

Eakins Appointed Dean

Dr. Stanley G. Eakins has been named dean of the College of Business, effective January 3, 2012. Eakins has served as interim dean since Dec. 2010, replacing Dr. Frederick Niswander who now serves as ECU's vice chancellor for administration and finance.

A professor of finance at ECU, Eakins previously served as associate dean of the College for nearly six years and is former chair of the Department of Finance. He was instrumental in implementing the College's new Leadership & Professional Development Program, which teaches students 21st century skills such as professionalism, leadership, and communication in addition to the nuts and bolts of business.

Eakins said, "I'm honored to be at the helm of the College of Business as we celebrate a significant milestone this year: our 75th anniversary. We have a lot to be proud of and a lot more to accomplish over the coming years."

Eakins received his Ph.D. from Arizona State University in 1990. He also served as vice president and comptroller at the First National Bank of Fairbanks, Alaska, and has experience as a commercial and real estate loan officer. A founder of Denali Title and Escrow Agency, a title insurance company in Fairbanks, he ran the operations side of a bank and was the chief finance officer for a multi-million dollar construction and development company. He has authored several textbooks that are sold worldwide. Eakins' wife, Laurie, is an instructor in the College of Business MIS department.

In related news, Dr. Paul Schwager has been appointed associate dean for the College of Business, after serving as acting associate dean for the last year. Schwager, an associate professor in the Department of Management Information Systems, previously served as the College's assistant dean for assessment, accreditation, and curriculum. He has been at ECU since 2003.



Dean Stan Eakins



Associate Dean Paul Schwager

College of Business Named a Top Business School for 2012

For the fifth straight year, the College of Business has earned top marks, ranking among the best U.S. business schools according to The Princeton Review. The New York-based education services company features ECU in its newly released 2012 edition of "The Best 294 Business Schools."

As part of its rating in the new guide, the College of Business is outlined in a two-page profile highlighting academics, career and placement, student life, and admissions information. The profile also touts the College's solid preparation in teamwork, communication/interpersonal skills, quantitative skills, and computer skills.

Direct quotes from business students applaud the College's "strong and challenging faculty members," as well as its "intimate feel" and "friendly atmosphere." In describing the College's distance education, students say that "very little of the East Carolina spirit is lost over the Internet."

Dr. Stanley G. Eakins, dean of the College of Business, said, "The College of Business is proud once again to rank nationally as a top business school. We take pride in our quality, value, flexibility, and focus on leadership, and we greatly value this distinction as one of the best

institutions where students can earn a solid business education."

The Princeton Review compiled the information based on its surveys of 19,000 students attending the 294 business schools in its book, as well as on school-reported data. The ranking lists and other data are available online at www.PrincetonReview.com.



www.business.ecu.edu

College of Business

75 YEARS OF EXCELLENCE



College of Business

COLLEGE NOTES

Online MBA Program Earns Top Marks from U.S. News

East Carolina University's MBA program ranks among the top 20 in online education, according to U.S. News & World Report's first-ever ranking of graduate-level business distance education programs. The rankings are featured exclusively on usnews.com.

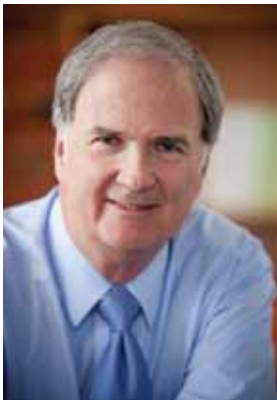
Out of 161 graduate business programs listed, ECU ranks number 17 for overall student services and technology. ECU also scored points for its teaching practices and student engagement (#26) and admissions selectivity (#28).

In a news release, U.S. News stated that the number of students enrolled in online degrees is growing rapidly. "Those prospective students—a very large proportion of whom are working adults—lack needed information to help them determine the relative strengths and weaknesses between online degree programs that they are considering attending. U.S. News undertook this project in an effort to begin filling this information gap," the release said.

The online program in the College of Business developed from a single course offering in 1998 to entire undergraduate and graduate degrees in numerous concentrations today. The College enjoys a robust online/distance education presence particularly at the MBA level, with more than 800 students enrolled.

"In a world with increasing 'diploma mills,' we are proud that the College of Business continues to maintain its high quality standards," Dr. Stanley Eakins, dean of the College of Business, said. "We strive to prepare both faculty to teach online and students to learn online while using a variety of technological and instructive methods to do so. It's no surprise the College of Business is looked upon as a leader in distance education innovation."

Emily Post Institute Director to Speak at ECU



Peter Post

Peter Post, director of The Emily Post Institute and author of five etiquette books, will speak at East Carolina University on Wednesday, March 21 as part of the Cunanan Leadership Speaker Series hosted by the College of Business. The public is invited to attend this free event, which will begin at 3:30 pm in Wright Auditorium at ECU.

One of renowned author Emily Post's four great-grandchildren, Post writes the "Etiquette at Work" column for the Sunday edition of the Boston Globe. He is author of the bestselling books "Essential Manners For Men" and "Essential Manners For Couples," and he co-authored "The Etiquette Advantage In Business," which is in its second edition and is used in the College of Business' junior-level leadership course. As the creator and primary presenter of Emily Post Business Etiquette programs,

Post leads business seminars for companies both in the U.S. and abroad. He has more than 25 years of experience in marketing, communications, design, and education.

Dr. Stanley Eakins, dean of the College of Business, said, "Business etiquette and other related personal skills are vital for professional success, and we are proud to bring one of the nation's foremost experts to Greenville through our speaker series. Peter's insights will be both enriching and enlightening."

For more information about the Emily Post Institute, please visit online at www.emilypost.com.

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

Mark Your Calendar

Who: Peter Post, Director of
The Emily Post Institute

What: Cunanan Leadership
Speaker Series

Where: Wright Auditorium at ECU

When: March 21st at 3:30 p.m.

COLLEGE NOTES

College of Business to Establish Living-Learning Community

Beginning Fall 2012, freshmen business students at ECU will have the option of joining a Living-Learning Community on campus, thanks to a group of students who suggested the idea.

Common on college campuses, Living-Learning Communities give students a unique, inclusive residential learning experience that connects classroom learning with residence life. Students enjoy the typical advantages of living on campus in a residence hall with the added benefit of living among other students who share their academic goals and interests.

College of Business officials have already met with ECU's Associate Vice Chancellor for Campus Living and received tentative approval for space in Garrett Hall for fall freshmen. More details will be solidified in the coming months.

.....

College of Business Cleans Greenway

More than 15 volunteers from the College of Business helped clean up the Green Mill Run Greenway on Saturday, Dec. 10, removing tires and trash from the 1.5 mile walkway that provides a scenic walkway and bike path along the water of the Green Mill Run in Greenville.

Associate professor Lee Grubb in the Department of Management coordinated the cleanup effort.

"This all came about during a ride on the Greenway with Bill McDowell, T.D. Gribble, and Andrew Herdman," Grubb said. "We all enjoy using the Greenway but noticed that it could use a little help. We

were amazed by the number of volunteers who joined us for the big cleanup day."

The City of Greenville helped the effort by providing an extra worker and a dump truck. In addition to faculty and staff, College of Business students were also allowed to participate and use the hours toward their service learning portfolio requirement.



More than 15 College of Business volunteers helped clean the Green Mill Run Greenway on Dec. 10.



Volunteers found many tires along the greenway.

College of Business

COLLEGE NOTES

College of Business Raises Funds for CROP Walk

The College of Business sponsored its first-ever team as part of Greenville's 25th annual CROP Hunger Walk this past fall, held on Sunday, Oct. 2. More than 85 students, faculty, and staff members from the College of Business participated in the event, helping raise more than \$7,000 in concert with area churches to help hungry people at home and around the world.

MBA students wore special shirts provided by the Graduate Management Admission Council that said, "TEAM MBA: The Business of Giving Back."

Karen Kus, director of the College of Business Academic Advising Center, said, "The CROP Walk is a movement to draw attention to hunger not only in the local community but also in the nation. It was so inspiring for Tendai Ndabvonga and I to help head up the College of Business CROP Walk team and watch the College come together to support this wonderful cause and raise awareness."

CROP Walks are community-based events to raise money for local hunger-fighting agencies as well as international relief and development efforts. Twenty-five percent of the proceeds from the Greenville walk will stay local, supporting the Campus Kitchen at ECU and the Food Bank of Central and Eastern North Carolina. The remaining 75 percent will be donated to the Church World Service organization, which distributes money to smaller organizations such as local food banks and soup kitchens.



MBA students from ECU participate in the CROP Hunger Walk.

