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UNX Industries



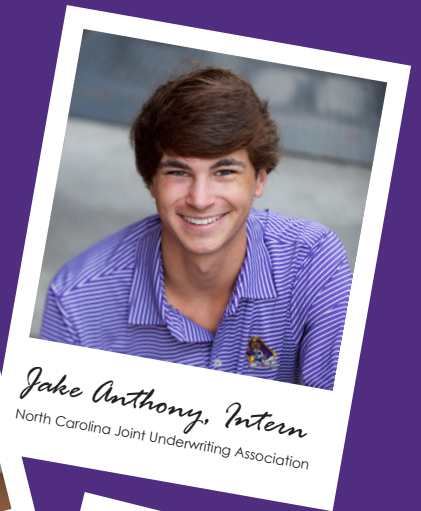
*Emily Cross, Intern*  
ECU Athletics



*Octavia Biggell, Intern*  
Created Colorful



*Steven Hollingsworth, Intern*  
Chamber of Commerce



*Jake Anthony, Intern*  
North Carolina Joint Underwriting Association



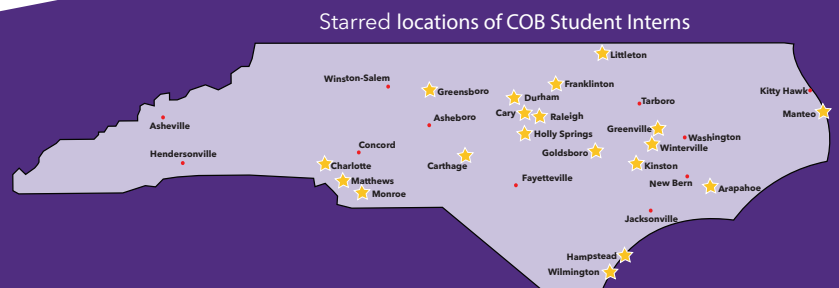
*Callie Collins, Intern*  
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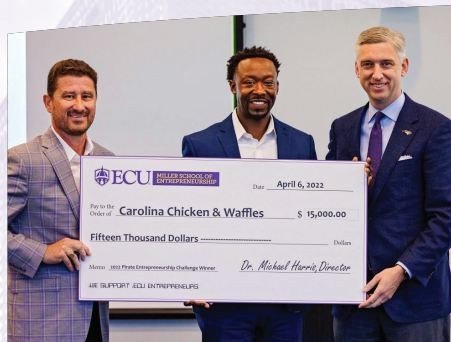
Contact Melissa Parks  
COB Internship Coordinator  
parksr19@ecu.edu or 252.328.6596



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## Close of academic year brings alumni gifts, record-breaking scholarships

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It has been an amazing academic year at the College of Business, starting with the announcement of a gift from MBA graduate Thomas Arthur in September 2021. His \$5 million gift led to the College of Business naming its graduate program the Thomas D. Arthur Graduate School of Business. A Sept. 2021 article stated the gift would be used to transform the College's graduate program and attract more students. Arthur stated, "I wanted to make sure the College would be more military friendly."

"When I started discussing this gift with ECU's leadership, it was important to me to include active-duty military and veterans," Arthur added. "This segment of students will add so much to the overall experience of the nonmilitary students."

"The military group will be much more experienced in various aspects of leadership, and the other students and faculty will note their examples. With a graduate degree, the military group will be better prepared for a career after the military or if they continue active duty. Either way, they have improved their skills and served as a great example to the nonmilitary students."

Arthur says it the best; it's "a win-win for all."

### Pirate Nation Gives

In March 2022, ECU once again held its annual day of giving, i.e., Pirate Nation™ Gives. Traditionally, the College does very well, and this year was no exception. In 2022, 291 donors gave \$1.8 million to prepare the leaders of tomorrow. As always, the College won several campus-wide challenges issued for that day. The challenges included:

- Hospitality Management won \$3,000 for the final website gift.
- The COB Student Travel Program won \$1,000 for second place farthest away gift.
- And COB Priority Fund won second (\$2,500) for the most gifts in terms of donor count and second (\$2,000) for the most dollars raised.

What makes Pirate Nation Gives a great day is that our alumni always step up and give to help our faculty and students. Damon Stafford BSBA '01 joined Dean Paul Schwager in giving \$2,400 to each department and school. And, since the Department of Management had the most significant percentage increase in donor participation over last year, it won an additional \$1,000.



Last year, the College handed out 190 scholarships valued at more than \$370k. This year 208 future leaders received more than \$403k in scholarships, a record made possible by a donor who would like to remain unidentified.

The donor graduated from the College 58 years ago with a double major in accounting and business administration, and this is where his donation story starts. It was during his college years when two people entered his life that influenced the donor. One is a very good friend who started a scholarship fund for former COB accounting instructor Gwen Potter. Both the donor and the friend had Potter as an instructor, and the friend was so inspired by the accounting instructor that he and some of his peers decided to start a scholarship fund for Potter.

The donor tells us the friend recently retired, and as a tribute to his good friend, he decided to add to the Gwen Potter Scholarship Fund. His gift, however, came with a twist. Most gifts to the College used for scholarship funds come in the form of an endowment. The donor decided to take a different route because, as he puts it, "whatever I'm going to do for East Carolina University, I want to see the results of my gift," the donor said.

So, the donor gave \$50k to the Gwen Potter Scholarship fund and an additional \$50k to help pay for study abroad.

"I've been fortunate enough to travel a lot," he told us. "By seeing what's going on in the rest of the world, it changes your perspective ... and widens the horizon about what is possible."

### Young Alumni Council launches

The Young Alumni Council is a collective of business professionals comprised entirely of ECU alumni under the age of 40. Christian Hill BSBA '17 is the Council's chair. He says the Council is "committed to furthering the goals of the College, providing enhanced opportunities for our students and supplying our alumni with impactful opportunities to give of their time, talent, and treasure."

"We have many goals, and they are continually evolving, but perhaps the most fundamental of these is to build a robust ecosystem of Pirates™ that fosters an environment of support and growth that will positively change the face of our communities into perpetuity. Few universities are positioned to have the level of impact that ECU can have in the years to come. We intend to harness the collective passion of tens of thousands of Pirate alum to fulfill that potential."

As the chair of the Young Alumni Council, Hill's responsibilities are to set the strategic vision for the organization, serve as the liaison and representative of alumni interests to the College of Business, and speak on behalf of the organization at Business Advisory Council sessions and to the greater public.

"My goals are to lay the framework for our organization, develop scalable systems and processes that will empower our organization to thrive for years to come, and develop a positive reputation as an organization so that we can earn the trust of the College, our alumni, and our student body," says Hill.

Currently, the Young Alumni Council includes eight board members from numerous industries.

"Over the next five years, I fully expect to see our board continuing to operate somewhere between 6-12 members and our general population to swell to several hundred.







## Carolina Chicken and Waffles wins Pirate™ Entrepreneurship Challenge

In 2018, Jamerus Payton was with his family in Greenville when they started talking about their legacies. They brainstormed business ideas that captured their love for each other, their families and eastern North Carolina. Discussions centered on how all of that could be packaged to make their families and the region better. After a batch of mom's fried chicken, the idea for Carolina Chicken and Waffles took shape.

