Schwager Named College of Business Dean
Congratulations Magus Pereira
Winner of IBM’s Inaugural Call for Code Challenge
contents

FEATURES

4  Schwager Named COB Dean
6  COB Students Win
10  Jim Westmoreland
14  LaKesha Forbes
16  Honor Wall

connect with the COB

www.facebook.com/ECUCOB
twitter.com/ECUCOB
search “ECU COB”
linkedin.com/school/ecucollegeofbusiness
East Carolina University has named Dr. Paul Schwager as its sixth dean of the College of Business. Effective July 1, the appointment was approved by the ECU Board of Trustees in February 2019.

Schwager has served as the college’s interim dean since the summer of 2018, when former dean Dr. Stanley Eakins returned to the faculty as a professor of finance.

Provost Ron Mitchelson said Schwager is the ideal choice to continue growing the university’s College of Business, which is one of the largest in North Carolina and is home to the state’s first named school of entrepreneurship.

“I am so very pleased that Dr. Paul Schwager has accepted this opportunity to lead at ECU. He possesses a rare combination of local intelligence and national identity,” said Mitchelson. “Paul’s deep understanding of, and commitment to, ECU’s mission of student success and regional transformation will serve the institution and the East very well indeed. I see nothing but a bright future for our College of Business under Dr. Schwager’s guidance.”

CarterBaldwin conducted the national search, which included campus visits with three finalists.

“ECU’s business school has enjoyed extraordinary growth over the years and its graduates and their employers often speak to the great work that happens there every day,” said Chancellor Cecil Staton. “Paul Schwager is a highly respected leader on the ECU team, and his track record and well-established leadership skills make me fully confident that he will take this program to an even higher level.”
Schwager joined ECU in 2003 as a faculty member in management information systems. In 2009, he was named assistant dean for assessment, accreditation and curriculum. A year later, Schwager was named associate dean, where he served as the second-rank administrator and member of the COB’s executive leadership team.

During his tenure at ECU, Schwager has leveraged his research that focuses on the strategic use of information technology. He created and enhanced COB’s organizational capabilities as they pertain to strategic planning, resource alignment, e-commerce, internet-mediated relationships and branding. Schwager has served on more than 30 campuswide committees and task forces.

As the new dean, Schwager will also serve as the W. Howard Rooks distinguished professor, which was established to provide additional support for the COB dean.

“With more than 28,000 alumni nationwide, the College of Business has a foundation that is as strong as any college of business in the state,” said Schwager. “I want to engage the COB’s alumni and its supporters so we can continue building on our foundation and guiding tomorrow’s leaders through their college experiences.”

Schwager earned his undergraduate degree in business administration from Palm Beach Atlantic University, his MBA from Florida Atlantic University and his doctorate from Auburn University. He has published more than 30 journal articles and conference proceedings. Professionally, he’s an active member of the Association to Advance Collegiate Schools of Business, where he previously served as chair of the associate deans affinity group. He also is currently chairing AACSB’s volunteer advisory group, an international group that assists with the reviewing and revising of strategies for volunteer engagement, training, deployment and recognition.

ECU’s College of Business enrolls approximately 4,200 business undergraduate and 900 graduate students and has almost 200 faculty and staff members.

“The students and the people of ECU and the College of Business are why I’m here,” said Schwager. “I look forward to working with the entire COB and university to ensure we can make an impact on the individual and eastern North Carolina.”
COB Students Win Pirate Entrepreneurship Challenge

The second, three-round Pirate Entrepreneurship Challenge concluded Feb. 21 with student-team Vybe taking first place and a cash prize of $15,000.

Vybe is an application that allows users to track how busy nightclubs are at any time. It is owned and operated by East Carolina University juniors Camden Bathras, a supply chain management major, and Steven Lipscomb, a marketing and entrepreneurship major. When asked about what they plan to do with their prize money, Bathras and Lipscomb said they want to focus on developing their software first. Then, they'll move on to marketing.

“We want to start a pilot test here in Greenville and based on those results, we'll develop marketing campaigns that will expand Vybe in North Carolina schools and then South Carolina,” said Bathras.

SweetSip won second place and $10,000. Tailgate Classics came in third place and took $5,000. Health4Pine took fourth place and a check for $1,000.

The competition kicked off in October with almost 100 teams participating in the first round. Seven teams competed in the finals.

More than $75,000 in cash and prizes were awarded to teams who placed in the competition, and according to MSOE officials, this year's prize winnings makes the challenge the richest entrepreneurship pitch competition in North Carolina.

According to Dr. Mike Harris, director of the Miller School of Entrepreneurship (MSOE), all winners are required to reach pre-approved milestones to obtain all funding. In addition to the cash prizes, the MSOE will connect all winners with a network of entrepreneurial resources in eastern North Carolina.

“One goal for this year's challenge was to bring a more diverse field that represented both east and west campuses,” said Harris referring to ECU's main campus and health sciences campus. “I'm proud to say the 2019 finalists exceeded our expectations.”

Now in its second year, the Pirate Entrepreneurship Challenge is the signature pitch competition of ECU's College of Business and its MSOE. More than 150 student teams have competed since the challenge started in 2017. More than 4,500 ECU students have voted in the first two challenges, and this year's student teams represented 40 departments from 10 colleges.

A panel of entrepreneurs and ECU alumni chose the winners. The judges were:
- Player Barefoot, owner, SouthTech Orthopedics
- Matt Crisp, founder & principal, eVestment
- Van Isley, CEO, Professional Builders Supply
- Julie Wall, senior vice president, First Citizens Bank

For the first time this year, the challenge included sponsors who will provide in-kind services to the winners. Those sponsors included:
- Albea Law
- Coffman’s Mens Wear
- Greenville Seed
- Instigator
- Jenkins, Wilson, Taylor, and Hunt
- Kellum and Campbell
- Pitt County Development Commission
- Red Shark Digital
- Uptown Greenville

The College of Business, which is represented by the winning team, was awarded the Challenge Cannon trophy to display in the college until next year's challenge.

“At the Miller School of Entrepreneurship, our goal is to up the ante every year we hold the challenge; we want to bring something new to every competition, and tonight's event already has us motivated for the third challenge,” said Harris.

Challenge judges included ECU and College of Business alumni
COB Hosts Fifth Annual Business Leadership Conference

“You can’t lead people unless you like people.” Advice given from Brian Hamilton, keynote speaker at the fifth annual Business Leadership Conference, held in the Main Campus Student Center on March 18. (Photo by Cliff Hollis)
More than 1,100 students attended the fifth annual Business Leadership Conference, a one-day event where East Carolina University COB juniors, seniors and graduates heard from 35 local, national and international business leaders and entrepreneurs. Conference speakers represented hospitality, banking, finance, accounting, insurance and health care industries and participated in more than 30 breakout sessions.

“You can’t lead people unless you like people.” Advice given from Brian Hamilton, keynote speaker at the fifth annual Business Leadership Conference, which recently was held in the Main Campus Student Center on March 18.

This year’s keynote came from Brian Hamilton. Hamilton is the co-founder of Sageworks, one of the country’s first financial technology companies, which was the largest provider of software to U.S. banks. He sold the company to a private equity firm in 2018. Hamilton also is the founder of Inmates to Entrepreneurs, a national program that helps people with criminal records start their small businesses.

Hamilton provided insights into how to lead. He told the audience it’s “how you act as a human being; people will watch that.”

“I hope the students took away that entrepreneurship is a real, achievable option for them as they look toward their future,” said Hamilton. “If I had to leave them with one piece of advice on how to become an entrepreneur, I would urge the students to find something they are passionate about and pursue it.”

“It gave me hope to see how eager and motivated they were,” said Hamilton.

“I want all the presenters to know that their participation, which was on their dime, is part of the strong foundation we’re building for our students, as well as eastern North Carolina,” said Paul Schwager, COB dean. “The insights and experiences these students heard complement the intensive leadership training they receive at the COB.”

More than 1,100 students attended the fifth annual Business Leadership Conference, a one-day event where East Carolina University COB juniors, seniors and graduates heard from 35 local, national and international business leaders and entrepreneurs. Conference speakers represented hospitality, banking, finance, accounting, insurance and health care industries and participated in more than 30 breakout sessions.

“You can’t lead people unless you like people.” Advice given from Brian Hamilton, keynote speaker at the fifth annual Business Leadership Conference, which recently was held in the Main Campus Student Center on March 18.

This year’s keynote came from Brian Hamilton. Hamilton is the co-founder of Sageworks, one of the country’s first financial technology companies, which was the largest provider of software to U.S. banks. He sold the company to a private equity firm in 2018. Hamilton also is the founder of Inmates to Entrepreneurs, a national program that helps people with criminal records start their small businesses.

Hamilton provided insights into how to lead. He told the audience it’s “how you act as a human being; people will watch that.”