Alumni Videos Commemorate College's 75th Anniversary

Alumni and faculty in the College of Business recently celebrated the College's legacy and how their experiences in the College helped shape their lives. Through a series of video vignettes, participants discussed their memories in pairs, emphasizing important, life-changing connections that were made at ECU.

The videos can be viewed online at http://www.ecu.edu/cs-admin/mktg/cob_75th.cfm.

Video participants include Dr. James Bearden, director of the BB&T Center for Leadership Development and former dean of the College of Business; Ken Chalk (BSBA '68, MBA '71), former chief credit officer of BB&T; Neelam Patel (FINA '08), area sales manager for Summit Hospitality Group, Ltd.; Dr. Jim Westmoreland, associate dean for external affairs; Bob Ward (BSBA '62), former executive vice president and chief financial officer for Unifi, Inc.; Mark Copeland (BSA/MSA '96), partner with Ernst & Young LLP; Marybeth Eason (MKTG '00, MBA '01), product and channel manager for Merchant Services at BB&T;

Tara Hardison (MBA '02), vice president / commercial card product and sales support manager for BB&T Financial, FSB/ BankCard Services; Paal Kaperdal (DSCI '88, MBA '90), senior vice president, online channel for TD Bank Group; Dr. Richard Kerns, former associate dean of Computer Services and professor, Dept. of Management Information Systems; and Jacob Alphin (FINA '09) and J.M. Dickens (MGMT '09), who serve as owners/agents of Triangle Insurance and Associates.

Dr. James Bearden, former dean of the College, reflected on what this 75th anniversary means to him as part of the video.

"We've had a remarkable journey here at this institution, and to be part of the College of Business, which has been so central to the university's success, is just a real delight," said Bearden. "Whenever you have a celebration of this magnitude, we want to ask all people to celebrate with us. It is not just our success that we are celebrating; it is the success of all of those who have come before us and who will come after us."

FACULTY NOTES

College of Business Holds First-Ever ‘Declaration Day’

The College of Business welcomed business students on Jan. 10 with its inaugural Declaration Day – an event when eligible undergraduate students officially declared their specific concentration within the College of Business. The event will be held in both spring and fall semesters going forward.

As part of the event, the College honored students with a pinning ceremony after breaking them into their various concentrations – including accounting, finance, management, management information systems, marketing, and operations and supply chain management. Once in smaller groups, students met with faculty members from their new department and learned more about their specialty.

Dr. Stanley G. Eakins, dean of the College of Business, said, “When our business students declare a concentration, it is a significant event in their progress toward graduation. Declaration Day recognizes this milestone and helps integrate students even more into the College.”



Dean Eakins talks with students during Declaration Day.



Accounting chair Dr. Dan Schisler congratulates a new student in his department. *Photos courtesy of Cliff Hollis.*

Tuten's Gift Research Makes National News...Again!

When it comes to gift giving, associate professor Tracy Tuten is the expert – and her marketing research on everything from gift cards to pet presents has made national news over the past year. Her latest gifting interview with the Associated Press on Nov. 10 has shown up on more than 5,000 websites.

For the most tech-savvy on your gift list, Tuten told the AP you might be better served making the presentation more traditional. “That’s because all the emotions that make gifts an important part of relationships happen when you hand over the neatly wrapped package and not when the person is actually getting the pedicure you bought for her with a Groupon,” the AP reported.

Tuten added that while teenagers may be the earliest adopters, buying them a gift that can be sent straight to their smartphones comes with the same pitfalls as any other type of gift. It must walk the line between proving you have made an

effort to understand who they are and what they like, and giving them enough choice that they don’t feel boxed in.

She is currently working on new gifting research, exploring how recipients interpret gifts that are clearly wrong and how those gifts affect relationships.

Tuten is associate professor of marketing at East Carolina University. She is an expert in social media marketing, web-based survey methods, advertising, and branding. Last year she penned two landmark books that explore the latest Internet innovations and their impact on marketing and business. She has also authored more than 100 journal articles, book chapters, and conference presentations. Originally from Washington, N.C., Tuten earned both her MBA and BSBA from ECU. She received her Ph.D. from Virginia Commonwealth University in 1996.



Dr. Tracy Tuten

College of Business

FACULTY NOTES

National Small Business Journal Moves to ECU

The national Small Business Institute® has appointed three College of Business professors to serve as the editorial team for the Small Business Institute® Journal (SBIJ), moving the publication's home to East Carolina University. In Oct. 2011, Department of Management faculty Dr. Michael Harris, Dr. Shanan Gibson, and Dr. William McDowell developed the first SBIJ issue under their leadership, featuring scholarly research articles and case reports related to small business management, entrepreneurship, and field-based learning.

"As one of the official journals of the Small Business Institute®, SBIJ is recognized as the applied and pedagogical instrument for projecting and supporting the goals and objectives of SBI," Harris, Gibson, and McDowell said. "We have strived to continue the legacy of providing high quality papers that appeal to a diverse and varied readership, and the current issue includes an eclectic collection of papers for both academics and small business practitioners."

The October issue features six articles from professors across the country, including one marketing-related article by ECU's own Dr. Tracy Tuten and Dr. Christy Ashley titled, "Promotional Strategies for Small Businesses: Group Buying Deals."

The journal is published electronically twice a year and is available to SBI members, small business owners, entrepreneurs, government officials, community/economic development officers, policy makers, and researchers. It is dedicated to practical research that will further small business, entrepreneurship and field based learning, and it is included in EBSCO Host, Google Scholar, and the Cabell's Directory. Previously, the SBIJ was published at the University of Central Arkansas.

The latest issue can be found online at www.sbij.org.



Dr. Michael Harris



Dr. Shanan Gibson



Dr. William McDowell

McDowell Conducts Free 'Leadership Luncheons' in Community

Assistant Professor William McDowell is giving others the opportunity to become business leaders. This past fall, he began assembling some of the best business minds in Eastern North Carolina to share their wisdom with the public.

McDowell, who is in ECU's Department of Management, continues to conduct this monthly series of free Leadership Luncheons at First Pentecostal Holiness Church - South Annex, located at 190 Plaza Dr. in Greenville. The seminars are held the first Thursday of each month.

"We're trying to facilitate leadership development opportunities in Pitt County," McDowell said in an interview with Carolina Men Magazine. He added, "I saw the need for this when I was teaching my Family Business course. ECU endorsed the idea because it was a good outreach program."

He says business leadership requires the skills of learning and listening, customer service, and "not leaving money on the table."

Some of the business leaders who have spoken at the luncheon include Brian Cooke, mayor pro-tempore of Grimesland; Ken Kearney, Materials Control Manager for Chatsworth Products, Inc.; Mitch Gay of BB&T; ECU's Human Resources Director John Toller; and Doug Barlowe, owner of D&R Logistics.

Also, several professors from East Carolina University have spoken at the luncheon including Dr. Lee Grubb who teaches Organizational Behavior, Dr. Andrew Herdman who teaches Negotiations, Dr. Shanan Gibson who teaches Entrepreneurship and Human Resources, and Dr. Paul Schwager, Associate Dean of the College of Business.

McDowell invites all business professionals to his luncheons, but asks that they let him know ahead of time if they plan to attend. He can be reached at 252-864-0146 or mcdowellw@ecu.edu.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

2011

Dianna Carroll (MBA) is a marketing specialist for Suddenlink in Greenville.

Joseph R. Colenda (ACCT) is director of finance for RJL Consulting, Inc.

Jimmy Freudenberg (FNA) is a leadership development associate for Advantage Sales & Marketing in New Jersey.

Matt Hale (MSA) is an audit associate for KPMG in Pennsylvania.

Celeste Amstutz Leich (MBA, MKTG '05) is a contract analyst for Sayres and Associates Corporation in Washington, D.C.

Seth Maness (ACCT) signed with the St. Louis Cardinals.

Donna Smalls (MBA) is a product manager for NetApp in Raleigh.

Joshua Franklin Tripp (MBA, HHP '07) wed Ashley Jo Godley (ECU '08, '11) on August 20th at Faith Assembly of God in Winterville. He works for Practicon in Greenville.

Elizabeth Ann York (MCSM) is currently working as a word processor at Ward and Smith P.A. in the Raleigh office.



Seth Maness

in the Greenville community including Dowdy Student Stores at ECU. Stephen serves as vice president of the company and Aliana is the marketing and operations manager. The couple has recently started a new business as an offshoot of Perfect Promotions & More called ECUstuff.com, where they sell ECU merchandise and personalize gear and University-approved items for student groups and other organizations.

Rebecca McKenzie (MBA, MKTG '06) began a fulltime career on July 1st with ECU's Office of Undergraduate Admissions as an admissions counselor. Primarily, she travels to recruit prospective students to become future Pirates.

