

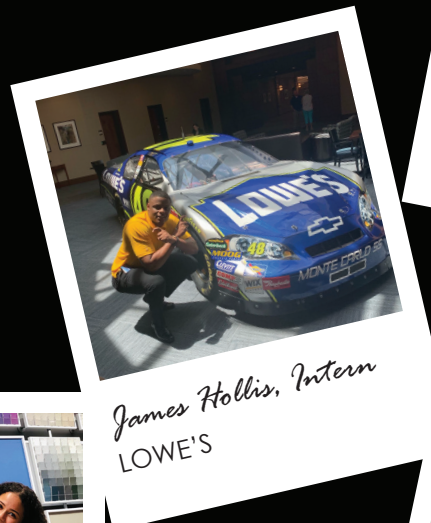
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ECU

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25,100 copies of this public document were printed at a cost of \$17,102.52, or \$0.68 per copy.



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COB, Miller School of Entrepreneurship Announce New Small Business Resource Center

ECU's Board of Trustees has approved the establishment of the Crisp Small Business Resource Center, which will be housed in the College of Business' Miller School of Entrepreneurship.

The mission of the Crisp Center is to provide emerging entrepreneurs from ECU and the surrounding communities access to best practices and proven knowledge for anyone who plans to start or sustain enterprises in eastern North Carolina.

The Crisp Center is possible thanks to a \$1 million gift from Matt and Kim Crisp. As a Washington, North Carolina, native, Matt Crisp credits his family and his College of Business (COB) education for putting him on the path of success in both his career and life. Now, he wants to pay it forward.

"This gift from my wife and me to the Miller School of Entrepreneurship is our small way of giving back to the eastern North Carolina business community," Crisp said. "It is our expectation that the Crisp Center will assist aspiring entrepreneurs to pursue their dreams of starting and running successful businesses here in the area and help the local economy thrive."

Crisp graduated from ECU with his BS Business Administration degree in 1993. He received his MBA, also from ECU, in 1996. A private investor and entrepreneur, Crisp is the founder and former CEO of eVestment and founder of Athletic Edge Sports and Fitness.

"The Crisp Center will play a significant role in connecting key assets in the Miller School with partners in eastern North Carolina and beyond," said Dr. Mike Harris, director of the Miller School. "This will have a direct impact on the university's mission of regional transformation."

Specific activities that could come out of the Crisp Center include specialized research reports and grants, community workshops and executive education offerings. It will help convert curricular programs in the Miller School into actionable ideas and ventures created by students from all academic fields. Crisp Center efforts will also focus on working collaboratively across campus and with regional partners to sponsor events for both the research and business communities.

The Miller School's annual Pirate Entrepreneurship Challenge and Summer Innovation Academy will be facilitated within the Crisp Center.

"It's our goal that pairing the Crisp Center with a high-quality academic degree program in the Miller School will allow ECU to become nationally ranked in entrepreneurship education," Harris said.

Harris also added that ECU is one of just a few universities across the country to have a named School of Entrepreneurship (Miller) and Small Business Resource Center (Crisp).

In 2015, the Miller School of Entrepreneurship was established thanks to a \$5 million gift from COB alumnus Fielding Miller and his wife, Kim Grice Miller. The school's goal is to serve as a regional hub that prepares students to take an entrepreneurial mindset and skill set into their communities.

Miller, who is the CEO and founding partner of CAPTRUST Financial Advisors and the current vice-chair of the ECU's Board of Trustees, says Crisp embodies the essence of both entrepreneurship and the Miller School.

"He has been extremely successful in building a great business, has employed and empowered scores of colleagues and understands the importance of paying it forward so future entrepreneurs can do the same," said Miller. "His leadership and commitment to ECU will help drive economic progress and job creation throughout eastern North Carolina.

"I am excited to have him involved in the Miller School, and I hope his example will compel other Pirate entrepreneurs to follow his model."



Matt Crisp, center, judges the second annual Pirate Entrepreneurship Challenge. (photo courtesy of ECU)



COB has One of the Nation's Top Interns

Tyler Braxton Bayless-Edwards is a senior from Wake Forest, North Carolina. He is an accounting major.

He also is a student leader.

You can read more about his leadership in the following Q&A, but let's say that a student accounting society trip to KPMG in Washington, DC. – a trip organized by Bayless-Edwards – led to opportunities for other College accounting students.

Now, that's leadership.

Dr. Linda Quick, accounting assistant professor in the College of Business, sums up Bayless-Edwards brilliantly. "Tyler is a standout student and has held leadership positions in the Student Accounting Society, Beta Alpha Psi (BAP) and the Pirate Tutoring Center. He has been an excellent representative of ECU and the department of accounting, and I am sure he will go on to a hugely successful career."

That successful career in public accounting started this past summer. Wait. Let's backtrack.

One could say Bayless-Edward's accounting career started taking shape when, as a sophomore, he emailed KPMG's recruiter, went to the company's office and attended a local BAP meeting. This initiative of Bayless-Edward's was then followed up with a drive up to KPMG's Washington, D.C., office for an office visit and interview. It was there he received an offer from KPMG.

"Even among a highly talented and select group of young professionals who participated in our intern leadership program, Tyler differentiated himself as someone who is passionate about excellence, strategic in his thinking, and proactive about positioning himself today, for the leadership opportunities he'll have tomorrow," said Matt Johnson, principal (partner), IT audit & assurance leader, KPMG.

"I look forward to continuing to work with Tyler, and learn from his perspectives as well," added Johnson.

Bayless-Edwards' career beginnings in public accounting continued this past summer at KPMG in Tysons Corner, Virginia, (Washington, D.C.) where he was a federal audit intern. And while there, his work was noticed.

WayUp, the go-to platform for early-career professionals to search for jobs and internship opportunities, named Bayless-Edwards (spoiler alert) as the No. 8 intern in the country. According to WayUp's website, the recognition "highlights the most ambitious, passionate, and talented interns in the country, and this year...more than 1,500 interns applied, and more than 39,000 public votes were cast."

We spoke with Bayless-Edwards about his experience with KPMG, the College of Business, and importantly, why College of Business students should consider interning.

How would you describe your internship experience?

If I had to use one word to describe my internship experience, it would be "amazing". I was able to build connections with so many amazing people within the firm, as well as learn more about the culture at KPMG. My connection with the D.C. office started well before my internship this summer. Last spring, I organized a trip for the ECU Student Accounting Society to have an office visit in the KPMG Washington, D.C., office to help the ECU presence up there grow. We ended up having four students get offers after the trip, and it also opened the door for recruiting for more students from ECU.



How did you benefit from this experience?

This experience was beyond beneficial for my career and personal growth. I was able to gain so much knowledge about the Federal Audit practice and the audit process, in general. I also had the opportunity to network and build relationships with countless KPMG employees. After being selected as the No. 8 intern in the country, I began receiving emails and meeting requests from the leadership of the D.C. office and the entire firm. It was great feeling part of something bigger than just myself. The most exciting thing I gained from the internship is the National Partner In-Charge of KPMG Advisory agreed to be my mentor throughout the rest of my time at ECU and my career. These connections are invaluable to both my career and personal growth.

How did the college prepare you for your internship?

I was in one of KPMG's largest offices where there were interns from some of the most well-known schools across the country. Thanks to the College's amazing professors, I felt as if I had been given just as good of an accounting knowledge-base, if not better, than every intern. Not only did they (professors) teach me the necessary accounting knowledge, they pushed the networking and soft skills, which is what I truly believe helped me thrive this summer. I can't thank our Accounting Department and College of Business enough for preparing me for my internship.

If someone is on the fence about whether they should intern or not, how would you pitch interning?

