

The ECU Accountant



ECU

COLLEGE OF
BUSINESS

Department of Accounting

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FALL 2023

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CHAIRMAN'S REPORT – DR. CAL CHRISTIAN

A university runs like a small city. While we are familiar with how the College of Business works, ECU also manages a Medical School, a Dental School, Honors College, and Division I Athletics, along with housing and food services. There are few universities in the country that are as complex as ECU. To make the University successful, your accounting faculty must be involved in more than just teaching and research, and they are.



Dr. Cal Christian

ECU faculty are governed by the Faculty Senate, which is a legislative and advisory board representing the general faculty. There are 57 senators across the campuses and the College of Business has three senators. Two of those senators are accounting faculty (Dr. Linda Quick and Dr. Dennis O'Reilly). The senators are elected by the College of Business faculty. Over the years, many of us have served as senators, thus showing the respect that your accounting faculty have within the College. This past year, Dr. Linda Quick was appointed as the Assistant Dean for the College of Business Thomas D. Arthur Graduate School, and Dr. John Reisch recently completed two years serving as the Associate Dean of the College of Business. Not only do the faculty serve within the College of Business, but they also serve in areas such as the Honors College, freshmen orientation, Faculty Senate committees and athletic administration. Others are faculty advisors for student organizations. While your accounting faculty are invested in the accounting department and accounting students, they also know that a strong ECU is why students keep coming to ECU.

I know each of you are also passionate about your Alma Mater because I see alumni that are continuing to give of their time and resources to support the mission of ECU. Hopefully, you have seen announcements this past year of two major investments: Pat Lane ('67) in support of the EC Scholars program at ECU; and Van Isley ('85) to the Pirates Unite campaign for the Isley Indoor Performance Center and to the College of Business for the Isley Innovation Hub that now resides in the old Dowdy Student Store location. Van also serves on the ECU Board of Trustees. In 2021, Mark Copeland ('96) provided funding for the Copeland Diversity and Inclusion Fellowships. Mark also served on the ECU Board of Trustees from 2013-2019. Jason

Poole ('99) is the new Chair of the ECU Board of Trustees, and Margaret Mitchell Henry ('05) serves on the Pirate Club Executive Committee.

For the accounting faculty, it is so rewarding to see our former students use their accounting degrees to make a difference in the lives of so many people. When we talk to students, we try to emphasize all the opportunities that an accounting degree will provide them. It is a great time to be an accounting student. The demand for accounting majors appears to be at an all-time high. It seems like we receive job opportunities almost every day for students in both public accounting and industry.

The industry is changing, and we are changing with it. We offered a new class this past year that focuses on technologies that a student could encounter early in their career. We are now offering our MSA and BSBA online. There are only three online BSBA programs in the state. Our online programs are taught by the same great faculty that teach face-to-face classes. Our online BSBA program already has over 150 students in just our 2nd year. The MSA online is seeing many inquiries from students that don't have an accounting undergraduate degree but want to pursue the CPA. They cannot move to Greenville and quit their current jobs, but they want to be Pirates.

You can be proud of your ECU accounting degree and know that ECU Pirates are making a difference across the Eastern North Carolina region, the state and the country. I wish I had enough room to tell you about more amazing alumni and amazing students, but just know that Pirate Nation is as strong as ever!

Your accounting faculty love what we do, and we appreciate your continued interest and investment in ECU. Whether you are back on campus or watching the Pirates on TV, please drop us a note and let us know how you are doing. One of our greatest pleasures is being able to share in your accomplishments. Go Pirates!!

Sincerely,

Cal

christianj@ecu.edu

252-737-1053

OUR ALUMNI ARE...*Successful*

Andrea Smith Woolard (BSBA '96) is the Chief Financial Officer of HC Composites, LLC, dba World Cat. After graduating from ECU, she began her career as an accounts payable supervisor. As her career progressed, she worked in various accounting roles, including tax, accounts receivable and cost accounting. She worked for 15 years with a local manufacturer working her way up to Cost Accounting Manger before starting with World Cat three years ago as Director of Financial Operations. Andrea was promoted to Chief Financial Officer one year ago. She has responsibility over the accounting, human resources, IT and quality teams. She played a vital role in taking the business from a \$10 million company to an over \$80 million company. She was also instrumental in adding a second manufacturing location, which will allow the company to increase their capacity by 200% in the next 10 years. Her passions outside of the office include the Humane Society of Eastern NC, Relay for Life and spending time with family, friends and her fur baby, Oliver.



Andrea Woolard

What do you like best about your current job?

I love seeing people grow and become successful. Seeing the beautiful boats being built is a definite plus as well. By having responsibility for four different areas, I can see all aspects of the business. It is awesome to meet new employees on day one in orientation and then talk with them after they have been here a few months and hear how they are doing. By working in Quality, I can help people learn and improve their craftsmanship. I also love building our brand in the community. I work with

the local school systems in both Edgecombe and Pitt County. This gives me the opportunity to meet young people that are just starting to think about what they want to be when they grow up, and I can talk about my job and all the other opportunities that our company offers. I have also worked closely with Pitt Community College and ECU to build students and help them advance to a career in our industry.

How did your experience at ECU prepare you for your career?

There is so much that I gained by going to ECU. First, I came from a very small town, with a class size of 75. ECU was huge (I thought back then) and gave me the opportunity to meet a variety of people and taught me so much about how to build relationships. Second, I took accounting as an elective in high school, but it was just financial accounting. The accounting program gave me the opportunity to learn all the various types of accounting. And last, I had the opportunity to work on campus all four years and that was an awesome opportunity to gain some valuable work experience that helped me get started in the real world.

What advice do you have for today's accounting students?

First, enjoy your time in college, take it all in. Second, don't get set on working in one field of accounting. Be willing to try several areas. While in school, cost accounting was my lowest graded class. So, I worked in financial accounting for the first ten years of my career. I finally got brave and decided to dip my toes into cost, and I am so glad that I did. Having that variety of work knowledge has certainly allowed me the opportunities to move to new and better jobs though out my career. Finally, work a part-time job in your field of study during college - gaining that real world experience is so valuable not only to help you get a head start in your career, but it helps make those test questions about how to calculate the net profit of a company more realistic.