Jeremy D. McManes (MGMT) is associate manager – shopper insights for Dr. Pepper Snapple Group.

Anna Parisi (FINA) is bankruptcy specialist I at Wells Fargo Home Mortgage. She resides in Knightdale.

Cameron Pelletier (MSCM) is a leasing consultant at Westover Hills in Cary.

Tyler D. Richardson (MGMT) is vice president at the corporate aircraft brokerage firm Corporate Fleet Services, LLC in Charlotte.

Brady Schwab (MBA) is a business project representative for Oticon, Inc. in Somerset, N.J.

Thomas Andrew Taylor Jr. (MGMT) is information management assistant – acquisitions for Liberty University ILRC in Lynchburg, Va.

2009

Nicole Bahn (FINA) is a mortgage quality assurance analyst for Wells Fargo Home Mortgage in Raleigh.

Stephen Benson (FINA) is a financial services representative for MetLife of the Carolinas in Raleigh.

Mark Dobbs (MGMT) is on the national sales support team for Viztek in Garner, N.C.

Scott Justin Poag (MBA, FINA '07) wed Summery Nicole Savage on May 21 at Sacred Heart Catholic Church, Salisbury. He is the existing industries coordinator with the Pitt County Development Commission.

Ruby Rodriguez (MBA) is a banking officer at BB&T's Rockville Pike office, Rockville, Md.

2008

Roger Black (MBA) is a financial business partner with AP Moeller Maersk in Copenhagen, Denmark.

M. Allison Castellana (MKTG) joined the advertising and promotions division of WBOC-TV, Delmarvas, Del. She was previously coordinator of events in Crisfield, Md.

Angela Ianuzzi (MBA) was recently married to Stephen Balog on Nov. 12, 2011 in Auburn, Ala. She will begin work on her dissertation during the spring 2012. She is also teaching management courses at Auburn University as well as online classes at Mount Aloysius College in Pennsylvania, where she earned her undergraduate degree.



Adam Keen

Adam Keen (MBA, MGMT '05) is director of development for leadership gifts at the University of North Carolina at Wilmington. His job is to raise money for the Cameron School of Business, Watson School of Education, and the College of Health and Human

Services. He previously served as the assistant director for the Seahawk Club at UNC-W.

Neelam Patel (FINA) is area sales manager for Summit Hospitality Group in Raleigh.

Sarah Polli (MKTG) is account manager – display for the Washington Post in Washington, D.C.

2007

Amanda Church (MKTG) is a program assistant with the city of Charleston's (S.C.) business development office. She had previously worked in public relations, marketing, and event planning.

2006

Sean Dempsey (MBA) is business development manager, metering & smart grid for WESCO Distribution, Inc. in Raleigh.

2010

Jason Barnes (MSA) is a financial analyst for the North Carolina State Ports Authority in Wilmington.

Melissa Dyer (MBA) is an instructor at Cleveland Community College. She and husband Robin live in Shelby, N.C.

Brittany Davenport (MKTG) is a video coordinator for Connexion Technologies in Raleigh.

Sarah Elizabeth Jones (ACCT) wed Daniel Carroll Miller on March 19th at King's Crossroads Free Will Baptist Church in Fountain.

Stephen McFadden (MGMT) and wife **Aliana McFadden (MKTG)** are very involved in the family business, Perfect Promotions & More, Inc., which is rapidly growing and expanding

College of Business

ALUMNI NOTES

William D. Edgar (MBA) joined Southern Bank's commercial business unit in Rocky Mount as a vice president and commercial banker.

Candace Moore (MBA, MGMT '04) was promoted to assistant vice president at BB&T in Winston-Salem.

2005

Lauren Asby (FINA) has been named banking officer and branch manager in Southern Bank's Greenville Medical Park Center office. She was employed in the banking industry for the past five years as a business development officer in the Pitt County area. She recently completed her first year of the North Carolina School of Banking in Chapel Hill. Lauren serves as president of the Women's Greater Greenville Kiwanis club and is also a member of Greenville's Junior Women's Association.

Kevin Gaffeny (MBA, DSCI '03) is a senior consultant for Fidato Partners, LLC in Wayne, Pa. He and wife Erica reside in Malvern, Pa.

Sandeep Kumar (MBA) is senior manager – sales for Marlabs, Inc. in Piscataway, N.J.

Kevin Monroe (MBA, MGMT '99) was named to the ECU Foundation board of directors. He is vice president at CapTrust Advisors and a member of the College of Business' Advisory Council. Kevin played baseball and football at ECU and is a color analyst for radio broadcasts of ECU football games.



Kevin Parsons (MBA, FINA '02), Avionics Technical Team member at Cherry Point Marine Corps Air Station, was awarded the 2011 6.0H Logistics Industrial Operations Group Employee of the Year Award, presented by NAVAIR Assistant Commander for Logistics and Industrial Operations Rear Admiral C.J. Jaynes.

Olaf Tobola (MGMT) is currently living and working in the south island of New Zealand as a quantity surveyor (cost management in construction), building a converter station on a hydroelectric dam.

Justin Wagaman (MIS) is an analytic and IT consultant for Davies Consulting, Inc. in Chevy Chase, Md.

2004

Wendy Cox (MBA, DSCI '02) is administrative support specialist for the N.C. Sea Grant. She previously worked at NCSU College of Management in the master of accounting program.

Michael Fesko (MBA, FINA & ACCT '03) is manager of PMO services at First Republic Bank in San Francisco.

Paul Russell (MBA, MIS '02) and wife Kimberly (ECU '07, '08) welcomed their first child, Nicholas Stephen Russell, on July 27, 2011. Paul serves as assistant director for graduate programs for the ECU College of Business.



Nicholas Stephen Russell

Becca Fleenor Smith (MBA, Hosp. MGMT '03) and husband, **Jonathan Blake Smith (MBA)**, work in their family-owned and operated firm, Robert G. Smith, CPA, in Cary, which was named Employer of the Year 2010-2011 by the Cary Chamber of Commerce. Becca also serves on the Cary Chamber of Commerce Board of Directors. The couple has two sons.

Steven Troutman (MBA, DSCI '00) completed his graduate certificate in Applied Statistics from Penn State University with a 3.92 GPA. He is a risk consultant for Wells Fargo in Charlotte.

2003

Kimberly Suzanne Barbour (MBA, ACCT '01), a senior financial examiner with the N.C. Department of Insurance, earned the certified public accountant designation.

Michael Griffin (FINA) received an MBA from the Fuqua School of Business at Duke University. He and wife Mercer Hamblen Griffin (ECU '03) had their first child, Stirling Elizabeth.

Paul Kaplar (MGMT), county agent for N.C. Farm Bureau Mutual Insurance Co., is one of the Top 10 Rookie Agents for 2010 based on his outstanding sales and service record. He also qualified for the 2011



Paul Kaplar

NAIFA Quality Award – Multiline Sales, which recognizes growth in life insurance and multiline production and is a very selective award presented to a limited number of qualifying agents. Paul also serves on the board of directors for the Fuquay-Varina Chamber of Commerce and is president of the Rotary Club of Fuquay-Varina.

Travis Russell (MGMT) has worked with Cummins Mercruiser for five years as a contractor and was offered the customer support management position in June. He is now the customer support manager for the Eastern United States and Canada. He and wife Erika (ECU '05) reside in Mount Pleasant, S.C.

2002

Kristy Conway (MBA, Criminal Justice '98) is a partner in ENC Property Management LLP. She worked in real estate part-time since 2006.

Cliff Godwin (MBA, DSCI '00) is the hitting coach at the University of Mississippi. He was previously hitting coach and baseball recruiting coordinator at the University of Central Florida. He was the Pirates' catcher from 1997 – 2001 and went with ECU to the NCAA Regionals as a No. 1 seed in 1999, 2000, and 2001.

Carmin Pollard Ipock (BSA/MSA) is manager of financial accounting for Hatteras Yachts in New Bern. She and husband Joseph welcomed their first child, Kolby Franklin Ipock, on June 4, 2011 at Pitt County Memorial Hospital. He weighed 6 lbs., 15.4 oz. and was 20.7" long.

Kirti Loper (MBA, FINA '01) and husband Steve (ECU '01) started CoUnt On MEE, a support group that offers free haircuts for military spouses. Steve's sister Meegan, a hairstylist in Fayetteville, near Fort Bragg, committed to donating free haircuts to military spouses for a year. After creating a Facebook page and blog to spread the word, other hairstylists at Fort Benning, Ga., Fort Hood, Texas, and Fort Sill, Okla., have joined the cause. The group is on track to provide 1,000 haircuts in its first year.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

You can track developments at their website, www.countonmee.com.