I 100% recommend doing one. It is an excellent opportunity to get insight as to if the company is one you would like to work for. Also, once you are a full-time employee, you have a slight advantage over others because you know the company's culture and the people, and you're familiar with the work. The worst that could happen is that you figure out what you don't want – which isn't a bad thing. People don't realize how important it is to build your resume, but internships are something that can really set you apart from the pack.

Bayless Edwards will graduate with his BSBA in May of 2020. He plans to start his MSA in the fall of 2020.



Photos courtesy of ECU

College of Business' Two New Co-Chairs

The College has two new co-chairs for its Business Advisory Council (BAC): **Paul Adkison** and **Scott Diggs**. We recently spoke with them about their ideas for the council and their goal to get more alumni engaged with the College.

When did you both become active as alumni, and why did you decide to become active?

Scott Diggs (SD): I joined the Pirate club after my graduation in 1989. However, I really got active when I joined the BAC six years ago. It wasn't until I sold my first company that I wanted to give back to my alma mater for all it (helped me) in my career. Also, within the last year, I've been very active with ECU's foundation board.

Paul Adkison (PA): Most of my early activities after graduation focused on supporting the Pirate Club and attending one or two football games a year. Like Scott, I was on the alumni board of our fraternity. Scott and I went into business together, and it was then he talked me into joining the BAC. It was then I started getting really engaged with the College. I exited one of my businesses, which gave me a little bit of time. I began to really enjoy getting to know the BAC. I started getting to know some of the students and some of the teachers and faculty members. I just felt really at home, and I felt like I needed to give back. Scott and I started getting really into it.

From an overall perspective, how does the BAC help the COB, what is its role?

SD: When I first joined the BAC, I saw the role as an opportunity for people in the working world to advise and consult with faculty members and a way to help them grow their departments. As Paul and I entertained the opportunity to take over as co-chairs, we realized there is much brainpower in the BAC with its 50-plus members. They are not just giving up their time but giving up their talent and their treasures. Paul and I wanted to allow the board to be more of an active board. We want to expand the opportunity to connect the classroom to the outside world, which the BAC provides, both in terms of counsel, serving on advisory capacities, working with students on real-life projects and connecting those students with internship opportunities throughout the country and the world.

PA: Scott is exactly right. He and I saw the BAC providing a breadcrumb trail between the faculty and the outside business world, the students and the outside business world, the alumni and then back again. I think the purpose of the BAC is really to open up those lines of communications and establish a significant infrastructure, i.e., a highway going between the two, so that we can leverage business folks into business school. This goes back to the three "t's" that Scott talked about: time, treasure and talent. And then also, being able to connect students with business folks and business

leaders and organizations; giving them a chance to create value in a job opportunity, internships, guidance in skill sets. One of the ways we wanted to do that (help the BAC) is to have every member of the BAC join and participate in a subcommittee that suits their area of expertise, and influence in the business world. (See sidebar for a list of subcommittees.)

During the March 2019 BAC meeting, you both talked about the importance of influence to complement that idea of time, talent and treasure. Does the addition of "influence" speak to getting more involved on specific committees or did you want to talk a little bit about how you saw that influence taking shape?

PA: I believe that one of the things that ECU has done poorly is effectively communicating our value proposition. One of the best attributes we have is the people who already graduated and what they've done, the faculty we have on staff, and the students we have at the university.

We've done a poor job of highlighting individuals. One of the things we want to do is to give people an opportunity to take their skill set, to take their time, talent and treasure and focus on where they feel they can make the most impact and have the most influence. We want to start connecting dots. For example, we might have someone in a manufacturing facility that is a member of one of the committees and wants to talk about HR. It would be great to be able to connect them to HR students. It then would be great to connect them to the faculty, and then shape that into a story that can be publicized.

A lot of people don't know about our College of Business success stories. We want to change that. We want to elevate the people at the College, advance our faculty, our students and our alumni. This elevation of our successes will draw attention, draw in more people. In turn, we hope this will attract more treasure and more talent. We see a lot of opportunities here at ECU and the College of Business.

How can Alumni get involved with the College of Business?

SD: Like anything else, if you make it a priority and it's important for you, then you'll take the time and the effort to participate. However, not all those activities have to be in person.

With technology, we can connect our busy, successful alumni with students and faculty. For example, instead of asking a professional real estate attorney in Charlotte or Wilmington to take an entire day and speak on campus, that person can connect with the class or faculty via Skype or WebEx.

Where do you see the College of Business five years from now

PA: I would like the College to elevate its status, not just in North Carolina but throughout the Southeast. We want people to know we are a top tier business school that people find interesting; they appreciate its value. We have a tremendous opportunity because the way East Carolina's built, we are one of the very few universities that has all the different schools (medical, dental, engineering, business). We present an excellent opportunity for someone to come in and learn.

SD: When people hear about our success stories and the businesses that have been started; the jobs that have been created, you then become exceptionally well known and the people will seek you out. The success stories speak for themselves.



Heather Stepp, Vice-Chair of the BAC

You might have heard her name on Greenville-area radio. Her name is Heather Stepp of the Heather Stepp Real Estate Group. She's a COB alumna ('97) and has been active with the College's Business Advisory Council for about a year. After hearing Paul Adkison and Scott Diggs speak at the March 2019 BAC meeting, she decided to get more involved and become BAC vice chair because she was inspired by the updated Time, Talent, Treasure and Influence focus of the BAC. She's also decided to chair the student engagement committee.

"Because I'm here in Greenville, it made sense to be on the committee. I'm excited about that and to build on the things I've already done," said Stepp. "It's important we get our story out there."





COB's RMI Department Celebrates 10 Years

A conversation with Brenda Wells

Dr. Brenda Wells has been there since the beginning of the College's Risk Management and Insurance (RMI) program. It started 10 years ago, and as the RMI director and the Robert F. Bird Distinguished Professor of RMI, we thought it would be appropriate to speak with her about the department's 10-year anniversary, history and its role in producing the next generation of RMI leaders.

The RMI program is 10 years old! Talk about the importance of this milestone anniversary?

Typically, academic programs grow very slowly. So it takes a good five to 10 years to reach critical mass in enrollment. Ten years is a logical point to evaluate success or failure. With 150 students in our program, I conclude that we have reached the point of "success."

What has sustained the program over the past 10 years?

I wrote and published a paper several years ago that discussed four things an RMI program must have to be successful. Like four legs of a table, if you are missing any one of those things, the program is not on solid footing.

The four elements of a successful program are 1) supportive university administration, 2) hard-working students, 3) an industry that hires those students and supports the program, and, 4) a faculty director who leads the development and maintenance of the program. I have done my very best as the faculty director of the program since the program's inception. And our program's success has been sustained by the supportive administration at ECU and the College of Business, our wonderful RMI industry and advisory board, and of course, the fantastic Pirate students who have gone through our program.

Also, our program would not have the success that we've had without having a strong and supportive team that has worked together over the past eight years. I want to thank both Dr. Brad Karl and Kurt Fickling for their dedication to not only our students but the RMI program, as well.

How has industry and associations played a part in sustaining the program over the past 10 years?

The industry and its related associations have supported us in four significant ways. First, in the beginning, Independent Insurance Agents of North Carolina (IIANC) provided funding (or what we like to call, their treasure) to encourage ECU and the College of Business to build the program. They expressed a need for an RMI program in eastern North Carolina, and, they were willing to fund that program. Since that time, IIANC, as well as North Carolina Surplus Lines Association (NCSLA), have made regular donations to provide for students' services, activities and

other needed items. Their goal was to ensure that we could educate and train our students just as well as any of the older, more established programs in the U.S.

Second, the industry associations and individual employers that gave (and continue to give) our students opportunity (ies). They hired our students from the beginning and have continued to fill talent needs with RMI Pirate graduates. They sometimes created internships when industry, otherwise, did not have an internship program!