Brian Dunn

Brian Dunn, CPA (MSA '03) is the Senior Vice President of Finance at ECU Health. Brian started his career in 2000 with McGladrey & Pullen working as an intern in the audit department and transitioned to full time as a CPA with the firm, now RSM US, LLP, upon graduation from ECU in 2003. Brian spent 11 years serving clients in both for-profit and not-for-profit sectors, focusing heavily on audits of governmental and healthcare clients later in his career. After 11 total years of experience in the public accounting arena, Brian made the move out of the public accounting world into private industry, becoming the Assistant Controller in the corporate accounting division for ECU Health in 2011, and has recently become the Senior Vice President for the Health System. ECU Health's system of care includes 1,708 beds across eight hospitals, including an academic medical center with two campuses and a Level-1 trauma center that serves as the teaching hospital for The Brody School of Medicine at ECU. The system also includes numerous outpatient facilities, home health, hospice and wellness centers, and a multi-specialty physician and provider group offering access to more than 500 providers in 100+ practice locations. Brian is a native to Eastern NC, born and raised in New Bern, NC and currently lives in Greenville, NC with his wife, Wanda, and 13-year old son, Carter.

What do you like best about your current job?

I get to do what I love doing, while working with a great group of people, for an organization that has a mission to improve the health and well-being of eastern North Carolina. The Health System is such an important component of the economy of the eastern part of the state that I know and love, and it provides a sense of pride to go to work every day knowing that you are a part of something making a difference in your community.

How did your experience at ECU prepare you for your career?

ECU, the College of Business and particularly the Department of Accounting were huge parts of setting me off on the success I have achieved today. Without such an amazing group of faculty that truly cared about the success of the students, during and after completion of your degree, I don't think I would have been pushed as hard to succeed. The professors really took an interest in the development of the whole student, meaning they took an interest in your actual schoolwork and ensured you were prepared to take the CPA exam, to encouraging you to participate in accounting clubs, meet and greet sessions with employers and mock interviews to prepare you for taking that next step after graduation and getting a job. I still run into

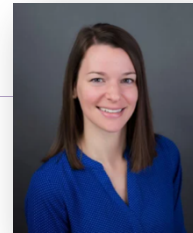
professors today that remember me and speak when we run into one another at social events, recruiting events or even CPE events. **Cal Christian** is one of my favorites to get my continuing education from for Ethics!

What advice do you have for today's accounting students?

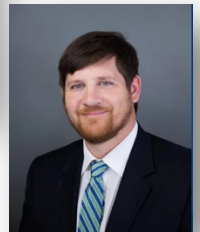
My advice to today's accounting students is nothing really earth-shattering, it's less about your coursework or the CPA exam, but more about the kind of person you are or should strive to become. Sometimes it gets overused, but I think possessing and utilizing the characteristics of the servant-leader model are paramount to your success. Maintain a high level of integrity in everything you do so that you develop the trust and confidence of others, doing everything you do with your ethics and morals at the forefront of your decisions. Don't do anything to comprise those ethics and morals. The short-term gain is not worth the long-term consequences. There are so many times in this profession that you might have the opportunity to compromise on your ethics or beliefs, and if someone in your organization is asking you to do so, find another employer immediately. Show compassion and concern to others, and no matter what title you have or don't have, display humility at all times. Never think of yourself as too important to jump in and help. Leading the way and setting the example of hard work for others means you never have to ask people to work hard or stay late to meet a deadline, they will want to work hard with you because they see you beside them putting in the hard work too. Remember that you are only as successful as the people that you lead. Lift others up, invest in their development and give credit where credit is due. Too many times we try to take credit for something individually when there was a team behind that accomplishment that deserves the credit. When you value others and ensure their success, it naturally leads to your own success. And last, learn to network and develop relationships. Developing relationships are so crucial to any profession you find yourself in, and the more meaningful relationships you create, the more success you will have when you need to collaborate with others to achieve a goal.

PIRATE ALUMNI ARE...*Busy*

Haley Myers (BSBA '07; MSA '08) and **William Ritter** (BSBA '14) became partners at Thomas Judy Tucker in Raleigh.



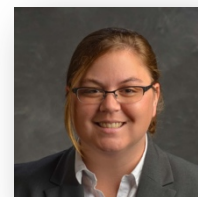
Haley Myers



William Ritter

Neena Wanko (BSBA '13; MSA '15) was recently promoted to Accounting Manager at OJO, which just completed a successful sale of their Canadian entity to Royal Bank of Canada.

Jennifer Worsley (BSBA '01; MSA '02) was recently promoted to Vice President of Finance and System Controller at ECU Health.



Danielle Stanley

Danielle Stanley (BSBA '12; MSA '14) recently completed her Ph.D. at the University of Tennessee and started a position as an Assistant Professor at Coastal Carolina University.

Latrish Martin (MSA '10) recently passed the Certified Internal Auditor (CIA) exam and is the VP of the Miami Chapter of the Institute of Internal Auditors (IIA).

Margaret Henry (BSBA '04; MSA '05), who is the Vice President and Controller at Sprout Pharmaceuticals, Inc. in Raleigh, is currently President of the Wake County Pirate Club Chapter and was recently appointed to the Pirate Club Executive Committee for a 3-year term.

Zana Tate (BSBA '13; MSA '14), currently an Assurance Senior Manager at EY, was selected as one of ECU's Forty Under 40 honorees. This honor is awarded to ECU graduates under the age of 40 that have made an impact in business, research, artistic, leadership, community, educational and/or philanthropic endeavors.



Zana Tate

Amanda Campbell (BSBA '02) and **David Liu** (BSBA '19) recently graduated with their M.B.A. degrees from UNC-Pembroke.