Frederick Moreno (MKTG) wed Jennie Leigh Doss on May 21st in Roanoke, Va. **Michael J. Sandlin (FINA '02)** was a groomsman in the wedding. Fred serves as an assistant district attorney for Durham County.

2001

Kelly Elaine Hardy (MBA) and Jason Matthew Deans (DSCI '99 and EXSS '01) wed on April 30th at the Immanuel Baptist Church, Greenville. She works for Aetna, and he works for Baseball Concessions.

Tommy Price (MBA, FINA '00) is a city executive and senior vice president with BB&T in Greenville. He was previously the business services officer for the Greenville market. He and wife Amanda (ECU '00 and '05) live in Winterville with sons Zachary and Evan.

Stuart Will (MIS) is a branch manager for Automotive Finance Corporation in Austin, Tex. He and wife Cara are hoping to relocate to Georgia.

2000

Matthew Hege (MBA) is vice president for Broadway Multimedia, Inc. in Coral Gable, Florida. Broadway Channel has recently launched a consumer website, which provides instant access to Broadway headlines, ticketing, show merchandise, and Broadway show reviews. The website (www.broadwaychannel.com) also includes theatrical content, such as theatrical trailers, star interviews, opening night coverage, and Tony Awards coverage. Matt and wife Melissa reside in Miami.

Rick Schott (DSCI) is currently working for Higherlogic.com as the product architect. He and wife Stacey Tribble-Schott (ECU '99, '05, '06) reside in Lewisville, N.C.

Ryan Blair Swanson (MBA, MKTG '99) works with one of the top 10 of all Domino's Pizza franchisees worldwide, located in Charlotte, N.C., with locations as far north as New York. He leads the marketing advisory

for the franchise in addition to traveling throughout the U.S. to speak/teach on successful marketing practices. His most recent presentation was in Las Vegas during the company's Worldwide Rally, where there are 5,000+ attendees. Ryan and wife, Gina West Swanson (ECU '99), reside in Charlotte.

1999

Charlie Adcock (MBA, MKTG '94) is assistant vice president and business development officer at Fidelity Bank, Fuquay-Varina. He is a town commissioner and chair of the Fuquay-Varina Economic Development Committee.

Allison Martin (MGMT) is director, fulfillment projects and IT systems for Random House, Inc. in Westminster, Md.

Erica Sampson Setzer (ACCT) is chief finance officer for Public Schools of Robeson County. She and husband, Robert Michael Setzer (ECU '00), reside in Lumberton.

1997

Natalie Jackson (ACCT) was named the N.C. Best Female Muzzleloader at the Dixie Deer Classic in Raleigh with a deer that weighed 190 pounds and had 13 antlers.

Kirk Lao (ACCT & FINA) is managing consultant for IBM. He and wife, Beth Ann Lao, reside in Garner.

1996

Mark Copeland (BSA/MSA) has been named to the ECU Foundation's board of directors. He is the managing partner of the Ernst & Young office in Charlotte and was recently recognized as one of the "Top 40 under 40" in the Charlotte business community. He has also served on the College of Business Advisory Council and the ECU Board of Visitors.



Mark Copeland with his wife Tracy (ACCT'95) and two children.

1995

Angela Hilgers Toler (FINA) works for Parish Capital Advisors in Chapel Hill. She and husband, Johnathan Toler, reside in Cary.

1994

Emile Artus (MBA) became director of taxes at AVX, a national multinational manufacturer of electronic components, as of April 2011. He and wife Shelly are preparing to move the Greenville, S.C. area.

Charles Hudson (MKTG) joined The Laurinburg Exchange as an ad sales representative.

D. Paul Powers (MBA, FINA '92), senior vice president and manager of the Commercial Business Unit for Pitt County, was selected as Commercial Banker of the Year at Southern Bank's annual Best Bankers event.

1993

Lee W. Tillman (MBA, FINA '88) is director of finance for the City of Havelock. She and husband Jack "Jay" Tillman Jr. live in Oriental, N.C.

1992

Harry Smith (MGMT) and his wife Tammy (ECU '92) were recognized for pledging \$1 million toward the Step Up To the Highest Level Campaign, designated to raise funds for the construction of a basketball practice facility at ECU. Harry is the chairman of the board and chief executive officer of Flanders, Corp., one of the largest manufacturers of air filters and related products in the U.S. (located in Washington, N.C.).

College of Business

ALUMNI NOTES

1988

Richard Klein (MKTG) is involved in a new venture after working for 15 years with CBS Sports. He and a business partner recently started Rockbridge Sports, Media, and Entertainment LLC, which offers property representation expertise and consulting services to industries of sports, media, and entertainment. He, wife Noelle (ECU '09), and their children live in Charlottesville, Va.

Walter Reid Perkins III (MKTG) wed Mary Elizabeth Anderson on May 19th at the First United Methodist Church, Wilson. He is CEO of The Hammock Source in Greenville.

Sonny Swanner (FINA) is vice president and city executive for the Washington branch of Select Bank & Trust Co.

Thomas J. Taricani (MBA) is a trustee of the Scholarship Fund with the Pennsylvania Institute of Certified Public Accountants. He is a partner specializing in taxation, valuation, and litigation with Boyer & Ritter CPAs in State College, Pa.

1987

J. Robert Buie Jr. (FINA) was certified as a private investment manager. He is a financial advisor with the Brown & Buie Wealth Management Group of Wells Fargo Advisors in Greenville.

Timothy S. Maples (ACCT) is executive vice president of First Bank. He and his family live in Southern Pines.

1986

Bill McBride (MKTG), of San Francisco, is chief operating officer and president of Club One, a chain of 14 fitness centers in Northern California and five others in Southern California, themed for kids. Club One also manages more than 60 corporate fitness centers, community centers, multitenant business parks and municipalities serving more than 140,000 members nationwide. He and wife Adrienne Francis McBride have three children.

Martha West (DSCI) graduated in Dec. 2011 with a master's degree of arts – theology from St. Catherin University in St. Paul, Minn.

1985

Randy Cole (FINA) is vice president, client services for NeoSystems Corporation in Tysons Corner, Va.

Joan Gillette Gray (MGMT) is human resources business partner for New Hanover Regional Medical Center in Wilmington, NC. She and husband Bob (ECU '84) live in Wilmington.

Greg Powell (FINA) joined Wells Fargo Advisors, LLC in April 2011 working in their Private Client Group in Morehead City, N.C.

1984

Dr. Susan West Engelkemeyer (MBA) is president of Nichols College in Dudley, Mass. She was previously dean of the Charlton College of Business at the University of Massachusetts at Dartmouth.

1983

Lisa D. Benton (MKTG) was elected secretary of the ECU Foundation. She is senior vice president of human resources for Wells Fargo. Lisa has served as the vice chairwoman of the ECU Foundation board, chairwoman of the College of Business Advisory council, and chairwoman of the ECU Alumni board of directors. She has also served on the ECU Board of Visitors and was recognized as an Incredible ECU Woman in 2007.

Glenda Bradley (FINA) is the director of finance for Orange County. She was previously the director of finance for Northampton County in Virginia.

Kathy Burns (ACCT) was the recent winner of the Entrepreneur Woman in Business Award from the Triangle Business Journal. The Women in Business awards program recognizes triangle women who have proven to be dynamic and outstanding leaders with established track records of significant accomplishments in business and/or community service. Kathy is a partner in Hall & Burns Wealth Management and Burns & Bynum, CPA. She and husband, Davidson Burns (MKTG '82) reside in Apex.

Joseph W. Clark (MGMT), financial operations manager of the City of Durham's Finance Department, is serving a one-year term

as president of the Carolina's Association of Governmental Purchasing.

Joseph Mauthe (ACCT), a tax partner with Deloitte Tax, LLP based in Los Angeles, was named regional marketplace leader for the West Region. A CPA, he has been with the firm for 24 years and partner since 1997.

John Timmons "Tim" Robinson (ACCT) is tax director for Hughes Pittman & Gupton LLC in Raleigh.

Tom Robinson (MGMT) of Salisbury, was recently named to the board of directors for the ECU Medical and Health Sciences Foundation. He is the vice president of merchandising for Food Lion, LLC.

1982

Christopher M. Daly (MKTG) is senior vice president of Wachovia Bank in Greenville.

William Russell Overman (ACCT) is Carteret County manager. He was previously county manager for Martin County. He and wife Lynn reside in Morehead City.

Wanda Stephens (MBA) owns an insurance agency, Health Insurance Solutions of NC, that represents top rated insurance companies in North Carolina. She specializes in helping families and individuals secure quality affordable health insurance and Medicare policies. Visit her company online at www.hisonc.com.