Third, the industry members have used their influence and contacts to get our name in the RMI world. Industry executives have supported us, promoted us and asked their hiring managers to give us a chance. So far, everyone has been pleased with the talent we produce and have made sure that others find out we are here.

Fourth and finally, the members of our industry have been very generous with their time. They have served on the RMI department advisory board and the College's Advisory Council. They have spoken to classes. They have held shadow days for students to learn about the industry.

How does the RMI student of 10 years ago compare to today's RMI student?

They have all been wonderful! I don't want to take anything away from the first graduates of the program, who have been very successful and very self-made because they did not have an alumni base to tap into when they graduated. Employers were not beating down our door at first (because they didn't know who we were), so those first graduates had to really work hard and be very entrepreneurial to find opportunities.

Today's RMI student has a lot more resources available. They have that external network of alumni and advisory board members ready to help them. We have quadrupled our scholarship opportunities for RMI students over 10 years, so we are better equipped to help students who are at-risk or in financial need. We now also take approximately 12 field trips a year for them to learn and grow from,



(l-r) Wells, Karl and Fickling

getting the shyest and untraveled student out of their comfort zone. Finally, the College of Business' Leadership and Professional Development program has made today's students very savvy beyond their years in networking and relationship building.

What are examples that highlight the success of the RMI program?

Business Insurance ranked us No. 16 in terms of size for 2018. We now have students working at major employers from eastern North Carolina to Atlanta, Georgia, to Dallas, Texas, to the New England area.

Two of our graduates from 2015 have already earned a vice president title. Is that not amazing? Less than five years out of school and they are already vice presidents!

We now have our own career fair specifically for RMI.

We will take our fourth trip to London in May 2020. In each trip, 12 students get to learn all about the international insurance market, and thanks to a dear friend and ECU alumnus, they get to observe transactions taking place at Lloyd's of London.

In 2019 we had our first intern at Munich-Re and its summer Leadership Development Program. She was one of 10 nationally selected students to participate.

We now have three full-time faculty, which is a long way from the one person (me) that we started with 10 years ago.

Where do you see RMI education 10 years from now?

The RMI field is going to see an interesting transition in the next 10 years, in large part due to the relatively new existence of "big data." Students will need to be more cognizant of data analytics and its impact on the insurance underwriting and claims processes. Their critical thinking skills will be put to the test as they are presented with so much more information than was previously available. They will need to be able to determine what's important and what's not and be able to make meaningful conclusions from that information.



They also will need to be more technologically savvy (today's students already are, of course). However, there will be more technology, including artificial intelligence (AI), that students will need to understand and be comfortable using it.

Despite those conditions, insurance is, has always been and always will be, a relationship business first. While some of our processes will ultimately be impacted by AI, the choice to do business with a particular insurer, agent or broker will still be made by a human being who has specific needs and preferences that must be understood. No amount of AI can make underwriting or risk management decisions on a large, complex commercial insurance account. So, professionalism and interpersonal skills will still be critical to those in the RMI field. We will continue to encourage and reinforce those skills every chance we get.

What are the current challenges facing the RMI industry? How can those challenges be fixed?

There are two major challenges facing the property and casualty insurance field. The first is the number of baby boomers retiring from the workforce. I have written about this before; it is not a talent "crisis," it is a talent "cliff." The number of open jobs available depends on who you ask, but a conservative estimate is 200,000. So, our industry will have to compete with other industries that want the most talented college graduates.

The other problem that has plagued us for a long time is the public perception of the RMI industry. People are not trained in RMI in school, and most do not understand what we do or why we are essential to the U.S. economy. As an industry, we have a hard time appealing to incoming college students. Think about it. If you're 20 years old, what do you know about insurance? You know when you started driving that your parents had a complete meltdown about your insurance premiums. What you don't know at that age is how much opportunity there is for a career! We try to overcome this challenge by providing as much information as possible to prospective students, so they don't pass us over. This image problem directly impacts the talent availability problem.

There are several other challenges. One example is autonomous vehicles, which are going to present some interesting problems for auto insurers both in terms of underwriting and in terms of claims handling. Climate change is another example. Climate change is increasing weather-related losses both in terms of frequency and severity, which directly affect every player in the U.S. economy, but especially RMI, because that's what we do, is manage unavoidable risks!

Recent SHL Grad Opens Residence Inn as a General Manager

Emily Pearce graduated from the ECU hospitality program in the summer of 2018 and recently opened a Residence Inn by Marriott in Tuscaloosa, Alabama, as the general manager.

How was she prepared for this responsibility fresh out of college?

"I worked at the Courtyard by Marriott on Stantonburg Road during my time at ECU, so I was able to immediately apply everything I learned in my classes into my work," said Pearce. "This experience and education helped me be 100% confident (that) I was receiving my degree in the right field for my future."

Was Dr. Bob O'Halloran, director of the College's School of Hospitality (SHL) Leadership, surprised by Emily's early success? No.

"Emily is an example of an SHL graduate who is very prepared for responsibility, management and leadership in the hospitality industry," said O'Halloran. "The combination of our graduate's success in a solid academic curriculum, required internships, intelligence and work ethic have meshed together to create another SHL emerging leader. We are very proud of her!"



Emily Pearce

Scholarship Endowment Smashes Fundraising Goals



Jim Westmoreland

The Westmoreland Leadership Followership Scholarship, created in honor of Dr. Jim Westmoreland, former associate dean of the East Carolina University College of Business, has surpassed multiple fundraising goals aimed at growing its endowment.

The original goal of \$50,000 and a stretch goal of \$75,000 have both been eclipsed; the new goal is \$100,000, which would fund \$4,000

in scholarships annually. The scholarship will support incoming freshmen from Westmoreland's hometown of Statesville, North Carolina, who have a record of community service and involvement.

Westmoreland, who attended ECU, served as senior class president, and went on to work at the university for more than 40 years, said a scholarship helped him make the choice to become a Pirate despite having never set foot in Pitt County.

"The motto of service and the people I had known who went to ECU were its selling points, although I never had been to Greenville until my first summer orientation," he said. "A \$500 scholarship and full tuition helped me discover more people of the state who worked hard and had great work ethics, as they had come from all walks of life and appreciated the opportunities ahead."

Westmoreland contributed to the scholarship for several years before his retirement in 2018 as a way to pay it forward and help spread the word about ECU's programs and opportunities to high school students in Iredell County.

"Jim was remarkably instrumental in the success of so many," said Dr. Paul Schwager, COB dean. "Even in retirement, he continues to spend his time helping others achieve their dreams. This endowed scholarship is an excellent way of honoring a great Pirate."

In addition to the financial assistance, scholarship recipients will be recognized as emerging student leaders and will receive one-on-one mentoring from upperclassmen and master's students.

Westmoreland started work at ECU in 1975 and spent 26 years in career services and student life before becoming the associate dean of the College of Business in 1991, where he influenced the lives and careers of many COB students and alumni.

"I've never seen one single person make such an impact on so many lives," said Angela Moss, member of the ECU Board of Trustees. "He is our greatest ambassador. Jim defines the Pirate passion and is everything that we love about our university."

For more information about the scholarship or to contribute, visit business.ecu.edu/scholarship or contact Paige Hill at hillel18@ecu.edu.

Alumni Notes

The 70's

Randall Washington (MBA '76) is the CEO and Founder of Randakk's Cycle Shakk, LLC. Randall Washington (better known as "Randakk") is a web-merchant, blogger, video producer, industrial designer, management consultant, publisher and entrepreneur who founded Randakk's Cycle Shakk LLC - a leading international provider of restoration resources for vintage Honda motorcycles. Washington is a consultant to the motorcycle industry and a speaker at motorcycle events. He has conducted rallies for vintage motorcycle enthusiasts and has been featured in various books and magazine articles about vintage Hondas. He has been the primary sponsor for AHRMA vintage motorcycle road-racers including series National Champion Dennis Parrish. Also involved as a sponsor for several Bonneville land speed record racers. Recently, Randakk's Cycle Shakk was acquired by an investment group headed by Bayshore Capital Holdings Group, LLC in Tampa, Florida. Now retired, Washington lives in Pinehurst, NC.