Fast forward to 2019 when Carolina Chicken and Waffles' first food truck was launched.

"We kicked the tires literally and figuratively, and here we are," said Payton, a North Carolina A&T graduate and current Master of Business Administration student at East Carolina University.

Where is Payton's company today? It is the 2022 winner of the fifth annual Pirate Entrepreneurship Challenge, held Wednesday at ECU. Joining Payton were his siblings and mother, who were there not just to show their support, but also to help spread the same love from 2018 and deliver samples to the judges.

Payton and Carolina Chicken and Waffles were among six student-led teams competing in the Miller School of Entrepreneurship's signature pitch competition and vying to win a big part of \$150,000 in cash and in-kind services.

Winning this year's Pirate Entrepreneurship Challenge will give Carolina Chicken and Waffles a monetary boost of \$15,000 and another \$15,000 in optional equity investment.

"We're looking to scale up to bigger and better things and hit major markets and underserved markets here in eastern North Carolina," said Payton, who also participated in the ECU Miller School of Entrepreneurship's RISE29 program and Accelerate Rural NC.

Fielding Miller '84, CEO and co-founder of CAPTRUST, once again served as a judge for the Pirate Challenge. His 2015 \$5 million gift to the College of Business established the Miller School and made the annual Pirate Entrepreneurship Challenge possible. After judging this year's challenge, Miller walked away impressed.

"It gets better every year," said Miller. "It's fascinating, and there's a lot of bright minds here doing great work."



## Additional Awardees

Three additional awardees walked away from the PEC with cash prizes for their businesses.

Sydvicious, artist-created hand-crafted coloring books, and Sydney Gilmore won second place and \$10,000. The company won an additional \$5,000 from Red Shark digital to assist with web development.

GO-BO, LLC, a compact modular martial arts weapons kit, and Doug Thomas took the third-place prize and \$5,000.

"I say it every year, and I mean it every year. The Pirate Challenge keeps getting better and better," said Dr. Mike Harris, director of the Miller School. "The diversity of products and the background of student teams made me proud."

Harris added, "I think the judges' message is that fundamental concepts and ideas can win."

Along with Miller, judges for this year's Pirate Entrepreneurship Challenge were:

- Felipe de Araujo, a serial entrepreneur and winner of the third Pirate Challenge.
- Kel Normann '85, managing director for Normann Financial Group and serial entrepreneur.
- Julian "Bubba" Rawl, real estate developer.
- Julianne Shields, president/chief executive officer at the U.S. Association for Small Business & Entrepreneurship.

One judge new to the Pirate Challenge was Shields. In her role, she's been very familiar with the Miller School and the Pirate Challenge but never witnessed the competition up close.

"I was incredibly impressed with how well prepared the teams were," said Shields. "It was clear that they had been part of a program (Miller School) that has absolutely devoted its time and attention to helping the students be the best they can be."

Today, Carolina Chicken and Waffles is in a better position to establish legacies for its families, and package the love and passion they have for future generations, eastern North Carolina, and chicken and waffles, of course.



Dr. Mike Harris hugs Jamerus Payton during Pirate Entrepreneurship Challenge

## Pirate Entrepreneurship Challenge winner pursues hospitality management certificate and MBA

Jamerus Payton is the owner of Carolina Chicken and Waffles. His company recently won the fifth annual Pirate Entrepreneurship Challenge. However, with that win, Payton is not polishing his laurels. He's continuing his education on two fronts. He's pursuing his master of business administration, and at the same time, he's pursuing his hospitality management graduate certificate offered through the School of Hospitality Leadership.

We recently caught up with Payton and spoke with him about his pursuit of that certificate and what he plans to do with it.

### Why did you decide to pursue this certificate?

My background is primarily in STEM and operations leadership. I haven't worked in food service since I was an undergrad at North Carolina A&T. I needed a crash course in food, beverage, and hospitality.

I believe that this certificate will directly and immediately impact my growth and development as a restaurateur and business leader, ultimately and ideally leading to Carolina Chicken & Waffles becoming a popular, well-known brand and economic engine throughout eastern North Carolina (ENC).

### How do you see the graduate certificate helping you grow/sustain your business?

This certificate will provide me with the knowledge, skills, abilities, and network to successfully transition into the food, beverage and hospitality industry. I felt that if I was going to grow and scale Carolina Chicken & Waffles successfully, I needed to go back to the basics and become aware of the trends in the overall food, beverage and hospitality industry (including in ENC).

### How have you already implemented what you've learned in your classes with your business?

Last semester, I took Critical Analysis of Food Service and Beverage Management Systems with Dr. Lee. Our textbook, "Restaurant Concepts, Management, and Operations," has become my go-to reference book for the Carolina Chicken & Waffles operation. It has helped me with business planning, redefining my concept & menu, marketing strategies, staffing needs and budgeting/control.

### What's your biggest takeaway from being successful in the food truck industry?

To be successful, you must ensure that you have a unique yet simple concept that the market will receive and embrace with excitement. Your concept and food truck must solve an immediate problem. For us, we realized no chicken and waffles restaurants existed east of I-95. Our customers had to drive to major cities or attempt cooking this dish at home. Another key takeaway is the importance of keeping your menu simple to control truck space, inventory, and cost.



# Beta Gamma Sigma inducts 46 students during spring 2022 ceremony

The spring 2022 James H. Bearden Induction Ceremony of the ECU Chapter of Beta Gamma Sigma (BGS) was recently held at the Murphy Center at Dowdy-Ficklen Stadium.

The College of Business inducted 46 new members into BGS, the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. The BGS tapping ceremonies – the presentation of BGS invitations during class time – took place earlier during the spring semester.

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 second semester and the top 20% of graduating graduate students within the College of Business. Before nomination, the College of Business faculty reviews each candidate to ensure they meet the standards of character and integrity that membership represents.

Azita Mohaved, BGS president; Dean Paul Schwager and Jordan Anderson, BGS VP, helped induct and welcomed the students to the honor society.