Wanda Stephens

1981

Roger L. "Vern" Davenport (MBA, MKTG '80) was named to the ECU Board of Visitors. He has three decades of experience in health care IT businesses. He provides strategy consulting for Quintiles, the biopharmaceutical services company.

William Riley Gray (FINA), former chief financial officer and vice president for fiscal services for Carteret General Hospital, Morehead City, was honored by his co-workers with a robot named "Riley" that connects stroke victims with stroke specialists worldwide.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

Randy Langley (MKTG) is sales producer with Mayo Simmons & Harris Insurance Co., Rocky Mount. He and wife Denise have two children.

Fred Miller (ACCT) and wife Virginia received the Wake Soil and Water Conservation District Pioneers Award for leadership and innovation in developing Wake County's first USDA-certified organic farm.

Carolyn Swain Simmons, CPA (ACCT) is deputy director for administration and finance at Partnership for the Sounds. She and husband, Dallas McCoy Simmons Sr., reside in Columbia, N.C.

1980

Paul Dwyer (MGMT), of Pembroke, Mass., is vice president of State Street Corp.

Marshall Gay (MBA, MGMT '75) is a realtor with Coldwell Banker Howard Perry and Walston in Raleigh.

Bob Peoples (MKTG) is a director of business development in the Southeast U.S. for Norwich, a full-service contract development and manufacturing provider for the pharmaceutical and biotech industry. He has directed manufacturing and packaging operations at Burroughs Wellcome and DSM Pharmaceuticals and spent the last ten years in sales and customer service.

1979

Robert E. Bencini III (MBA) is county manager in Washington County. Previously, he was director of community and economic development in Guilford County.

David Livingston Denning (MKTG, HHP '77) celebrated 30 years in sales with Sanofi-Aventis Pharmaceuticals. He is senior sales representative selling Multac. At ECU, he was a Sigma Nu.

1975

Walter R. Whittemore Jr. (MBA) was named chief financial officer for Volunteers in Service to the Elderly (VISTE), a 501(c)3 serving the elderly in central Florida. He joined VISTE in 2002 after 25 years of providing IT services to the U.S. military and intelligence communities. Walter and his wife, Barbara, reside in Lakeland, Fla.

1972

Glenn R. Croshaw (BUSA) was elected by the General Assembly of Virginia for an eight-year term as a judge of the Second Judicial Circuit Court for the city of Virginia Beach.

1971



Phillip Dixon, center, accepts his award from the N.C. Bar Association.

Phillip R. Dixon (MGMT '71) of Greenville received the N.C. Bar Association's I. Beverly Lake Public Service Award for 2011. The annual award, bestowed at a

dinner at the Grove Park Inn in June, recognizes a lawyer in North Carolina who has performed exemplary public service. Dixon was cited for serving on the UNC Board of Governors and previously chairing the ECU Board of Trustees and the Pitt Community College Board of Trustees.

1969

Edward W. Bradley (ACCT) is a CPA and CFP and works for The Pinnacle Group in Midlothian, Va.

1967

Marian McLawhorn (BUSA, LIBS '88), N.C. House of Representatives member, was honored by the General Federation of Women's Clubs of North Carolina as a "Woman of Achievement" for her contributions to the state.



Marian McLawhorn

1964

Eddie Buck (BUSA) of Charleston was inducted into the South Carolina Business Hall of Fame in May. Buck started out as a banker, rising to become executive vice president of Citizens and Southern National Bank. He bought a small lumber supply company in 1975 and built it into a mainstay of the area, Buck Lumber. He built the Bluewater chain of convenience stores, opened

fast food restaurants and 18 public storage sites. His enterprises operate through Jupiter Holdings, the parent company of Buck Holdings. Buck has chaired more than a dozen of Charleston's civic organizations as well as the State Railroad Commission and the State Ports Authority Commission. He and wife, attorney Margaret Brown, have two children, Susanne Buck Cantey and Eddie Buck, Jr., both of whom work in the family business.

1961

J. Paul Davenport (BUSA), a retired military officer and Greenville businessman, is chair of the Pitt Community College Board of Trustees. He has served on the college's governing board since 2005.

1947

Naomi Blanchard Bagley Hoffer (BUSA) was inducted into the ECU College of Education's Educators Hall of Fame.

GOT NEWS?

Add your own
Alumni Note at
[www.business.ecu.edu/
CONNECT](http://www.business.ecu.edu/CONNECT)

College of Business

ALUMNI NOTES

IN MEMORIAM

1950s

Ernest Guy Black (BUSA '59) of Asheville died November 25.

Robert Small Braswell (BUSA '59) of Mt. Dora, Fla., died Feb. 25. He retired from Lockheed Martin after 35 years.

John Andrew Kovalchick (BUSA '52) of Greenville died May 1. He was a mail carrier for 19 years.

James Franklin "Jim" Lee (BUSA '54) of Raleigh died June 29. A WWII Navy veteran, he retired from the N.C. Department of Transportation Personnel Office, where he received the Order of the Long Leaf Pine in 1999.

James Clifton "Jim" Nobles (BUSA '57) of Chatham, Va., died Feb. 28. He was an auditor for the U.S. General Accounting Office in Virginia Beach, retiring in 1986.

Lorenzo William "Pete" Peterson (BUSA '56) of Chesapeake, Va., died June 8. A Korean War Army veteran, he was a civil service auditor for the Navy.

Voight Verne Pritchard (BUSA '58) of Goldsboro died August 16. A member of Sigma Nu fraternity, he worked for Commercial Credit Corp. for 32 years.

Eugene Paden Smith (BUSA '51) of Williamston died July 25. A resident of Havelock for more than 50 years, he was editor, publisher, and owner of The Havelock Progress weekly newspaper. He was instrumental in the referendum establishing the town of Havelock, where he was mayor from 1975 to 1984.

Carl David Tolson Jr. (BUSA '53) of Lancaster died June 11. An Army veteran, he was an auditor with Armour and Co. in Atlanta and later worked with Springs Cotton Mills, now Springs Industries.

1960s

Herman "Butch" Hardy (BUSA '68) of Cary died April 24. He worked with Adams Products Co. for 38 years, serving as the company president for 17 years.

Kenneth Randall Mason (BUSA '64) of Raleigh died April 1. He retired from Spring and the N.C. Department of Information Technology Services.

John Rives "Big Read" Richardson (BUSA '69) of Stevensville, Md., died July 31. A Vietnam War veteran, he earned a National Defense Service Medal and an Army Commendation Medal. He worked in the FDIC.

1970s

Jeanette Matthews Gibson (ACCT '75) of New Bern died April 28. She was a bookkeeper and accountant in New Bern and Morehead City, comptroller at Craven Community College, and a state auditor.

John E. Gilchrist (MGMT '78, MBA '80) of Dunwoody, Ga., died May 14. A member of Pi Sigma Phi honor fraternity at ECU, he was an attorney in the Atlanta Area.

Tom Minges (BUSA '76) died June 8 of an apparent heart attack. He was 56. He was chairman of the board and chief financial officer for Minges Bottling Co., a Pepsi-Cola bottler that employs 250 people and serves 14 counties in eastern North Carolina. He is survived by his wife of 37 years, Kay Branton Minges, four daughters, three grandchildren, and two sisters.

1980s

James Kenneth Edwards (MKTG '85) of Ayden died Aug. 9. After retiring as a land surveyor and civil engineering tech from NCDOT, he was licensed as a real estate broker.

1990s

Clinton "Clint" Paul Charles (MKTG '90) of Matthews died May 5. He worked in the hospitality industry.

James Edward McGee IV (MKTG '96) of Morehead City died June 16. He was an admissions representative at Miller-Motte College in Jacksonville.

Durwood Scott Weston Sr. (DSCI '92) of Blounts Creek died May 29. He retired from Beaufort Community College as the system administrator and instructor in the business division.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

College of Business Alumni Honored with Awards

The East Carolina Alumni Association has honored three College of Business alumni with awards for 2011: William K. "Kel" Normann, Ralph A. Finch Jr., and Steven H. Wright.



William K. "Kel" Normann (MKTG '85)

Normann received one of two Distinguished Service Awards from the East Carolina Alumni Association. As a member of the ECU Foundation Board of Directors, Normann serves as chair of the Investment Committee

and oversees the investment portfolios of the Foundation and University Endowment. He is also a member of the College of Business Advisory Council. Normann and his wife Parker support the University through generous gifts, funding the W. Kel Normann Business Scholarship, an annual scholarship that recognizes a full-time undergraduate business student who has demonstrated both outstanding academic achievement as well as financial need, and were among the first to support the East Carolina Scholars Program and Access Scholarship Program with annual gifts.