Charles P. Kidney (MKTG '79) died on October 31, 2018 in Marietta, Georgia. Chuck was a resident of Coconut Creek, Florida and married in 2015 to Nancy Rose Peduzzi, a high school classmate with whom he connected at a class reunion in 2013. Chuck spent his career in the intimate apparel business and was employed by Hanes and Saralee. He was most recently the national sales manager for Curvy Couture, Los Angeles, California since 2014.

The 80's

Randy Langley (MGMT '81) is a Sales Manager for United Insurance.

James Lamb (MGMT '83) is a Chief Information Officer for Interstate Hotels & Resorts.

Henry Outlaw (FINA '85) is an Appraiser for Shackelford & Associates.

Henry "Hank" Outlaw (MGMT '85) is an Appraiser for Real Estate Appraisers.

Rick Horner (MKTG '85) was reelected to a second term in the NC Senate. Representing Nash and Johnston counties, his public service included two years on the Board of Trustees at Wilson Community College and fourteen years of service on the Nash-Rocky Mount Board of Education.

Ron Schappell (MGMT '87) is the City President for BBVA Compass. Ron Schappell has been promoted to City President with BBVA Compass in Raleigh, NC. Ron has worked for BBVA Compass Bank for almost five years and he was

most recently a Senior Commercial Relationship Manager. Ron works with Commercial clients that have revenues between \$5M- \$500M. Ron lives in Raleigh his wife, Leslie and his two kids, Hunter and Graysen Schappell.

The 90's

James Hogsett (MS '93) is the Founder and President of the Worker Ministries. Has made over 1,500 individual contacts with the homeless through Operation Uplift, during which time, background evaluations, like reasons for being homeless and past work records, are used to provide each person with an individual roadmap which can help lead to employment. Satellite location include New York City, Los Angeles, Memphis, and Washington DC.

Kenneth Gregory (MBA '93) is the President of the Development Authority of Monroe County. Kenneth "Bo" Gregory has been the President of DAOMC since 2016 and recently has had a contact to lead the organization renewed for another two years. This year, under Bo's leadership, the DAOMC helped locate the first Southeastern Warehouse/Distribution center for the Pennsylvania based retailer.

Randy Whitlow (FINA '96) is self-employed and lives in Greenville.

Dawn Allen (MBA '98) is the Director of Acquisition Marketing for MyHealthTeams, Inc.

John McDonald (FINA '99) is a VP Tac Planner for TE Connectivity.

2000 - 2009

Nikita Oxner (FINA '00) is a Call Center Manager for Pepsi Bottling Ventures. Nikita Harrell Oxner is a 2019 PepsiCo Chairman's Ring of Honor Recipient. The Chairman's Ring of Honor is the most coveted sales performance award in the PepsiCo system. Awarded annually, the distinction honors the "best of the best" in the worldwide sales force of PepsiCo and the bottler community. In fact, less than one quarter of one percent of those who sell our products day in and day out receive the Ring of Honor. Nikita Oxner is the Contact Center Manager for PBV's office in Cary, North Carolina. Nikita has been with PBV for nine years, originally starting as a Contact Center



Nikita Oxner

Supervisor in Cary. Receiving promotion in 2015 to her current role, she is responsible for sales and service for over 10,000 customer accounts handled by contact center staff. Nikita goes out of her way to provide support to both external customers, as well as her fellow co-workers. This includes collaborating with the entire Food Service team to ensure PBV meets customer needs and also training and developing PBV employees for advancement opportunities. Specifically, through her management and leadership, Contact Center employees received promotions to roles including Food Service Sales Representative, Financial Analyst and Human Resource functions.

Courtney Sturges (MBA '02) is a Project Manager for Automotive Financial Group.

Kristy Conway (MBA '02) is a Co-Owner of ENC Real Estate Brokers, a full-service real estate firm located in Greenville, NC serving Eastern North Carolina. ENC offers services to home sellers, home buyers, investment property owners and rental management.

Jason Wilkinson (MSA '02) is a Partner for DHG.

Kimberly Harrison (ACCT '03) was promoted to CFO in 2018 for The Last Resort Recovery Center.

Kevin Mickle (MSA '05) is a Founder of Mickle & Associates.

Augustus Willis (FINA '07) is an Assistant District Attorney for the Prosecutorial District 4 District Attorney's Office.

Caroline Gay (ACCT '07, MSA '08) is the Vice President/Chief Analytics Officer for Lakeland Regional Health.

Kendall Stafford (FINA '08) is a Managing Director for Benchmark International and was named Investment Banker of the Year by the M&A Advisor.

Matthew Moose (OMGT '09) is an Assistant Operations Manager - Cotton Division for Parkdale Mills.

Greg Hodges (MBA '09) is an Associate Vice Chancellor of Planning, Performance, and Emerging Technology for the University of North Carolina at Greensboro.

Rodney Lewis (MGMT '09) is a Regional Operations Manager for Mega Force Staffing Group.

Dianne Bunn (MBA '09) is a Manager - Labor and Productivity for New Hanover Regional Medical Center.

Alumni Notes

2010

Marshall Prentice (MBA '10) is a Sr. Project Manager in IT Infrastructure for Align Technology.

Tyson Stewart (MKTG '10) is a Senior Division Manager of the Aspen CO division for Reynolds American - RJ Reynolds Tobacco Company. The Trade Marketing side of the company requires a unique blend of personality, grassroots marketing and the ability to sell ideas, programs, and information.

Adam Crane (MBA '10) is currently living in Raleigh.

John Futrelle (MSA '10) is a Manager - Financial Planning & Reporting for PPD, a Contract Research Organization.

Ariel Campbell (MBA '10) is a Healthcare Administrator for the US Navy.

2011

Jennifer Edinger (FINA '11) is a Senior Tax Analyst for Avalara.

Sherry Kendall (MGMT '11) is a Global Accounts Receivable Specialist for Corporation Service Company since 2014 with a portfolio of 300+ companies, of which the majority are Fortune 500 companies.

Richard Kelly-Crapse (MGMT '11) is currently residing in Fuquay-Varina, NC.

2012

A. Edwin Jeffords (MBA '12) is the President and CEO for Prevent Blindness NC. A. Edwin Jeffords spent the last 10 years serving at United Way of the Greater Triangle in various leadership roles, most recently as Chief Technology and Information Officer. This February, transitioned to President and CEO at Prevent Blindness NC, a statewide nonprofit focused on quality vision screenings for preschool and school-aged children, trainings for health care professionals and school nurses, and access to professional eye care for low income families across the state.

Davidson Gillette (MSA '12) is a Doctoral Student in the University of Alabama - Culverhouse School of Accountancy.

Erika Blackston (MBA '12) is a recent graduate and is living in Nashville, TN.

Ashley Stevens (ACCT '12) is a Staff Accountant for EmergeOrtho.

Michael Doherty (MKTG '12) is a Software Engineer II for Raytheon Missile Systems in Tucson, Arizona.

2013

Andrew Denton (MGMT '13) is a Sr. Vice President for the Overton Group and received a CCIM designation in 2018.

William Scott (ACCT '13) is a Controller and Continuous Improvement Coordinator for H&H/ Carolina Freightliner - Western Star, serving locations in Fayetteville, Raleigh, Rocky Mount and Greenville, NC.

Naomi Irvin (MGMT '13) is a Manager - Divisional Compliance for Blue Cross NC.