Matthew Sullivan (MSA '16) recently began a new position as Controller of Freedom Industries. Freedom is a 100% Employee-Owned, Industrial MEP contractor based out of Rocky Mount, NC.

Ron Siengo (BSBA '98) has been working in the San Francisco Bay Area for over 20 years now and was recently promoted to Vice President, Corporate Controller of Zuora, Inc. which is a technology company that offers a variety of software solutions focused on the back-office accounting team for items including billing customers on a subscription basis and recognizing revenue.



Ron Siengo



Katelyn Metcalf

Marianne Moore (BSBA '20; MSA '21) recently passed all four parts of the Certified Fraud Examiner exam and was promoted to a Senior Associate with EY's Forensic and Integrity Services.

Katelyn Metcalf (BSBA '17; MSA '18) recently started her own bookkeeping, accounting and advisory firm in Morehead City, NC: Coastal Accounting Advisors. The firm's focus is on local small business accounting.

Valerie McCloud (BSBA '82) has been Owner/CEO of McCloud & Associates, Inc. for 37 years!

William James "Jim" Payne (BSBA '81; MBA '82) and his wife **Julie Ward Payne** (BSBA '82) recently moved from Charleston, SC to Barbados. Jim works as an Expat for Gildan, and Julie had her own CPA firm for 31 years before retiring this past tax season. They have three grown children.

Oakleigh Hogg (BSBA '19) started a new role as an accountant at Kinsale Insurance Company last year. She also obtained her real estate license in January.



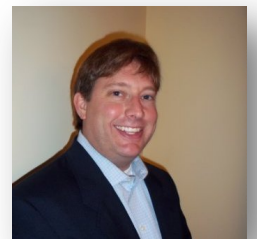
Oakleigh Hogg

Cameron Jones (BSBA '18; MBA '19) started a new job in Feb 2023 as a Staff Accountant at Streamline Brands.

Carolyn Twisdale (BSBA '86) returned to NC recently and joined the team at Carolina Meadows Retirement Community in Chapel Hill, NC. She is happy to be back in NC!

Ken Hawkins (BSBA '73) is enjoying retirement in Beaufort, NC.

Matt Barfield (BSBA '96; MSA '97) started his own firm in 2003 and celebrates 20 years of being in business as Matt Barfield, CPA, PLLC this year.



Matt Barfield

Charles Gullette (BSBA '10; MSA '11) is a full-time accounting instructor at Pitt Community College in Winterville.



Alicia (Barbour) Semling and family

Gerald Townsend (BSBA '74) is the CEO of Townsend Asset Management Corp., which is a registered investment advisory firm. Townsend is celebrating its 41st year of providing financial planning and wealth management for families.

Alicia (Barbour) Semling (BSBA '12; MSA '14) left her role as a Corporate Controller to take over her family business Select Media Partners, Inc. as a Media Buyer Partner. This career and industry change was a big one that she is loving! While she no longer performs day-to-day accounting

tasks, she feels that many skills, knowledge and experiences have translated over to the advertising world. Select Media Partners works with companies of all sizes to research and spend their advertising budgets. According to Alicia, "Researching, Planning, Budget Management, Negotiations, and Monitoring are big parts of my job and are many tasks I did as a Corporate Controller."

Blake Harrington (BSBA '18) recently passed all four parts of the CPA exam in NC!

Andree Taylor (BSBA '96) recently started a new job as a program manager for the Bank of America Charitable Foundation. In this role, he works with nonprofits across the country to help advance economic opportunity for individuals and families through financial education. His former role was a financial systems analyst supporting the bank's general ledger systems.

Ron Stone (BSBA '84) retired in June from Adams Radio Group where he served as the CEO for the past 10 years. He is now working with the Independent Broadcasters Association as Executive Director to help that organization continue to grow.



Ron Stone

Chris Tilley (MSA '21) pass all 4 parts of the CPA exam and was offered a job with RSM US, LLP, the nation's 5th largest accounting firm to begin in October 2021; however he was contacted to begin in July 2021 and jumped at that chance. He was promoted early to Audit Senior Associate and completed his year of experience required to acquire his CPA license in July 2022.



Mark Tanner

Morgan Tingen (MSA '22) began a new job as a staff accountant with Page & Smith, P.A. in January. She previously interned with the Company. Karen Shook, CPA (BSBA '89) also began a new job with Page & Smith, P.A last year.

Mark Tanner (BSBA '78) was recently selected to become the President of HunaTek Government Solutions and HunaTek System Solutions. HunaTek is a portfolio of Alaska Native Corporation (ANC)-owned entities held and governed by HunaTek Holding, LLC. They provide a range of services focused on delivering right-sized solutions to government customers' mission requirements.

Chrissy Rhodes (BSBA '93) recently completed her 26th year as an Accountant for the City of Rocky Mount. She began her career there in 1997 as an Accounting Specialist and has received three promotions over her tenure there. She is now the highest-level accountant in the Accounting office. Her areas of concentration have been Accounts Receivable, Accounts Payable, Financing Equipment and construction projects, and implementing new GASB standards such as 87 and 96.

Johnny Stone (BSBA '09; MSA '10) and his wife welcomed their first child Isaiah on February 14, 2023! In addition, he started a new role as Controller of LSG Sky Chefs for airline catering of the CLT and RDU airports.

Barbara Wimbush (BSBA '74) is currently serving as Maryland State Coordinator for the AARP Foundation Tax-Aide, which she has worked with for the last ten years. This organization serves low-income and seniors in the State of Maryland by preparing their tax returns at no cost to the filer.

Thomas Cafasso (BSBA '90) recently started a new position as the Head of Global Direct Procurement at embecta Corporation.

If we left you out of this year's updates, please send news you would like to share in next year's newsletter to Dr. Mandi Peterson (petersonam@ecu.edu). We look forward to hearing from you.

PIRATE ALUMNI ARE...*Generous*

Thank you to all the individuals and organizations who have contributed financially to the success of our accounting students, faculty, and programs. We could not do what we do without your support. **You can make sure your donations benefit accounting students by** visiting: <https://bit.ly/2KWZqAV>.



