

# STOCKnotes



## Welcoming Back Pirates

*page 4*



# FALL 2022

# OUTSTANDING SENIORS

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**LUKE THIGPEN**  
ACCOUNTING MAJOR



**FAISAL ABOUELHASSAN**  
FINANCE MAJOR



**NICOLE CARR**  
MARKETING MAJOR



**CHARLES HODGES**  
MANAGEMENT MAJOR



**APRIL MITCHELL SURRATT**  
MIS MAJOR



**RYLEA COMSTOCK**  
ENTREPRENEURSHIP MAJOR



**CAITLYNN HARPINE**  
RISK MANAGEMENT  
& INSURANCE MAJOR



**GABBY BANKS**  
RISK MANAGEMENT  
& INSURANCE MAJOR



**JAMEZ MELLION**  
SUPPLY CHAIN  
MANAGEMENT MAJOR



**GRACE FALLER**  
HOSPITALITY  
MANAGEMENT MAJOR



**HOWARD GRADUATE**  
**TYLON HODGES**  
ACCOUNTING MAJOR





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## Business Leadership Conference welcomes alumni back to Greenville

More than 1,200 students, alumni and presenters attended the seventh annual Business Leadership Conference (BLC), held Oct. 20, 2022, on the campus of East Carolina University. During the one-day event, ECU College of Business (COB) sophomores, juniors, seniors and graduate students heard from more than 20 local and national business leaders, entrepreneurs and alumni.

Traditionally, the BLC is kicked off with a keynote presentation. This year, event organizers introduced a new feature of the BLC to replace the presentation: a fireside chat. For the inaugural chat, Mike Harris, interim dean of the College of Business, welcomed John May (BSBA '93) back home to Greenville and to his alma mater. May is the founder and managing partner of CORE Industrial Partners, a Chicago-based private equity firm focused on North American lower middle market manufacturing, industrial technology and industrial service businesses. He is responsible for all of CORE's activities, including sourcing new investment opportunities, valuation, transaction structuring, acquisition financing and fundraising. He currently serves on the boards of all CORE's portfolio companies. May also is an at-large member of the East Carolina University Foundation, Inc. board of directors and chairs its Investment Committee.

"The Business Leadership Conference is a wonderful time where our alumni and speakers can connect with the College's No. 1 resource: our students," said Harris. "There's always a chance a student will hear something that will set them on a path to success."

May's participation in the BLC marks the first time an ECU COB alumnus has been the featured speaker at the event.

### Words of advice

On a fall morning in October, COB students heard from May, who has formerly been the president & CEO of seven companies prior to founding CORE Industrial Partners. CORE has bought (and sold several) 40 companies in the past five years, and the firm currently has \$1 billion of assets under management. Many listened intently as May answered one of Harris' many questions: "What is the secret sauce to success?"

"Be prepared," said May. "Always present yourself in a way that you're going to be what you want to be." To illustrate the point, May spoke about how he once worked at a chicken factory and every day, he went to work wearing a tie. "I thought to myself, 'I'm going to be a CEO one day.'"

For tomorrow's leaders, May recommended a lot of reading to ensure they are prepared for any processes they may need to know in their line of work.

"I taught myself how to do merger and acquisition transactions," May told the crowd. "I didn't go to an Ivy League school, and I didn't work for a financial services firm ... I spent a lot of time reading books and learning in real time early in my career."

Other lessons learned that May shared were "make hard work your passion, always find ways to give back and there is no destination; it's all about the journey."



Finally, surround yourself with good people, one extra ingredient to May's secret sauce that came from lessons learned over the years.

"If you don't know what you want to do, experiment a little bit and try a couple of different things," said May. "Find the thing that you can be the best at, and then put all your energy and effort into it. Surround yourself with the right group of people who are aligned with your passion."

### A sort of Homecoming

The Business Leadership Conference afforded Raj Kannan (MBA '90) a homecoming of sorts since he first stepped on ECU's grounds in 1987. Looking back, Kannan tells us, "ECU was not just a place of learning for me. It was a place where I reinvented myself."



Raj Kannan

Kannan, current CEO of Aerie Pharmaceuticals, said, "It (ECU) ... took a bet on a young Indian man back in the late '80s who was intent on following the bright beacon on the hill called the U.S. of A."

Part of the reinvention that Kannan describes included taking advantage of ECU's MBA program. This program would complement his undergraduate degree in chemistry from the University of Madras in Chennai, India.

"It (the MBA program) was where I met up-and-coming professionals working full time in local companies who came to class to debate, test, experiment, unlearn and relearn," said Kannan.

"ECU was not just a university for me," added Kannan. "It was a place where I could 'touch' and 'feel' the 'Pirate grit' and walk away with horizons expanded and stretched in a manner that never returned to its original proportion."

And, on Oct. 20, 2022, Kannan attended the Business Leadership Conference and saw firsthand the opportunities attendees had to have their horizons expanded as well.

"This Business Leadership Conference was aimed at inspiring, developing and connecting future leaders at the College of Business," said Kannan, "And with John May and the panel speakers, they (COB) achieved that goal."

After the fireside chat, COB students participated in 12 breakout sessions that featured numerous alumni presenters who focused on how to succeed in a career and what makes for good leadership. One presenter was Sequoia Borgman (MSA '98).

Borgman never passes up a chance to visit ECU.

"I have fond memories of my time as a student, and I owe much of my success to the education I received at ECU," he said.

Borgman, founder and CEO of Borgman Capital, returned to ECU this year to present at the Business Leadership Conference. He led an accounting breakout session titled, "What Now? How to enter the job market with confidence."

The presentation marked the first time Borgman participated in the conference.

"It was great to see the campus and catch up with some of my professors and those who helped me while I was a student," said Borgman.

The event closed with a session where the students networked with the presenters and practiced everything they learned from the COB's professional development and ethical leadership course. Etiquette and networking skills were on full display.

During the session, they remembered the challenge Harris put forth to them at the event kick-off.

"At this conference, I challenge you to get a minimum of three new LinkedIn connections," said Harris. "Honestly, you may meet someone that changes your life."







## Arthur Dedication Ceremony

East Carolina University's Thomas D. Arthur Graduate School of Business will chart the course for future Pirate leaders in business.

No matter where their futures lead, they all start in Room 1200 of the Bate Building.

From this space, the College of Business officially dedicated its second named school in a ceremony on Nov. 18.

"Transformative work has happened in this space for years and the Arthur School will ensure this continues to happen," Interim Dean of the College of Business Michael Harris said.

"We are excited about the future. This investment allows us to take this program to new heights."

The school has operated in Arthur's name since 2021.

Arthur '71 paired a \$2.5 million commitment with an additional \$2.5 million planned gift to support the College of Business. He also made a previous \$1 million gift to establish the Thomas D. Arthur Distinguished Professorship in Leadership in 2010.