Congratulations to the following inductees:



## Sophomores

Kollin Burden, finance  
Rileigh Cardin, entrepreneurship  
Chloe Deschamps, finance  
Amanda Gates, finance

Madison Harris, marketing & supply chain management  
Mackenzie Hudson, marketing & supply chain management  
Summer Morrison, marketing & supply chain management  
Zachary Weatherspoon, management





## JUNIORS

Miguel Andrade-Urrioso, accounting  
 Randi Bowen, management  
 Kaitlin Carter, accounting  
 Christian Chester, management  
 Emily Dupuy, marketing & supply chain management  
 Noah Fox, finance  
 Fiona Freyholtz, marketing & supply chain management  
 Jewel Herlong, finance  
 Caroline Hermes, management

Sarah Holland, management information systems  
 Xiaona Hong, accounting  
 Max Kahn, management  
 David Malloy, management  
 Quest Paluch, management  
 Graham Richardson, management  
 Alexia Smith, management  
 Sarah Stewart, finance  
 Elisabeth Vargas, management information systems



## SENIORS

Jacqueline Ambriz-Huerta, accounting  
 Laura Austin, finance  
 Jennifer DeLarichelier, marketing & supply chain management  
 Lacy Galloway, accounting  
 Shelly Gospodarek, hospitality management  
 Noah Lennon, accounting

Lindsey Parnell, management  
 Landon Stevenson, entrepreneurship  
 Douglas Thomas, entrepreneurship  
 James Upchurch, management  
 Sydney Venezia, management  
 Justin Wilcoxon, management information systems



## MASTERS

Stefani Coley, MBA  
 Kristen Conrad, MBA  
 Seth Craven, MBA  
 Devin Daniels, MBA  
 Houston Main, MBA  
 Ghafar Raza, MBA  
 James Wyatt, master of science in accounting  
 Alisa Diercksen, master of science in accounting





## COB closes out year with awards ceremony

The College of Business 2022 End-of-Year Social and Retirement Recognition Ceremony was held Wednesday, April 27, 2022.

The College of Business awarded faculty and staff for their amazing contributions over the past year during the event.

The following awards were presented.

**Deonanan New Faculty Excellence Award** was awarded to Dr. Kent Alipour, assistant professor in the Department of Management. According to the nomination, "Dr. Alipour exhibited teaching excellence as a new faculty member, including expressing his willingness to teach in various topical areas based on department and college needs."

**Stafford Faculty Award for Excellence in Teaching** was awarded to Holly Winkler, an instructor in the College's Leadership and Professional Development program. Winkler was recognized for her enthusiasm and belief in the teaching mission of the College. According to the nomination, "Winkler is a master teacher and coach who uses her experience and teaching talent to contribute to the transformation of her students and our region."

**Stallings Faculty Award for Excellence in Service** was awarded to Dr. Craig Marshall from the School of Hospitality Leadership. The award recognizes COB faculty for outstanding performance in service. According to the nomination, "Dr. Marshall has continually volunteered for student recruitment activities, industry relations activities, committee assignments and assessment projects. This past year he has served on six COB and SHL committees. Through his service work, Dr. Marshall is an example of an outstanding team member."

**Stansell Faculty Award for Excellence in Research** was awarded to Dr. Yajiong (Lucky) Xue of the Management Information Systems Department. The award recognizes COB faculty for outstanding performance in research. According to the nomination, "Dr. Xue's work has had a high impact in the business field. According to Google Scholar, her work has been cited more than 11,800 times. Based on Google Scholar citations, she is ranked no. 7 among all ECU faculty, and she is the most cited author among all current social science and business school faculty at ECU."

**College of Business Staff Award for Excellence** was given to Vickie Glover from the College's Miller School of Entrepreneurship. Glover was recognized for performance beyond the call of duty in one (or some or all) of the following categories: service, leadership, ambition, and spirit. According to the nomination, "The Miller School had a successful 2021-22 academic year, and Vickie was instrumental in making it all happen. Despite the challenges associated with COVID, her dedication to serving our students allowed us to pivot certain elements of our programs to a virtual environment while keeping other aspects face to face always with an appreciation of the necessary compliance to protect all participants."

College faculty and staff also celebrated those who have retired over the past two years or planned to retire at the end of the spring 2022 semester. Those names include:

- Rose Bailey, accounting department
- Denise Dickens, accounting department
- Laura Eakins, management information systems department
- Amy Fagans, Administrative Support Associate
- George Fenich, School of Hospitality Leadership



- Susan "Terri" Gray, Administrative Support Associate
- Mark Harrington, technology, information and operations
- JoAnne Hartsell, management department
- Richard (Rich) Hauser, management information systems department
- Sharon Justice, management department
- Jack Karns, finance department
- James "Jim" Kleckley, director, Bureau of Business Research
- Wanda Naylor, finance department
- Rick Niswander, accounting department
- Kathryn Pruitt, dean's office
- Judy Siquaw, associate dean for research and faculty development
- Kim Watkins, technology, information and operation

"The event was all about celebrating those who gave so much to the College of Business over the years and celebrating those who continue to give to the College," said Dr. Paul Schwager, dean, College of Business. "I also would like to thank the Stansell, Stallings, Stafford and Deonanan families for making it possible to recognize all the great talent that calls the College of Business home."



*Dr. Kent Alipour*



*Dr. Yajiong (Lucky) Xue*



*Holly Winkler*



*Vickie Glover*



*From left to right, Mark Harrington, Sharon Justice, Dr. Rick Niswander, Wanda Naylor, Laurie Eakins, Dr. Richard Hauser, and Dr. Judy Siquaw*





## MIS advisory board meets

The Management Information Systems (MIS) advisory board met on campus in April '22. MIS students and faculty joined the board as they listened to department updates from Dr. Ravi Paul, MIS Chair.

Though the board meets every spring and fall term, they will provide guidance and support throughout the year concerning branding and outreach, student engagement and faculty engagement.

Ten members sit on the board, and they represent familiar industry brands. Current members include:

- Angelena Brack, vice president, JP Morgan Asset Management
- Chelsi Cole, assistant vice president, global messaging engineering, Credit Suisse
- Thomas Graham, (chair of the board): VP, CISO, CynergisTek, Inc.
- Kathy Kiraly, principal technical training consultant, SAS Education Division
- Maurice Moody, SVP-head of transaction migration & virtual customer experience, Citizens Banking
- Jonathan Nissao, project/program management, customer experience, CiscoECU COB MIS board sits in room, listening to chair Ravi Paul, who's standing
- Wes Strom, technical sales specialist business analytics, public sector, IBM
- Michael Taylor, deputy county manager and chief information officer, Pitt County NC

- Tim Willis, senior business analyst, TriNetX
- Sean Wise, manager, Deloitte

Dr. Thomas Graham is the current chair of the advisory board. He says the MIS board plans to target four initiatives for the coming year: finance and partnerships, MIS branding, student outreach and curriculum.

"The advisory board identified these items as areas where it can provide the department with assistance," said Graham.

Guiding the board with members who volunteer their time, talent, treasure and influence could appear to be a job of its own. However, Graham says the reason he's taking on the responsibility is very simple.

"Being a Pirate, one of the tenets taught to every student is 'To serve,'" said Graham. "As a member of the advisory board for a few years, having experience in various industry areas, and owing a lot to ECU, I felt that we can, and should, do better as a board."

"With the support of the other advisory board members and the MIS faculty, I believe we can make the MIS program a truly standout department within the COB. By giving back to the MIS program and the College of Business ... this helps to ensure the continued success of not only the department but also the students."

# Team cognition: what is it, why does it matter, and how can we promote it?

by Dr. Kent Alipour

Teamwork has become increasingly common in modern-day organizations. In many cases, this is because there is a belief that when individuals combine their knowledge, skills, abilities, and other characteristics, they'll be able to accomplish more than they would be able to do otherwise.

However, what if I told you that, in many cases, this doesn't happen? In other words, we've seen teams comprised of individuals with a plethora of task-relevant knowledge and complementary expertise, yet their potential to develop innovative solutions goes unrealized.