This year, we are exceptionally grateful to **Van Isley** (BSBA '85) and wife Jennifer, who made the largest one-time philanthropic gift in ECU Athletics and Pirate Club history with a \$5 million contribution to the Pirates Unite Campaign for Comprehensive Excellence. This donation will enable construction of the Isley Indoor Performance Center for Athletics. The Isleys are not new to giving back to ECU as their generous past contributions helped launch the Van and Jennifer Isley Innovation Hub on campus in 2022. This space is utilized by students from across the campus to collaborate on product innovation and entrepreneurship. The Miller School of Entrepreneurship, the Crisp Small Business Resource Center and the Air Force Leadership Center are also housed in the Isley Hub.

The following is a list of individuals and organizations that contributed at least \$100 to support the Accounting Department during the period January 1, 2022 to December 31, 2022. If an individual donated through their organization, they may not be individually listed below.

Mr. Charles H. & Mrs. Tracey H. Allen
American Online Giving Foundation

Mr. James R. Anderson

Mr. Steven R. & Mrs. Jody L. Ayers

Bank Of America Charitable Gift Fund

Mr. Matt Barfield

Mrs. Tina J. Barter

Mrs. Shelley Basnight

Mr. Brian W. & Mrs. Rachel L. Brassine *

Mr. David W. Bryan

Mr. Henry B. & Mrs. Deborah G. Bunn

Butler + Burke LLP/CPAs

Mr. Stephen R. Campbell

Carr, Riggs & Ingram, LLC

Mr. Russell S. & Mrs. Angela M. Cayton

CBIZ, Inc.

Ms. Taylor J. Chappell

Cherry Bekaert LLP

Dr. Eugene G. Chewing, Jr.

Dr. John Cal & Mrs. Kay C. Christian *

CliftonLarsonAllen LLP

Mr. Andrew L. Coleman

Mr. Lloyd E. Cooper, Jr. & Mrs. Virginia F. Cooper

Mr. David N. Crawford

Dr. D. Kirk & Mrs. Dasha E. Little

Ms. Kimberly A. Mallard

Ms. Rachele Manansala & Mr. Galen Olsen

Mr. Charles L. & Mrs. Willa McGimsey

Mr. Joe McKoy

Mr. Christopher E. McLawhorn

Mr. Wesley M. & Mrs. Leslie M. Measamer

Mr. David K. Melton

Ms. Michelle Miller

Mr. Patrick B. Mitchell

Mr. Robert H. Mitchell, Jr. & Mrs. Meaghan C. Mitchell

Dr. Assad & Mrs. Azita D. Movahed *

Ms. Tiaria S. Mulbah

Mr. David R. Nance

Mr. James D. & Mrs. Christine G. Nance

Mr. Lucas W. Nash

National Christian Foundation

NC ASSOCIATION OF CPAS

Mr. Robert G. Nelson

Mr. Anthony C. & Mrs. Terry Pritchard Ng

Dr. Frederick D. & Mrs. Debi J. Niswander

Ms. Amanda S. Nobles

Norton Collar Lund Lilley, PLLC

Mr. Jay A. & Mrs. Amy E. Parris

Mr. Willie R. & Mrs. Linda B. Creech
Mrs. Latrish M. Davis
Mr. Karl V. Deonanan
DHG Foundation, Inc
Mr. William F. & Mrs. Kathleen M. Dickenson
Dr. Denise Dickins
DMJ & Co., PLLC
Mr. John W. & Mrs. Jennifer W. Dostert
Dr. Edwin A. Doty, Jr. and Mrs. Carol Doty
Mr. Dennis E. & Mrs. Carolyn D. Duke
Earney & Company LLP
Mr. Michael C. & Mrs. Laura H. Edwards
Ernst & Young
Fidelity Charitable Gift Fund
Ms. Amy Ford
Frost, PLLC
Mr. John R. Futrelle
Mr. Davidson B. Gillette *
Mr. Ronald B. & Mrs. Anne H. Gregg
Mr. Kenneth M. Gunn, Jr.
Dr. Dan M. & Mrs. Terri S. Guy
Mr. William A. & Mrs. Kristi R. Haddock
Mr. Robert A. & Mrs. Marcie S. Haines
Ms. Meredith A. Hardison
Mr. Blake A. Harrington
Ms. Chelsea M. Hayes
Mr. Edwin L. & Mrs. Margaret M. Henry
Ms. Jade Hill
Mr. Ralph M. Howell, III & Mrs. Angie Howell
Hughes Pittman & Gupton, LLP
Ms. Allison S. Johnson
Johnson Lambert
Mr. Jeffrey T. & Mrs. Lee Ann F. Joyner
Mr. Christopher P. Judy
Katy LaBarbera CPA, PC
Mr. Andrew B. & Mrs. Margaret W. Keasler
Keiter Certified Public Accountants & Consultants
KPMG LLP
Mr. George M. & Mrs. Katy Y. LaBarbera
Langdon & Company
Mr. Luther G. & Mrs. Kathryn Leonard
Mr. Tyler O. Lindsey