Stephen Watson (MSA '13) started as a Manager for EY's Transaction Advisory Services practice.

Kevin Nance (MKTG '13) is a Visitor Operations Manager for the Architect of the Capitol.

Chris Ganzon (ACCT '13, MSA '14) is a Sr. Associate for KPMG.

2014

Joeroyal Evans (MGMT '14) is a General Manager for Aramark.

Courtney Paul (MBA '14) is a Sr. Sales Manager for Genalyte.

Katelyn Custer (MKTG '14, MBA '16) is an Area Operations Manager for Amazon.

Garlie "Wade" Lamb III (MKTG '14) is an Operations Leadership Program Associate for Well Fargo Securities.

Sahil Vahewala (ACCT '14, MSA '14) is a Senior Auditor for EY and will be attending Duke's Fuqua School of Business in Fall of 2019.

Tyler Holmes (FINA '14, MGMT '14) is a Senior Service Consultant for Piedmont Service Group.

Jordan Johnson (MBA '14) is an Accounting Associate - Finance for New Hanover County Schools.

Harry White (MBA '14) is a Systems Engineer for Cerner Corporation.

Robert Nelson (ACCT/FINA '14, MSA '15) is a Controller for MetaMetrics.

2015

Geoffrey Graham (MGMT '15) is an Account Manager for Border States Electric.

Jessica Schisler (ACCT '15, MSA '16) is a Tax Staff Accountant for A.T. Allen & Company CPA.

David Mofford (MBA '15) is a Counsel for Phillips and Jordan, Inc.

Ashley Steinberg (MGMT '15, MBA '16) is a HR Business Partner at Vidant Medical Center.

Justin Myers (MKTG/MGMT '15, MBA '17) is an Investment Banking Analyst for Credit Suisse.

2016

Victoria Centeno (MKTG '16) is the newest employee for CED (Council for Entrepreneurship Development) as a Customer Success Specialist. For the last 30 years, CED has connected entrepreneurial companies with high-value resources to accelerate business growth. Victoria will focus on supporting the entrepreneurial companies within the life science and technology industry including the VMS program and annual Life Science Conference and Tech Conference.

Ezra Liegel (FINA '16, MBA '19) recently graduated and is currently living in Goldsboro, NC.

Jason Peduto (MKTG '16) is an Account Manager - Central Region for CTI Towers. Jason recently moved back to the Raleigh area from Tulsa. He is able to work out of the corporate office in Cary while still being the account manager for the Central Region.

Tayte Kean (FINA '16, MBA '18) is a Business Analyst for Credit Suisse. Tayte was hired in August of 2018 and is the newest member of CS's Finance Change - PACE Change Team.

David Craig (FINA '16) is a recent graduate and works for uFinancial Group.

Meredith Johnson (MKTG '16) is a Web Operations Analyst for Belk.

Brittany Coleman (MIS '16) is an Associate Technical Training Consultant for SAS Institute.

Ashley Schwartz (MGMT '16) is a Commercial Lines Underwriter for Burns & Wilcox.

Alumni Notes

2017

Dusk Stroud (MKTG '17) graduated with an MBA from the University of Mount Olive in 2018 and is an Occupational Extension Office/ Workforce Development Coordinator for Lenoir Community College.

Lindsey Smith (FINA '17) is a Faculty Support Specialist for Harvard Business School.

Brian J. Fernander Jr. (MSA '17) is a Financial Advisor for Merrill Lynch.

Bruce Whitaker (ACCT '17, MKTG '17) is an Accountant for Pitt & Greene EMC.

Julia Marotta (MBA '17) is an Assistant Brand Manager for Reckitt Benckiser.

Kelsey Rohrig (FINA '17) is a Staff Accountant for Enterprise Holdings. As a recent college graduate from ECU, the tools Kelsey was taught in the Leadership and Development program have made her stand out in her profession. The program's focus on resume building on a monthly basis, interview packets, and real-life practice with interviews have given Kelsey a competitive edge in her career. "There really is no place like East Carolina University, and I am proud to forever be a Pirate!"

Courtney Phillips (HGMT '17)

is a Business Development Coordinator for Capitol Broadcasting Company. Organized and executed the first every company-wide Partner Appreciation Social, attended by over 100 clients and their families. Clients attended from every sales division in the company including WRAL, FOX50, Sports Radio, MIX101.5, WRAL Digital Solutions, the Durham Bulls, and Sunrise Broadcasting in Wilmington. The event was a huge success and it is set to become an annual company tradition!

Shahan Margaret (MGMT '17) is an Executive Assistant for Development Innovations Group.



Courtney Phillips

Aleck Scott Brooks (ACCT '17) is a Consultant for Dixon Hughes Goodman.

Nolan Tubb (MKTG '17) is a Loan Services Lending Operations Specialist II for BB&T.

Cheryl Oliver (ACCT '17, MSA '18) is a Staff Accountant for Terry Ng, CPA, PLLC.

Kaitlyn Schwager (MGMT '17) is an Employee Relations Specialist for East Carolina University.

2018

Victoria Wallace (MKTG '18) is a Clinical Research Recruiter for Randstad.

Blair Beasley (FINA '18) is an Associate Account Manager for Cognixia.

Patricia Moore (MGMT '18) is a Police Officer for the Town of Knightdale.

Rebecca Carter (HGMT '18) is a Management Trainee for Enterprise in Greenville.

Alice Taylor (MGMT '18) recently graduated and lives in Walkertown, NC.

Bryon Shults (MGMT '18) graduated recently and is living in Chapel Hill.

Alicia Ung (ACCT '18) is a Tax Associate for RSM US LLP in the Private Client Services Group, located at Boston, MA.

Todd Bennett (MBA '18) is the Vice President of a Health Care Organization in Concord.

Tomika Jones (MGMT '18) is a Director of the Revenue Cycle Management for Associated Urologists of NC.

Edward Hernandez (FINA '18, MGMT '18) is a Personal Banker for Wells Fargo.

Madelyn Jara (MKTG '18) is a Store Inventory Planner for Advance Auto Corporate.

Sarah Wood (MIS '18) is a Client Services Director for Scott Jones Financial.

David Tran (MGMT '18) is a Commercial Account Manager for Main Street Insurance Group.

2019

Jason McKale (MKTG '19) is a Senior Customer Application Engineer for Daimler Trucks North America.

Rachel Hayes (MKTG '17, MBA '19) recently graduated and is currently living in Charlotte.

Heather Meredith (HGMT '19) currently resides in Wake Forest, NC.

Julianna Bunyea (MKTG '19) is an Account Dev. Rep. for BetterCloud.

Haley Smith (FINA '18, MBA '19) is a Financial Analyst for Duke University Hospital.

Madelyn Evans (HGMT '19) is currently residing in High Point, NC.

Carla Canady (MGMT '19) is the Assistant Director of Administration for Colombo Kitchin Attorneys. Carla recently celebrated her 5 years as Administrator.

Kierra Brown (ACCT '19, FINA '19) is currently residing in High Point, NC.

Raionna Jones (FINA '19) recently graduated and lives in New Bern.

Victor Nwogu (MBA '19) is a Lead Economic and Project Evaluator for Nigeria LNG Limited.

Rhodes Meredith (FINA '19) is the Underwriting Dept. for Blue Cross NC.

Angela Mayo (MBA '19) is an Assistant Director in Pharmacy Services for Vidant Medical Center.

Katie Matthews (FINA '19) is currently living in Raleigh.

George Darakjian (MSA '19) recently graduated and is currently living in Knightdale, NC.

Michael Thompson (MBA '19) is an Associate Brand Manager for Krispy Kreme.

Amie Blanks (MBA '19) is a Sr. RD&E Program Leader for Ecolab.