To clarify, teams may indeed have the necessary motivation, abilities, and resources to succeed, but they still fail anyway.

Unfortunately, it happens a lot, and the consequences can be dire. For example, space mission breakdowns, airline crashes, and various homicides have all been blamed on what we can refer to as team cognition failures.

With team cognition, we're just referring to the way teammates collectively develop and share pieces of knowledge.

## Understanding each other

As mentioned previously, when considering all members, teams can have access to a vast pool of information and expertise. For example, imagine that an individual with a Ph.D. in engineering, a second individual with a Ph.D. in chemistry, and a third individual with a Ph.D. in psychology are collectively working on an interdependent task.

Notably, because this team has a vast pool of experience and information to draw from, one might assume they could collectively solve problems that require expertise in the three disciplines mentioned.

Unfortunately, research has shown us that they may have difficulties working together because members are often unable to share relevant expertise in a manner in which it is understood by the entire team.

In short, to achieve success, cross-functional teams must collectively build and share knowledge.

Unfortunately, we see that in many cases, they are unable to bridge the knowledge and expertise gap, and these difficulties may be readily apparent. In other words, having access to a pool of applicable knowledge and expertise is only useful if the team can find a way to make sense of how they differently conceptualize, label, and communicate task-relevant issues.

Furthermore, after communicating, members may think they are on the same page, but in actuality have different mental pictures of the core problem and its solutions. Regrettably, because they are unable to identify that these differences exist, coordination breakdowns and/or failures may occur.

Pursuing this idea further, we might say that a team's success with respect to team cognition boils down to the following:

Can we accurately get each teammate to understand our relevant knowledge and mentally share our roadmap to the solution?



Further, can we make sure that we accurately understand our teammates' relevant knowledge, in addition to grasping their mental illustration of the solution?

## Ways to achieve successful teamwork

So now that we understand the problem, and what's generally required for success, what are some actionable steps teams can take to increase their chances of success?

Well, simply put, teams can take advantage of their broader pool of information, expertise, and resources by making sure to regularly devote blocks of time for collectively recognizing, sharing, and communicating task-related information.

Relatedly, getting on the same page may require time spent learning how to "speak the language" of others who have a different functional background (e.g., engineering vs. psychology). That is, the same word may have different meanings, depending on one's discipline. This can create serious problems, as common words are often not expected to hold divergent meanings to teammates. Thus, a team may not suspect that communication problems exist until subsequent errors have been made, and team performance suffers. Even worse, because inaccurately perceived language may tie into additional concepts and information based on ones' existing knowledge and experiences, the magnitude of these mistakes may be particularly costly.

Thus, it may be beneficial for each member to carefully define any terminology that is used and practice redundant communication. In other words, a team member can communicate the same message presented earlier, but this time he/she can utilize alternative words and examples. Also, if the message was initially communicated in person, a follow-up email could be sent to the team later, conveying the same information through a visual aid or alternative method.

Ideally, teammates will share the same interpretation, regardless of which member presents the information, or how it is presented. This suggests that everyone is on the same page with respect to their mental illustration of the problem and/or viable solutions.

As the saying goes, "teamwork makes the dream work"...but only sometimes.



# National platform showcases Miller School

It's not uncommon to find Dr. Mike Harris bragging about the Miller School of Entrepreneurship – and all its successes – to anyone he can find. As the director of the Miller School, the bragging comes with the territory, and it's a duty he's proud to fulfill, especially when it comes to rural entrepreneurship.

Recently, Harris and the Miller School welcomed colleagues and entrepreneurship educators from universities around the country to participate in the Rural Summit. The attendees, along with the Miller School, participated in the 2022 United States Association for Small Business and Entrepreneurship (USASBE) conference. Harris shared information about successful Miller School programs – like RISE29 and Accelerate Rural NC – discussed best practices, and provided a tour of the almost-complete Isley Innovation Hub (IIH).



According to Harris, the event was another opportunity for the Miller School to showcase its growing repertoire of rural entrepreneurship through leadership, curriculum and milestones.

"We're trying to create something authentic to who we are as an institution," Harris said. "We're excited now to help share some of our lessons and best practices with other institutions that are trying to grow their programs."

"I think they are (Miller School) ... one of the leading examples of what can be done with rural entrepreneurship," said Dr. Dax Jacobson, dean of the Bill and Vieve Gore School of Business, Westminster College in Salt Lake City, Utah. "There's a lot of different programming ... different things, again, with community focus, their engagement with USASBE. I think they're just one of the great examples."

"I think ECU is one of the country's leading institutions when it comes to rural entrepreneurship," says Dr. Patrick Murphy, Goodrich Endowed Chair of Innovation and Entrepreneurship and director of the entrepreneurship program at the University of Alabama at Birmingham. "I think they're known for that, and so that's what really strikes me, and I learn a lot from watching how they work."

The Miller School's recent work is being recognized as a leading institution for its programming and rural entrepreneurship initiatives.

- In Oct. 2021, the Global Consortium Entrepreneurship Centers awarded it the Outstanding Emerging Entrepreneurship Center award.
- At the National Small Business Institute Conference, held in March 2021, Miller School took home the National Best Practices Award and National Project Competition of the Year award.
- Over the last three years, the Princeton Review and Entrepreneur magazine placed the Miller School on its annual list of Top 50 Undergraduate Schools for Entrepreneurship.

## USASBE as a platform

USASBE is an organization that aims to advance entrepreneurship education through bold teaching, scholarship and practice. Nine hundred members from 375 institutions have access to resources, syllabus exchanges, videos, certification options and USASBE's peer-reviewed academic journal, *Entrepreneurship Education & Pedagogy*.

Julienne Shields is the organization's CEO. She recently organized USASBE's 2022 conference, held Jan. 5-9, in Raleigh. ECU and the Miller School co-hosted the event. She says USASBE and its conference engenders a particularly open culture where people share what they are doing but are also hungry to learn from others.

It's that culture that Harris and Miller School saw as a major avenue to grow its reputation academically.

"In my opinion, it's one of the leading academic organizations in the nation for entrepreneurship educators," Harris said.

"We (USASBE) have many institutions that engage with us, but there is an intentionality behind what the Miller School is doing," Shields said. "They looked at the

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constellation of assets that USASBE has and figured out how they can support and leverage those assets to the benefit of the school and the students."

The programming coming out of the Miller School has been noticed by USASBE and its members. In 2021, the Miller School took home USASBE's Model Emerging Award that celebrates colleges or universities with new or restructured programs, and in 2020 ECU's RISE29 program was honored for its co-curricular innovation.

"Receiving acknowledgment is great but being good stewards of rural entrepreneurship is important. We realize we have to give back," Harris said.

Along with the forum and the tour of the Isley Innovation Hub on ECU's campus in Greenville, the Miller School participated or presented in three breakout sessions on rural entrepreneurship. One was led by the Miller School's Dr. Dennis Barber III and featured the Miller School-sponsored USASBE Rural Research Fellows. One session looked at rural entrepreneurship education that included Harris. The last session featured Harris and Barber, who discussed how rural entrepreneurship could be an economic driver.