PBMares
Ms. Holly D. Perry
Dr. Mandi & Mr. Greg Peterson *
Mr. Robert E. Poole, II
Mr. William L. Porter, Jr. & Mrs. Robin F. Porter
Mr. William H. Powell, III
Dr. Linda R. & Mr. Brandon F. Quick *
Dr. John T. & Mrs. Michele H. Reisch *
Rogers & Company, CPAs, PA
Mr. Ryan & Mrs. Angie M. Rowland
RSM US LLP
Mr. John B. Satterfield, Jr. & Mrs. Tula M. Satterfield
Dr. Dan L. & Mrs. Debra Schisler *
Dr. Douglas K. Schneider *
Schwab Fund for Charitable Giving
Mr. Russell E. Sherrod, Jr.
Mr. Jon B. & Mrs. Ashley B. Sholar
Dr. Danielle O. Stanley
Mr. Johnny R. Stone, Jr. & Mrs. Sanita Stone
Mr. Hylan W. & Mrs. Angela S. Furniss
Mr. Thomas C. Swanner, Jr. & Mrs. Pamela K. Swanner
Mr. Lowell G. & Mrs. Lori F. Taylor
Terry Ng, CPA, PLLC
Mr. Phillip W. & Mrs. Susan M. Tetterton
The T. Rowe Price Program for Charitable Giving
Thomas Judy & Tucker, PA
Dr. Debbe I. Thompson & Mr. Jack T. Thompson, Jr.
Mr. Gerald A. & Mrs. Katrina L. Townsend
Mrs. Stacie L. Tronto *
Ms. Angel L. Trujillo
Mr. James A. & Mrs. Adria W. Walker
Mr. Charles M. Walker
Wall, Einhorn and Chernitzer, P. C.
Mr. Andrew M. & Mrs. Mackenzie W. Wasilick
Mr. Stephen A. Watson, Jr.
Dr. Ashley N. West
Mr. John R. Wiley, Jr. & Mrs. Katherine D. Wiley
Williams Overman Pierce LLP
Mr. Jerry L. Wilson
Mr. Robert L. Woodruff, Jr. & Mrs. Kellie Ann Woodruff
Mr. Lee D. & Mrs. Jan S. Workman *

* Current accounting faculty

OUR STUDENTS...*Standout*



Frank Raya-Viera

Frank Raya-Viera is an accounting major who graduated in May 2023. He is a member of Beta Alpha Psi and Beta Gamma Sigma and worked at PBMares during the summer of 2023 as an accounting intern. PBMares is an LLP that provides consulting services to clients such as tax, audit and assurance, and outsourced accounting. During his undergraduate years, Frank worked at ECU's CET Dean's Suite as a student worker assisting Dean Suite workers with major tasks, such as utilizing Excel and copying/filing paperwork. Frank also received a couple of scholarships in 2022 such as The Gwen Potter Scholarship and The Patricia Andrews Scholarship.

To what or whom do you attribute your success?

Hard work and dedication contributed to my success during my undergraduate studies. A handful of professors also contributed to my success - ECU's Accounting Department was a big part of my successful studies. Take advantage of office hours and don't be afraid to ask questions.

Who at ECU has influenced you the most (Explain how)?

I was unsure at first when I transferred from my community college what I wanted to study. I want to thank **Debra Schisler** - while I was taking her Financial Accounting class, she reached out to me telling me I would be a good candidate for the accounting program due to my success in her class. I enjoyed the class and became an accounting major. It was a great decision, and the opportunities are endless.

What are your post-graduation plans?

My hope is to come back for the MSA program and obtain my CPA license. I plan on working for one of the Big 4 firms afterwards and give back to ECU through donations to help students who are in the position I used to be in when I enrolled at ECU in the Fall of 2021.

Jaelyn Woods is an accounting major graduating in May 2024. She is a member of Beta Gamma Sigma and Beta Alpha Psi. In June 2023, she began an internship at JohnsonLambert LLP with their tax team. During the academic year, she works as a Resident Advisor, a Pirate Navigator, and a Student Leadership Assistant for the Purple Pantry. She has been awarded the Williams-Ausbon Scholarship and the Pirate Navigator Scholarship as a Lead for the upcoming academic year.



Jaelyn Woods

To what or whom do you attribute your success?

I attribute my success to the people who support me in my life. I would not have been successful without my family, friends, coworkers, professors, etc.

Who at ECU has influenced you the most?

Tomeka Jernigan and the other directors in the Center for Leadership & Civic Engagement (CLCE) have influenced me the most. Ms. Tomeka is an accounting professional who taught me a lot of interpersonal skills while working in the office. She taught me how to set boundaries, appropriate forms of communication, and most importantly, how to have fun. Additionally, I would like to thank the Accounting Department. Every professor I have had and will have in the future inspires me and reminds me why I love my major.

What are your post-graduation plans?

After receiving a BSBA in accounting I would like to continue my education at ECU by enrolling in the MSA program and taking the CPA exam. During that time I would like to either become a Graduate Assistant in the College of Business or have an internship.

OUR STUDENTS ARE...*Active*

ATHLETICS

Our multi-talented students shine on the field too! Our current student athletes are: **Carter Busse** (Men's Golf); **Ragan Holloman** (Softball); **Payton Hudson** (Softball); **Taylor Jackson** (Football); **Martina Muzzolon** (Women's Tennis); and **Erick Ritchie** (Baseball).

Go Pirates!



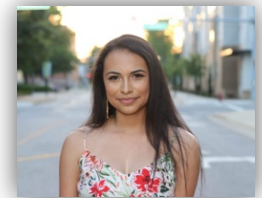
RESEARCH

Our Honors College students presented their research during ECU's Research & Creative Achievement Week (RCAW) in April. These students are: **Jordan Anderson, Madison Cullipher, Jeremy Dawson, Noah Fox, Evelyn Gonzalez** and **Mason Hudnall**. **Dr. Linda Quick, Dr. John Reisch, Dr. Zhan Furner** and **Dr. Dennis O'Reilly** act as research mentors to these students.



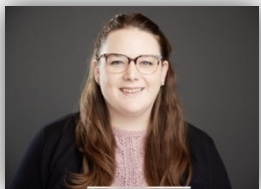
Dr. John Reisch accompanied four of these students (**Jordan Anderson, Madison Cullipher, Noah Fox** and **Mason Hudnall**) to present their research at the annual Society of Business, Industry and Economics (SOBIE) Academic Conference in Destin, Florida. The purpose of this conference is to "encourage business faculty members to respond to current economic and market issues, and find practical solutions to the many problems business people and public policymakers confront ([Society of Business, Industry, and Economics \(una.edu\)](http://Society of Business, Industry, and Economics (una.edu)))." Congratulations to **Noah Fox** who won the Best Paper Award at the conference!