In addition to strengthening graduate-level business courses, a portion of Arthur's gift will support student veterans and military personnel in the program.

Harris highlighted the foundational work done by others in the creation of the graduate school, including previous college deans Dr. James Bearden, Dr. Stan Eakin and former Chancellor Steve Ballard.

Because of Arthur's investment, Harris said the College of Business will be even stronger and will continue to be a

national model for leadership development and regional transformation.

Rising to meet one of the priorities of the Arthur School – to support student veterans – Harris announced a new military scholarship in Arthur's name during the dedication.

ECU Provost Dr. Robin Coger reflected on the influence of Arthur's Army service and his decision to join a very young MBA program at ECU after meeting Bearden.



*Dr. Jim Bearden, left, talks to Tom Arthur during the Thomas D. Arthur Graduate School of Business event.*

"For all of us, the paths we take – and the things we learn in our journeys – directly influence who we become in the future. And, of course, Mr. Arthur's journey to our College of Business was influenced by the steps he took before joining the Pirate Nation," Coger said.



In 1969, Greenville native Arthur returned home after serving in Vietnam and met with Bearden, who convinced Arthur to join the university's new MBA program.

"This speaks volumes to the difference each person can make by taking an interest in the individuals that comprise our current and future students," Cogger said. "The success of our students is one of our anchors here at ECU since we understand that each of our students has the potential to be a game changer for the future."

Arthur's investment deepens the College of Business' ability to serve future generations of graduate students.

For Arthur, his decision to attend graduate school at East Carolina was second only to military service in important life choices.

"My experience here was just outstanding," Arthur said. "I could land anywhere and do anything because of my MBA."

Arthur said having his MBA opened doors and led to positions of authority and decision-making.

"My two years here were just wonderful," Arthur said at the dedication. "I am delighted to further that into the future."

New scholars, new Arthur Leaders and new regional transformation will have their start in 1200 Bate as the Arthur School begins to take shape in the space.

Tristyn Daughtry is one of the first Thomas Arthur Leaders named in the new school.

Daughtry, now program manager for ECU's RISE29 student entrepreneurship program, sees the Arthur School as an inspiration to future students. The first-generation college graduate said she is honored to have been named an Arthur Leader and credits the school with

providing an incredible network and opportunities to collaborate and continue learning.

"Being an Arthur Leader is an encouragement to show students that they should pursue great things and leverage all of the opportunities the graduate program offers," Daughtry said.

The university has only three named schools in its 115-year history. The two in the College of Business were launched in the past six years, and both began at 1200 Bate.

The Miller School for Entrepreneurship recently moved into the Isley Innovation Hub, opening opportunities for launching the Arthur School in Bate. Room 1200 has a foundational connection to the newest COB school.

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*"My experience here was just outstanding. I could land anywhere and do anything because of my MBA."*

**- ECU Alumnus Thomas D. Arthur**

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Bearden's last office before retirement was none other than 1200 Bate.

Bearden's decision to recruit Arthur into the MBA program and later the Truist Center for Leadership Development shaped Arthur's professional life, reconnected Arthur to East Carolina and set the future course for the College of Business.

"He had a background that was impressive," Bearden said of Arthur. "I could just see he was going to do well."

"Now we've had a lifetime of seeing how correct I was," he added. "His involvement means so much to so many others who can go through the program and go do great things."





# Miller School climbs in national rankings



For the fourth year in a row, the Miller School of Entrepreneurship in East Carolina University's College of Business (COB) made the Princeton Review and Entrepreneur magazine list of Top 50 Undergraduate Schools for Entrepreneurship.

The Miller School, the only named school

of entrepreneurship in North Carolina, moved up from 46 to 40 in the rankings. The Miller School also placed in the top 10 for undergraduate programs in the South. According to Dennis Barber III, acting director of the Miller School, the six-spot jump reflects how the Miller School has transitioned from program building to program growth.

"The Miller School is entering a new phase of growth, and part of that growth is focusing on the assets in place and the key relationships we are building across campus and in the region," said Barber.

## From regional transformation ...

Existing and new programs have benefited from the more than \$15 million in program investments the Miller School has received since its initial \$5 million gift from Fielding '84 and Kim '83 Miller. Examples include:

- A \$2 million gift, thanks to Van '85 and Jennifer Isley, intended for the ECU community to gather, collaborate, ideate and launch ideas, led to the creation of the Isley Innovation Hub, which opened in the fall of 2022.
- A \$1 million gift from Matt Crisp '93 '96 led to the creation of the Crisp Small Business Resource Center, which provides programs like Accelerate Rural NC that helps small businesses access global markets through e-commerce strategies.
- A \$500,000 gift from Jim Chesnutt '63 and David Bond '78 created a professorship in entrepreneurship that allows the Miller School to attract and retain top academic talent.

The \$15 million number could increase soon. ECU alumni Julian "Bubba" Rawl and Kel Normann '85 are helping to spearhead a \$1 million campaign that will go to the naming of the Wornom Makerspace, named in memory of Samuel Joseph Wornom, III '65, in the Isley Innovation Hub. Once raised, the funds will help equip the space with the tools needed to create prototypes of ideas and assist with the operations and supplies needed for the hub.

## ... to student success

With programs and curriculum in place, more than 1,000 ECU students have turned to the Miller School to gain their degrees, earn a certificate and/or launch their ideas. The Miller School pedagogy and the entrepreneurial ecosystem it has helped build on campus has led to 156 student startup businesses.

The Pirate Entrepreneurship Challenge, with more than \$500,000 in prizes, has helped launch numerous companies since 2018. Another program, RISE29, matches student entrepreneurs with eastern North Carolina communities to begin new startup companies or provide support for business continuity plans.

Partnering with Campbell University, the Crisp Center's Start Team program allows entrepreneurial students to work with high-growth startup firms, providing them with critical skills gaps, like graphic design, marketing and engineering. At the same time, the students gain hands-on experience that could be leveraged when they decide to launch their startups.



"The Miller School continues to be a driver in the College of Business for student success and regional transformation," said Interim COB Dean Mike Harris. "Additional investments have expanded the Miller School's work to have an even greater impact across the campus and region. This mission-driven focus is how you earn a national reputation."

"What we have in place today is the foundation for what we want to do tomorrow," said Barber. "I believe we provide the entrepreneurial backbone for ECU and eastern North Carolina. Thanks to the reinforcement from alumni donations, we are in a strong position to help many make their mark in our surrounding communities."