"We want to pay it forward and help other institutions find their identity and grow their programs," Harris said.

ECU alumnus Fielding Miller '84, co-founder and CEO of CAPTRUST and the Miller School's benefactor, is "over the moon" with how much the Miller School has accomplished since its inception in 2015 and how it's helping to transform eastern North Carolina. Miller, who recently received the John E. Hughes Award for Entrepreneurial Advocacy at the 2022 USASBE conference, likes where the school is headed and the positive impact it is already making in the region.

"It is my belief that the best way to improve the social condition is to create good jobs," Miller said. "Good jobs equate to good families, good education, good health, a strong sense of purpose and of course, good tax revenues; all of it. Eastern North Carolina has a dearth of good jobs and entrepreneurship is the answer. The Miller School is working hard to build the job creators of the future.

"I could not be more thrilled with the work Mike (Harris) has accomplished since taking the helm. He has the Miller School going in the right direction and headed there in a hurry."

Established in 2018, the award recognizes an individual who, through significant and sustained entrepreneurial initiatives, has demonstrated a unique ability to accept and manage risk, exercise personal control, and acquire personal reward. The recipients are entrepreneurs (new venture, corporate, and/or social) that is committed to entrepreneurship education and has a demonstrated impact in the field of entrepreneurship, community leadership and philanthropic giving.

"I am honored to receive the John E. Hughes Award for Entrepreneurial Advocacy, especially for an initiative that is so near and dear to my heart," Miller said. "As entrepreneurs, it is critically important that we share our success and give back to the communities we serve. And one of the most important ways to give back is through helping to educate the next generation of entrepreneurial talent."

### Miller Receives Honor

During the 2022 United States Association for Small Business and Entrepreneurship (USASBE) Conference in Raleigh, ECU alumnus Fielding Miller '84 was awarded the John E. Hughes Award for Entrepreneurial Achievement. Miller is the co-founder and CEO of CAPTRUST in Raleigh and member of ECU's Board of Trustees.



Established in 2018, the award recognizes an individual who, through significant and sustained entrepreneurial initiatives, has demonstrated a unique ability to accept and manage risk, exercise personal control, and acquire personal reward. The recipients are entrepreneurs (new venture, corporate, and/or social) that is committed to entrepreneurship education and has a demonstrated impact in the field of entrepreneurship, community leadership and philanthropic giving.

(ECU Photo by Cliff Hollis)





*The COVID-19 pandemic forced companies to rethink and restructure their supply chain strategies, potentially revolutionizing how supply chains are managed and run on a global scale. (Contributed photo)*

## Disruption and the future of the global supply chain

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The pandemic brought two relatively obscure words into the forefront of our collective consciousness: supply chain.

Supply chain disruptions, shipping delays, port congestion and product shortages continue to plague global economies, and the news remains grim.

Indeed, Federal Reserve Chair Jerome Powell recently stated that COVID-19 disruptions to global supply chains may continue to push prices up through 2022 and possibly into 2023. Analysts, business leaders, politicians, and importantly, consumers wonder if consumption and economic progress will ever be like it was pre-COVID. However, what if the pandemic is actually a catalyst for innovative and forward-looking processes and strategies that can revolutionize how supply chains are managed and run on a global scale?

The pandemic may emerge as one of the most significant opportunities for companies in the last 100 years. The shock is forcing companies to reevaluate their global operations and develop and execute new and innovative strategies that will improve global supply chain management in the immediate future and pave the way for more resilient supply chains that push the current boundaries of efficiency and effectiveness.

How will this happen?

To start, several companies have sped up operational and strategic changes already underway. Here in North Carolina, manufacturers are looking at product redesign to

reduce the amount of raw material used in manufacturing, change electronics systems to rely less on chips and other difficult-to-obtain components, and even drop less profitable product lines. Retailers are also finding ways to innovate and become more consumer responsive while maintaining or improving efficiency. Regional grocery chains in eastern North Carolina have adjusted store hours, product mix and replenishment schedules to help balance their efficiency and effectiveness.

### **Pandemic positives?**

Across the country, companies are rethinking and restructuring their supply chain strategies to help mitigate COVID-related disruptions and make them more competitive.

For example, Under Armour is using lessons learned from the pandemic to accelerate inventory, pricing, delivery and production initiatives to improve its efficiency and effectiveness. U.S.-based electronics, automobile and aerospace companies understanding the vulnerability of their global supply chain operations began to reshore and reduce their supply chain risk and exposure years ago and continue today.

Companies today are also employing strategies and disruptive technologies such as blockchain and 5G to reduce waste, improve transportation efficiencies through routing technologies and provide greater transparency throughout their global supply chains.

Another concept is what academics labeled a “global

scanner strategy” for companies decades ago. A global scanner maps their global supply chains with detailed end-to-end information. It treats its global operations as part of integrated network models, viewing worldwide operations as specialized and interdependent.

So, instead of making sourcing and customer market decisions independently, companies look globally to determine the best location of operations based on areas or regions of suppliers and customers. Experts are also picking up on this idea now that far-flung and complex supply chains have become more and more challenging (e.g., regionalization).

Finally, companies like Freightliner, a subsidiary of Daimler Truck, are revisiting relational strategies to improve supply chain synchronization by reducing barriers to supply relationships and processes. The procurement team has been working to give resource and technological support to their suppliers to improve production, logistics and efficiencies. This move toward more strategic relationships would have been considered almost an anomaly in some industries just a few years ago.

Supply chains have been around since ancient times and entered into the common business vernacular decades ago. What has changed more recently is that supply chains are now complex, global, fragile and increasingly difficult to manage. At the same time, expectations are greater today than ever before. Call it the “Amazon effect” or any other number of monikers. Still, the four “Fs” of consumerism today, the fast, free, frictionless, flow shopping and shipping experience, have undeniably impacted what is expected from global supply chains.

Innovative technologies such as blockchain, internet of things (IoT), artificial intelligence, supply chain mapping and machine learning may all significantly impact the way global supply chains are managed today and in the future. These technologies, combined with proactive strategies and innovation, could evolve to future concepts of Industry 5.0 and beyond if companies can conceive and implement processes that mitigate global supply chain risk and make them more resilient to future risks and disruptions.

*Dr. Jon Kirchoff is an associate professor in the College of Business’ Department of Marketing and Supply Chain Management. Dr. John Kros is the Vincent K. McMahon Distinguished Professor of Marketing and Supply Chain Management in the College of Business.*

## SHL awards over \$65k in scholarships

The School of Hospitality Leadership will be awarding over \$65,000 in the next academic year to support its students. The following students were selected to receive scholarships to support their hospitality leadership education.