Evelyn Gonzalez, who is one of our Honors College students, is also part of the inaugural cohort of Copeland Diversity and Inclusion Fellows. She was awarded a Fall 2022 Undergraduate Research and Creative Activity (URCA) award to support her research - congratulations, Evelyn!



Evelyn Gonzalez

Jessica Vaughan attended the Institute of Internal Auditors (IIA) Global Student Conference in April in Orlando, FL. This conference is open to students around the world who have taken an internal auditing class, completed an internal auditing internship/practical work experience and are interested in learning more about the internal audit profession. The conference gives students the opportunity to network with educators, "learn key competencies for becoming effective internal auditors and gain strategies to exceed current educators' and future employers' expectations (<https://www.theiia.org/en/events/conference/hybrid-conferences/global-student-conference>)." At the conference, a case study competition was held, and **Jessica Vaughan** and her team won first place! Congratulations, Jessica!



Jessica Vaughan

BETA ALPHI PSI

This past academic year, Beta Alpha Psi pledges and inductees attended numerous meetings, presentations, and events including a Pledge Social/Kickoff, KPMG, Intern Panel with accounting majors, FORVIS, RSM, Carr, Riggs & Ingram, EY, Deloitte, Speed Networking event, NC Dept. of Revenue, ECU Internal Audit, and an Accounting Ethics presentation by Dr. Cal Christian.

BAPsi members volunteered for Support the Troops, which provides needed supplies to U.S. Troops serving at remote locations overseas. Accounting students helped by counting inventory and preparing boxes of supplies for shipment. BAPsi also held food drives, including for the Purple Pantry, ECU's food bank dedicated to decreasing food insecurity among ECU students.

This year, BAPsi National Executive Office recognized ECU's chapter as a "Mission-based" chapter because of the activities they participated in this past academic year. We are very proud of our members and **Dr. Doug Schneider** (faculty advisor) for achieving this! **Dr. Schneider** has served as faculty advisor for more than 28 years. You can visit the ECU BAPsi Chapter's Facebook page at: <http://www.facebook.com/ECUBAP>.

The 2023 BAPsi officers are **Jordan Anderson** - President, **Sarah Stewart** - Secretary, **Mason Hudnall** - Treasurer, **Jorge Hipolito** - VP of Membership, and **Noah Fox** - VP of Records. All five officers and Dr. Schneider attended the BAPsi Midyear Meeting in Charlotte, NC in February 2023 learning about new developments in the accounting profession and best practices of BAPsi chapters from the southeast. In August 2023, the BAPsi Officers and **Dr. Schneider** are attending the BAPsi Annual Meeting in Las Vegas, Nevada.

CPA EXAM

During the 2022-2023 academic year, Dr. Doug Schneider coordinated at ECU the AICPA Examinations Team's survey of accounting majors in regard to their perception of the "CPA Evolution," which includes the new format and content of the CPA Exam. Most current accounting majors will be subject to the new version of the CPA Exam. The responses provided by ECU accounting majors assists the AICPA Examinations Team to gain insights into how the new CPA Exam is perceived by accounting majors. Students' perception of the new Exam will shape the communication and information that the Examination's Team provides to future candidates about the new CPA Exam.

OUR STUDENTS ARE...*Recognized*

Thirty-four accounting majors were inducted into the honorary fraternity, Beta Alpha Psi (BAPsi) - Iota Xi Chapter during the 2022/2023 academic year: **Naw All, Jacqueline Ambriz-Huerta, Jordan Patricia Anderson, Miguel Angel Andrade-Urioso, Cameron Barker, Lilly Anne Boyce, Brooke Burrell, Teresa Callison, Jorge Hipolito Canario, Chas Andrew Connors, Taylor Cooper, Catherine Currin, Robert Dixon III, Olivia Elgin, Noah Fox, Bryson Alexander Garvey, Jan Hill, Stephen Hoggard, Mason Hudnall, Payton Hudson, Jamil Issa, Mohammed Moayed Javid, Mazie Murphy, Jansen Newman, Samuel Olivares, Leonel**



Paulin-Santiago, Tyler Peacock, David Perdrisat, Chloe Pridgen, Frank Raya-viera, Ryan Sikorski, Sarah Stewart, Molly Catherine White, and Jaelyn Woods



The following accounting majors were newly inducted into the honorary business fraternity, Beta Gamma Sigma, during the 2022/2023 academic year: **Matthew Linkner, Jacqueline Chapman, Bryce Herring, Jaelyn Woods, Frank Raya-viera, Emily Brown, Chloe Carroll, Kendall Hough, Emma Puckett, Julia Barhydt, Hannah Carte, Audrey O'Neil, William Sutton, Andrew Sutton, Naw All, Jackson Bostic, Bryson Garvey, Vincent Mazzone, and Bailey Spell.** The following MSA students were inducted as second recognition students: **Cameron Barker, Mary George King, Elizabeth Martin, Ryan Sikorski, and Chandler Woods.** In addition, one of our very own accounting students, **Jordan Anderson,** is the student Vice President for Beta Gamma Sigma!

In addition, **Mrs. Azita Movahed** has served as faculty advisor for ECU's chapter of Beta Gamma Sigma for the last two years.