*An ECU student pitches her idea during the first round of the 2022-23 Pirate Entrepreneurship Challenge.*

## "Manage-a-Hack" Event Brings Business and Computer Science Students Together

ECU's Society for the Advancement of Management (SAM) and Association for Computing Machinery (ACM) recently teamed up to host their first-ever joint mini-hackathon, fittingly named "Manage-a-Hack." The event brought business and computer science students together to form five interdisciplinary teams, each of which were then tasked with producing a startup idea, curating a business proposal, and developing a working prototype for presentation to a panel of judges. The five-hour event, hosted in the Isley Innovation Hub, aimed to close the gap between business and technology by introducing students to problem-solving approaches through the lens of a complementary discipline. Further, the event showcased how the fields of business and computer science can collaborate to complete projects.

Dr. Cody Logan Chullen, Associate Dean for Academic Quality in the College of Business (COB), and Dr. Nic Herndon, Graduate Program Director for Computer Science in the College of Engineering and Technology (CET), served as judges for the event. They listened to an array of excellent presentations including ideas for utilizing business and technology to increase rural access to the internet, to increase campus safety, and to promote health and well-being in Eastern North Carolina, among others. Prizes were awarded for best overall presentation, best business pitch, and best programming.



"Co-curricular activities such as 'Manage-a-Hack' are an important extension of the formal classroom learning experiences we offer our students. These activities positively impact our students by stimulating their creativity, improving their communication, teamwork, and leadership skills, and developing their interests and talents," said Chullen. "As part of our new strategic plan, we seek to increase the number of our graduates with significant co-curricular experiences. Bridging the classroom with these experiences fulfills the mission of ECU to foster student success and regional transformation."



# Beta Gamma Sigma inducts 54 students in fall '22 ceremony

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The fall 2022 James H. Bearden Induction Ceremony of the ECU Chapter of Beta Gamma Sigma (BGS) was held Nov. 29, 2022 in the Black Box Theatre in ECU's Main Campus Student Center.

The College of Business inducted 54 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 fall 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 of sophomore, junior, and senior year or 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 Movahed, BGS president, Dr. Michael Harris, interim dean of COB, and Jordan Anderson, BGS student vice president, helped induct and welcomed the students to the honor society.

## Congratulations to the following inductees.

### Sophomores

Kelly Adams, Management  
Julia Eastman, Management  
Ragan Holloman, Management  
Andrea Knight, Management  
Matthew Linkner, Accounting  
Laith Marjan, Management  
Logan Sutton, Entrepreneurship  
Grayson Warren, Management

### Juniors

Zack Balance, Marketing & Supply Chain Management  
Caroline Blandford, Marketing & Supply Chain Management  
Madison Cahill, Marketing & Supply Chain Management  
Jacqueline Chapman, Accounting

Lauren George, Management  
Craig Geter, Management Information Systems  
Jordan Hatch, Management  
Bryce Herring, Accounting  
Cara Jett, Entrepreneurship  
Synia Johnson, Management Information Systems  
Wesley Murray, Management  
John Seagraves, Entrepreneurship  
Savannah Trainer, Entrepreneurship  
Danielle Watts, Marketing & Supply Chain Management  
William Weathers, Management  
Jaelyn Woods, Accounting

### Senior/Graduate Students

Noah Benson, Management  
Joshua Bosworth, Management Information Systems  
Nicole Carr, Marketing & Supply Chain Management  
Yuvraj Desai, Finance  
Ellen Gowen, Marketing & Supply Chain Management  
Jiaojiao Han, Finance  
Lauren Hoffmann, Management  
Jessie Holloman, Management  
Mayamiko Jacobs, Management  
Joshua Jones, Management  
Madison Little, Marketing & Supply Chain Management  
Kuang Liu, Management Information Systems  
Samuel Mullis, Management Information Systems  
Samantha O'Neal, Management  
Kylie Rautmann, Marketing & Supply Chain Management  
Frank Raya-Viera, Accounting

### Graduate inductees

Aurora Shafer, Entrepreneurship  
Katherine Dixon, MBA  
Catherine Fitzhenry, MBA  
McKenzie Godfrey, MBA  
Tracy Jarman, MBA  
Amy Kelly, MBA  
Collin Malpass, MBA  
Christa Matheson, MBA  
Matthew Rapp, MBA  
Charmaine Ratcliff, MBA  
Symbra Ross, MBA  
Sylvia Sullivan, MBA  
Elizabeth Majette, Masters Second Recognition, MBA  
Elizabeth Martin, Masters Second Recognition, MSA





*Sophomore  
inductees*



*Junior  
inductees*



*Senior  
inductees*



*Graduate  
inductees*



# Another Meet the Firms is, well, in the accounting books

The annual Meet the Firms event, designed to introduce regional and state accounting firms to soon-to-be College of Business (COB) accounting graduates, returned to ECU's Murphy Hall September 13, 2022.

Twenty-eight accounting firms met, networked and connected with 180 accounting students with varying career aspirations. One of those students was Sarah Stewart, a senior from Emerald Isle, North Carolina. This year's Meet the Firms was her first, and she participated in it for targeted, pragmatic reasons.

"I'm expecting to talk to a lot of people, hopefully, get a lot of contact information and have a chance for an internship next summer," said Stewart.



Kara Bowen of Forvis, left, speaks with College of Business accounting students.

## Been There

Zana Tate is an assurance senior manager with EY. She was in the same situation as Stewart when she attended a Meet the Firms event as a COB senior. Why did she come back to attend as a recruiter?

"I'm here to recruit top talent from the best university," said Tate with a smile. However, when recruiting future talent to EY, she knows what she and the Big Four company are looking for in a candidate.

"I'm expecting to find someone that's enthusiastic, who has a positive attitude, is great at communication and is interested in learning," said Tate.

## Done That

Kara Bowen is a managing director for the newly named Forvis, a company that emerged out of a recent merger and whose name stands for forward vision. She works out of the company's Greenville office and looks forward to attending the COB's annual accounting career fair.

"The majority of our group are ECU alums, so we are very familiar with this event," said Bowen, who received her Master of Science in Accounting from the COB. "We are excited to meet the students and hopefully find many prospective employees."

When asked about what kind of candidates she looks for when she attends Meet the Firms, she said, "We are looking for anyone and everyone interested in the accounting world, which includes audit and tax advisory services."

"The students always are full of energy and excitement about their upcoming careers, and we want to support them in their journey and ... we hope they want to come along with us," said Bowen.

"This event is the highlight of our fall semester," said Dr. Cal Christian, accounting chair. "It felt like gameday! Our students are in high demand and to be able to come out tonight and experience the excitement of having all of these employers on campus wanting to recruit our students is awesome. The event's high turnout confirms our students are wanted. In addition, for our faculty to be able to visit with so many former students that have come back to campus to recruit is just an added bonus. This is going to be a great year for the accounting department!"