“I hope the students took away that entrepreneurship is a real, achievable option for them as they look toward their future,” said Hamilton. “If I had to leave them with one piece of advice on how to become an entrepreneur, I would urge the students to find something they are passionate about and pursue it.”

“It gave me hope to see how eager and motivated they were,” said Hamilton.

“I want all the presenters to know that their participation, which was on their dime, is part of the strong foundation we’re building for our students, as well as eastern North Carolina,” said Paul Schwager, COB dean. “The insights and experiences these students heard complement the intensive leadership training they receive at the COB.”

Returning Leaders

David Leonard is the chairman and CEO of the RSUI group, an underwriter of wholesale specialty insurance. He’s also a COB graduate. He participated in this year’s Business Leadership Conference because he wanted to give back “a portion” of what his ECU degree meant to him and provide insights he hopes the students can utilize in their careers. A big portion of his presentation focused on ethics.

“My goal was to help the students see ethics not as an academic discussion, but as a concept that can make or break their careers,” said Leonard. “I wanted them to see that for each ethical question, there is a universally correct decision. Maybe most importantly, I wanted to let them see how important it is to ask others more experienced in such matters for help.”

Brittany Coleman ’16 is an associate technical training consultant at SAS. She presented at this year’s conference because she wanted to provide students with the same type of support she received when she attended the conference as a student.

“My main reason for coming was to give them a perspective from someone who was literally in their shoes just three years ago,” said Coleman.

Future Leaders

One COB student hoping to walk away with new perspectives was Rachel Pleasants. She’s a double major focusing on risk management and insurance (RMI) and management information systems. She appreciated having access to the presenters.

The fifth annual Business Leadership Conference hosted 1,100 students, 35 business leaders and entrepreneurs and 30 breakout sessions. Organizers have already started planning for next year’s conference.

“I learned valuable career advice from the keynote speaker, Brian Hamilton, and other presenters during the breakout sessions. I was able to network with some presenters and ask follow-up questions about their presentation topics.”

Sophomore and RMI student Jeron Foxx said he was interested in hearing from people who have been in the industry and successful at what they do.

“It gave me perspective on what to expect in the future,” said Foxx. “Seeing other minorities be successful gives me hope that if I put my mind to it, I can be as well.”
Thank you, Jim!
Jim Westmoreland

Dr. Jim reignited my love for East Carolina while making us lifetime friends. I would not be so involved in helping our students if not for Dr. Westmoreland. - Ralph Finch, COB ’67

In his years of service with the University, few people have motivated and inspired more students and alumni to give back to the campus than Jim Westmoreland. The fact that Jim is so well regarded is a lasting testament to his enduring efforts to help others and the region in which we live. - Phil Dixon

Being with Jim offers you the privilege and inspiration of watching him love and serve everyone in his path and on his radar. He cares nothing about personal attention….only about connecting with and making life better for everyone around him. While I am not as gifted, he inspires me to do the same. - Dave Englert

He is the epitome of service and distinguishes himself as a servant leader every day. I am blessed to know him as a friend and colleague. ECU is better because he is a part of it. - Jeffery Foster

I believe that persistence is the hallmark of those people who have achieved success, and Jim has done this! But the best part of knowing Jim is that I can call him my friend. He has been a big part of my personal life and given me the encouragement, support and trust that a friend gives. - Donna Phillips, BSBA ’91 and MBA ’94

I guess when I think of Jim what comes to mind is that he is one of ECU’s biggest cheerleaders. I cannot count the times that I was on an ECU bus taking a tour of campus that Jim was leading, including with the Women’s Roundtable. - Deborah Davis

It’s hard to imagine ECU without Jim Westmoreland. He will always be a “Legend” to us and many university alumni and Friends. - Bob and Margaret Ward

He is just a really good guy that never forgets a face. Every time he has seen my parents over the last 15 years, he has gone out of his way to speak to them and give them an update on me. On the flip side, he would tell me when he last saw them and what their conversation was about; such an awesome ambassador for the university. - Kevin Monroe

I’ve never seen one single person make such an impact on so many lives. He is our greatest ambassador. Jim defines the pirate passion and is everything that we love about our university. - Angela Moss

Jim,

You’ve meant so much to me personally and professionally. I remember vividly when we first met in the Career Planning and Placement offices in the fall of 1984 when I started my first job search. You, single handedly, helped me land my first job, which was a huge opportunity for a very unsophisticated country boy from a small town. We interacted when I was able to convince the Raleigh Price Waterhouse office that they needed to be on campus recruiting at ECU and we were able to land outstanding students like Paul Steelman and John Dostert. You stayed in touch and believed in me enough to ask me to join the BAC when I was at Carolina Builders, well before I was ready for such an honor. You were the conduit that kept me and many others involved, excited and passionate about ECU and specifically the College of Business. You helped introduce Jake and Johnny to something at ECU besides sports. I’ll never forget the tour with the boys when they met the Dean and got to explore several classrooms. You arranged for a special session for Jake when he was trying to decide where he wanted to go to school. We might not have sold him completely but we sure sold his mom - that was a big turning point for her in understanding why I so enjoyed my interactions and involvement in the COB, and the great job we were doing in educating students interested in the world of business and specifically entrepreneurship. You were there when I was honored as an outstanding alumnus - and I meant every word I said about being there because of you.

- Van Isley, CEO Professional Builders Supply
Winning Combination
Pereira, along with his team which included four innovators from across the United States, walked across the Regency Ballroom stage in San Francisco Oct. 29, 2018, and won the first global Call for Code Challenge for their solution to keeping people connected during a natural disaster named Project OWL, “Organization, Whereabouts and Logistics.”

Project OWL’s team which includes Pereira, Charlie Evans, Nicholas Feuer, Bryan Knouse (team lead) and Taranqur Rahman, won $200,000 in cash prizes, product development by IBM and the opportunity to pitch OWL to venture capitalist firm NEA for potential funding. Judges for the competition included former President Bill Clinton and Jim Zemlin, Executive Director, The Linux Foundation.

Project OWL is a two-part hardware/software solution. It provides a communication infrastructure that gives first responders a simple way for managing all aspects of a disaster.

The devices resemble rubber ducks and can float in flooded areas if needed. The physical “ClusterDuck” network is made of hubs – DuckLinks, MamaDuck and PapaDuck – that create a mesh network that makes it possible for people to use their existing mobile phones or other devices to communicate with first responders. It can use systems like Alexa and Facebook Messenger to send lifesaving information even without a robust internet connection.

“Once this network of Ducks is deployed and then clustered, civilians are able to basically get on the devices through a really intuitive interface and contact first responders with a list of things that are really essential to them,” Pereira said.

This application, the OWL software incident management system, uses predictive analytics and multiple data sources to build a dashboard for first responders.

Over 100,000 developers and data scientists from 156 nations participated in the Call for Code Challenge, creating more than 2,500 applications. In addition to Clinton and Zemlin, other judges for the competition included Kate Gilmore, United Nations Deputy High Commissioner for Human Rights; Dr. Irwin Redlener, Director of National Center for Disaster Preparedness at the Earth Institute of Columbia University; Deborah Dugan, Chief Executive Officer, (RED); and Grace Kim, Design and Research Lead at Twitter.

**From Pirates to Ducks**

Pereira says his ClusterDuck idea came about while attending a makeathon in 2017 on ECU’s campus. The makeathon, sponsored by ECU’s Innovation Design Lab, wanted to address the disaster relief efforts that were taking place during the then-recent hurricanes.

“ClusterDuck wasn’t even my first idea,” said Pereira. “It was an idea called HexHale bins, hexagonal recycling bins for post-disaster clean up. I didn’t see it being impactful so (I) scrapped (sic) and ideated what is now ClusterDuck.”

From there Pereira began to take his ClusterDuck idea out to the ECU community. To make the concept stronger, he sought input from ECU’s Office of Innovation and New Ventures, participated in Greenville-area pitch competitions and worked with other like-minded students in several student organizations.

He also leaned on the resources available in the Miller School of Entrepreneurship, where he worked with faculty on the ideation of ClusterDuck, its business plans and the business model canvas. The inaugural Pirate Entrepreneurship Challenge (PEC), established by the Miller School, offered Pereira another opportunity to pitch ClusterDuck; it advanced to the final round of the competition.

Pereira took advantage of additional pitch opportunities available through the Miller School. He pitched ClusterDuck to one of the school’s advisory boards, where he was encouraged and received constructive criticism.

Then, based on the progress made from Pereira’s first pitch to the PEC, the Miller School sponsored his participation in Texas Christian University’s (TCU) Richards Barrentine Values and Ventures® Competition.

“One of the services the Miller School provides is linking our future entrepreneurs with the right competition when it comes along,” said Dr. Mike Harris, director of the Miller School of Entrepreneurship. “The TCU competition was another step to get him ready for Call for Code.”