Christopher Connolly (MGMT '19) recently graduated and is currently residing in Snow Hill, NC.

Erin Russel (MGMT '19) is a Site Coordinator for Burlington/Mebane Pediatrics.

William Serrano (MGMT '19) recently graduated and is living in Durham, NC.

Submit information online at
<https://business.ecu.edu/update>

Alumni Spotlight

COB Alumnus Celebrates 50 Years of Serving North Carolina

Contributed article by McKenzie L. Shelton, ECU COB MBA Candidate

Earlier this year, Creswell native and Durham resident Hilton “Chip” Chesson celebrated 50 years of service to eastern and central North Carolina through real estate development and empowering education.

Upon graduating with his BSBA degree from East Carolina University in 1966, Chesson worked at Wachovia Bank in Greenville. In 1968 he transferred to Durham to administer the Federal Housing Administration 235 mortgage program, which subsidized interest rates for low-income families. Managing this program solidified Chesson’s lifelong goal to create affordable housing for marginalized communities that historically have been offered little access to housing.

Chip Chesson



Chesson’s focus on bringing purchasing power to families led him to start several real estate and mortgage companies where he delivered thousands of homes at moderate price levels in the ‘70s and ‘80s. To date, Chesson has built 3,000 homes, two shopping centers and multiple office buildings.

Through this entrepreneurship, Chesson was also able to

empower colleagues. Craig Morrison of Cimarron Homes remembers Chesson as a “positive, blue-sky kind of fellow” who motivated him to overcome obstacles. “He was a great encourager, in my case. I accomplished a lot more at that time than I would if I hadn’t known him.” Tracy Goetz, a Realtor with Berkshire Hathaway, is a former employee of Chesson’s who eventually took over his first realty business. She agrees with Robinson, saying Chesson “made an impact not only with creating neighborhoods but with his people. He encouraged and inspired us to embrace our passions and supported us financially. There’s not a lot of people who do both.”



by McKenzie Shelton, current MBA student, owner of Embody Productions & Planning

Chesson has expanded his professional foci to stimulating progress in eastern North Carolina through education. Having served on the ECU College of Business Advisory Board from 1986-2018, he remains involved with the ECU COB by supporting the Miller School of Entrepreneurship. Reflecting on his time at ECU, Chesson says, “the College of Business gave me the tools to compete and excel in the world of business. They prepared me so well that, two years after graduating, I started my business. ECU gave me a thirst for knowledge that allows me to stay current in an ever-changing world.”

Further, Chesson is one of the founding members of Pocosin Innovative Charter School in his hometown of Creswell. “I have a passion for the east,” said Chesson. “We have to do things in a different way. ECU’s Miller School of Entrepreneurship and Pocosin Innovative Charter are the brightest hopes we have for Eastern North Carolina. They’re bringing hope for a brighter future through education at a higher level than we believed possible.”

Study Abroad: Italy

2019 Italy #COBGlobal: Un viaggio di momenti

*An ECUCOB, Study Abroad
Travel Log By Andy Curliss*



Our journey to Italy has been about moments – fleeting and profound; delightful and insightful; some anticipated for months, but many upon us in an instant.

As our time in Italy comes to an end, we have begun to stitch these moments into lasting memories of our experience in Italy. Our trip has provided us foremost with a deeper understanding of Italian and European Union approaches to

business, particularly through a focus on food and agricultural systems, though also by diving into broad approaches to marketing.

We have traveled more than 6,000 miles by air, bus, train, subway and... foot. We've been sustained with conversations, meetings, presentations, lectures and wonderful, breathtaking tours that have punctuated the inevitable humdrum of daily life that goes on while traveling, such as washing clothes in a laundry off a hazy side street in Bologna late into the evening.

We have met new friends, even in some instances only through smiles and gestures when words wouldn't suffice.

We were lucky to capture some of these moments by camera. It would have been easy to focus all of them on landmarks and attractions. And, to be sure, we stood in awe of the world's best-known sculpture, Michelangelo's David, in Florence. We gazed at the massive cathedral in Milan at night. We stood beside the ancient Colosseum in Rome as dusk settled upon the city. We tossed coins into the Trevi Fountain. We saw world-class museums. We gazed up at majestic and historic cathedrals and basilicas. And, we spun around in ancient piazzas.

But we also turned our attention – and our camera – away from those places, finding slices of life and insights in corners all along the way.

Here, then, are ten such examples that help to show our journey to Italy has been about more than monuments. It's truly been about momenti.

A special cheese is born



In the countryside near Modena, the farm was beautiful in the early morning light. So was the moment when two cheesemakers lifted a spongy mass of curds from the cauldron, giving birth to what will age into authentic Parmigiano-Reggiano cheese. This cheese will be shaped, salted, soaked, stored and occasionally turned for a minimum of one year – likely more – before it is eaten and savored.

"This day may change your life!"

When Antonello Fusetti bounced onto the small stage before us, it was impossible not to sit up and lean in. Fusetti is president of the first school of design in Milan, Scuola Politecnica di Design (SPD). He teamed with a professor to give an outstanding lecture on the importance of design thinking, with a focus on its application in business. Fusetti began with no hint of an overstatement: "This day may change your life." All forms of business, he said, need managers who know "design thinking." "And we need designers who know management thinking." For the next hour or so, they backed it up with a rich, varied and memorable presentation. It was one of many we received on the trip, covering deep and broad aspects of business management, strategy, finance and marketing.



A kiss is just a kiss



1859



2019

At left is one of the most famous paintings of a kiss in all of history, by the Italian artist Francesco Hayez. It hangs in a Milan museum gallery. The photo at right was taken while crossing a street in Turin, though it could have been in Milan or Bologna or Florence or Rome, for this was a more frequent-than-expected encounter – sweet and tender moments that played out in piazzas, around fountains, at train stations. And under the moon.

Reflecting with prayers

The central door of the cathedral in Milan includes stunning bronze carvings on panels that depict stories from the life of Mary, the mother of Jesus. Look closer, and a few panels have clear, bright areas where hundreds upon hundreds of thousands – likely millions – have touched in a personal moment of reflection. One panel depicts Mary and Jesus holding hands, for the last time. Watching hands reach to rub the door in prayer was a moving experience.



A leather maker at work

Walter Moretti's grandfather was a leather maker. So was his father. So is his son. Mr. Moretti wore an apron of leather, and his worn, thick hands bore the trademarks of a craftsman. We met by chance, late in the day, in a corner of Florence's city center. By then, our group had been to the famous leather market, with its dozens upon dozens of stalls and shops filled with crafted Italian leather products. We'd visited a prestigious leather school, housed in a monastery, and learned much about the business and trade. And, at this moment, late in the day, the goal of the moment was different – to reach the hilltop Piazzale Michelangelo to take in what promised to be a stunning sunset over all of Florence. But Mr. Moretti stood deep in the back of his shop, working on the final tasks of the

day. He smiled. And, slowly, a pleasant conversation would unfold. The sunset would have to wait.

The grand Grand Canal

On a free day, venturing to Venice yielded quiet moments in narrow passageways and courtyards, chance encounters with painters and churchgoers, and stunning panoramas. The return train, bound for Bologna, arrived soon enough. Too soon. But there was time for one last snapshot. This was it.

Cibo delizioso (delicious food)

In Italy, food is life – and another topic altogether. And while we enjoyed delicious meals worthy of attention from foodies across the planet, just as memorable were the simple "salami and cheese" paninis. Perfect for "take away."



Shadows falling in Rome

The bells were tolling for evening Mass at a basilica dedicated to St. John the Baptist in central Rome. In the distance, across the Tiber River, were the Vatican and St. Peter's, and crowds. But here, we're quietly settled across a plaza bounded by the church and an apartment building. Look up. The setting sun was casting shadows, and slowly moving the church statuary.