Normann is a member of the Order of the Cupola, the Chancellor's Society, the Old Austin Society, and the Leo W. Jenkins Society. He is a life member of the Alumni Association and longtime supporter of the Pirate Club. Normann has also contributed to ECU's College of Nursing, the College of Human Ecology, the Division of Student Life, and the ECU Foundation. In 2008, Normann was recognized by the ECU Foundation with an Advancement Award for his extraordinary contributions to the University.

In his professional life, Normann is managing director of the Normann Financial Group for Wells Fargo Advisors in Sanford, N.C. His daughter Jordan is a current ECU student in the College of Human Ecology.



Ralph A. Finch Jr. (BSBA '67)

Finch, a business leader, was honored with a 2011 Outstanding Alumni Award. A member of the first graduating class after East Carolina College received university status, he is an influential mentor

and philanthropist. As president of Virginia Land Company, Finch has been successful in developing retail sites in Virginia and North Carolina for Ashley Furniture Stores, Family Dollar Stores, and Tractor Supply Company, among others. A U.S. Air Force veteran, Finch also spent time in his career as a real estate agent, focusing on second home and vacation properties. He developed corporate sites for Heilig-Meyers Furniture and Family Dollar Stores across the U.S.

Finch may be best known in the Pirate Nation as author of the University's first mascot book *The Adventures of Pee Dee the Pirate*, with all proceeds given back to ECU as scholarships. Prior to the book's launch, Finch gave ECU marketing students real-world experience through research, planning, and idea sharing for the book's marketing plan. Finch stays involved with the College of Business as a visiting lecturer, student mentor, and supports College of Business Etiquette Dinners. Finch is a member of the Chancellor's Society, the Old Austin Society, the Alumni Association, and Pirate Club.

In Midlothian, Va., Finch is still actively working and serves as a deacon at Bon Air Baptist Church. He loves spending time with his grandchildren and restoring his 1930 Model A Ford.



Steven H. Wright (MGMT '78)

Wright, an executive partner at international law firm Holland & Knight, also received a 2011 Outstanding Alumni Award. Wright currently oversees management of his firm's Boston office – a 120-lawyer firm. In his

practice, he serves as lead counsel and strategic advisor for several Fortune 500 companies, where he represents senior, in-house counsel, and corporate executives in complex commercial, corporate, intellectual property, litigation, and regulatory matters. He also chairs the Boston office's New England Executive Steering Committee and Compensation Committee. He is a member of Holland & Knight's Directors Committee. Wright served the mayor of New York City as deputy counsel, where he resolved legal and policy issues for the mayor and his Executive Cabinet, and was general counsel to New York City's Public Advocate. Wright's court admissions include the U.S. Court of Appeals for the First Circuit, the U.S. District Court for New Jersey, and the Court of Appeals of New York State.

Wright is a director for the Greater Boston Chamber of Commerce and serves as co-chair of its Commerce Transportation Committee. He is a member of the Business Law Section of the American Bar Association and the Corporate Law Forum, and member of the Commercial Litigation Section of the National Bar Association. He is a former trustee and executive board member of the Boston Bar Foundation and past president of the Massachusetts Black Lawyers Association. He is currently a director for the Savings Bank Life Insurance Company of Massachusetts and a member of its Executive and Investment Committees.

At East Carolina, Wright is co-chair of the University's National Leadership Advisory Council, chairman of the Ledonia Wright Cultural Center Advisory Council, and a former member of the Board of Visitors. He is also a member of the Chancellor's Society. Wright is the son of Ledonia Wright, who was an associate professor of community health at East Carolina and a public health professional, and for whom the Ledonia Wright Cultural Center was named.

College of Business

ALUMNI NOTES

Alumni Highlight: Evelyn Preast Cooper (ACCT '85)

From accounting to writing, Evelyn Cooper's career has taken some interesting turns throughout the past few decades.

After graduating from ECU in 1985 as a second-generation Pirate (her father, Dewey Preast, Sr., earned his business degree in 1959), Cooper began her career in Toledo, Ohio as a manufacturing accountant at Owens Corning, a Fortune 500 producer of residential and commercial building materials, glass-fiber reinforcements, and engineered materials for composite systems. She says her position was unusual for a woman in the 1980s.

"I spent time on manufacturing lines, climbing asphalt tanks, and discussing football," she said. "As such, I often found myself as the only woman on a team working on new manufacturing lines, new plants, new processes, and new software. It was a fun experience."

After moving up the ladder to become a plant controller, Cooper says she found it necessary to "retire" after 15 years with Owens Corning. Several years earlier she had married the first southern man she found in Toledo, even though he was a University of Tennessee graduate, and it was time to help raise their two sons – just 18 months apart in age.

Now 50 – and with sons who are 14 and 15 years

old – Cooper recently co-founded 4Gaby.com: Grits, a Brit, and a Yank. The web site features an online magazine created by a group of four friends who all have an interest in writing, in mothering, in aging, and in supporting each other and other women. The magazine features four monthly columns, offering brief slices-of-life on their experiences dealing with the "older mom" trend.

"We aren't trying to be a literary magazine, just something lighter, more informal, and an easygoing forum to share and to listen," Cooper said. "We want to have fun, share experiences, hope, problems, and praise."

Cooper credits ECU with the ability to be open to others and to communicate well with everyone from production line employees to CEOs to her online magazine followers.

"ECU recognizes a blue collar work ethic that I still appreciate," she said. "We expect nothing to be handed to us, and we expect to give no quarter."

Cooper is an avid Pirate football fan and still holds season tickets. She says she taught her sons their multiplication tables by explaining that three touchdowns is the equivalent of seven times three.

"At home, I start out knitting during football



Evelyn Cooper with her father, Dewey Preast, Sr., at an ECU football game

games, and I end up throwing it to the side so I can pace. I get a little, let's go with exuberant, during ECU games," she said.

In her spare time, she also enjoys volunteering with the Boy Scouts and is the local ECU Pirate Club representative and Alumni Association contact for upstate S.C., where she now lives. Cooper says her life has certainly taken some unexpected turns, and she encourages others to be open to change.

"Always be open to the possibilities of a new career, always treat others (even in your own company) as a valued customer, and always look for unanswered needs," she said. "Doing this has allowed me to move ahead in business and in life."

Alumni Highlight: Whitney Sibol (MKTG '11)

Being raised in Baltimore, Whitney Sibol decided to head south for college at East Carolina University, where she studied marketing. She loved life in Pirate country, but she knew she ultimately wanted to return home to Maryland.

With graduation approaching in spring 2011, Sibol focused on networking as she searched for jobs and connected with others in any way possible – even if it meant just getting advice from her new connections. As part of her efforts she explored social networking web sites like LinkedIn. It was there she ran across the ECU Alumni group. Sibol says she typed in "Baltimore" and came across one person in the marketing industry: Tom Ainsley, a 2004 political science graduate who was founder and CEO of Baltimore Media Group.

Sibol reached out to Ainsley and learned he had started his own marketing and advertising company in Jan. 2010, after working for a larger firm. Although his company

was growing, Ainsley was not ready to hire – but he was willing to share his insights.

Sibol said, "Tom was incredibly helpful, and I learned a lot from our conversations. So I left it at this – he was a good connection to make, and I could use his advice as I continued my job search in Baltimore."

Sibol went on several interviews over Easter break and had two companies she was steadily interviewing with when May rolled around. After those job opportunities didn't pan out, she emailed her ECU connection in Baltimore again and asked Ainsley where his company was growth-wise. They went to coffee the next day, and it turned out he was looking to expand.

"Our discussion evolved from there, and I have been a Marketing Associate at Baltimore Media Group for several months now and loving it," Sibol said. "It is a perfect fit! And it just goes to

show that networking with strangers can work to your advantage, and it does happen!"

Today, Baltimore Media Group is one of the fastest growing advertising and marketing firms in the Baltimore area. The firm works with local hospitals, mortgage companies, home improvement businesses, and tech startups – basically anyone who has a story to tell and needs help developing a marketing plan for a product or service.

"What I love most about working with Baltimore Media Group is that I get to meet new people every day," Sibol said. "We work with some amazing clients. I'm either on-site or behind the scenes writing content and watching email marketing campaigns, making sure that our clients' story is getting across and helping them grow their business."



Whitney Sibol (MKTG '11)



Tom Ainsley (POLS '04)

75 YEARS OF EXCELLENCE

ALUMNI NOTES

Alumni Highlight: Vern Davenport (MKTG '80, MBA '81)

Growing up just down the road from Greenville in Grifton, Vern Davenport knew he wanted to play football at East Carolina. In 1976, he walked on to the team as a redshirt freshman when Pat Dye was the coach and then played as a wide receiver and kicker for the next five years, including one year as an MBA student. Davenport says he especially enjoyed the family support he received during his college years; his father attended every football game and a large majority of the team's practices.