Along with applicable knowledge, curriculum and opportunities, the Miller School also provided Pereira with morale support. After failing to win early competitions, and preparing for his graduation, Pereira thought about shutting down his ClusterDuck idea.

“I was beginning to shift slightly and transition to another idea, but I was encouraged to keep working on ClusterDuck … took advise and criticisms from my prior competitions. Then I found the Call for Code competition,” said Pereira. “I fixed and made revisions for this competition.”

“It’s very common for emerging entrepreneurs to encounter obstacles as they develop their ideas,” added Harris. “However, we all saw his passion and knew he had the resiliency to keep moving forward.”

The College of Business was not LaKesha Forbes’ first choice when entering ECU as a first-year student in 1996. Twenty-three years later, and with her BSBA and MBA in hand, she’s ECU’s associate provost for equity and diversity and serves as the university’s chief diversity officer.

Forbes also serves on the College’s Business Advisory Council and works closely with Dean Paul Schwager to ensure the College creates a welcoming and supportive experience for all current and future pirates, no matter who they are or their background.

Below, you’ll find a little more about LaKesha and why the College couldn’t be prouder to call her an alumna.

**Why the College of Business?**
Honestly, I had no intention of going to the College of Business because I wanted to go into something where I could help people and not just drive revenue and profits. I didn’t equate helping people with a business degree at the time. Family therapy was my first choice, but my parents convinced me to pursue another degree because they thought it would be too emotionally demanding. My second choice, well, just wasn’t a good fit.

I then began exploring the College of Business. I met advisors and professors with the College, and they were very encouraging. Along with inspiration from Sally Lawrence, who made me fall in love with business communications and organizational culture, I enrolled in the College of Business and focused on management. Plus, it also was nice knowing they (the College) wanted me to become successful. And, my parents always said I was kind of bossy. Today, my family refers to that bossy behavior has leadership.

**How would you describe your experience at ECU and the College of Business?**
Growth, Discovery. Fun. My experience allowed me to be intellectually curious. The welcoming faculty always entertained my questions. They made me feel wanted in the program and they invested in my success. They listened to my opinions and thought they had value.

**Why an MBA?**
My parents encouraged me. I liked the curriculum that came with the MBA, and I loved the management concentration because it introduced me to all the disciplines. It allowed me to pursue my love of working with people, and eventually, showed me how to reach across the lines of difference to help organizations embrace diversity and then show how this diversity can be the catalyst for change, innovation and the inclusion of a variety of perspectives.

**While at ECU, who had an impact on your career?**
As a student, I had several. I talked about Sally Lawrence whose influence pointed me toward business. COB’s Dr. Buddy Zincone was an early advisor and when I had questions about getting a second degree, he, along with my parents, suggested I get a graduate degree. His words, “you can do this,” sticks with me to this day.

Regarding my career, Dr. Rick Niswander was an enormous influence. Not only was he one of the professors who listened to me, but he also recommended me as a graduate assistant in ECU’s Equal Employment Opportunity office.

Lastly, my professional mentor was Dr. Taffye Benston Clayton. She was the ultimate influence in my career development. At the time, she was the only African-American woman who sat on the Chancellor’s cabinet. As an African-American senior administrator in a predominately white institution, she was a role model for me. Dr. Clayton’s presence and position helped me realize I could be a professional leader here at ECU, as well as a successful student.

Dr. Clayton also helped me realize that I can be a successful professional person here at ECU.

**As ECU’s Chief Diversity Officer, what are your responsibilities?**
The role of our office is complex yet essential. We want to embed diversity and equity into the fabric of ECU’s culture. We are in the business of influencing and shifting organizational culture; it’s quite the leadership challenge but I love it.

ECU is an access university. If we don’t bring our students diverse faculty with diverse experiences, we’re not preparing them for the world; we’re not preparing them to be tomorrow’s leaders.

Every day, I get to interact and collaborate with others to create positive change. I work across lines of difference. And, that’s OK, because that’s what I have done my whole life as an African American. I work with a great team that’s committed to building an inclusive campus, preparing students for diverse workplaces, and contributing to the betterment of the eastern North Carolina.

It’s great to be in a situation where I get to use my MBA degree daily. I get to see it in action, and I get to see its results.

**What are your goals in serving on the College’s Business Advisory Council?**
Personally, I want to give back to the College because of its early support of me. As an undergraduate, I didn’t have any professors that looked like me. But, today, the College students have increased access to those who bring world and lifetime experiences that are crucial to their professional development.

If I can help the College accomplish its own equity and diversity goals, I believe we will be one step closer to reaching organizational excellence that ensures all students get access to leadership opportunities and prepares them for a diverse workplace.
With this Honor Wall, we want to recognize those who have made the College of Business the destination in North Carolina for future leaders.

To everyone who has given over the years, your College of Business thanks you!

Please note: This list reflects lifetime gifts to the College of Business as of December 31, 2018.

#EveryGiftMatters

COB donors with realized lifetime gifts of $5,000 +Donation

Donors to the College of Business

$1M+  Tom Arthur
$1M+  Matt Crisp
$1M+  IIANC - North Carolina Association of Insurance Agents
$1M+  Van & Jennifer Isley
$1M+  Fielding & Kimberly Miller
$1M+  National Philanthropic Trust
$500K+  Vince & Linda McMahon
$250K+  Ken and Kay Chalk
$250K+  Mark & Tracy Copeland
$250K+  Steve & Ellen Cunanan
$250K+  David & Pamela Leonard
$250K+  The J. Willard and Alice S. Marriott Foundation
$250K+  NC Association of CPA's North Carolina Surplus Lines Association
$250K+  Gwen Potter
$250K+  Howard Rooks
$100K+  Armark Corporation
$100K+  Bank of America
$100K+  Bruce & Anna Biggs
$100K+  William H. Bodenhamer
$100K+  David & Pamela Bond
$100K+  Bonnie Brown
$100K+  Archie R. Burnette
$100K+  Jim & Judy Chesnutt
$100K+  Phoebie Moore Dail
$100K+  Darden Restaurants, Inc.
$100K+  Diversified Foods Inc.
$100K+  Frank Floyd
$100K+  Glaxo Wellcome
$100K+  Golden Corral Corporation
$100K+  Theima Roberts Hall
$100K+  Charles D. Jamerson Jr.
$100K+  James Bryant
$100K+  Donnie Lassiter
$100K+  James & Connie Maynard

$100K+  The North Carolina Foundation for Christian Ministries
$100K+  Anthony & Phoebe Patterson
$100K+  Bob & Mary Plybon
$100K+  The PNC Financial Services Group
$100K+  RBC Bank
$100K+  Red Lobster
$100K+  Kevin & Lori Shannon
$100K+  Jim & Elaine Smith
$100K+  Robert Dillard Teer Sr.
$100K+  Philip & Jean Waugh
$100K+  Wells Fargo
$50K+  Anonymous
$50K+  Howard & Scotty Aycock
$50K+  Rich & Colleen Balot
$50K+  Belk Tyler Stores
$50K+  Lisa & Walter Benton
$50K+  William & Helen Boykin
$50K+  Dixon Hughes Goodman, LLP
$50K+  Stan & Laurie Eakins
$50K+  The Gourley Family
$50K+  Alvin & Joanne Hutzler
$50K+  Johnson & Johnson
$50K+  Roddy & Jane Jones
$50K+  Kindred Healthcare Operating, Inc.
$50K+  Ted & Peggy Lanier
$50K+  Charles & Willa McGimsey
$50K+  Albert Nahmad
$50K+  National Spinning Company
$50K+  NC Association of CPAs Coastal Plains Chapter
$50K+  Kel & Parker Normann
$50K+  Jerod and Margery Cohen
$50K+  Planters National Bank
$50K+  PNC Bank
$50K+  Danny & Connie Scott
$50K+  Edward Jones
$50K+  Bob & Margaret Ward
$50K+  Weyerhaeuser Company
$50K+  Sam & Sandy Wornom
$50K+  Richard K. Worsley
$25K+  A. E. Finley Foundation
$25K+  Charles & Victoria Atwater
$25K+  Bruce & Amanda Austin
$25K+  Ken & Dale Barlow
$25K+  Robert Barnhill
$25K+  The Harold H. Bate Foundation Inc.
$25K+  Don & Wilma Boldt
$25K+  David & Patsy Bradley
$25K+  Connally Branch & Svitilana Bilan
$25K+  Betty C. Brantley
$25K+  Burlington Industries
$25K+  Archie R. Burnett
$25K+  Capital Community Foundation Inc.
$25K+  Captive-Aire Systems
$25K+  Cliff Weil Inc.