With your help, this year we were able to award 53 scholarships totaling \$165,500! The recipients include: **Jordan Anderson,** this year's recipient of the \$10,000 Rebecca Fay Memorial Scholarship; **Evelyn Gonzalez,** the recipient of the \$10,000 Zeke Sigler Memorial Scholarship; **Jillian Graves-Mobley** and **Tyler Peacock,** who were awarded \$10,000 MSA Scholars' Fund Scholarships; **Sarah Stewart,** recipient of a \$10,000 Public Company Accounting Oversight Board (PCAOB) scholarship; and **Mason Hudnall,** recipient of a \$5,000 Elizabeth & Kenneth Schneider Scholarship. The Rebecca Fay Memorial Scholarship and Zeke Sigler Memorial Scholarship are awarded annually with funds raised through a partnership with the NCACPA. In addition, we were able to award eight NCACPA scholarships, ranging in amount, through this partnership to the following students: **Cameron Callahan, Jessica Copeland, Madison Cullipher, Olivia Elgin, Noah Fox, Connor Gorlesky, Jorge Hipolito** and **Mason Hudnall.**

Other accounting students receiving scholarships this year include: **Miguel Andrade-Urrioso; Phu Aung; Jackson Bostic; Robert Bruss; Hannah Carte; Isaiah Cogdell; Darcey Collier; Chas Connors; Rebecca Cooper; Taylor Cooper; Jessica Copeland; Peyton Cowin; Dalton Davis; Edwin de Jesus; Gavin DeGregorio; Chloe Deschamps; Natalie Erwin; Landon Floyd; Myra Fox; Jackson Godwin; Courtney Harper; Ragan Holloman; Kendall Hough; Miya Huang; Payton Hudson; Emily Huey; Hayden Humphreys; Andriana Mahairas; Mohammad Moayedi Javid; Mazie Murphy; Hau Nguyen; Samuel Olivares; Audrey O'Neil; David Perdrisat; Frank Raya-Viera; Bailey Ryan; Jada Simmons; James Vassallo; Zachary Watford; Jordan Williams; and Jaelyn Woods.**

In addition to receiving the PCAOB Scholarship, **Sarah Stewart** was recognized by the Accounting Department as this year's Outstanding Senior!



Jordan Anderson



Jillian Graves-Mobley



Tyler Peacock



Mason Hudnall



Sarah Stewart

OUR STUDENTS ARE...*Sought After*

Accounting students receiving internships this year include: **Jordan Anderson** at FORVIS (summer); **Sara Beaman** at Batchelor, Tillery & Roberts LLC; **Jackson Bostic** at the NC Department of Revenue (summer); **Zainah Brady** at FORVIS (spring); **Brooke Burrell** at Dollar Tree (summer); **Madison Cullipher** at Chick-fil-A Inc; **Chloe Deschampes** at Hughes Pittman & Gupton (summer); **Noah Fox** at KPMG (summer) **Connor Gorlesky** at Cherry Bekaert (summer); **Jillian Graves-Mobley** at KPMG (summer); **Bryce Herring** at Cheryl A. Alleman, CPA, PA (summer); **Jorge Hipolito** at EY (summer); **Mason Hudnall** at KPMG (summer); **Walter Newman** at CVS Health (summer); **Samuel Olivares** at FORVIS (summer); **Tyler Peacock** at KPMG (summer); **David Perdrisat** at Myers & Stauffer (summer); **Emma Puckett** at RSM (summer); **Bailey Spell** at McLemore & Byrd, P.A. (summer); **Sarah Stewart** at PwC (summer); **Zachary Watford** at the NC Department of Revenue (summer); **Jaelyn Woods** at JohnsonLambert LLP; **Molly White** at Thermo Fisher Scientific (spring); and **Jordan Williams** at Spectrum (summer).

ECU welcomed accounting firms from across the region for our annual Meet the Firms event where students and firms can meet and discuss future opportunities for internships and full-time positions. The firms that participated this year were: Butler & Burke; Carr, Riggs & Ingram; CLA (CliftonLarsonAllen); Cherry Bekeart; CohnReznick; DMJPS; Earney & Company; EY; Frost, PLLC; FORVIS; Global Tax Management; Hall CPA Group; Hughes Pittman & Gupton; IRS; Johnson Lambert; Katy LaBarbera; Keiter CPA; KPMG; Langdon & Company; Myers and Stauffer; NC State Auditor; Norton Collar Lund Lilley; PBMares; PwC; Rogers & Company; RSM; TJT (Thomas Judy Tucker); VA Auditor of Public Accounts; WEC (Wall, Einhorn & Chernitzer); and Williams Overman Pierce.



OUR FACULTY ARE...*Research-Focused*

In 2022, ECU Accounting faculty members continue to be in the top 10% of the country for the number of Accounting cases published over the last 20 years, in the top 20% over the last 12 years and in the top 30% over the last 6 years ([source](#)).

Mrs. Rachel Brassine participated in the Summer 2023 Research and Creative Activity Institute supported by the Office of the Provost and the Office for Faculty Excellence. This institute provides an opportunity for ten faculty from a wide range of disciplines to participate in a week-long retreat focusing on a research or creative project of their choice. Faculty were chosen through a competitive application process.

Dr. Cal Christian updated his CPE courses "North Carolina Accountancy Law: Ethics, Principles & Professional Responsibilities," and "North Carolina Professional Ethics." Since 2010, the accounting faculty has teamed with the NCACPA to offer online ethics courses. Through this partnership, a percentage of the revenue generated benefits ECU students enrolled in our MSA program that plan to pursue a career in public accounting.

Dr. Zhan Furner and **Dr. Linda Quick** participated in a crowd-sourced project published in March that addressed ChatGPT and accounting assessments. The project found that as of January 2023, when used to answer accounting assessment questions, ChatGPT provides correct answers for approximately 56% of questions and partially correct answers for an additional nine percent of questions. Another finding from this research was that students significantly outperformed ChatGPT: 76.7% average compared to a 47.5% average for ChatGPT when no partial credit was given for answers, and these averages were slightly closer when partial credit was awarded.

Dr. Davidson Gillette co-authored, "Who Gets to Play Dirty? Using Legitimacy Theory to Examine Investor Reactions to Differing Modes of Corporate Tax Minimization" in *Contemporary Accounting Research*. This study examines how information about a corporation's tax minimization activities and primary operations influence investor behavior.

Dr. Anna Johnson co-authored, "Auditors' perception of their regulator within their social group," in the *Journal of Leadership Accountability and Ethics* and, "Solutions for solving silent quitting," in the flagship publication of the *Pennsylvania CPA Journal*.