The hard work and discipline Davenport learned in football was quickly applied to the business world once he landed his first job as a newly minted MBA grad: a sales rep position with IBM's Greenville office.

"Greenville was a great town to serve with the university and new medical school," Davenport said. "In fact, both are still IBM clients today. My first job helped cut my teeth on the healthcare industry, and for the most part I have had healthcare responsibility in various jobs throughout my career."

With more than three decades of senior executive experience in healthcare IT, Davenport now serves as Chairman of the Board and CEO of MedQuist, a leading provider of integrated clinical documentation solutions.

Prior to joining MedQuist, he provided strategy consulting for Quintiles, a biopharmaceutical services company offering clinical, commercial, consulting, and capital solutions worldwide. Before that, Davenport was CEO of Misys Healthcare and led the strategic merger of Misys Healthcare Solutions and Allscripts, creating the U.S. market leader in acute and ambulatory clinical information systems. He has also worked for Shared Medical Systems, Kodak, and Siemens Medical Solutions.

Widely seen as an industry leader, Davenport enjoys a successful track record in taking difficult situations and executing rapid performance turnarounds.

When asked about his favorite ECU memories, Davenport says football dominates his best times

in college, and many of the lessons he learned on the gridiron continue to serve him today.

"The time that you spend in college becomes the defining years," he explained. "At the end of the day, there is no substitute for hard work and no shortcuts. You have to continuously outwork the other guy. And if you do something that you believe in, it becomes a lot of fun, too."

Although he has lived all across the U.S., Davenport now makes his home in Wake Forest, N.C. with his wife, Julie. He also enjoys spending time with his six daughters, who range in age from three to 25, and all love watching ECU football games.



Vern Davenport

College of Business Alum Elected Mayor of Greenville



Mayor Allen Thomas

College of Business alum Allen Thomas (MKTG '92) has been elected the new mayor of Greenville. This was his first run for office.

Thomas, 42, co-founded IQMax Inc. with a fellow East Carolina University graduate

in the 1990s. IQMax is a medical software technology company with clients in 36 states, three countries, and 154 medical facilities. His company processes approximately 15 million medical records a day. Thomas is also licensed with the North Carolina Insurance Commission and the North Carolina Real Estate Commission.

As a student at ECU, Thomas was elected student body president, where 21 years ago he first worked with the Greenville City Council as the university liaison to the council. After earning his degree in marketing from East Carolina in 1992, he attended law school at

North Carolina Central University before accepting a position under N.C. Governor Jim Hunt to help the N.C. Department of Commerce with business recruitment. Thomas also earned his MBA from the University of North Carolina at Chapel Hill.

So what's first on his agenda as mayor of Greenville?

"I think initially we're going to take a close look at city finances and see what we can do to make the city as healthy as possible for the long run going forward," Thomas told WITN-TV in an interview. "Also, crime is an issue in the city and I think we're going to continue to move forward, do what we can to improve safety. Quality of life for our citizens and job growth is a priority for me personally."

Thomas has served on the East Carolina University Board of Trustees and the ECU Board of Visitors. A supporter of the Pirates, Allen has been a on-air radio host for the past eight years covering ECU athletics. During the struggle to earn state funding from the North Carolina legislature, Thomas was instrumental

in developing and creating the "Purple Alert" system, which organized thousands of East Carolina University alumni to lobby their local senators and representatives to vote for the funding for the East Carolina Heart Institute in 2004, which now stands at UHS/Pitt Memorial Hospital in Greenville. He also previously served as chairman of the City of Greenville's Planning and Zoning Commission and on the City of Greenville's Board of Adjustment.

Thomas is married to Janet Stubbs Thomas and is the father of two daughters, Ava and Holly.



Mayor Thomas with his family.

College of Business

STUDENT NOTES

MIS Student Lands Valuable GE Internship



MIS Student Thanh Ngo

Junior MIS student Thanh Ngo has landed a competitive summer internship with GE's healthcare division in Milwaukee for summer 2012.

Every summer, GE offers full-time, paid internships to qualified candidates at each of its businesses. Interns gain hands-on experience while working on challenging projects, networking with professionals, and learning through one of the top firms in the U.S.

Ngo, 20, was born in Vietnam and has lived in Raleigh since age six with his parents. He says he initially applied for the GE internship as a sophomore at a recruiting event, but he was turned down due to his shyness and lack of interpersonal skills.

"At first I did not have any people or presentation skills, skills that GE looks for the most, but I was determined to give it another go. For the rest of my sophomore year, I worked hard to improve myself."

Ngo joined clubs and took leadership positions, practiced speech exercises in his spare time, and read books like "How to Talk to Anyone" to improve his soft skills. He worked closely with ECU faculty and staff members, including Dr. April Reed, who helped him polish his technical skills and resume; Rod Bradley with the Ledonia Wright Cultural Center, who guided him through the recruiting process; Richard O'Dor of the Business Communication Center, who served as a mentor and fine tuned Ngo's presentational speaking and communication skills; and Greg Hodges, a former MIS instructor with the Office of Institutional Planning, Assessment, & Research, who also served as a mentor.

Ngo plans to work hard this summer and hopefully land a spot in GE's Information Management Leadership Program, a two-year program consisting of multiple assignments and more than 12 weeks of formal training. It's seen as a key entry point for information technology professionals in GE.

"GE's internship program will open a ton of doors for me," Ngo said. "I'm so glad I worked hard to achieve this position. Never let a chance go by; you will never know what could happen, only what didn't happen."

Student Highlight: Daniel Carter (MBA '12)



MBA Student Daniel Carter

Deep in the heart of North Carolina's Research Triangle Park, Daniel Carter had plenty of options when it came to choosing an MBA program several years ago. In the city of Durham where he works, he was less than five minutes from Duke, 15 minutes away from University of North Carolina at Chapel Hill, and 10 minutes away

from N.C. State. His high GMAT score allowed him to go just about anywhere.

As a managing consultant at Health Planning Source, a healthcare consulting firm, Carter decided early on that an MBA degree would hold more flexibility in the future. When he was hired 10 years ago, his experience level was enough - but now he was one of very few colleagues who didn't have a master's degree. He knew an MBA would demonstrate both competence and a broader understanding of business, while giving him more flexibility and credibility with clients.

In fall 2009, despite all the nearby choices, Carter decided on East Carolina University's online MBA program. Although the physical campus was an hour and half away, the fully online program was the best fit for Carter's travel-heavy lifestyle.

"I researched several business schools before choosing ECU, including Campbell, Duke, Elon, N.C. State, and UNC, all of which are closer than ECU, but I don't think I could have made a non-online program

work with my schedule, even an Executive MBA program. ECU's program was definitely the best value from my perspective," Carter explained. "Plus, since the MBA program at ECU is completely online, I have total flexibility to travel for work and do school while I'm out of town."

Carter has taken two courses at ECU per semester since starting in 2009, and he is taking three in his final semester this spring. Today, less than one semester away from graduation, Carter is still happy with his choice - and he says it's been challenging. He even took part in ECU's travel-abroad option last summer, spending two weeks in China that helped him form bonds with his classmates.

"I highly recommend a similar experience to anyone who can do so," he said. "Studying abroad definitely takes a time commitment, but it not only opened up my perspective on a culture I had not experienced, it also allowed me to become friends with my fellow student travelers and engage directly with faculty - something that isn't always possible with an online program."

Overall, Carter says he's extremely satisfied with the choice of ECU for his MBA.

"It has been hard. I will be glad to get my degree in May, and I'm going to enjoy finding new challenges and opportunities that my MBA experience at ECU has afforded me."

Adapted from an interview with OnlineMBA at <http://www.onlinemba.com/blog/student-perspective-daniel-carter-mba-2012-east-carolina-university/>

STUDENT NOTES

Students Celebrate MLK Holiday with Community Service

A team of students from the College of Business' Leadership I course participated in ECU's Martin Luther King Jr. Day of Service on Jan. 16, volunteering time to help the Salvation Army on Dickinson Ave. in Greenville.

Twelve graduate students who serve as lab facilitators for Leadership I and two instructors, Abby Knight and Charlie Brown, re-painted yellow walls in the Family Store shades of blue, green, and tan. They replaced damaged ceiling tiles and scrubbed, vacuumed, and cleaned a planned teen center that will open in a former restaurant in April. The remodeling is part of a larger effort in the organization's work with teenagers. The College of Business team gave approximately 42 total hours of service.

The Day of Service was put on by ECU's Volunteer and Service Learning Center. Students said the event was a way to carry out Dr. King's message about coming together to help those in need.