$25K+  Martha Coffman
$25K+  Neal & Karen Crawford
$25K+  Will & Linda Creech
$25K+  The Domestic Industries Foundation
$25K+  Dennis Elwell
$25K+  Empire Brushes, Inc.
$25K+  Kurt Engelbert
$25K+  Ernst & Young
$25K+  Foundation for the Carolinas
$25K+  Bill & Emily Furr
$25K+  Robert Gluckman
$25K+  Gertrude Goble
$25K+  Greenville-Pitt Association of Realtors Inc.
$25K+  Anne & Ronald Gregg
$25K+  Dan & Terri Guy
$25K+  Wade Henkel
$25K+  James & Deborah Hooper
$25K+  David Howell
$25K+  Hyster-Yale Group Inc.
$25K+  Hal & Debbie Johnson
$25K+  Vincent & Joan Jones
$25K+  Mike & Willo Kelly
$25K+  Mildred M. Lancaster
$25K+  John & Leticia Lancaster
$25K+  Linda Vann Lassiter
$25K+  Guy Lucas
$25K+  Maynard Family Foundation, Inc.
$25K+  Richard & Nancy Moldin
$25K+  Harry Moser
$25K+  Rick & Debi Niswander
$25K+  Peoples Bank & Trust Company
$25K+  PepsiCo Foundation
$25K+  Ryan & Shana Perry
$25K+  Edward & Mary Pupa
$25K+  R & D Development LLC
$25K+  Irwin & Lucy Roberts
$25K+  RSM US LLP
$25K+  Douglas Schneider
$25K+  Lynn Schubert
$25K+  Robbie & Wanda Strickland
$25K+  Robert & Rebecca Taft
$25K+  Luther Taylor
$25K+  Phil Tetterton
$25K+  The H.O. West Foundation
$25K+  Richard C. Todd
$25K+  Adrian Turney
$25K+  Unifi
$25K+  United Energy Inc.
$25K+  University Book Exchange Inc.
$25K+  Jim & Adria Walker
$25K+  Arnold Wallace
$25K+  Benny Ward
$25K+  Herschel Watts
$25K+  David Jordan Whichard II
Honor Wall

$25K+
John Whichard

$25K+
Dr. Louis H. Zincone

$10K+
AAA Insurance

$10K+
Paul Adkinson

$10K+
AHG Associates, LLC

$10K+
Air Purification Inc.

$10K+
Alamance Claims Assoc Inc.

$10K+
Paul Alar

$10K+
William & Virginia Alexander

$10K+
Mike & Page Áman

$10K+
Gene & Helen Áman

$10K+
American Society for Quality (ASQ)

$10K+
Patricia Andrews

$10K+
Anheuser-Busch

$10K+
Michael Armstrong

$10K+
Arthur Andersen & Co

$10K+
Sabrina and Steve Bengel

$10K+
David Barger

$10K+
Barnhill Contracting Company

$10K+
Beta Alpha Psi

$10K+
William Bingham

$10K+
Edgar Leonard Blackley

$10K+
Jessie Blackwell

$10K+
Bill & Sharon Bonney

$10K+
John Bradley

$10K+
Kathleen Brady

$10K+
Lawrence F. Brewster

$10K+
Charles & Wanza Broome

$10K+
Janice Buck

$10K+
Michael L. Bunting

$10K+
Rodney Cantrell

$10K+
Henry & Maxine Cashwell

$10K+
Central Carolina Community Foundation

$10K+
Century Business Services, Inc.

$10K+
Gene Chewning

$10K+
William Cobb

$10K+
Kevin & Christine Collins

$10K+
Collins, Ward & Greene LLP

$10K+
Compass Group

$10K+
Inez M. Conley

$10K+
Cummins Consolidated Diesel Company

$10K+
Johnnie & Cindy Davis

$10K+
Michael Davis

$10K+
Scott Diggs

$10K+
Ellen & Cameron Dudley

$10K+
Dennis & Carolyn Duke

$10K+
Eastern Carolina Chapter IMA

$10K+
David Edgell

$10K+
EDIFICE, Inc.

$10K+
Ex-Cell Home Fashions Inc.

$10K+
Kurt & Sherry Fickling

$10K+
First National Bank of Pennsylvania

$10K+
Gannett Foundation

$10K+
Stacy Gardner

$10K+
Addison Goble

$10K+
Goldman Sachs

$10K+
Grady-White Boats Inc.

$10K+
Frank & Nancy Grayiel

$10K+
Ken Gunn

$10K+
H & R Block

$10K+
Hampton Industries Inc.

$10K+
William A. Haney Jr.

$10K+
Felix Harvey

$10K+
Heilig-Meyers Furniture Company

$10K+
Hooker and Buchanan

$10K+
John Robert Hooten

$10K+
Tom & Judith Horne

$10K+
Elaine Howard

$10K+
Judith Hunt

$10K+
David Hunt

$10K+
I.S.S.A. Foundation

$10K+
Edward & Ann James

$10K+
The Robert Wood Johnson Foundation

$10K+
Ray Jones

$10K+
Steve & Terry Jones

$10K+
William Jordan

$10K+
Jeff & Lee Ann Joyner

$10K+
Max Joyner

$10K+
Richard & Jena Kerns

$10K+
Brenda Killingsworth

$10K+
Kelly & Eva Ann King

$10K+
Michael Kowalczyk

$10K+
KPMG Foundation

$10K+
Henry Land

$10K+
Eric Laster

$10K+
Nancy McLawhorn Lewis

$10K+
Myrtle B. Little

$10K+
Rod Mallette & Wanda Mallette

$10K+
Christopher Mandaliers

$10K+
Charles & Joan Martin

$10K+
Sidney Mason

$10K+
Gary & Linda Massie

$10K+
McGladrey & Pullen

$10K+
Mclane Company, Inc.

$10K+
Microsoft

$10K+
Patrick Mitchell

$10K+
Monsanto

$10K+
Eric & Sheri Mussler

$10K+
Nabisco Foods Group

$10K+
David Nance

$10K+
National Council on Economic Education

$10K+
North Carolina CPA Foundation Inc.

$10K+
Chapter & Committee Scholarship Program

$10K+
North Carolina Power

$10K+
North Carolina Real Estate Educational Foundation

$10K+
North Carolina State Board of CPA Examiners

$10K+
Northwestern Mutual Life Insurance

$10K+
Outer Banks Community Foundation

$10K+
Donald Perry

$10K+
Piedmont Chapter of The Risk and Insurance Management Society, Inc.

$10K+
Joseph & Sally Pope

$10K+
William Powell

$10K+
Bubba & Barbara Rawl

$10K+
Len & Donda Rhodes

$10K+
Craig Ridenour

$10K+
Edward & Phyllis Ripper

$10K+
RJR Nabisco Inc.

$10K+
Ryo Sasaki

$10K+
Charles Saunders

$10K+
Allen Separk

$10K+
Tim Shearer

$10K+
Bill & Lisa Shreve

$10K+
Ellen & David Sidbury

$10K+
Ben & Kelly Singleton

$10K+
Shirley Slaughter

$10K+
Marvin Slaughter

$10K+
George & Pamela Smith

$10K+
Zachary Smith

$10K+
Troy & Sally Smith

$10K+
Tom & Mary Ann Southern

$10K+
Southern National Bank of NC

$10K+
Damon Stafford

$10K+
State Farm

$10K+
Page Stephens

$10K+
David B. Stevens

$10K+
Ronald & Denise Stumpo

$10K+
Target

$10K+
Roger & Gaile Taylor

$10K+
The Ashland Inc. Foundation

$10K+
The Daily Reflector

$10K+
The Pantry

$10K+
Jack Thompson

$10K+
Garland S. Tucker Jr.