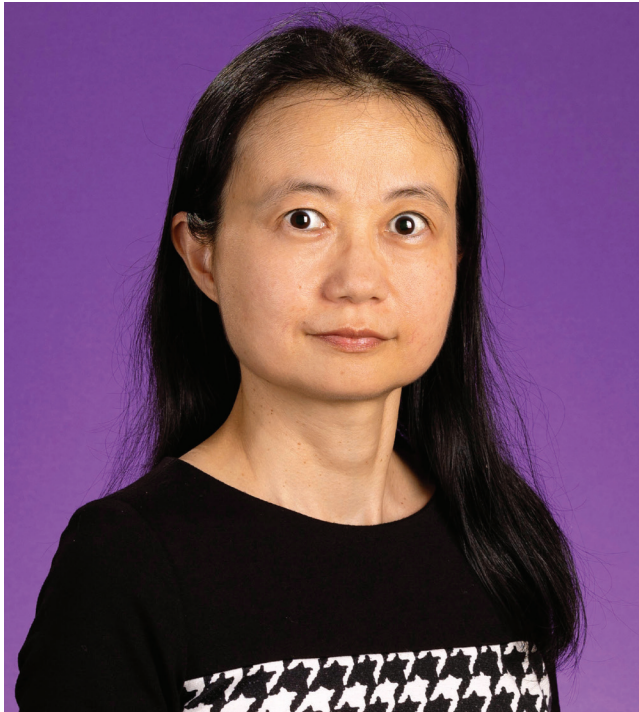


Sarah Stewart



# Meet Dr. Yajiong (Lucky) Xue, Robert Dillard Teer Distinguished Professor

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Dr. Yajiong (Lucky) Xue joined the College of Business and the Department of Management Information Systems in 2008 as an assistant professor. That same year, she helped establish the COB's Center for Healthcare Management Systems. Xue became a full professor in 2014.

Xue was recently named the Robert Dillard Teer Distinguished Professor. We caught up with her to talk about how this endowment will affect her work, fellow faculty and the leaders of tomorrow.

## How will you leverage this gift with your work?

This gift allows me to conduct more impactful research, pass knowledge on to others as an educator, initiate collaborations among colleagues, and help transform the region. I believe the activities enabled by this gift can lead to my personal growth and career development and, more importantly, generate public benefits and social welfare in the regional and national scope.

## How will this work impact your students?

My work supported by this gift will help broaden students' knowledge horizons, increase their opportunities to experience the impacts of technological innovations on organizational transformation, and inspire them to explore advanced technologies to improve local community development, especially for the disadvantaged populations in eastern North Carolina.

## What are your research goals for this gift?

My research goals for this gift are threefold:

- Establish and strengthen COB's unique roles at ECU and serve eastern North Carolina by creating new knowledge (innovative approaches) to guide regional and national development.
- Deepen collaborations among COB faculty members in mutually interested areas and mentor COB faculty members who seek growth opportunities.
- Secure external grants and resources to conduct high-impact studies and develop talented students

*Distinguished professorships are awarded to senior scholarly leaders on the faculty who will advance the mission of the College of Business. There are currently nine endowed professorships in the College of Business.*

*The Robert Dillard Teer Jr. Distinguished Professorship of Business, the university's first endowed professorship, was created in 1986.*



# Does your company have an Internship Program?

## Benefits of an Internship Program

- Find Future Employees
- Increase Productivity
- Support Fellow Pirates™
- Improve Employee-Retention Rate
- Give Back to the Community

**Want to know more?**

Contact: Melissa Parks | COB Internship Coordinator  
parksr19@ecu.edu | 252.328.6596







**Natalie Porter,**  
Intern at: BMW



**Samuel Olivares,**  
Intern at: RISE29



**Lacy Galloway,**  
Intern at: PBMares



**Nathan Boswell,**  
Intern at: TIAA



**Gigi Uwakwe,**  
Intern at: SPC Mechanical Corporation



**Gabby Banks,**  
Intern at: PWC



**Dean Banner,**  
Intern at: Rustic & Main



**Connor Harmon,**  
Intern at: ThermoFisher



**Neil Bullard,**  
Intern at: RISE29



**Patrick Chapepa,**  
Intern at: KPMG



**Filmon Futsum,**  
Intern at: Markel



**Ellie Bromley,**  
Intern at: AWS



**Jorge Hipolito Canario,**  
Intern at: EY



**George Khalil,**  
Intern at: Target



**Cheyenne Kober,**  
Intern at: Chevy Chase Club



**Binta Touray,**  
Intern at: Fresh

# Hirings and promotions galore in the COB

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The College of Business has been very busy adding faculty and staff to its ranks and recognizing those with promotions.

"First, I welcome everyone who is new to the COB family. Second, congratulations to those COB pirates who received much-deserved promotions. Tomorrow's leaders are in excellent hands," said Dr. Mike Harris, interim dean, College of Business.



## Promotions

Dennis Barber III, associate professor and interim director, Miller School of Entrepreneurship

Cody Logan Chullen, associate dean for academic quality, Dean's office

Yeliz Eseryel, associate professor, management information systems

Christopher Furner, professor, management information systems

Joy Karriker, associate professor and department chair, management

Victor Mbarika, professor, management information systems

Tywanda Newsome, business services coordinator, Dean's office

Eric Reifschneider, teaching instructor, management information systems

Brenda Wells, chair, finance and insurance department chair

Craig Williams, teaching associate professor, management

## Additions

Nichole Alley, temporary teaching instructor, management

Robin Ashley, teaching instructor, marketing and supply chain management

Christy Britt, administrative support associate, Dean's office

Kelly Brown, temporary teaching instructor, management

John Chapman, sales academy director, marketing and supply chain management

Kellis Chappell-Gonzalez, teaching instructor, finance

Davidson Gillette, assistant professor, accounting

Sarai Gonzalez, administrative support specialist, technology, information and operations

Jun Kwon, teaching instructor, School of Hospitality Leadership

Emily Leach, visual arts specialist, technology, information and operations

Zhonggang Liu, visiting scholar, marketing and supply chain management

Patrick McKay, professor, management

Dana Newell, teaching instructor, marketing and supply chain management

Jessica Smaw, administrative support associate, Thomas D. Arthur Graduate School of Business

Jared Taunton, teaching instructor, management

Samantha Zomok, administrative support specialist, Dean's Office



# Supply chain management conference

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Supply chain students had a busy year traveling and attending annual conferences that allowed them to learn more about their industry, network with other students and find potential career opportunities.

In May 2022, the ECU Student Chapter of the Institute for Supply Management attended the ISM2022 Annual Conference in Orlando, Florida. Three students (Dylan Bannow, Griffin Whitley and Ethan Menhart) represented the chapter due to their active participation in the Student ISM Chapter during the 2021-2022 academic year. More than 2,500 conference attendees gathered at this event. The students also attended various educational sessions and interfaced with industry players.

