter; Enoch Young; and Lee Everett and Kendrick Ransome.

Basham opened the evening by sharing what he finds to be four critical components of successful accomplishments.

"People are first," Basham said. "Surround yourself with smart and honest people who understand your goals and will give honest evaluations and criticisms to complement your ideas. You also must have a vision, a view from different distances, with detailed steps along the way and a time line for accomplishments that has some flexibility. A passion for doing your best, with an even keel to stay the course also is critical, as is the ability to define, assess and take risks. There is an intellectual component to risk taking, but there is also a gut feeling that comes into play."

Closing speaker Vin McCaffrey, founder and CEO of Game Theory Group International, urged the young entrepreneurs to put their hearts into their efforts and make their work a family affair whenever possible.

## STUDENT NOTES

### Christian, Cepulis Honored with Prestigious Mr./Mrs. Pirate Awards

The East Carolina Student-Athlete Advisory Committee (SAAC) held the second annual Goldspys end of the year awards show on April 28, honoring management students Sarah Christian and Rokas Cepulis with the prestigious Mr./Mrs. Pirate awards.

The Mr./Mrs. Pirate awards are presented to the male and female student-athlete who excel both in the classroom and in athletics, while also contributing to his or her community. ECU administration and coaching staff voted on the award recipients.

Sarah Christian, senior right-handed pitcher for ECU Softball, has won numerous accolades at East Carolina. She was named the Conference USA Pitcher of the Week twice in 2014, and she earned an academic-based scholarship through the College of Business, the Benjamin Lane Abbott Scholarship. In 2012, she was honored with the Kristi Overton Female Scholar-Athlete Award, which recognizes an outstanding female student-athlete from North Carolina who has excelled as a freshman. Originally from Greenville, N.C., her father, Dr. Cal Christian, is an associate professor in the Department of Accounting at ECU. She plans to attend graduate school at the University of Kentucky for Couples and Family Therapy.

Senior swimmer Rokas Cepulis was named American Athletic Conference Institutional Scholar Athlete in addition to the Mr. Pirate award. He served as team co-captain during the 2014-15 season and has set several ECU records during his tenure, including the 100 and 200 breaststroke and the



**Sarah Christian and Rokas Cepulis stand with ECU Director of Athletics Jeff Compher.**

200 Individual Medley (IM). Cepulis came to ECU from Lithuania and is graduating with a double major in business management and psychology.

The Goldspys award show honors and highlights the success of ECU student-athletes each year. The format is based on the ESPYs (short for Excellence in Sports Performance Yearly Award) presented by ESPN.

### ECU Insurance Student Earns National Scholarship, Attends Conference

ECU Risk Management and Insurance student Kyla Hodge recently earned a national scholarship from the Association for Cooperative Operations Research and Development (ACORD), a nonprofit organization serving the insurance industry.

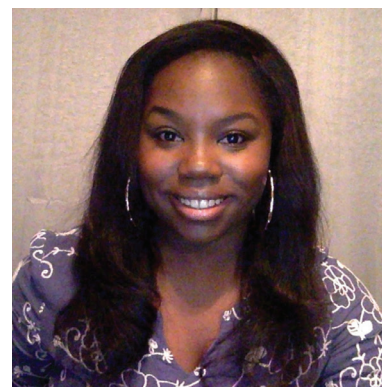
More than 90 students and young professionals applied for the ACORD2015 Student and Young Professionals' Scholarships, and winners attended the organization's flagship conference in Boca Raton, Fla. in early November. The students represent 13 universities including Florida State University, University of Georgia, University of Alabama, and St. John's University.

"We have plenty of great things planned for the students this year, like our Student's Night Out and

more," said Malou August, ACORD Director of Conference Programs and Virtual Events. "This is a great group of young people with a deep pool of talent."

"I'm so excited to attend ACORD2015 as one of the ACORD scholars. I can't wait for this opportunity and will represent ECU proudly," Hodge said.

Hodge, originally from Charlotte, plans to graduate in May 2016. After graduation, she hopes to work in entry-level underwriting for an insurance company and complete her Chartered Property Casualty Underwriter designation.



**Kyla Hodge**



# COLLEGE OF BUSINESS

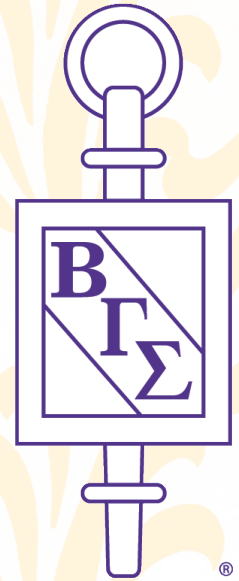
## STUDENT NOTES

### More than 55 Students Inducted into Beta Gamma Sigma

East Carolina University has inducted more than 55 new members into the ECU Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. The ECU College of Business is the largest and second longest accredited business program in North Carolina.

The spring induction reception and award presentation was held on April 21 to honor and recognize the students and their families. Edwin L. Clark, Jr. (MGMT '79), College of Business alumnus and member of the ECU Board of Trustees, offered congratulatory remarks and advice to the inductees. He has also been named the Chapter Honoree for the year in honor of his success in business and his reflection of the ideals Beta Gamma Sigma members strive to uphold: honor, wisdom, and earnestness.