$10K+
Ernest Uhr

$10K+
Vantage South Bank

$10K+
Leo Venters

$10K+
Verizon

$10K+
Wachovia Corporation

$10K+
Gary Warren

$10K+
Burney & Judy Warren

$10K+
Irene & Maynard Webb

$10K+
Robert Weber

$10K+
David Whichard

$10K+
Kathy White

$10K+
Esther Williams

$10K+
Glenn Williams

$10K+
Jeffrey Williams

$10K+
Henry & Nancy Williamson
Honor Wall

$10K+  Tim & Sarah Willis
$10K+  Donald and Ruth Witherington
$10K+  David & Sydney Womack
$10K+  Wayne Woolard
$10K+  Will & Deborah Yarborough
$10K+  Dennis & Ellen Young
$5K+  Max G. Abernathy
$5K+  Ken & Lynn Adams
$5K+  John Alkire
$5K+  American Marketing Association
$5K+  Robert Anderson
$5K+  Bill & Betsy Baggett
$5K+  Earnestine Barnes
$5K+  BB&T Corporation
$5K+  John Beard
$5K+  Jim & Polly Bearden
$5K+  Samuel & Nancy Bernstein
$5K+  Bettcher Industries, Inc.
$5K+  John Beuerlein
$5K+  Geraline M. Beveridge
$5K+  Bloomberg L.P.
$5K+  Jan & Frederick Bohmuller
$5K+  Robert & Amy Brinkley
$5K+  Buck Supply Company
$5K+  Jerry & Bette Burgoof
$5K+  Rocky & Ann Butler
$5K+  Margaret Capen
$5K+  Jeffrey & Paige Chandler
$5K+  Chas. H. Jenkins & Co.
$5K+  Jerry Chase
$5K+  Chip and Freda Cheson
$5K+  Circle of Honor Society
$5K+  James Clarke
$5K+  Charles Clontz
$5K+  Collins & Aikman
$5K+  Richard Cook
$5K+  Charles Costanzo
$5K+  Stanley Cox
$5K+  Cozart & Edwards, P.A.
$5K+  CPI of Eastern North Carolina
$5K+  Crabworks, LLC
$5K+  Robert Cramer
$5K+  Lisa Crouse
$5K+  Crown Equipment Corporation
$5K+  Melissa Culbreth
$5K+  John Davis
$5K+  Raymond A. Davis
$5K+  Stephen Deaton
$5K+  Richard & Terry Doub
$5K+  Norman Eaker
$5K+  ECU Financial Management Association
$5K+  Christopher & Barbara Edwards
$5K+  Debra Elmore - A.K. Consulting
$5K+  Delorene Phthise Charest
$5K+  Kenneth Evans
$5K+  Scott Evans
$5K+  Farley Mizelle and Company
$5K+  Graham Felton
$5K+  First American Savings Bank Foundation
$5K+  First Financial Savings & Loan Association
$5K+  David & Betty Jane Fisher
$5K+  Lisa Flanagan
$5K+  Louis & Sharon Forrest
$5K+  Steven & Sylvia Fussell
$5K+  Gamma Iota Sigma Theta Chapter
$5K+  Shanan Gibson
$5K+  David Giles
$5K+  Harold W. Grant
$5K+  Grant Thornton Foundation
$5K+  Greenville NC ALE House LLC
$5K+  Steve Gric
$5K+  Barbara Gudoski
$5K+  Fred Hamblen
$5K+  Harris Supermarkets
$5K+  Donald L. and Barbara H. Hatch
$5K+  Robert Hatch
$5K+  Hugh Haynie
$5K+  Corinne Manning Heath
$5K+  Lenwood & Deanie Heath
$5K+  Margaret Henry
$5K+  William Holland
$5K+  Rodger Holley
$5K+  Wayne & Sherry Holloman
$5K+  Franz Foster Holscher
$5K+  Mary Ferebee Howard
$5K+  John M. Howell
$5K+  Fred Hunneke
$5K+  IBM Global Business Services
$5K+  Sandra Jacobs
$5K+  Alexander Jukoski
$5K+  Kaufman Davis Business Svs, Inc.
$5K+  Christopher Kavel
$5K+  Jeff Kears
$5K+  Walter Koch
$5K+  Langdon & Company
$5K+  Gregory Lau
$5K+  Kent & Shannon Lawrence
$5K+  Luther & Kathryn Leonard
$5K+  James Lewis
$5K+  Kirk & Dasha Little
$5K+  Ruth Hayes Lokken
$5K+  Edmund & Shirley Mann
$5K+  Marathon Petroleum Co LP
$5K+  Marvin Mason
$5K+  MBM Corporation
$5K+  Ray & Sheila McCulloch
$5K+  Susan McDaniel
$5K+  Nathan Milian
$5K+  Mike & Brenda Mills
$5K+  Virginia Minges
$5K+  Jay Motsinger
$5K+  Azita & Assad Movahed
$5K+  NACCO Materials Handling Group Inc.
$5K+  James & Christine Nance
$5K+  Jonathan Nance
$5K+  J.L. Nichols
$5K+  Nichols Food Service Inc.
$5K+  Norfolk Southern
$5K+  Margaret O’Hara & Larry Dziedzic
$5K+  Edwin & Sue Olsen
$5K+  George Orphanidis
$5K+  Mimo & Rebecca Osterkamp
$5K+  Tomas Palmgren
$5K+  Robin Parker
$5K+  Dari Payrow
$5K+  David Perry
$5K+  Philip N Daly And Frances K Daly
$5K+  Charitable Lead Unitrust
$5K+  Jason Poole
$5K+  Robin & William Porter
$5K+  Charles Price
$5K+  Professional Builders Supply
$5K+  Quaker Oats
$5K+  Terry Quinn
$5K+  William & Constance Roberson
$5K+  Doris & George Rodormer
$5K+  Roger G. Taylor & Associates
$5K+  Thomas & Angela Savitski
$5K+  Robert Schellenberger
$5K+  Dan & Debra Schisler
$5K+  Paul & Christine Schwager
$5K+  Larry Seese
$5K+  Kirk & Tamara Shaw
$5K+  Frederick Simon
$5K+  Marvin Sloan
$5K+  Susan Smith
$5K+  Smithfield
$5K+  Sonoco Products Company
$5K+  Spencer Educational Foundation
$5K+  Embarr
$5K+  John Stauffer
$5K+  M. Durwood Stephenson
$5K+  Carey & Ann Swann
$5K+  William & Connie Taylor
$5K+  Anthony Taylor
$5K+  Jerry & Angela Thomas
$5K+  Ricky & Kay Thompson
$5K+  Roger Timm
$5K+  Joseph Tomkiewicz
$5K+  Albert Turner
$5K+  Viaticus Inc.
$5K+  Keith Wallace
$5K+  Ward Property Brokers
Honor Wall

$5K+  WaterStone  $5K+  William Whittington
$5K+  Greg Weigum  $5K+  William Wiener
$5K+  Mark & Eileen Weitzel  $5K+  Ronnie Wilkes
$5K+  Brenda Wells  $5K+  Eugene Wozny
$5K+  Melanie & Joseph Welsh  $5K+  WSIA Education Foundation
$5K+  David West  $5K+  Terry & Julia Yeargan
$5K+  Richard Westbrook  $5K+  Yum! Brands Foundation Inc.
$5K+  Whitener Capital Management Inc.
$5K+  Dane Whitmoyer
$5K+  Whitmoyer Auto Group

Leo Jenkins Society Donors to the College of Business (Leo Jenkins Society are donors with planned gifts of estate)

Patricia Andrews  Dave & Gail Englert  James Bryant Kirkland  W. Rooks
Michael Armstrong  Kenneth Evans  Michael Kowalczyk  Charles Saunders
Thomas & Karen Bartik  Angela Sutton Furniss  Henry Land  W. Allen Separk
David & Pamela Bond  Wade Henkel  Charlie McGimsey  Taylor Teague
Archie R. Burnette  Gail & Chip Herring  Sallie Mercer  Tracy L. Tuten and David Jones Jr.
Delorene P. Charest  Wesley & Darlene Johnson  Kel & Parker Normann  Sarah Whitehurst
Kinna Clark  Hal & Debbie Johnson  Joseph & Sally Pace  Jonathan & Janet Wilfong
Mark & Tracy Copeland  Edwin B. Jones  Burney & Judy Rivenbark  Richard K. Worsley

Donors with established professorships to the College of Business

**Professorship Name**
- Edwin B. Jones Family Endowed Professorship
- Robert Teer, Jr. Professorship
- J. Fielding Miller Professorship
- Chesnutt - Bond Professorship
- Robert F. Bird Distinguished Professorship in Risk Management
- IIANC - NCSLA - W. Kurt Fickling Professorship in Risk Management
- Vincent K. McMahon Distinguished Professorship in Business
- W. Howard Rooks Distinguished Professorship
- Thomas D. Arthur Distinguished Professorship in Leadership

**Donors to the College of Business**
- Edwin & Joan Jones
- Robert Dillard Teer
- Fielding and Kim Miller
- James Chesnutt and David Bond
- IIANC – Independent Insurance Agents of North Carolina
- IIANC - NCSLA
- Vincent McMahon
- Howard Rooks
- Tomas Arthur

Thank you!
COB Students Hear from Richmond Fed President

Approximately 100 business and economics students and faculty packed a classroom to listen to Tom Barkin, president of the Federal Reserve Bank of Richmond. His visit to ECU and the COB marked his first time speaking with college students in North Carolina.

As part of his presentation, Barkin discussed the role of the Federal Reserve in the national and regional economies, as well as how his business experience prepared him to be president of one of 12 regional Reserve Banks across the country.

“Visiting ECU gave me the opportunity to engage in good conversation with students, both about the Federal Reserve and about their interests,” said Barkin. “They asked great questions, and I hope my answers were useful.”

Dr. James Kleckley is the director of professional services and research for the COB. He moderated Barkin’s presentation. Knowing the conversation and questions would touch upon finance, Kleckley also invited Barkin to discuss his business and leadership approach.