Attendee Griffin Whitley said, "During this conference, I attended multiple presentations and keynote speeches from reputable figures in the Supply Chain industry. These speakers allowed me to change my perception of where the future of Supply Chain should be going."

In Sept. 2022, 10 students attended the annual Port of Wilmington tour. The Port of Wilmington is one of the few southern ports with readily available berths and storage areas for containers and cargo. Specifically, it offers terminal facilities serving container, bulk, breakbulk and ro-ro operations. It offers a deep, 42-foot navigational channel, nine berths with 6,768 feet of wharf frontage and four post-Panamax container cranes. Modern transit and warehouse facilities and the latest in cargo management technology provide a broad platform for supporting international trade in the fast-growing Southeast U.S. market.

Of the tour, Andrew Page said, "I had a wonderful experience at the Port of Wilmington tour. The tour guide was very knowledgeable and did a great job explaining all the processes that take place at the port. I learned much about this critical part of our supply chain and all the moving pieces it takes to run smoothly."

Finally, four College of Business supply chain majors attended the Specialty Tool & Fastener Distributors Association (STAFDA) 2022 Annual Conference in San Diego, California, Oct. 28-Nov. 1. The attendees were four officers of the ECU Student ISM Chapter (Dalen Kiefer-Gutierrez, Connor Harmon, Kennedy Bethea and William Dong). About the conference, Harmon said, "With the help of fellow ISM officers at East Carolina University (and the College of Business), we participated in a supply chain competition with other students around the country that majored in supply chain management/operations. We had a great time meeting, working, and connecting with many professionals and ended the competition top three."

All trips were made possible through the Vincent K. McMahon Endowed Professorship, currently held by Dr. John F. Kros of the Department of Marketing and Supply Chain Management in the College of Business.



## Isley Innovation Hub Opens

In 2017, Van and Jennifer Isley gave a \$2 million gift to establish a place where East Carolina University students can have “creative collisions,” which produce innovation and entrepreneurship.

Today, the result of that gift – the Isley Innovation Hub – is now fully open. It’s 15,000 square feet of ideation and a makerspace, serving as the place where the ECU community can gather, develop and validate ideas (entrepreneurial or classwork), create early-stage prototypes, identify team members, and connect with other hopeful entrepreneurs.

“I’m excited to see it open and that students are utilizing it,” said Van Isley ’85. “It’s designed to give ECU students the ability to launch a business and help themselves, the university and eastern North Carolina.”

### Utilization in force

Some of the first students to utilize the Isley Hub are RISE29 students, who are using the space as their primary work location. They spend time collaborating with teammates and peers to work on projects and consult with small business clients throughout eastern North Carolina.

Their work includes intense industry research, the development of recommendations and strategies, and the implementation of those suggestions to support their small business clients.

Junior Cameron Brown of Raleigh is a community and regional planning major in the Thomas Harriot College

of Arts and Sciences. His RISE29 team collaborates in the Isley Hub space to help its client – Carolina Chicken & Waffles, 2022 Pirate Entrepreneurship Challenge winner – develop franchising models.

“It (the Isley Hub) has enabled my group and me to work together to discuss different issues that we are facing in figuring out how to best develop a franchise,” Brown said.

Katie Rowland is a junior entrepreneurship major. After she graduates, she hopes to launch a nonprofit company that supports parents and children in the foster care process by providing resources, time and assistance in transitions from home to home and out of the foster care systems. She sees the Isley Hub as a place to collaborate with peers with interests that complement her potential startup.

“I am seeking assistance from my peers who have the different services my organization will offer,” Rowland said. “Whether it’s financial advising, educational advising, religious opportunities, I will be looking (to work with) peers with proficient knowledge in those areas.”

Brown and Rowland work in the almost 6,000 square feet of space that’s immediately accessible as soon as one enters the Isley Hub’s glass doors. The big, open space is adorned with chairs, couches and worktables specifically designed to encourage collaboration and conversation. A team room and a conference room line the back wall; a teaching lab and the Wornom Makerspace are to the right; and another teaching lab and one-button studio, to be built out later, are to the left.



The Miller School of Entrepreneurship, the Crisp Small Business Resource Center and the Air Force Leadership Center are housed in the Isley Hub.

### Now that it's open

Dr. Dennis Barber III is the acting director of the Miller School and oversees the Isley Hub operations. Since the opening, he has seen students from all walks of campus life utilize the Isley Hub. Industry, elected officials and community members have held meetings in the space.

"Everyone is excited about it," Barber said. "They think what the space provides is cool, but they're just unsure how to incorporate it with what they are doing."

The "they" Barber refers to is ECU faculty and leadership. Barber says now that the Isley Hub is open, it's up to him and his team to build relationships and support structures that can help ECU leadership and department chairs communicate the value of the Isley space, no matter the major, no matter the college.

"We have the right people in the space; we need to build relationships and figure out our next steps to be connected throughout the university's different levels so that students know how to use the Isley Hub and have incentives to do so," Barber said.

"It's a collaborative effort to pull it (Isley Hub) all together, but hopefully, we can create some successes and provide some opportunities," Isley said. "The Isley Hub aligns perfectly with ECU's mission of student success and regional transformation."



Dr. Dennis Barber III, center, speaks to Cameron Brown about Brown's RISE29 project. Brown's RISE29 team collaborates regularly in the Isley Hub since its opening.

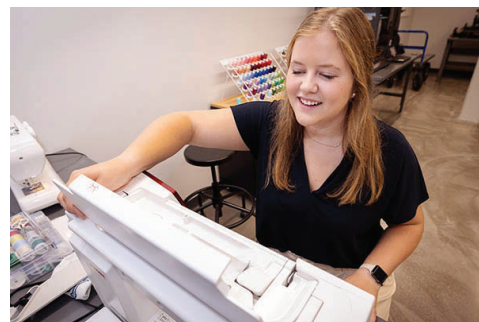
## YOU SHOULD KNOW: WORNOM MAKERSPACE

The **Wornom Makerspace** is named in memory of Sam Wornom, a regional entrepreneur who served ECU in many capacities, including the university's Board of Trustees, Board of Visitors, Foundation, Real Estate Foundation and the Pirate Club. The space houses equipment where ECU students can develop early-stage prototypes to help advance their entrepreneurial ideas.

In memory of Wornom, the **College of Business** and the ECU Foundation have created the Samuel J. Wornom III Innovation Center Operating Fund. The fund's purpose is to provide annual support, supplies and equipment for the Isley Innovation Hub.

"Sam was a true Pirate who gave to ECU and wanted to see students succeed," said Mike Harris, interim dean of the ECU College of Business. "The fund is an extension of his legacy in the ECU community and will provide resources critical to operating the Isley Hub."