Fountains for all

We enjoyed public fountains in several cities – and Rome's stood out. The city has more than 2,550 of them. These fountains provide a steady flow of good, clear, clean and fresh drinking water that is a credit to the ancient aqueducts (of which we viewed a portion of one). And the refreshment was often needed, as June temperatures reached well into the 90s throughout. It turns out, these fountains are for more than humans, too, as the polizia made clear.

Red, white and...green

There are moments when your eye is drawn to the flag. There are no stars; there is no blue. One look and, in an instant, you are reminded that you are seeing anew... that you are abroad.





The SHL May Trip to Ireland *by Dr. Bob O'Halloran*

Twelve students and two faculty members from the College's School of Hospitality Leadership had another great summer study abroad program while visiting Ireland this past May.

The SHL group arrived in Dublin, Ireland Tuesday, May 14. The group gathered and immediately set off for Galway. En route, the group visited the ancient monastic site of Clonmacnoise in County Offaly dating from the sixth century.

The day closed with a welcome dinner at the Hotel Connacht in Galway.

Below recaps the rest of our visit.

May 15

We visited the Mayo Institute of Technology and met with tourism and hospitality professor and department head, Diarmuid Ó Conghaile. He provided a local and national perspective of Ireland's sustainable tourism industry. Later that afternoon, the group went on a walking tour of the Galway City, including Eyre Square, St Nicholas' Cathedral and the Spanish Arch.

May 16

We traveled to the Irish speaking region of Connemara, which is known for its natural beauty and wilderness. It is home to soaring mountain ranges, placid lakes and idyllic villages.

That afternoon, the group ended up at Kylemore Abbey. The Abbey and its Victorian-walled garden were built in the late 19th century and are now owned by the Benedictine community. Returning to Galway in the evening, the group stopped at the ocean village of Spiddal for dinner.

May 17

A visit to Derry in Northern Ireland was up next. En route, we visited the lively town of Sligo and then visited the village of Drumcliff, County Sligo. Sligo is the final resting place of one of Ireland's most famous literary giants, W.B. Yeats. He is buried at the foot of Ben Bulbin, a dramatic mountain in the Derry mountain range. A local expert met the group to discuss Yeats' work and life.

Study Abroad: Ireland

May 18

We had a rainy, walking tour of Derry, where we learned about the city's history and how tourism is growing there after the "Troubles."

Later that same morning, the group departed for county Donegal in the Republic of Ireland and visited the village of Crolly. The group had lunch in Leo's Tavern, which is owned and managed by the family of Irish singer and songwriter, Enya. The group also was treated to traditional music and songs from the owners of the pub, who are members of Irish group Clannad.

After lunch, the group visited Ireland's second-largest national park, Glenveagh. They enjoyed a guided tour of Glenveagh Castle, explored the gardens, hiked through some of the wilderness and took in the park's dramatic landscape.

May 19

We set out for Belfast, but not before stopping at the World Heritage Site, the Giant's Causeway along the Antrim Coast. Legend has it that the Giant's Causeway was created by Fionn Mac Cumhaill, a hero in Irish mythology. After the Giant's Causeway, the group visited the Carrick-a-Rede Rope Bridge where spectacular views of the Causeway Coast were enjoyed.

The group also visited craft brewery startup Lacada Brewery, a cooperative in Portrush on the north coast of Ireland. The owner hosted the group and discussed the business model he used to start his business. He initially sold 100,000 shares to supporters and investors and now has a board of investors to advise him.

May 20

The group had a Black Taxi Tour through different areas of Belfast. Some of these areas were severely affected during the Troubles, which is depicted on the murals that still decorate the walls throughout the town. During this tour, the drivers talked about Belfast's recent history and how tourism has been growing in the last few years. That afternoon the group had free time to explore Belfast. Many visited the Titanic Belfast Experience.

May 21

Our visit to Dublin included a stop at Monasterboice, an early Christian settlement in County Louth. Monasterboice is known for its well-preserved high cross and round tower. The group continued to Brú na Bóinne, an ancient settlement that is over 5,000 years old and is home to one of Europe's largest collections of prehistoric megalithic art.

May 22

Still in Dublin, we visited the Book of Kells and the Long Room at Trinity College Dublin. The Book of Kells is one of the world's most famous medieval manuscripts. Written in Latin, it is an elaborate illustration of the gospels of Matthew, Mark, Luke and John. The Long Room is the largest single-chamber library in the world.

The group walked to the Guinness Storehouse, which is the No. 1 tourist attraction in Ireland. Finally, the group finished the day meeting several members of the Irish Hotels Federation, including its president and CEO. They learned about the importance of the hotel industry to the Irish economy and the unique challenges faced by Dublin hoteliers in delivering hotel space to the market.

May 23

Our final full day in Ireland included the group taking a trip to Glendalough and the picturesque villages of County Wicklow. In the Wicklow Mountains National Park, the group toured Glendalough, a sixth-century monastic site located in the heart of the park. Closing out the trip, the group participated in a farewell dinner at the Old Spot before preparing for the trip home the next morning.

This year's trip to Ireland was a full program, and students engaged in a variety of activities that focused on natural attractions, humanmade attractions and cultural tourism throughout the program. Participating students are currently enrolled in one to two courses this summer. They were responsible for keeping a daily journal of their experiences.

The group is now working on their projects examining a cross section of topics which ranged from sustainable tourism in Ireland vs. the USA, national park management, craft beer companies, and much more. Student participants included: Avery Wilson, Boris Escalona, Brynna Moran, Chad Baker, Chris Thomas, Janna Sager, Lily Redick, McKenna Ruby, Molly Roth, Nicholas Roberts, Phillip McClement, and Sara Phelps. The program leaders were Dr. Cynthia Deale and Dr. Robert O'Halloran, faculty of the School of Hospitality Leadership.



Pirate Challenge 2019

East Carolina University, the College of Business and the Miller School of Entrepreneurship have announced that the third annual Pirate Entrepreneurship Challenge will award more than \$100,000 in cash prizes and in-kind services to this year's winners.

According to the Miller School and Pirate Challenge organizers, the new award total, up from more than \$77,000 awarded last year, makes it the largest student-focused entrepreneurship competition in the University of North Carolina system.

"The Pirate Entrepreneurship Challenge is not just about awarding cash to startups," said David Mayo, an instructor with the Miller School and Pirate Challenge organizer. "We view it as a startup development program that provides support services to help make all participants successful."

The Pirate Challenge is a three-round pitch competition that's open for any ECU student enrolled in the 2019-2020 academic year. Alumni who have an ECU student on their team can also participate.

Round one of the Pirate Challenge was held Tuesday, Oct. 15, 2019. Twelve winning teams from round one will move on to the second round, which is scheduled for Wednesday, Nov. 20, 6-8:30 p.m., in room 249 of the MCSC. The Pirate Challenge will conclude in February 2020.

"This year, students can expect additional workshops and mentoring along with \$30,000 of additional prizes," said Mayo. "Everyone with an idea should enter." More than 150 student teams have competed since the challenge started in 2017.



College Briefs

Below are news snippets of recent College of Business happenings. Please visit our blog - <http://blog.ecu.edu/sites/cob/> - for the full stories.

Marriott International hired seven spring 2019 School of Hospitality Leadership (SHL) graduating seniors for its Marriott Voyage, Global Leadership Development Program. This number of SHL graduates is the largest group hired by Marriott in more than eight years.

COB's Miller School of Entrepreneurship continued its regional advisory council site visits with a recent stop in Charlotte, North Carolina. A total of 28 students from six ECU colleges had a chance to learn and gain advice from business leaders and ECU alumni.