“At the College of Business, we build leaders,” said Kleckley. “I think the students and faculty appreciated hearing about Mr. Barkin’s leadership philosophy and learning more about how his business and educational background prepared him for his role at the Richmond Fed.”

From an operations standpoint, Barkin also discussed with Kleckley his day-to-day role as a member of the Federal Open Market Committee and how he defends the independence of the Federal Reserve, considering the many recent, headline-making attacks via social media.

“I think it was important for everyone to understand that Mr. Barkin’s position is much more than policy and economics,” add Kleckley. “I’m glad that Mr. Barkin had the opportunity to learn more about ECU and how it and the College of Business are positively trying to impact the region.”

Rural Prosperity Initiative

One initiative Barkin learned about during his visit was ECU’s Rural Prosperity Initiative, which is designed to harness the intellectual strengths and research resources of ECU to improve the quality of life, health, education and employment for the people in eastern North Carolina.
“ECU’s Rural Prosperity Initiative is the kind of important effort where I think the Richmond Fed’s research and expertise can help make a difference,” added Barkin.

“I’m certainly pleased that he showed interest in ECU’s Rural Prosperity Initiative,” said Kleckley. “In fact, we’re already in communication with his (Mr. Barkin’s) staff to see how we can work more closely together with the Richmond Fed.”

**Takeaways**

Dr. Jaclyn Beierlein is an associate professor of finance in the COB. She and her finance students attended Barkin’s talk. From Beierlein’s perspective, the most important thing Mr. Barkin discussed was the impact that the last recession had on him.

“He noted that it seemed businesses were beginning to get over that fear, but the uncertainty related to trade disputes and what will happen with Brexit has set many back on their heels again,” said Beierlein. “In short, of all the things that may hinder growth in this economy, uncertainty is probably the most powerful.”

Karefa Dabo is a finance senior from Winston-Salem, North Carolina and president of the student chapter of COB’s Financial Management Association. He, along with other officers from the association, attended Barkin’s presentation and felt more informed afterward.

“As a student, I was truly inspired by his (Barkin’s) congeniality and ability to convey information in a practical manner,” said Dabo. “I know that I speak for all students and faculty in attendance when I say that Mr. Barkin’s time was truly appreciated. He was an esteemed guest that we all hold to the utmost regard and hope to see him again soon.”

The Federal Reserve Bank of Richmond serves the 5th District (North Carolina, Maryland, South Carolina, Virginia, most of West Virginia and Washington, D.C.). Barkin’s visit to ECU is part of his ongoing engagement with people and communities around the district. His trip to ECU marked his third visit to universities. He previously spoke with students at Marshall University and George Mason University.

---

**Speedway Continues Support of COB**

Representatives from Speedway recently visited campus to talk about their recent $2,000 donation to the College of Business.

Since December 2017, Speedway, through its parent company, Marathon Petroleum Co., has donated a total of $6,000 to ECU’s College of Business. This year’s gift will benefit the College’s Department of Management.

Speedway, already the official convenience store of the Pirates, says it also is committed to supporting academics since that is the company’s pipeline for future talent. Speedway offers ECU College of Business students paid internships and graduates the opportunity to enroll in its leadership training program.

Thank you, Speedway. #EveryGiftMatters!
Thank you, Hyster-Yale, for Your Endowment

Thanks to a $25,000 restricted endowment from the Hyster-Yale Group (HYG), the College of Business (COB) will be able to offer a marketing scholarship via the Hyster-Yale Scholarship Endowment in Marketing Fund. The fund will provide scholarship support to undergraduate students interested in sales and will highlight various career opportunities in the technical sales industry.

Training Program Specialist Roger Keys, along with Sales and Technical Training Manager Evelyn Velasquez, both with HYG, presented a check to Paul Schwager, COB interim dean, when they recently visited campus.

“As alumni, I am thrilled to be able to work with ECU to select key talent to support our customers,” said Keys. “This program is a great opportunity for ECU students because this industry is ever-evolving and has a promising future. Everything we use in our daily lives is touched by material handling, whether it’s a new iPhone or the food in your refrigerator. I have been with HYG for five years, and I love working here because of the growth opportunities, work culture, benefits and learning opportunities.”

“The HYG scholarship underscores the importance of COB’s sales curriculum and highlights the opportunities available for students pursuing careers in business-to-business sales,” said Dr. Judy Siguaw, COB’s associate dean of research and faculty development. “This scholarship not only encourages students to pursue the professional selling certification, but it also increases awareness of the Hyster-Yale brand as a preferred, prospective employer. The College of Business is excited by this very visible partnership with the Hyster-Yale Group.”

Added Keys, “Hyster-Yale’s Americas Headquarters is in the same community as East Carolina University, and we recruit ECU graduates for positions across our footprint, including accounting, marketing, sales, finance, IT, human resources and supply chain. We wish to provide scholarship support to undergraduates interested in sales and to promote overall awareness of Hyster-Yale Group and the material handling industry.”

Pictured, left to right, are Dr. Judy Siguaw (COB), Evelyn Velasquez (Hyster-Yale), Roger Keys (Hyster-Yale) and Paul Schwager (interim dean, COB).
Brittany Coleman is an associate technical training consultant at SAS. She's been with the analytics company since 2016, the same year she received her BSBA with a concentration in MIS from the College of Business.

Recently, Coleman has taken to heart three ways alumni can give back to the College of Business: time, talent and treasure.

On Jan. 25, 2019, Coleman, along with COB alumna Kathy Kiraly of SAS, conducted a base programming boot camp for 35 COB faculty, staff and students. She gave of her time and talent to help camp attendees enhance their professional qualifications.

“There were so many opportunities that I was given to really enhance my professionalism and network,” said Coleman. “I really enjoyed the networking dinners, employer classroom visits and the business leadership classes. With the MIS department, I really valued (my involvement in the student chapter of the) Association of Information Technology Professionals. That is how I got my first experience with SAS through a visit to the company. The faculty is also great and supportive. Dr. Reed, in particular, was a big influence on my career journey.”

“We are so grateful for alums like Brittany,” said Dr. Elaine Seeman, chair of COB’s MIS department. “Brittany was a wonderful student and now is a terrific contributor in so many ways.”

For future COB alumna, Coleman encourages others to do what she’s done for the college.

“Giving back is a really great feeling when you know that you are helping someone else achieve their dreams and lessening the burden of someone who may think it’s unattainable because of finances,” said Coleman. “As a recent grad, we know the struggles of going college; not just financially, but mentally and emotionally, too. It’s more than just money given...it’s a sign that someone understands and (there’s) encouragement to keep pushing.”

In March 2019, Coleman will give more of her time to the College of Business.

She committed to being a speaker at the College’s annual Business Leadership Conference, where she will talk about her experience in transitioning from student to successful professional.

Regarding treasure, Coleman also recently gave a $1,000 scholarship to the MIS department.

“Scholarships helped me while in school because they gave me the chance to be more financially independent, as well as keep the number of loans I had to take out to a minimum,” explained Coleman. “With (my) tuition and fees mostly covered through the COB and other scholarships, I could focus my money on books and supplies.”

Coleman added that receiving a scholarship also provided encouragement and drive. As she puts it, “If someone cared enough about my education to donate their money, I consistently wanted to prove that they made the right decision.”

“I wanted to make sure that future students in the management information systems department are just as encouraged and recognized.”

Coleman’s generosity to the COB and MIS department can be traced back to her experiences while here at ECU. Thank you, Speedway. #EveryGiftMatters!
Developing a Positive Culture through Positive Leadership

To create positive leadership, leaders must develop a positive climate as well as positive relationships in their organizations. Leadership strategies that help engender a positive climate in organizations include:

- modeling and encouraging acts of compassion (noticing, feeling and responding);
- encouraging collective forgiveness (acknowledging harm, identifying purpose, maintaining standards, providing support, using appropriate language); and
- encouraging expressions of gratitude (visits, letters, journals, cards).

Such virtuous acts tend to create a climate in which people are cared for, supported and encouraged to flourish. One way in which leaders can promote positive relationships is by reinforcing individual and organizational strengths. Identifying and building on people’s strengths can produce greater benefit than finding and correcting their weaknesses. As confirmed by empirical studies, these activities are associated with positive physiological, mental, emotional and organizational effects.

ECU turns to SHL for Hotel Project

Sara Thorndike, ECU’s vice chancellor of administration and finance, recently spoke to School of Hospitality Leadership seniors in SHL’s financial management course. Ms. Thorndike presented an overview of the planning process for an ECU hotel on Reade between third and fourth in Uptown Greenville.

As course work, the students, assigned in multiple groups, will conduct a preliminary feasibility study for the hotel. They also will recommend a concept and brand, analyze competition, estimate growth of demand for room nights, conduct penetration analyses, estimate an average of daily rates and provide an estimate of annual operating results.