Dr. John Reisch attended the American Accounting Association's (AAA) Teaching, Learning, and Curriculum conference in San Antonio, TX in October, where he presented a co-authored manuscript entitled "Using the Conceptual Framework to Account for Carbon Emissions: The Case of Accounting for Carbon Credits." In January, at the AAA Audit Midyear conference in Austin, TX, **Dr. Reisch** presented, "A Teaching Case on the Single Audit, Compliance, and Generally Accepted Government Auditing Standards." This case is co-authored by **Dr. Mandi Peterson** and others. **Dr. Peterson** also presented this paper at the AAA Government and Nonprofit Midyear conference in Denver, CO in March.

Dr. Dan Schisler updated his textbook, *Fundamentals of Taxation*, now in its 16th Edition.

Dr. Doug Schneider and **Dr. Mark McCarthy** co-authored, "New Lease Accounting Standard Update and its Effect on Financial Reporting," in *Tennessee Society of CPA's News: Accounting & Auditing*. In addition, **Dr. Schneider** co-authored, "Looking back: Effects of the pandemic on faculty hiring," in the *International Journal of Research in Human Resource Management*.

OUR FACULTY ARE...*Service-Focused*

Our accounting faculty members continue to help advance the missions of various professional accounting associations and other organizations that are important to them. Here are a few examples:

Dr. Cal Christian continues to present ethics classes on behalf of the NCACPA (40 online and in-person classes over the year!), earning royalties to be contributed to ECU. **Dr. Christian** also represents the entire ECU faculty in welcoming approximately 4,000 freshmen and their parents to ECU during the ten new student orientation sessions each summer.

In addition, **Dr. Christian** has served as ECU's NCAA Faculty Athletic Representative (FAR) for 8 years. The FAR is recognized as the representative of the University and its faculty in the relationship between the NCAA and the ECU campus. This year he will be serving a two-year term as the Chair of the American Athletic Conference FARs.

Mrs. Azita Movahed completed a two-year term as Faculty Advisor to ECU's Beta Gamma Sigma chapter this summer.

Dr. Dennis O'Reilly is beginning his first term on Faculty Senate, along with **Dr. Linda Quick** who has served on Faculty Senate for two years. **Dr. O'Reilly** and **Dr. Quick** hold two of the three College of Business seats.

Dr. Mandi Peterson is the Education Chair for the American Accounting Association's Government and Nonprofit Section and organizes an education panel each year for the section's midyear meeting. In addition, **Dr. Peterson** joined the Board of Directors of the Ronald McDonald House Chapter - Eastern North Carolina (RMHC-ENC) in January 2023 after assisting as a financial advisor in 2022. She volunteers with their annual telethon and other activities at the house throughout the year.

As part of ECU's Engagement and Outreach Scholars Academy (EOSA), **Dr. Linda Quick** along with other COB professors recently worked with students at the Innovation Early College High School on a research project called "Toolbox Leadership Academy." The project focused on leadership and featured exercises where students learned about empowerment, teamwork and goal setting. **Dr. Quick** presented the results of this project at the EOSA alumni event in April.



Dr. Doug Schneider has served as Faculty Advisor and Treasurer of the Alpha Delta Pi House Corp. for 30 years. **Dr. Schneider** also spent time this year reviewing Panhellenic scholarship applications and MSA and Accounting applications for College of Business scholarships.

OUR FACULTY ARE...*Recognized*



Dr. Linda Quick has a new position as the Assistant Dean of the Thomas D. Arthur Graduate School of Business! The Arthur School held its first graduation ceremony in May in which 164 MBA, 34 MSA and six MS-STH candidates graduated, representing spring and summer '23 graduates.



The Arthur School selected their inaugural Teaching Fellowship cohort earlier this year, of which **Dr. Dennis O'Reilly** is a part. Arthur Teaching Fellows are expected to research, train, adopt, implement, and deploy innovative learning techniques or other pedagogical innovation in their graduate teaching and share applicable knowledge with others in the College of Business. According to **Dr. Quick**, "The Thomas D. Arthur Teaching Fellowship is intended to recognize and encourage a continued commitment to excellence and innovation in graduate teaching and instruction."

In addition, the Arthur School recently announced the inaugural cohort of the Arthur Immersive MBA, of which **Dr. Mandi Peterson** is a faculty member. The Arthur IMBA is an accelerated pathway through the school's MBA program which culminates in a professional, immersive experience with a regional company that has a national or international footprint.

Dr. Davidson Gillette was awarded the Deonanan New Faculty Award, which is awarded by the College of Business for commitment to outstanding teaching, research, and service. Well-deserved!

In April, the ECU Dean of Students office and the ECU Ambassadors hosted the 16th Annual East Carolina University Creed Recognition Ceremony where **Dr. Doug Schneider** received the Citizenship Award. This award is based on **Dr. Schneider's** efforts at ECU on behalf of his students and various student organizations.

Congratulations to **Dr. Dan Schisler** for receiving ECU's Certificate of Service for 30 years of service to ECU!



OTHER NEWS



ECU has been ranked #23 on the list of Best Online Bachelor Degree Programs in Accounting released by Best Accredited Colleges (BAC)! BAC considers hundreds of institutions across the country and ranked ECU using data around financial aid awards, the quality of education, faculty, campus resources, and more ([source](#)).

Dr. Davidson Gillette officially joined the Accounting faculty in fall 2022! **Dr. Gillette** is originally from the Greenville area and completed his BA ('08) and MSA ('12) at ECU. Now that he has completed his Ph.D. at the University of Alabama, we are excited to have him back at ECU!

The Department of Accounting hosted its fifth annual Accounting Research Roundtable Gathering (ARRG!) this year. Five accounting doctoral students presented their research ideas in an informal format much like a roundtable discussion. Ph.D. candidates represented Louisiana State University, Virginia Commonwealth University, and Texas Tech University. We had our very own **Mrs. Rachel Brassine** present her research as she is currently a D.B.A. candidate in the inaugural D.B.A. class at Marshall University!



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