SHL is fortunate to have a multitude of supporters that provide scholarships for our students in all sectors of the hospitality industry. SHL students received scholarships from the following donors:

- The Donnie E. and Linda Vann Lassiter Scholarship
- The Bodenhamer USA Scholarship
- The Carol L. Taylor Spirit of Hospitality Scholarship
- The Marriott Scholarship
- The NC Bed and Breakfast Association Scholarship
- The J.R. and Elgie Wordsworth Scholarship
- The AH&LA Cecil B. Day Scholarship
- The BPR Scholarship
- The Aramark Scholarship
- The School of Hospitality Leadership Director’s Scholarship
- The Irwin C. Roberts Scholarship
- The Neal and Karen Crawford Scholarship
- The Gwen Potter Scholarship

### SHL '22-'23 Scholarship Recipients

- |                       |                    |
|-----------------------|--------------------|
| • Mamie Ballance      | • Kaylie Markey    |
| • Jessica Benson      | • Courtney Muller  |
| • Kristie Cappelletti | • Mallory Myers    |
| • Miriam Caughron     | • Emily Orr        |
| • Noelle Edwards      | • Sara Overton     |
| • Grace Faller        | • Noah Presley     |
| • Eliza Gemberling    | • Sarah Rodriguez  |
| • Danielle Jones      | • Tyree Rubin      |
| • Cheyenne Kober      | • Adam Schaller    |
| • Caitlin Kysar       | • Janelle Schwartz |
| • Mary Grace Lassiter | • Avery Thomas     |
| • Makayla Layne       |                    |



# '22 Crisp Small Business Resource Center Update

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Spring has been an exciting semester for the Crisp Center. Companies that the Center has assisted continue to show growth and success.

- Businesses assisted: 364
- Student consulting hours: approximately 4500
- Grants applied (project total): \$4.8 million
- Workshops offered: 10

## Breaking the numbers down...

- This semester the Crisp Center helped about 100 large family farms through the Executive Farm Management Program, speaking at the Southeast Fruit and Vegetable conference, and the NC Farm Bureau. The farms assisted represent some of the largest value agriculture producers in the Southeast.
- In partnership with the Manufacturing Extension Partnership, the Crisp Center hosted human resource training webinars that helped regional manufacturers hire, onboard, and retain talent. Workshops were also hosted with the Center for Sustainability on energy efficiency and pollution prevention. In total the workshops were attended by about 140 professionals.
- Workshops were offered in partnership with the community college Small Business Centers from Beaufort County Community College and Pitt Community College in business startup, business planning, finance, and marketing. About 75 startups participated in these trainings.
- A 10-week cohort of Accelerate Rural, 8 Start Teams, and 9 class projects provided a great depth of assistance to 42 regional companies.

## Start Teams Grant

In November, the Crisp Small Business Resource Center was awarded its third grant from NC IDEA to build student teams to assist high-growth startups. The grant was awarded to the Crisp Center with the Entrepreneurship Program at Campbell University as a sub awardee.

The Start Teams Program began recruitment in January and received 57 applications for students. Eight students from both Campbell and ECU were hired to assist high-growth companies in rural eastern and

sandhills NC. Companies included food businesses, new product companies, medical devices, and a marketing firm. Students formed teams of 3-5 to tackle pressing challenges at the businesses.

During the Spring, a \$200,000 grant was submitted to USDA to extend the Start Teams program through July 23 and hire a full-time program coordinator. Regardless of the grant outcome, the program will continue in the fall with assistance to more rural companies.

## Small Business Navigator Program-

Crisp's Small Business Navigator, John Tyler Turlington-Bonds, will graduate this semester with a BSBA-Management. In Jon Tyler's two semesters as the navigator, he fielded inquiries from the small business resource portal, selected 12 student teams for national and international pitch competitions, and worked to update a resource list and the Pitt County's VINES website.

## Pollution Prevention and Source Reduction Grant

The ECU Center for Sustainable Energy and Environmental Engineering and the Crisp Center were awarded a \$50,000 EPA grant to help manufacturers reduce waste and pollution in the automotive and food industries. The Center for Sustainable Energy and Environmental Engineering will be assisting with waste and energy audits with six manufacturing companies, and the Crisp Center will conduct cost-benefit analysis on recommendations. The grant will fund three additional workshops for manufacturers this summer in Pitt, Beaufort, and Wayne counties.

## Support for NC Food Commercialization Center

The Crisp Center is one of two representing board seats on behalf of ECU for the Eastern North Carolina Food Commercialization Center (ENCFCC). The ENCFCC will become a focal point to enable new food-based businesses in the region. The facility received a \$4M appropriation from the NC General Assembly and is pursuing matching funds from EDA for construction. During the Spring, the Crisp Center and ENCFCC partnered for a \$2 million grant from the USDA to

support food cluster development in eastern North Carolina. If funded, the grant will support special cohorts for Accelerate Rural and Start Teams as well as expand training and consulting for food-related businesses. Once the ENCFCC opens, it will fund production training for food manufacturing employees across the east. David Mayo will serve as Principal Investigator, Corey Pulido as Co-Principal Investigator, and Dr. Michael Harris as Co-Investigator.

### **Accelerate Rural NC (ARNC)**

The virtual synchronous cohorts of the accelerator have helped around 150 businesses in rural counties throughout the state. Existing grant funds will continue to support the program through October 2022; however, a regional partner has expressed interest in multi-year financial support. Other grant applications are also in place that will continue ARNC funding through 2022. The program continues to have strong statewide support from NC Idea, the NC Rural Center, and the USDA.

The ARNC has hired a new expansion coordinator to build partnerships and expand the reach of an asynchronous program. Colin Krenz joins the team from working with the RISE 29 program; Colin's experience with RISE29 has allowed him to begin scaling the program quickly. Over the summer, he will continue to build partnerships and run test cohorts.

### **Executive Farm Management (EFM)**

EFM was a great success this Spring. The Crisp Center joined NCSU, Clemson, and GA Tech to provide training to large family farms. Affiliate faculty member Sharon Justice trained farmers on human resource topic areas while Director David Mayo conducted training in family business, business modeling, and finance. The 3-week intensive training course concluded in Savannah, Georgia, with a shark tank presentation that highlighted key learnings from previous sessions.

### **Economic Developer Training**

The Crisp Center hosted 12 economic developers for training on how to integrate small business and entrepreneurship into their economic development strategy. This training has a great impact on local policy in economic development.

### **Mayo Named to North Carolina's Small Business Advisory Council**

Crisp Center Director David Mayo was named to North Carolina's Small Business Advisory Council which works to inform policymakers in the general assembly on legislative impacts on small businesses.

### **Cultivating Entrepreneurship**

The Cultivating Entrepreneurship program will work with the North Carolina League of Municipalities (NCLM) to develop small business incentive packages for rural towns. A university center grant was submitted to EDA for \$1M with an additional \$1M of matching funds. If funded the grant will support faculty assistance to towns for strategic planning, needs identification, promotional creation, and incentive development, and support businesses through student projects and continued support. The program will match small businesses with the best site locations. Miller School faculty member Dr. Dennis Barber and Julie Metz from the NCLM have been working on this project for since 2020; winning the grant will financially support growing the program. Dr. Barber will serve as Co-Principal Investigator and David Mayo as the Principal Investigator.



# COB faculty recognized at annual research & scholarship awards ceremony

East Carolina University held its annual Research & Scholarship Awards ceremony on March 16 in Harvey Hall.

The awards recognize excellence among artists, scholars, researchers and inventors at East Carolina University. They reflect how the university and its faculty's research and creative activities impact their respective fields, students, the regions and the world.