"I think it's great to turn the day into a day of action, rather than a sale at the mall," Leadership I instructor Abby Knight said. "It's significant because he spent his life calling people to action. We're putting that in motion."

Graduate students who participated include Hannah Cherry, Ryan Chadwell, Devang Patel, Jonathan Atamanchuk, Emily Hampton, Heather Clayton, Chris Wheeler, Don Philyaw, Aly Schillig, Maggie Cunningham, and Lauren Baggett.



(Left) Ryan Chadwell of Richmond, Va., holds a ceiling tile to replace the one being removed by Don Philyaw of Greensboro in the planned Salvation Army teen center. Chadwell and Philyaw are graduate assistants in the College of Business. (Right) College of Business graduate assistants Heather Clayton and Devang Patel work together to paint a wall in the Salvation Army's Family Store. *Photos courtesy of Cliff Hollis*

Marketing Students Earn Top Spot in Google Competition

A team of students in Dr. Christy Ashley's consumer behavior class placed in the semi-finals during the 2011 Google Online Marketing Challenge last spring.

Emily Baumgartner, Scott Dannelley, Sal Villari, and Kelsey Weeden placed among the top 15 teams in the Americas region (North and South America) for their work with Top Dog Academy and ranked in the top 100 teams internationally out of 3,082 teams. In addition, five other ECU teams from Ashley's class placed in the top 10%. All eight teams were above the 80th percentile in the international competition.

Ashley's class has participated in Google's Online Marketing Challenge since spring 2009. Students begin the semester by learning about principles that affect consumer behavior online, such as market segmentation, consumer search behavior, perceptions, attitude change, and communications. Then, with a budget provided by Google, students

develop an online advertising strategy for a real business or non-profit organization that has not used AdWords in the last six months. During a three week period, students make changes to their online marketing strategy based on feedback from their client and results (including impressions, click through rates, and conversions). Students make presentations and provide a weekly update to their clients. At the end of the project, students report their results and make future recommendations for online marketing.

The international competition is open to enrolled undergraduate or graduate students, regardless of major. Ashley's class will participate in the Google Online AdWords Challenge again in spring 2012 with the following non-profit and small business clients: Greenville Museum of Art, Tryon Palace, Artisans, Cathy's Homemade Biscuits, Lalee's Cakes, ECU Stuff, and ECU Yesterday, Today, Tomorrow.

College of Business

STUDENT NOTES

Students Inducted into Beta Gamma Sigma

The College of Business recently inducted more than 50 new members into the Gamma Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held Dec. 6 at the Rock Springs Center in Greenville, where chapter honoree Kevin Monroe (MGMT '99, MBA '05) delivered the keynote address. Monroe, vice president of CAPTRUST, is the former captain (and four-year letterman) of the ECU football team, a radio show host on The Pirate Sports Network, and the vice president of Future, Inc., a local youth outreach program. He currently serves on the boards of the Pitt County Health Education and the Pitt County Pirate Club.

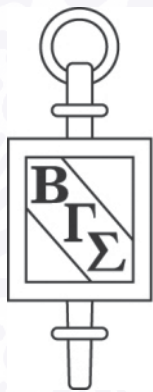
Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only and is based upon eligibility criteria, including those who rank in the top 7% of the junior class, top 10% of the senior class, and top 20% of graduate students within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

Assistant professor Andrew Herdman (MGMT) currently serves as faculty advisor in the College of Business.



Beta Gamma Sigma faculty advisor Dr. Andrew Herdman (left) stands with chapter honoree Kevin Monroe.

Fall 2011 Inductees



JUNIORS

Andrew Beamon
Britnee Coley
Teresa Dent
Brandon Hall
Michael Hardy
Mary Hill
Stacey Hobbs
Allison Johnson

Brooke Kessing
Antoine Khoury
Casey King
Christopher Lang
Tyler Masuda
Marisa Melchiorre
Alexandra Morrison

Kylie Moss
Thanh Ngo
Matthew Rodwell
Emilio Santiago
Danielle Stanley
Zachary Teachey
Stephon Thomas

SENIORS

Christy Aguilar
Jennifer Clemmons
Kendell Harris
Camille Hefner

Sarah Howland
Jessica Melton
Mary Newcombe
Clifton Quinn

Kseniya Shakotko
William Spain
Jessica Swanson
Christina Weaver

MASTERS

Jason Carman
Christopher Crotty
Melissa Ebili
David Eckell
Ronald Farlow
Olivia Fisher

Megan Gabel
Douglas Hayden
Jeffery Hope
Mitchell Kimsey
Jackson McRae
Joseph Rafalowski

Mark Rinehart
Cheterra Sheff
Ryan Stallings
James Teske
Jeremy Yates

75 YEARS OF EXCELLENCE

ADVANCEMENT NOTES

Your Annual Gift Makes a Difference

Regardless of size, your annual gift makes a difference to ECU. Every gift is important and is a vote of confidence in the College of Business and its future.

Your annual gift to the College goes to work immediately to:

- strengthen academic programs.
- attract top faculty members.
- make ECU affordable for all students.

Annual giving allows the College of Business to provide extraordinary opportunities for learning and discovery; to extend financial aid to students who need it; and to help meet emerging needs and challenges. These unrestricted funds give the flexibility to undertake new initiatives, such as implementing our new leadership curriculum and the necessary elements to support it.

Investing in the College of Business has never been easier. Annual gifts may be made by check, transfer of stock/securities, or credit card with

our secure online giving form. And now, gifts can be made directly from your smartphone, using the Quick Response (QR) code on the right. Similar to a barcode, the QR code can be scanned using your smartphone's camera, and it will take you directly to web site content. Read the code using a free app (like Barcode Scanner for Android and Scan for iPhone). QR codes are popping up everywhere, and they make it easy to give back and stay connected.

Every gift matters. Make yours today.



Scan the QR code above with your smartphone to access ECU's secure online giving form. There are free QR reader applications available for all mobile platforms.



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

Keeping Connected with your ECU College of Business

Hello ECU College of Business Alumni and Friends,

My thanks to so many of you who have used the business.ecu.edu/CONNECT link on the ECU College of Business homepage. I am very pleased to see the updates and receive information from you about other classmates you know. Please also feel free to email me directly at westmorelandj@ecu.edu!

All of our graduates are important in our College of Business alumni network. I am still working and encouraging students to seek you out as alumni and ask you to be a mentor in whatever form works for you. In my list of people who are volunteering to talk with students, I try to make good matches based on areas of expertise, location, etc.

Please stay in touch with College of Business news, events, and your fellow alumni. Now that our new Dean has been officially named, Stan Eakins and I will be traveling to various cities. We also welcome you to visit when you are in the Greenville area.

I am always just an email or phone call away, whether you have news to share or just

want to learn more about what's happening on campus. Networking helps all of us stay connected.

Jim



James R. Westmoreland, Ed.D.
Associate Dean for
External Affairs
College of Business
East Carolina University
Greenville, NC 27858
(252) 328-0130
westmorelandj@ecu.edu
<http://www.ecu.edu/business/connect/>



The ECU College of Business Commerce Club continues to grow. Please share articles of your classmates or when you have been featured!

College of Business—Commerce Club

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

Change Service Requested

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

Marketing Students Attend Career Conference in NYC

For the third straight year, ECU marketing students participated in the annual Advertising Women of New York (AWNY) Career Conference, held at the Fashion Institute of Technology in New York City. Twenty four students from East Carolina were led by Dr. Tracy Tuten, associate professor in the Department of Marketing & Supply Chain Management, and Shelly Spear, an administrative support associate in the College of Business who is also earning her undergraduate degree in business.

During the conference, held Nov. 11-12, approximately 750 students from across the country learned about various career opportunities in advertising. Students were exposed to industry leaders in the field of advertising, learned career planning techniques for landing the job they want, and attended resume building workshops led by experts in advertising placement.

ECU students also toured Dentsu America's New York office with its President, Doug Fidoten. Dentsu, which was awarded "Advertising Agency of the Year" by Adfest 2011, is considered the third most awarded agency in the world.

"This annual trip to New York is a great way for students to test the waters regarding a career in advertising," Tuten said. "Students learn directly from top experts in the field and come away with a wealth of information that could never be taught in a classroom. It's a unique experience for everyone."

Senior marketing student Anna Katharina Lohre agreed, "I really enjoyed the weekend in NYC and had a great time. The Advertising Career Conference offered a great variety of workshops and presentations that were very interesting. I can definitely say I was inspired by the end of the conference! Even if I do not end up working in advertising, this was an amazing opportunity that broadened my horizons and that I will never forget."



Marketing students visit Dentsu in New York City

About Stocknotes

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

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

We welcome your letters and comments.

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

Printed with nonstate funds.