The fund is accepting donations with the ultimate goal of raising \$1 million. To give, visit [give.ecu.edu/samwornom](https://give.ecu.edu/samwornom).



Entrepreneurship major Katie Rowland hopes to use Isley Hub to meet peers who could assist her with getting her nonprofit idea off the ground.



## Premier Pitches

A brisk breeze didn't cool the spirits of more than 50 teams vying to win the sixth annual Pirate Entrepreneurship Challenge (PEC), which kicked off in October on East Carolina University's mall.

The PEC is ECU's premier pitch competition where student teams showcase their business ideas and vie for more than \$150,000 in cash and in-kind services. The student-led teams started the three-round process of pitching and judging in an open-air format. Contestants pitched their ideas to anyone who stopped by a team's table, and if so inclined, visitors were able to vote for a team via a QR code.

After more than 1,400 votes were cast, reviews were submitted by expert judges, and Miller School of Entrepreneurship leaders weighed in, 12 teams advanced to the second round.

The teams include:

- B4DCU, a merchandise company whose clients will feel like part of a family.
- Black and Blue Boxing, a traditional boxing gym to be located in Greenville.
- Calico Cat Café, a feline care center featuring a variety of therapeutic and creative resources.
- Designs by Lyd, a purpose-driven clothing brand.
- Disc Dawg, an autonomous disc golf cart designed to carry users and a cooler.
- Flourish Fitness, an integrated physical and mental wellness space.
- Foisy's, an alcoholic beverage company with a sweeter taste and high alcohol content.
- Fosterline Support, an organization that creates a universal background check process to find short-term, affordable childcare for foster families.
- Invenire, a company that aims to create a virtual experience that allows users to learn from, interact with

and visit museums.

- Myles Jaden, a fashion designer.
- RiBreadCo, a sustainable fashion brand.
- RSC Fit, a consulting business that customizes workout plans that meet the client's fitness goals.

Since the Pirate Challenge's inception, David Mayo, the event organizer, has emphasized that the competition be open to all ECU students. That message continues to resonate across campus. This year's semifinalists include teams from five ECU colleges: Business, Engineering and Technology, Fine Arts and Communications, Health and Human Performance, and the Thomas Harriot College of Arts and Sciences.

"The first round of the sixth annual Pirate Challenge showcased diverse ideas and delivered excitement to students across campus," said Mayo. "Our students showed they want to change their communities and the world with their ideas."

"Since its inception, the Pirate Challenge has embraced the spirit of one ECU," said Dr. Dennis Barber III, acting director of the Miller School of Entrepreneurship. "Annually, we have the opportunity to showcase the entrepreneurial spirit found not only on campus but in our community. Doing so will entrench ECU's important role in transforming eastern North Carolina."

For the second round of the competition, scheduled for Jan. 25 at 6 p.m. in Ballroom A of the Main Student Center, the semifinalists will have five minutes to pitch their business ideas to a group of expert judges. After a question-and-answer session, six finalists will move to the final round, scheduled for April 6 at 6 p.m. in the Murphy Center's Harvey Hall.



# RMI etiquette dinner benefits all



Brenda Wells, left and Cameron Yarbrough of Atlantic Casualty

The Risk Management and Insurance department held a fall etiquette dinner designed to introduce 20 students to a real-world business function. The function included a networking mixer and a sit-down dinner that featured a four-course meal and an opportunity to dine with representatives from the event sponsor, Atlantic Casualty of Goldsboro.

"A lot of real-world business functions take place over meals, so it is important to know how to conduct yourself," said Dr. Brenda Wells, RMI director and chair of the COB's finance and insurance department. "We made this meal particularly challenging."

Among the white tablecloths, the place settings and eager minds, Kathryn Carroll, COB's Leadership and Professional Development Program coordinator, provided instruction to help the students develop personal skills for professional success.



Kathryn Carroll speaks at RMI etiquette dinner.

"Networking is very important to me, so having this opportunity to sharpen my much-needed skills while connecting with industry professionals is why I attended," said senior Gabby Banks. "Professor Carroll always does an amazing job of explaining the reasoning behind every step and ensuring that you do it correctly."

"Good manners mean good business," said Carroll. "As students learn about business dining and other work and social events, they gain practice and confidence to focus on building professional relationships and networking."

"We made this meal particularly challenging—olives with pits, soup, and chicken on the bone—so that everyone could learn something new about a sticky etiquette situation," said Wells.

Four representatives from Atlantic Casualty joined the students and RMI faculty: Keisha Moore, talent acquisition manager; Matt Hertzler, underwriter and RMI alumnus; Aleshondra Halam, associate underwriter and RMU alumna; and Cameron

Yarbrough, marketing and social media specialist and ECU alumnus.

"We were very impressed with the students we met," said Yarbrough. "They seemed very prepared and willing to speak and start a conversation. We could tell they were very passionate about beginning a career in the insurance industry. The event was very informative and interactive. It was well put together by Dr. Wells."

RMI students weren't the only ones benefitting from the dinner. Atlantic Casualty has several RMI and COB students as employees, says Paul Aycock, vice president of agency services. According to him, the company has heard fantastic things about the RMI program, and the etiquette dinner was a way for the company to increase its brand awareness with the university and the students.



Gabby Banks

"Our newly renovated headquarters in Goldsboro is less than 50 mins from the campus and offers first-class technology and an attractive work environment that we want students to know about," said Aycock. "It makes perfect sense why we want to position ourselves in front of ECU RMI and COB students."

"We want to inform people at the College of Business that there is a \$400 million insurance company close to Greenville that offers excellent benefits and a great work environment for them to grow in their careers in the industry. We hope that this event may entice students to apply to work for us potentially."

"The students need practice networking and interacting with business professionals, and their presence really elevates our event," added Wells.

# Celebrating Scholarships and a homecoming

The College of Business' annual scholarship ceremony was held Sept. 29, and on that night, 150 students, faculty and COB donors met and networked and celebrated a program that handed out a record-breaking \$400,000 in scholarships in 2021-22.

The event's attendees also had the opportunity to learn from a current and future business leader.

## Homecoming

Steve Eagle graduated from what was then known as East Carolina University's School of Business in 1981. He received his degree in economics after attempts in biology and education. Eagle told the ceremony's audience about his early days with the School and how there were some missteps, but eventually, he graduated with honors. During his Steve Eagle speaks at COB scholarship ceremony time at ECU, Eagle says he learned more about what was within him to become successful.



*COB alumnus Steve Eagle speaks at the COB scholarship ceremony.*

"That's what ECU is all about," said Eagle. "It's about meeting you where you are, making you better than you thought you could be. That's what happened for me, here."