How did the College of Business fare? Quite admirably!

## 2022 Engagement and Outreach Scholars Academy Cohort

Dr. Ericka Lawrence, management  
Dr. Amy McMillan, management  
Outstanding Research Scholars and Artists

Dr. Shirley Mai, marketing and supply chain management  
Dr. Erik Taylor, management  
Dr. Lucky Xue, management information systems



(L-R) Drs. Shirley Mai, Diana Haytko, Amy McMillan, and Erik Taylor



Dr. Shirley Mai



Dr. Erik Taylor

# SHL academic program review is complete: moving forward to ACPHA accreditation

School of Hospitality Leadership recently concluded the Academic Program review process, which is an internal program review process. The final meeting with ECU's Academic Council was held in early May '22 to review the SHL Responses to the Review Report submitted by the external review committee, chaired by Dr. Stephanie Hein of Missouri State University, Dr. Muzzo Uysal of the University of Massachusetts, and Dr. Joy Karriker representing ECU. The report and responses focused on student recruitment, SHL resources and SHL programs and activities.

In the self-study, the SHL presented a thorough and comprehensive picture of the SHL, including its programs, students, faculty, and staff. In turn, the program review by the External Review Committee provided some good ideas and opportunities for the SHL. We were pleased that the Committee saw the value of the SHL and its many positive traits and activities. Many of the Committee's recommendations were items that we (SHL) had discussed at least in the beginning stages and opportunities to positively position SHL going forward. As noted by the Committee, resources in terms of faculty positions, staff positions etc. are vital to the SHL if it is to reach its goals and long-term potential. These resources are based on university decisions, and the SHL will progress, plan, and implement actions and ideas as they can, given the limited resources that it has at its disposal. As noted in the exit meeting with the ECU Academic Council etc., the SHL's success is tied to ECU's success and the ability of all units on the campus to partner to create synergies, unique and innovative courses, programs, and activities.

Ultimately, the SHL, as noted by the committee, needs to define itself and focus on its own brand; to become something to be known for and recognized by all its target markets. Our key tactical objective is to increase enrollment by targeting traditional markets: community colleges (articulation agreements and bilateral agreements), high school students and developing channels with hospitality and tourism businesses to provide opportunities for their employees.

Hospitality has been a high-growth career with much potential for qualified workers. Globally, hospitality and tourism businesses have suffered during the pandemic, but with the reopening of travel, the hospitality industry infrastructure, hotels, resorts, restaurants, etc., and the industry is beginning a new era. It will be a new industry that pays more attention to detail, safety, and sanitation, and enhancing guest confidence, trust, and loyalty. Hospitality offers great diversity in its career

opportunities and is known for promoting skilled workers quickly through the ranks to supervisory and management positions ([www.ahlei.org/workforce/](http://www.ahlei.org/workforce/)). The SHL is well-positioned to help meet the demand for the next generation of hospitality and tourism leadership.

The SHL's competitive advantage is the ability to deliver an outstanding hospitality leadership education for an optimal price; providing significant value supported by personal service, a great learning environment on campus and online, and a location in a growing area. We believe we are positioned to compete with leading institutions and have been building a track record of accomplishments to achieve this goal. The SHL needs to focus on our program outcomes and the future of the industry. The questions below frame the future of the industry and hospitality business education.

1. Will the hospitality industry need large numbers of our graduates and or entry-level managers in the future?
2. Is technology going to play a more prominent role in providing services?
3. What will the skills set be for successful managers and or those entering the management ranks for the first time?
4. How will recruitment be changed, and will the industry be more competitive for desired jobs?

As we continue to develop and create the SHL brand, we will strive to answer these questions. Our next step will be to work towards accreditation by ACPHA, the Accreditation Commission for Programs in Hospitality Administration. SHL hopes to complete the self-study for ACPHA over the summer and is now collecting data for that effort.





# SHL works with community soup kitchen

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Traditionally, the School of Hospitality Leadership's luncheon series was a tough ticket to find on East Carolina University's campus. The series, typically held during both the fall and spring terms, involved student-led lunches where everything from the menu to the plates and the service were managed and delivered to seated customers by students taking the senior food preparation class and labs.

COVID-19 forced the food preparation course and lab to go virtual in 2020. Tutelage that took place in the Quantity Food Lab and Darden Dining Room was adapted for online course delivery. Last year, the luncheon's table service shifted to a buffet lunch. Today, the words typical and traditional don't come anywhere close to describing the conditions in which those classes and labs are delivered.

"The shifts this class is seeing represent what we're seeing when it comes to the needs of our learners and what we are seeing from industry practitioners," said Dr. Bob O'Halloran, director, ECU's School of Hospitality Leadership.

For the spring '22 term, the class adapted to a growing demand for engagement projects with the community by working with the Joy Soup Kitchen. Five students prepared 100 lunches for the community over three days. No matter the location, the objectives are the same.

Students must develop the menu by considering guests' needs, kitchen layout and equipment, budget, presentation and packaging, and employee scheduling. Each lunch has a different management team. There is a high level of service and guest interaction for the luncheons with plated meals. With the Joy Soup Kitchen, students functioned in a catered environment, with all preparation taking place at the kitchen's facilities and not at ECU.



"Working with the Joy Soup Kitchen allowed the students to cook on a quantity scale and to plan as if doing off-site catering," said Jacqueline De Chabert-Rios, teaching assistant professor, School of Hospitality Leadership. "For our events and food service students, understanding the complexities of offering food at a different site is a great learning experience."

De Chabert-Rios says the students who do take the food preparation class virtually tend to work with organizations such as the Joy Soup Kitchen and the Ronald McDonald House.

"The needs of our learners are changing," adds O'Halloran. "Some want the face-to-face option, and some want the virtual opportunity because it works better with their schedules. Our food preparation course allows for any learners to be more adaptable."

# Future dentist Luke Fogarty developed leadership skills through business degree

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When senior Luke Fogarty graduates with his Bachelor of Science in business administration, he will think back on East Carolina University as providing “the greatest opportunity for achieving my goals to obtain a business degree and get accepted into dental school.”

Fogarty, a Greenville native, plans to attend the ECU School of Dental Medicine and eventually earn his Doctor of Dental Medicine degree.

“Being from Greenville allowed me to create strong connections with the community when seeking out shadowing opportunities for dental experiences,” Fogarty said. “Most importantly, I had a massive support network through the ECU Honors College, which was extremely beneficial in my progression as an aspiring dentist with a business background.

“I have been passionate about becoming a dentist for the past 10 years, and after having numerous instances of exposure to the dental world through ECU, I have never been more sure about my decision.”



## Student snapshot: Doug Thomas

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Hometown: Goldsboro

Major: Entrepreneurship and sports studies

Career goals: Launch his compact martial arts kit and run a martial arts studio

One could say the entrepreneurial itch for Doug Thomas began 30 years ago when he started martial arts training. That was nine years into a 26-year Air Force career. Upon retiring from the service in 2008, he landed in Goldsboro and began working at AT&T.