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



## *Spring 2015 Inductees*

### JUNIOR

Kurt J. Benkert	Christopher C. Johnson	Cindy A. Reaves
Andrew Bentley	Brenden R. Lee	Rachel W. Richmon
Cameron Bochman	Alex Maldonado	Samuel D. Roebuck
Hudson T. Bridgers	Breanna F. McShea	James S. Simmons
Jonathan J. Coffman	Margot E. Medlin	Nicoline E. Skaug
Tyler A. Coyle	Morgan L. E. Minto	Austin R. Smith
Nathan J. Dadosky	Brett C. Murch	Jake V. Srednicki
Meaghan E. Doyle	Kyle J. Odum	Matthew S. Steps
Sloane N. Echevarria	Alex R. Oury	Stuart L. Todd
Courtney L. Gavin	Clayton J. Pollock-Antos	John C. Whitaker
Derek Hairston Jr.	Kaitlin R. Quinn	Morgan H. Wray

### SENIOR

Claire E. Babashanian	Timothy B. Kearns	Zachary Watts
Pamela T. Baldwin	Christopher R. Kincheloe	Mary E. West
Cameron M. Eatmon	Jared T. Mahoney	Kristofer K. Westerman
Lauren E. Frye	Ryan D. Poudrier	Richard C. Wilson
Karla E. Johnson	Brian E. Reutlinger	

### MASTER

Aaron L. Aho	Michael C. House	Jonathan P. Rorech
Toshiba Austin-Smith	Jonathan R. Kingston	Adrianne M. Siler
Mengyuan F. Farley	Jeffrey I. Landau	John D. Vossler
Jeremy S. Gillem	Greyson H. Morris	



# ADVANCEMENT NOTES

## You Make So Much Possible

We couldn't be more grateful to the hundreds of donors and volunteers who support the College of Business this year. You make so much possible. Even though we continue to face severe budget cuts, we're bolstered by the alumni and friends whose enthusiastic support enables the excellence of our world-class institution.

This year, we continue our proud tradition with several new initiatives – building on the foundation already in place.

- We're proud to announce the region's first School of Entrepreneurship in the College of Business, thanks to a generous commitment of \$5 million by a Raleigh area entrepreneur, J. Fielding Miller, and his wife, Kim Grice Miller. The new Miller School of Entrepreneurship will serve as the regional hub for training generations of students to take an entrepreneurial mindset into their communities.
- Another important initiative involves upgrading the existing 1980s computer lab in the College of Business into a dynamic learning center to facilitate collaboration among students and enhance their team work, augmenting the Leadership and Professional Development Program in place. We have also redesigned and modernized our classrooms to accommodate a more flexible and engaged instructional approach.
- On the student side, scholarships remain a vital way for us to recruit and retain the best and brightest students. We're also seeking support for curriculum development and student study abroad opportunities. Faculty are critical to our success as well, and we're seeking to establish distinguished professorships as well as faculty fellowships to provide teaching support and research funding.
- We're excited to announce a special fundraising initiative, thanks to Business Advisory Council members Connally Branch of Clark-Branch Realtors and Van Isley of Professional Builders Supply.

Between now and the end of 2015, each donor giving \$1,000 will receive a College of Business hat. Each donor giving \$2,500 will receive a special College of Business stool. This initiative will hopefully inspire giving and support three high priority areas in the COB.

On another note, we're proud to welcome Paige Sammons to the Advancement Team. Paige is a 2006 finance graduate of the ECU College of Business. She worked at BB&T for nine years as a mortgage loan officer in the Fairfax and Wilmington markets prior to returning to ECU. Paige was born and raised in eastern North Carolina, so we're pleased for her to join us and return home.

Paige and Preston Lovett will focus on major gifts that support the larger areas of need in the College of Business. We're continuously working to raise support for faculty fellowships, student scholarships, as well as discretionary funds for our top areas of need.

Jim Westmoreland continues to serve as our associate dean for external affairs, making the high-touch, personal connections with our College of Business alumni and friends. Jim loves nothing more than connecting people through ECU who can help each other, partner together, and make a difference. Many of you know Jim personally and can attest to his exceptional level of commitment.

More students are enrolled in the ECU College of Business than in any other business school in the state, and we recently hit our largest enrollment ever at nearly 5,000 students. This is a great responsibility, and your help is critical to our success.

From student and faculty support to technology, your support makes a difference to our students – the future leaders of our communities. We have much to be proud of in the College of Business. Thank you for your continued support and involvement.



W. Preston Lovett, MBA, MSIS  
University Advancement  
College of Business  
East Carolina University  
(252) 328-9562  
lovettw14@ecu.edu



Paige Sammons  
University Advancement  
College of Business  
East Carolina University  
(252) 328-9552  
sammonse15@ecu.edu



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

**College of Business**  
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

## IIANC Donates \$75,000 to ECU College of Business

The Independent Insurance Agents of North Carolina (IIANC) has generously donated \$75,000 to support ECU's Risk Management and Insurance program in the College of Business.

As part of the IIANC's gift, \$25,000 will fund a new student scholarship named in honor of Stuart Powell, an insurance veteran who currently serves as IIANC's vice president. In addition, \$20,000 of the donation will support Risk Management and Insurance research conducted by Assistant Professor Brad Karl. The gift will also support the program's general operating fund.

A statewide trade association representing nearly 1,000 independent insurance agencies, the IIANC continues to be a strong supporter of ECU. The organization endowed ECU's Robert F. Bird Distinguished Professorship in Insurance in 2013.

The College of Business began offering a Risk Management and Insurance program in 2011 and now has more than 85 students enrolled. It is one of the fastest growing programs in the country and is supported by endowments from both the IIANC as well as the North Carolina Surplus Lines Association.



(Left to right) College of Business Dean Stan Eakins, ECU Department of Finance Chair Scott Below, ECU RMI Program Director Brenda Wells, and Associate Professor Brad Karl stand with IIANC CEO Aubie Knight.

### About Stocknotes

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

You can also read Stocknotes online at [www.ecu.edu/business/pubs](http://www.ecu.edu/business/pubs), where both past and current issues are available.

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

Printed with non-state funds.