Eagle also provided words of encouragement about the future of the COB students in attendance. One message was to understand that failure, if one should experience it, is very much part of one's success. An analogy he used referenced something everyone on campus sees daily: an old oak tree.

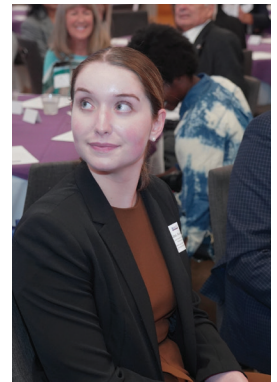
"Like rings of an old oak tree, each year they build upon on another," said Eagle. "A limb will break, but another will grow back that's stronger."

Eagle's career could also be looked at as an old oak that's still standing. He'll tell you that he has had challenges in his career, but today that old oak of his is standing in Savannah, Georgia; it's called Sterling Seacrest Pritchard, the largest privately held insurance brokerage/consulting firm in the Southeast. As a partner, Eagle helped grow the firm to more than 300 employees with more than \$90 million in revenue.

No matter what was going on with his career, Eagle found time to give back to the College. He has provided scholarship support since 1996. On a night when the southeastern seaboard was hoping its majestic oaks would stand up to a storm named Ian, the College of Business celebrated a Pirate that sees people as influential points along one's life journey.

"To me, people and places are like stars in your life," says Eagle. "They show you the way."

Thankfully, the ceremony brought Eagle back to ECU for the first time in 40 years; the same year, Eagle met the brightest star in his life, his wife (and Pirate) Carter.



*Jordan Anderson*

## Shining Star

Junior Jordan Anderson is from Greenville, North Carolina. The accounting major represented the students and also spoke at the scholarship ceremony. She's a current recipient of the Chancellor's Fellow level of scholarship from the Honors College and the Business Scholar Scholarship from the College of Business. This past year, she also received the Sarah and Charles McGimsey Accounting Scholarship.

Anderson speaks fondly about how her first two scholarships affected her life. They came at a point in her life where things were financially stressful at home.

"Because of my first two scholarships, my college experience was not affected. We didn't have to touch my savings," said Anderson.

So, what was her message to those in attendance? First, donors heard firsthand how their gifts make a difference. For the students? If you see an opportunity, go for it.



"It's because of the College of Business and the donors that I can have the college experience I'm having right now," said Anderson. "My message to the students is to take advantage of every opportunity available because there are so many opportunities at ECU."

### Going for it

Interim Dean Mike Harris is not one to rest on his laurels. He knows when to celebrate the wins, but he also knows the culture of what makes the College of Business a desired destination.

"We have a very strong competitive spirit in the College," said Harris. "We are proud Pirates, and we are all very happy that we've had a record-breaking year with scholarships. But, I know all of us can do more."

Harris closed the evening with a challenge. He'd like to see the College of Business award more than \$500,000 in scholarships for 2022-23. To do that, he's asking if COB donors can give a little more this next donation cycle.

And, based on initial feedback, the increases have already started.



## SHL celebrates students, \$65k in scholarships

At the College of Business' annual scholarship ceremony, the School of Hospitality Leadership celebrated donors and the recipients of student scholarships. As part of the ceremony, 31 SHL recipients who received \$65,000 in scholarships from 15 donors were recognized, with some students receiving more than one scholarship. Additionally, many students had the opportunity to meet their scholarship donor(s) and express their appreciation for the support shown to ECU, the COB, SHL leadership and their academic careers.

"It was a sincere and great event where donors and students could connect," said Dr. Bob O'Halloran, director of the SHL. "Everyone in the SHL is proud of these outstanding students."

SHL scholarship donors Birju Patel from BPR Properties and Irwin Roberts, formally of Golden Corral (retired), attended the event to meet and interact with students, faculty, and all scholarship recipients. Dr. Stephanie Bae, assistant professor and chair of the SHL Scholarship Committee and Mr. Michael Fazzini, SHL instructor and kitchen coordinator, and SHL Scholarship Committee member also attended the event to network with students and donors.

SHL students and the scholarships received are listed below.

- Bengel Family Scholarship - Caroline Juba
- Bodenhamer USA Scholarship - Jessica Benson, Grace Faller, and Sarah Rodriguez
- BPR Scholarship- Noah Presley
- Carol Taylor Spirit of Hospitality Scholarship- Jessica Benson
- Cecil B. Day - American Hotel and Lodging Educational Foundation Scholarship- Kaylie Markey and Courtney Muller
- Donnie E. and Linda Vann Lassiter Scholarship - Mamie Balance, Kristie Cappelletti, Miriam Caughron, Mary Grace Lassiter, Makayla Lane, Mallory Myers
- Gwen Potter Scholarship- Saiberth Sanderson (HMGD minor)
- Irwin C. Roberts Scholarship - Sarah Rodriguez
- R. and Elgie Wordsworth- Danielle Jones, Emily Orr, Sara Overton, Hailey Wilson
- Marriott Scholarship- Jessica Benson, Noelle Edwards, Grace Faller, Cheyenne Kober, Tyree Rubin, Adam Schaller
- Neal and Karen Crawford Scholarship- Noah Presley
- North Carolina Bed & Breakfast Association Scholarship- Janelle Schwartz, Eliza Gemberling, Cheyenne Kober
- School of Hospitality Leadership Director's Scholarship- Avery Thomas
- David Land Memorial Scholarship- Ana Verouden

# COB's BBR Leads in Regional Transformation



State public and private decision-makers need relevant information and data about the business and economic

environment across North Carolina. Housed in the College of Business, the Bureau of Business Research (BBR) at East Carolina University is addressing this need. With sights set on regional transformation, faculty serving in the BBR provide business leaders and policymakers with insightful research aimed at evidence-based decision making.

As part of its regional transformation efforts, the BBR has an ongoing partnership with the North Carolina Manufacturing Extension Partnership (NCMEP) at N.C. State University. NCMEP helps manufacturers across North Carolina by providing services to support manufacturing production and innovation. To date, researchers at ECU and the BBR have completed dozens of projects with manufacturers across the region. In addition, undergraduate and graduate students are integrated into industry projects with manufacturers throughout the year, thereby contributing to experiential learning and student success. Specifically, in the spring of 2022, 28 MBA students in a graduate business-to-business marketing course partnered with Carolina Classics Catfish (CCC), a regional seafood processor and supplier, to conduct research and deliver insights to support CCC's Sizzlefish brand. Topics included digital and social media marketing, sales forecasting, and inventory management, among other areas.

In addition, each spring semester, Dr. Jon Kirchoff runs a Special Topics in Operations course. The purpose of the course is to partner top supply chain management students with industry partners to work on critical projects and issues facing companies. At the end of the semester, the students present their work to company leadership and submit a written report with recommendations. The Special Topics course completed its fifth year in spring 2022 with a student cohort working with industry leaders Hyster-Yale Group, Moen, and ECU Health. Topics included inventory entitlement and reduction; quality assurance, obsolete item location solution, and retail building space analysis; and new warehouse layout design recommendations.