Final project presentations will be at the end of the semester. Each group will present their results to ECU officials, including Thorndike.
In the spring of 1986 I was invited by the Deputy Chief of Staff for Vice President George H.W. Bush to a meeting with the vice president in the Eisenhower Executive Office Building across from the White House. At the time, I was a young executive in the U.S. Department of Commerce working on trade and tourism policies. I anticipated that the meeting would include several individuals but learned, to my surprise, it was a one-on-one meeting with the vice president to discuss, among other topics, trade and tourism policies. Naturally, I was both awed and excited but was quickly put at ease by the Vice President Bush’s friendly and warm demeanor. I was a bit nervous and anxious, but he set me at ease. I also remember the informality of the meeting such that I almost forgot to whom I was speaking. Vice President Bush was aware of my role in helping to develop and work toward passage of the National Tourism Policy Act of 1981 (it was the third piece of legislation signed Oct. 16, 1981, by President Ronald Reagan).

My conversation with the vice president gradually moved toward a discussion of trade and tourism relations with Canada where the United States had a trade office in Ottawa and a regional tourism office in Toronto. At that time, the U.S. had an excellent working relationship with Canada on trade and tourism policy matters. Shortly after this meeting, I was asked to work on a special trade in tourism agreement titled “A Cooperative Tourism Research Agreement Between the Government of Canada and the United States of America” which was signed for the U.S. by Vice President George Bush June 11, 1986, in Vancouver, Canada. To my delight, the Vice President’s Office prepared a glass-framed official copy of the “agreement,” including the pen the vice president used to sign the “agreement,” and then presented it to me (it proudly occupies a special wall in our home).

The tourism research agreement became somewhat of a precursor to the “Canada-United States Free Trade Agreement” (FTA) signed for the United States by President Ronald Reagan Jan. 2, 1988. The FTA, for the first time in U.S trade agreement history, included provisions on the “services industry.” The FTA laid the groundwork for the “Tourism Policy and Export Promotion Act of 1992” signed by President George Herbert Walker Bush on Sept. 30, 1992, and the “North American Free Trade Agreement” (NAFTA) which included the United States, Canada and Mexico. NAFTA was signed by U.S. President George H.W. Bush, Canadian Prime Minister Brian Mulroney, and Mexican President Carlos Salinas de Gortari Dec. 17, 1992.

At the ECU’s College of Business, we build leaders. VP Bush, in my view, had excellent leadership qualities. He was certainly a committed public servant having served as a congressman, ambassador to China, head of the CIA, etc. He was both a good communicator, listener and innovator. In short, he was a good decision-maker.

Reed Graduates from Bridges 2018

Management Information Systems Associate Professor April Reed recently graduated from Bridges 2018. Bridges is an inclusive professional development program for women in higher education who seek to gain or strengthen their academic leadership capabilities. It is designed to help women identify, understand, and build their leadership roles in the academy. Participants are from higher education in private and public schools across North Carolina.
Let’s just say the College of Business’ (COB) School of Hospitality Leadership (SHL) and this year’s career fair broke records.

For the first time since joining the COB, SHL had more than 40 vendors and 200 students participate in the fair. It was the first major event to be held in ECU’s Main Student Center.

“Recruiters represented companies from across the nation, which validates the School of Hospitality Leadership as an important source for young managerial and leadership talent,” said Dr. Bob O’Halloran, director of the SHL.

Companies as far away as Colorado attended the event. Steve Decker is with the Broadmoor of Colorado Springs. His original intention for attending the career fair was to “get people excited about the Broadmoor that never even heard of it.”

“These kids (attendees of the career fair) are really on the right track, and I’m excited about their potential,” said Decker.

Alyse Hall is with First Carolina Management, a hospitality management company based out of North Carolina. Like the Broadmoor, First Carolina Management wanted to introduce the company to a new, knowledgeable audience.

“We’re looking for talented people to add to our portfolio,” said Hall.

Alana Shields is from Washington, DC. She’s an SHL senior and attended the career fair for networking opportunities.

“I’m hoping to talk with a lot of companies, and I’m interested in learning about a lot of management and training programs,” said Shields.

Mary Ostman is with J Alexander’s Restaurants. She’s attended the event before and has hired graduates that she met at previous career fairs.

According to Ostman, J Alexander’s continues to participate in the career fair because “the students are so sharp.” They always have great…experience. They’re really hard workers and work hard for the company.”

“The competition for talented workforce in the hospitality and tourism industry is keen, and our students represent the industry’s next generation of leaders,” added O’Halloran.
Miller School Presents at USASBE

Drs. Michael Harris and Dennis Barber, III, from COB’s Miller School of Entrepreneurship recently presented at the 2019 United States Association of Small Business and Entrepreneurship (USASBE) Conference in St. Petersburg Beach, Florida. The first presentation, titled “Entrepreneurial Ecosystems in Rural Environments: Using Microbusinesses to Drive Economic Development and Engagement,” focused on the microenterprise program that recently launched at ECU, and how the Miller School is working to create a national model for rural entrepreneurship.

The second presentation, titled “Innovation, Impact and Collaborative Learning through Student-Led Consulting Project,” featured a collaboration between the Miller School and partners at Western Kentucky University and Bradley University. The discussion focused on the impact of student consulting projects on both the educational experience of students and the business clients served in the local communities. The Small Business Institute program at ECU has completed over 600 consulting projects since its inception in 1974.

Additionally, Dr. Barber participated in the Entrepreneurship Teaching and Learning Scholars Program (ETLS). The program is designed for USASBE members to help enhance the learning experiences of their students and entrepreneurs – both in their classrooms and in their co-curricular contexts. It’s an eight-month, intensive professional development experience through which educators will design, implement, test and publish (in a form appropriate to their goals) an innovative and new-to-them project that’ll move the needle at their school in some way related to a significant student learning experience.

While at this year’s USASBE conference, Barber’s ETLS program activities included participation in a workshop, serving on a panel and facilitating a consortium.

In other news, the Miller School will serve as one of the titled sponsors for the 2020 USASBE Conference in New Orleans next January.

Back in March 2018, College of Business professor Trang P. Tran and MBA-graduate student Tyler Shanahan submitted a paper to the Association of Marketing Theory and Practice annual conference. For their efforts, they won the Best Paper Award for the social media/internet/mobile/direct marketing track. With additional co-author Erik Taylor, the updated paper has been published in the Journal of Retailing and Consumer Services. Titled, “Getting to Know You: Social Media Personalization as a Means of Enhancing Brand Loyalty and Perceived Quality,” the paper suggests there is a positive impact that personalized ads have on customer perception about brands advertised on social media.

Dr. Russell Lemken, assistant professor in the College’s Department of Marketing and Supply Chain Management, is the recipient of a $3,000 Harold & Muriel Berkman Charitable Foundation award. Dr. Lemken’s research proposal, titled “Discipline Execution of CRM Strategy,” was selected for funding among 75 applications. Only three awards were given by the Foundation this year.

Dr. Russell Lemken
East Carolina University, its College of Business (COB) and the College’s Department of Accounting recently hosted the second Accounting Research Roundtable Gathering (AARG) on ECU’s campus. Six doctoral students in accounting, representing four different universities, presented their research ideas in an informal, round table discussion. COB accounting students and faculty also participated in the discussion and provided feedback on the presentations.

The Department of Accounting in the College of Business continues to perform well in national rankings related to educational research. Data collected and published by BYU ranks ECU at 11 nationally in terms of pedagogical research for 2018, which is up from 37 in the prior year. Over the last six years, Dr. Denise Dickins, accounting professor, ranks 5 in developing case studies and is 12 overall in educational research. Over the last 20 years, Dr. John Reisch, COB accounting chair, ranks 7 in case publication and 35 in overall accounting education research.

Rising senior Rachel Pleasants was one of 10, nationally selected students to participate in Munich Re’s Summer Leadership Development Program. As part of the program, Rachel will have the opportunity to combine real-life work experience with classroom and technical training out of the company’s Princeton, New Jersey office. According to Kurt Fickling, teaching instructor with the College of Business, Rachel’s internship is a first for the College’s RMI program. Fickling says, “With students like Rachel representing our program, ECU is rapidly gaining national recognition in Risk Management and Insurance studies.”

The College’s Gamma Iota Sigma (GIS) Beta Theta Chapter sent a delegation of 19 students to the WSIA Insurance Symposium, which was held in Atlanta, Georgia, at the Hyatt Regency. Funding for this trip was made possible by a gift from the IIANC Foundation. Students enjoyed a career fair, along with seminars on careers in the excess and surplus lines insurance industry. The trip was led by Dr. Brenda Wells, ECU RMI Program Director.