Thanks to North Carolina Surplus Lines Association (NCSLA) and Dave (CEO of RSUI Insurance) and Pamela Leonard, 12 College of Business risk management and insurance (RMI) students recently immersed themselves behind the scenes at Lloyds' in London.

Dr. Dennis Barber, III, assistant professor with the Miller School of Entrepreneurship, recently completed the Galliard Institute Family Business Advisor training program in Philadelphia, Pennsylvania. Completion of the certification equips Dr. Barber with comprehensive tools to understand dynamics unique to family-owned and closely-held businesses.

Thanks to a COB MIS alumna Angelena Brack, the annual COB MIS STEM camp continued over the summer. This year's STEM camp consisted of two, five-day sessions that which included more than 40 young girls from across the region.



Congratulations to COB's Allison Leigh Pigora, a rising senior in the College's Risk Management and Insurance (RMI) program. She is the first RMI student ever selected for the Student Engagement Program of the 2019 Chartered Property Casualty Underwriter (CPCU) society.



Dr. James Kleckley, director of professional services and research at ECU's College of Business, recently presented an economic outlook for the Wayne County Chamber of Commerce.

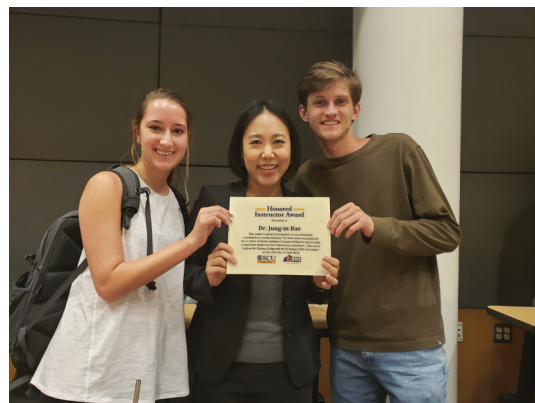
The College of Business' graduate certificate programs are currently riding a five-year high. In 2014, the College awarded 59 graduate certificates. In 2018, it awarded more than 100 in seven areas: business analytics, hospitality management, management information systems, marketing, project management, supply chain management and sustainable tourism.

ECU and the College of Business recently hosted the inaugural Carolina's Society of Human Resource Management (SHRM) Student Conference and Case Competition. ECU's SHRM chapter was involved in the planning and promoting of the conference, with support from the North Carolina and South Carolina State Council of SHRM. Sixty human resources professionals and students attended. ECU's graduate team took first place honors in the case competition. The team included Amber Kennedy, Michael Nethercutt, Clayton Reichart, Brittany Meier, Vanessa Nguyen and William Eddy. The College of Business' Dr. Craig Williams provided the coaching. Williams and Sharon Justice, COB teaching instructor, both serve as SHRM Chapter advisors.



College Briefs

Dr. Stephanie Bae, assistant professor in the School of Hospitality Leadership, recently received the Honored Instructor Award. She was nominated by Nicole Mayakis and George Shannon (both Hospitality Management majors and pictured with Dr. Bae). The award was given by the Campus Living and Residence Hall Association in recognition of her invaluable contribution to student learning and significant impact on her students' educational experience.



Dr. James Kleckley, director of Professional Services and Research for ECU's College of Business, has been awarded a Pulsenomics Crystal Ball Award (his third consecutive) for 2018 and the annual "Top-10 Rankings" for the Zillow Home Price Expectations Survey. The recognition honors experts whose past home price expectations proved to be the most accurate and reliable. For this survey compiled by Pulsenomics, all panelists use historical data provided by Zillow to forecast future home prices over five years.



The College of Business' Miller School of Entrepreneurship and School of Hospitality Leadership (SHL) hosted April workshops in Martin and Lenoir counties that focused on helping rural entrepreneurs with their exit and succession planning. Made possible by an NC Idea Engage grant, the workshops provided access to legal and financial professionals. Participants heard real examples of exit stories and had the opportunity to participate in small group sessions where they engaged with fellow entrepreneurs and members of the Miller School and SHL representatives.

Burlington native Rachel Pleasants a rising risk management and insurance (RMI) senior, recently won a \$5,000 scholarship from the Spencer Educational Foundation. According to its website, Spencer supports the education of tomorrow's risk management and insurance leaders. Based on Pleasants' past recognition, she's well on her way to becoming that leader. Last year, Pleasants won a \$4,000 scholarship from the AAA Carolinas. In the winter of 2018, it was announced that Pleasants was one of 10, nationally-selected students to participate in Munich Re's Summer Leadership Program in 2019. The summer of 2018 also saw Pleasants interning at the SAS Institute in its Risk Management Department.



College Briefs

Lee Brown, director of the College of Business Career Center, spoke recently at the Greenville-Pitt County Chamber of Commerce Teen Leadership Institute. The Institute is a program designed to educate through experience and motivate young leaders to take an active role in their community. Participants in the program learn the importance of teamwork and gain a better understanding of what it means to be a leader.



The spring 2019 James H. Bearden Induction Ceremony of the ECU Chapter of Beta Gamma Sigma (BGS) was held April 10, 2019, at the Murphy Center at Dowdy-Ficklen Stadium. The College of Business inducted more than 70 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.

MBA students Pol Solanellas Manzaneres, Amber Kennedy, Heather Whitley, and Amber Whitley took honorable mention at the Aspen Institute's 2019 Business & Society International MBA Case Competition. COB's team competed against 1,000 MBA students from participating universities that included Boston University, Columbia University, Dartmouth College, Johns Hopkins University, New York University, Northwestern University, the University of Michigan, and Villanova University. COB's Dr. Joy Karriker served as faculty advisor.



The College recently celebrated its donors that made it possible for 200 undergraduate students to receive more than \$400,000 in scholarships. Dean Paul Schwager spoke and congratulated all the students who were in attendance.

In Closing

What excites me most about being the dean of the College of Business is the opportunity to partner with YOU!

It is not because of any dean that this College will achieve what it is capable of achieving. It will achieve it because of you, our passionate alumni and friends. I believe that as H2O leads to plant growth, T3I will lead to COB growth.

T3I is simply an easy way to remember Time, Talent, Treasure, and Influence.

- *Time* = volunteering of personal hours to sustain the mission and vision of the College of Business.
- *Talent* = participating in activities where students, faculty, staff, and alumni can learn from your expertise.
- *Treasure* = donating dollars to help COB programs that aren't supported through the College's budget.
- *Influence* = how we intentionally look to involve others in our mission.

I suspect we've all heard T3 in other venues, and I see the significant investment that many loyal Pirates make of their Time, Talent, and Treasure to advance this great institution. We need all three to be successful. I've added an "I" for Influence because I think we have to be more intentional about sharing the good things happening at ECU and in the COB. As dean, I regularly interact with our outstanding students, see the impact of our alumni, and witness how our programs and activities are instrumental in transforming the region. It's my honor to share our great story regularly. But I am only one voice. Will you help me by using your influence and telling others about the great things happening in the ECUCOB?

As I have said on several occasions, this is not my COB, but **OUR COB**. So, as we move forward with these StockNotes updates, please expect to find insights and news from the College that highlight how you can help advance OUR COB through T3I.

I look forward to working with you as we each leverage our T3I to advance our outstanding College.

One Last Thing

I had the pleasure to close out 2019 on the road to talk about our T3I messaging. I believe new relationships were forged and existing relationships were strengthened.

It's our goal to schedule future group receptions in 2020. I am looking forward to meeting more incredible Pirates.

For those inclined to give some of their end-of-the-year treasure, you may have noticed the enclosed envelope. Any and all that you can give will help strengthen our foundation and make your College of Business a valuable, attractive choice for future leaders and entrepreneurs.

Thank you very much for all that you do.



Paul Schwager, Ph.D.
Dean & W. Howard Rooks Distinguished Professor



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