- The North Carolina Department of Environmental Quality (DEQ) Division of Air Quality (DAQ) partnered with researchers in the BBR to conduct a staffing and operational needs analysis. In the face of labor challenges and an evolving natural environment, the DAQ is confronting unprecedented staffing challenges. The research conducted through the BBR is helping DAQ

forecast future staffing needs necessary to maintain effective operations. North Carolina consistently scores highly in clean air rankings, and work in the BBR is contributing to this important measure of healthy living.

- In partnership with two regional economic development offices, in the spring of 2022, 23 employers across five counties in Eastern North Carolina participated in a compensation survey provided by the BBR. Employers provided input about compensation practices from the past two years for 46 unique jobs. Insights from this research were incorporated into a report and provided to employers across the region. Among other things, the survey information will help employers provide more competitive job offers in a challenging labor market.

- Researchers in the BBR are assisting the North Carolina Pandemic Recovery Office with ongoing survey research; specifically, the N.C. Community Engagement Survey (NC CES). The purpose of the NC CES is to survey community leaders monthly to measure and track trends in pandemic recovery across all 100 North Carolina counties. Each month, the NC CES is sent to community leaders throughout the state via email. The survey solicits timely information about how NC communities are recovering from the pandemic and preparing for the future. Researchers in the BBR use the data to monitor, evaluate, and compare the economic and social impact of the pandemic on communities across North Carolina. Government leaders use these insights to allocate resources across the state based on immediate needs. Regarding this work, Governor Roy Cooper stated, "The impacts of the pandemic have been felt deeply and unevenly across our state, and this survey will help us to see the problems so we can tackle them more clearly," and he added, "This effort is an important step to give state and local leaders actionable data to make evidence-based decisions about how to use our recovery resources and plan for the future." (Source: <https://bit.ly/3OhTz84>)

- The U.S. Government has awarded the BBR an aerospace-related grant. Extending the current work in this area, researchers in the BBR are working with leadership in the ECU Office of National Security and Industry Initiatives to secure Phase I funding for a long-term project focused on the aerospace industry in North Carolina. Phase I will involve an industry analysis culminating in the development of a research agenda aimed at strengthening aerospace in N.C., an industry that is a vital part of our region. Phase II will include a funding request to support specific needs identified and prioritized based on the research agenda developed in Phase 1.

Additional projects are at various stages of development around advanced manufacturing, energy, and other industries that are vital to the state. The BBR seeks to transform eastern North Carolina into a stronger, sustainable, and more resilient region through its ongoing efforts.



# 2022 Copeland Fellows announced

The College of Business has found its next cohort of the Copeland Diversity and Inclusion Fellows.

The 2022 Copeland Fellows include:

- Kadyne Pleasants, management
- Lauren Humann, entrepreneurship, EC Scholar
- Andrea Knight, management, Honors College
- Rodney Bonilla Gonzalez, marketing and supply chain management
- Caitlin Kysar, hospitality management
- Neeraj Mehra, entrepreneurship, Honors College
- Tiphany Watson, marketing
- Logan Mitscherlich, finance



*From left to right, front row, Tiphany Watson, Andrea Knight, Lauren Humann, and Caitlin Kysar; back row, from left to right, Neeraj Mehra, Logan Mitscherlich, Rodney Gonzalez, and Kadyne Pleasants.*

For the fellowship, the eight new fellows will participate in a comprehensive program that celebrates and encourages a culture of diversity and inclusion. They will immerse themselves in an extensive range of programming that includes multicultural experiences outside the classrooms and a celebration of the diverse experiences found in the COB body of students.

The Copeland Fellows will be required to participate in diversity and inclusion-related events for four semesters. They will each close out the experience by working on a project to demonstrate what they have learned while participating in the program.

10-15 hours will be required for each semester.

## Words of Advice

Evelyn Gonzalez is an inaugural Copeland Fellow who just entered her second year of the fellowship. Since August last year, she has made the most of the opportunity.

"It was an honor to represent the university and promote awareness of diversity, inclusion and equity," said Gonzalez. "It was exciting because I was part of the first cohort, which allowed us to set the pathways for the Copeland Fellows. One of the things that I enjoyed during my first year was attending many events within and outside the university. We were able to meet with many peers and connect with them. One of my favorite events was a conference I went to in Washington, D.C. I could connect with other Hispanic students and talk about the challenges we face in our country. We talked about what it meant to be Hispanic and how we are the future of this country. They allowed us to share our voices and help promote change within our community."



*Evelyn Gonzalez*

For the second Copeland Fellows cohort, Gonzalez has words of wisdom that could prove valuable.

"Learning about diversity, inclusion, and equity is challenging and a sensitive subject to many," says Gonzalez. "Being a minority, my peers talked about the struggles my community and I face. It was hard talking about these things because these are personal struggles. However, you must learn to listen and have an open heart to make a change. I am thankful that this program has allowed me to attend events that teach me about making an inclusive environment."

In February 2020, the College of Business announced the new Copeland Diversity and Inclusion Fellowship program. The program is possible thanks to a generous commitment from COB alumni Mark & Tracy Copeland.

# In Closing

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Happy New Year!

There's a phrase the COB faculty and staff have heard me say quite a bit over the past six months: raising the bar.

Often, I have asked all of us to raise the bar regarding student success, public service and regional transformation. And, as we raise that bar, we want to share those stories with you.

The stories you have just read highlight the hard work all of us are doing to raise that bar. The strategic investments generously given to us by dedicated Pirates - Van Isley, Tom Arthur, Mark Copeland and Fielding Miller - help us develop programs and provide spaces from where tomorrow's leaders will emerge.

As the interim dean, I recently welcomed back Pirates who are the beacons of inspiration that will motivate our students. John May, Raj Kannan, Sequoya Bergman and Steve Eagle had opportunities to witness firsthand how COB programs are working and how our students are preparing for their futures and careers.

With Pirate Nation Gives (March 22, 2023) right around the corner, please know we will continue to be good stewards of what has generously been given to us. We will deliver the ROI expected, and we will continue to raise the bar.

It's what's expected of us.

Go Pirates!

Dr. Mike Harris

Interim Dean  
J. Fielding Miller Distinguished Professor



# Study Finds ECU® College of Business Graduates are Delivering a Multi-Million Dollar Economic Impact in Eastern NC

College of Business graduates delivered

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in income for other  
people in Eastern NC

during the 2021- 2022 academic year



To learn more about this study or degree offerings, please contact Dr. Jason Rowe at [rowew@ecu.edu](mailto:rowew@ecu.edu)



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