COB’s Gamma Iota Sigma (GIS) Beta Theta Chapter was recently recognized with the 2017-18 Well-rounded Chapter Award. Chapter Awards are given based on information submitted on monthly chapter reports, and communication between the chapters and the Grand Chapter. Gamma Iota Sigma is the only international business fraternity for students of insurance, risk management and actuarial science.

COB’s Risk Management & Insurance program recently hosted Distracted Driving Week, which included a distracted driving simulator for students and others to try. The simulation included various scenarios where driving while distracted by cell phone usage could lead to accidents. According to the North Carolina Division of Motor Vehicles, 20.3 percent of 2016 crashes in North Carolina involved distracted driving. Twenty-five deaths also were attributed to distracted driving.

On Feb. 22, 2019, AAA Carolinas Insurance in Charlotte hosted students from the College of Business’ Risk Management and Insurance (RMI) Program for a site visit. Twelve students and two faculty members enjoyed hearing from AAA representatives, including ECU RMI alumnus Spencer Phillips and Jim McCafferty, president and CEO of AAA Carolinas Insurance. Students also were treated to a barbecue lunch and received custom-printed computer backpacks. While the relationship with AAA is less than two years old, the company has already hired several ECU RMI graduates, and several more are applying now for upcoming openings.

At the COB’s recent Risk Management and Insurance advisory board meeting, the College acknowledged the program’s two major donors: Independent Insurance Agents of North Carolina (IIANC) and North Carolina Surplus Lines Association (NCSLA). Both organizations support the program through generous financial gifts that are designed to provide the College with operating expenses, funding for special events, scholarships and professional travel.

Dr. Brad Karl, COB associate professor and IIANC-NCSLA W. Kurt Fickling Distinguished Scholar in Risk Management & Insurance, recently was elected to be the Secretary-Treasurer of the Southern Risk and Insurance Association (SRIA). SRIA is an academic organization that promotes and encourages research and education in the field of risk and insurance.
**In Brief**

**Teams Health4PINE,** ECU Events and Team Buzz Box will represent ECU internationally at the regional finals of the ninth Annual Hult Prize competition, which will be held in March and April of 2019 in London, Bogota, Oslo and other cities. The Hult Prize is a crowdsourcing platform that identifies and launches disruptive and catalytic social ventures that aim to solve the planet’s most pressing challenges. The first round of the competition was November 2018, which marked the Miller School of Entrepreneurship’s third straight year of hosting the event. The three ECU teams had to respond to the theme of this year’s challenge: solving youth’s unemployment.

**COB’s Miller School of Entrepreneurship** recently collaborated with the College of Nursing for the Midwifery Mini Business Institute, which is part of a semester-long program that prepares professional nurses as safe and competent practitioners of nurse-midwifery. Students participated in the all-day workshop that included activities to get them thinking about how to start a business and develop a business plan. At the end of the semester, student groups will pitch their business plans to the class.

**COB’s School of Hospitality Leadership** was recently ranked #24 nationally by GreatValueColleges.net for an online bachelor’s degree in Hospitality! Rankings are based on tuition value, student-to-faculty ratio, national recognition for educational excellence, and discounted tuition for online students.

**Congratulations to Dr. Cynthia S. Deale,** professor in the School of Hospitality Leadership. She was this year’s recipient of the Stansell Faculty Research Award from the College of Business. Designated for COB’s top researcher, the award was endowed to honor Dr. Stanley Roger “Buddy” Stansell, former finance professor who had a 17-year career at ECU. Deale has more than 80 refereed research publications plus numerous conference proceedings, book chapters and more. Drs. Jenna Lee, Craig Marshall, and Stephanie Bae each presented papers at the Annual Southeastern, Central and South America (SECSA) Federation Conference in Sarasota, Florida. In addition to her presentation, Dr. Jenna Lee was invited to be a panelist for the Research Forum “Challenges of an Assistant Professor in Maintaining a Research Pipeline.”

**Dr. George G. Fenich** from the College’s School of Hospitality Leadership recently participated in the Global Event Education and Training Haikou Forum (GEETHF) in Haikou, China. During the event, Dr. Fenich presented two workshops on the Meetings and Business Events Competency Standards. While there, he also promoted the online master’s degree in Sustainable Tourism and Hospitality, which is offered through the School of Hospitality Leadership.

**The Fall 2018 Induction Ceremony** for Eta Sigma Delta (ESD), the International Hospitality Honor Society, recently was held November 1, 2018, at the Darden Dining Room of the School of Hospitality Leadership. Thirteen new members took the ESD Oath and were welcomed into the society.
In Closing

As the new dean for the College of Business, there’s been no slow down since this announcement was made official earlier this year.

And, I wouldn’t have it any other way.

Engaging with alumni. Time on the road. Meeting with students. Working with faculty and staff. Prepping for our upcoming reaccreditation…all of this before breakfast, usually.

I’m communicating College of Business priorities that will help us rise above all the noise currently in higher education. A lot of this noise is out of the College’s control, but whatever results from it, the College has a strong foundation that is prepared to address whatever is thrown at it.

These priorities – improve funding, academic reputation, diversity and inclusion, and collaboration – will allow all of us to focus on items that are in our control; activities that will continue to build on the foundation that’s been supporting future leaders for more than 80 years.

The Four Cornerstones
Let’s change priorities to cornerstones. Can you see where we are going? Our foundation is strong and is prepared to withstand future challenges. These cornerstones will solidify the future of the College, which strongly affects, let’s brag here, the future of eastern North Carolina and the rest of the state.

If you got this far, I’m going to assume you’ve read everything in this Stocknotes issue. Norms dictate, in this situation, I should write, “we’re saving the best for last.” That’s not the case here. You’ve already read about some of the very best that’s happened since our last issue. There’s a lot more going on in the College, as well. Remember, Stocknotes has a page limitation. If you want to keep up with some of the other things happening, connect with us on one of our digital channels (business.ecu.edu/connect). If you’re connected with us there, I’m sure you’ve already read that the College is already moving forward with these cornerstones.

That’s what I love about the College. We focus on what we need to do, and we do get it done.

Moving Forward
Over the next issues, you’ll learn what we’re doing to build on these cornerstones. We’ll highlight in more detail what you can expect to see out of the College and its plans for moving forward. We’ll shine the spotlight on some of our successes and sometimes, we’ll talk about the challenges.

I believe transparency is key, especially when we do ask for help – and we do need your help. I believe a detailed and thorough understanding of a situation makes it easier for us as we work together to advance the College. All of us are bricks in the College’s foundation. All of us play a role in our success. All of us play a role in our College of Business.

I look forward to working with you.

All the best!

Paul Schwager, Dean
College of Business
For the 12th straight year, the COB ranks among the best U.S. business schools according to The Princeton Review.

Ranked in the top 20 nationally by SuccessfulStudent.org as a Best Online Business School.

Ranked in the top 20 nationally as a Best Online Business Administration is featured as a top online degree programs in the nation by TheBestSchools.org.

ECU’s Bachelor in Business Administration is featured as a top online degree program by BestColleges.com

MBA program recognized by U.S. News & World Report as one of the nation’s BEST ONLINE PROGRAMS.

For the 12th straight year, the COB ranks among the best U.S. business schools according to The Princeton Review.

Ranked in the top 20 nationally by SuccessfulStudent.org as a Best Online Business School.

Ranked in the top 20 nationally as a Best Online Business Administration is featured as a top online degree programs in the nation by TheBestSchools.org.

ECU’s Bachelor in Business Administration is featured as a top online degree program by BestColleges.com

MBA program recognized by U.S. News & World Report as one of the nation’s BEST ONLINE PROGRAMS.

For the 12th straight year, the COB ranks among the best U.S. business schools according to The Princeton Review.

Ranked in the top 20 nationally by SuccessfulStudent.org as a Best Online Business School.

Ranked in the top 20 nationally as a Best Online Business Administration is featured as a top online degree programs in the nation by TheBestSchools.org.

ECU’s Bachelor in Business Administration is featured as a top online degree program by BestColleges.com

MBA program recognized by U.S. News & World Report as one of the nation’s BEST ONLINE PROGRAMS.

For the 12th straight year, the COB ranks among the best U.S. business schools according to The Princeton Review.

Ranked in the top 20 nationally by SuccessfulStudent.org as a Best Online Business School.

Ranked in the top 20 nationally as a Best Online Business Administration is featured as a top online degree programs in the nation by TheBestSchools.org.

ECU’s Bachelor in Business Administration is featured as a top online degree program by BestColleges.com

MBA program recognized by U.S. News & World Report as one of the nation’s BEST ONLINE PROGRAMS.
Congratulations 2019-2020 COB Scholarship Recipients!

200 Students Received Scholarships!

$329,886*

*does not include four Accounting Faculty Scholarships which pay full in-state tuition and fees for the entire MSA program (valued at ~$16,000 each)