A couple of years ago, he learned about the entrepreneurship certificate offered by the Miller School of Entrepreneurship and College of Business. He thought it would help him launch an idea that had been kicking around in his head since 2017.

“I tend to train with martial arts weapons a lot,” said Thomas, a second-degree black belt in four different styles. “Since I teach and train in different locations, I have to carry my gear bag around with me, and it’s real heavy because of all the weapons I use.”

His idea led to a compact kit that could store 25 different weapons. He developed prototypes and pitched them in the annual Pirate Entrepreneurship Challenge. In the recent Overton Pitch Competition, Thomas’ martial arts compact kit idea won \$6,000 to invest in the business, the most handed out at the competition.

Thomas has participated in entrepreneurial programs such as RiseUp Academy, Accelerate Rural NC and I-Corps and been active in campus organizations such as the COB’s Peer Mentor Group, which serves first-year business students.

Then another entrepreneurial opportunity landed at his feet.

“My (martial arts) instructor indicated to me that he was planning on turning his school over to me,” said Thomas. “All these opportunities popped up and kind of changed my life.”





# RMI student receives prestigious internship opportunity



Risk Management and Insurance Junior Filmon Futsum of Charlotte, North Carolina applied and received a WSIA Diversity Foundation Internship/Scholarship offered to diverse students interested in careers in the wholesale, specialty, and surplus lines insurance industry. The internship/scholarship program is designed to promote

diversity in the areas of race, gender, sexual orientation and disability and to influence meaningful progress in the diversity of the industry's talent pipeline. Over the summer, Futsum will intern with Fortune 500 company Markel. He'll receive a \$5,000 academic scholarship for the next academic year upon the successful completion of the internship.

## How will this internship help you with your career trajectory?

This internship will play an immense role in my professional development. Being able to intern with a

company like Markel that's ranked 311 on the Fortune 500 list is something that excites me. It will allow me to gain experience in an office setting with insurance professionals that will help kickstart my career in insurance.

## What have been your experiences with the RMI program?

Dr. Brenda Wells and Professor (Kurt) Fickling run an exceptional program. They always have their students' best interests in mind. They always provide opportunities for us to grow and achieve our goals, especially through Gamma Iota Sigma events that prepare us for life after college, traveling and other amazing opportunities. For example, Dr. Wells emailed me this internship opportunity, helped me throughout the process and offered me a scholarship for housing over the summer, which was very thoughtful of her. It's been a short semester in the program, and I've already accomplished a lot.

I have nothing but extraordinary things to say about the RMI program.

# Miller School holds first official graduation ceremony opportunity

On Friday, May 6, the Miller School of Entrepreneurship proudly held its first official graduation ceremony for the BS Entrepreneurship (BSE) degree. Officials hosted 13 graduates and their families for a luncheon at the Hilton, followed by a 4pm graduation ceremony at the Main Campus Student Center.

"These graduates hold a special place in the history of the Miller School as they helped launch our degree program and paved the way for future students," said Dr. Mike Harris, director, Miller School of Entrepreneurship.

Graduates include

- Chandler Barnes
- Faith Davenport
- Keaton Forbes
- Dillon Forstberg
- Jacob Golden
- Andrew Griffin
- Daniel Hutsell
- Ryan Reeves
- Spencer Scheper
- Symani Simpson
- Greyson Tivolacci
- Doug Thomas
- Thomas Williams



*Best wishes to our Spring 2022 graduate  
—they have a very bright future ahead!*

# Timothy Young – A Hyster-Yale recruitment success story

*submitted story*

Every year East Carolina University provides opportunities and events, such as mock interviews, for students to help prepare them for careers following graduation. Sometimes those events turn into job offers. That's what happened with Timothy Young earlier this year.

Timothy Young, who had graduated with a Bachelor of Science Degree in Business Administration, Management Information Systems, participated in a mock-interview event sponsored by ECU. There he met with Dania Jamileh, Senior Talent Acquisition Advisor with Hyster-Yale Group. Hyster-Yale Group is a global manufacturer of forklifts, with its Americas division headquarters located in Greenville.

## The Connection

The two quickly established a rapport during the interview. Jamileh was impressed with Young's energetic and dynamic personality. "He asked great questions and seemed genuinely interested in our industry. My first impression of Timothy was I could be talking with a future HYG employee. Sometimes you just have an instinct that a candidate is a right fit for your Company," said Jamileh.

During the interview session, Young, who is from Pennsylvania, expressed an interest in moving up North and his willingness to relocate for work. Those comments made Jamileh realize Young could be a good fit for potential opportunities in multiple locations of the global company, including Cleveland, Ohio, the company's home office.

Following the mock interview, Young and Jamileh connected on LinkedIn, one of the platforms Jamileh uses to regularly stay in touch with potential candidates. Throughout the next several months, Young reached out occasionally regarding job opportunities and

Jamileh continued to make note of the skills she saw in Young – problem solving, critical thinking and taking initiative, skills she looks for when recruiting.

## Persistence Pays Off

Then in August an IT Internal Auditor position opened in Cleveland and Jamileh immediately thought of Young, and the interest he had expressed in possibly relocating. She reached out to him via LinkedIn and suggested he apply for the position. Young completed his application and then went through the HYG hiring and interview process. The hiring Manager and IT team saw the same qualifications Jamileh had recognized and offered Tim the position in August. Young began working remotely while living in Greenville and is looking forward to moving to Cleveland at some point after the first of the year.

"I'm so excited about this opportunity," says Young. "Hyster-Yale is a great company and I am already learning so much. I can't wait to see what the future holds."

"This is an excellent example of how opportunities like mock interviews can connect students to employers," says Jamileh.

Jamileh further advise others who are going through the mock interview process to treat like a real interview, take the time to prepare for the discussions and work to make a connection. "You never know what a conversation can do for your career," she says.





# In Closing

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As you may have heard, Paul Schwager has left the COB and assumed the Dean role in the School of Business at the College of Charleston. All of us at the College are sad to see him leave, but we do celebrate the new opportunity in front of him. I've known Paul for 19 years. During that time, he's been a friend, colleague, mentor and leader. I am honored to assume the responsibility of interim dean.

I plan to take all that I've learned from my experiences at the Miller School and continue ensuring the College of Business plays a leading role in student success, public service and regional transformation. I trust you'll find that the stories in this issue fit into one or more of the categories above.

I want to thank Dr. Grant Hayes and ECU leadership for this new opportunity. Those who know me know that I bleed purple and gold. My relationship with the COB dates back to 1988 when I started my freshmen year at ECU. I'm passionate about our students, the faculty who supports them and the staff who sets the foundation for the College.

Please know that I will be focused on being authentic to our mission and action-oriented in our approach to serving our students, the regional business community and you, our passionate Pirate alumni base. I hope you'll join me.

So, let's roll up our sleeves and get to work!

Dr. Mike Harris

A handwritten signature in black ink, appearing to read 'MH', with a stylized flourish at the end.

Interim Dean  
J. Fielding Miller Distinguished Professor

# *Farewell*

DEAN SCHWAGER



# *Good luck*

ON YOUR NEW ADVENTURE





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