ECU College of Business Receives $500,000 to Establish New Faculty Chair

The College of Business at East Carolina University recently announced the establishment of a faculty chair for risk and insurance, thanks to an endowment from the Independent Insurance Agents of North Carolina (IIANC).

Officials announced the gift at an Aug. 28 luncheon held on ECU’s campus, where IIANC past presidents, board members, and staff members presented the first $200,000 of the $500,000 donation. The chair will be named the Independent Insurance Agents of North Carolina Distinguished Professor.

IIANC chief executive officer Robert F. Bird said, “Insurance is a vital part of our economy and business operations.”

“Our goal for this program is to further equip the students at ECU with insurance knowledge that will be valuable to them as they become the business leaders and owners in the future. In addition, we want to inform students of the career opportunities in the insurance industry, particularly the opportunities in insurance agencies throughout the state.”

College of Business to Host WorldCom ‘WhistleBlower’ Cynthia Cooper

The College of Business will host internal auditor and consultant Cynthia Cooper as its second speaker for the Cunanan Leadership Speaker Series.

Cooper is known for her role in uncovering the corporate fraud at WorldCom – to date the largest corporate fraud in history.

Dr. Frederick Niswander, dean of the College of Business, said, “Ms. Cooper speaks on ethics and leadership from a very personal perspective, and we believe her presentation will help attendees recognize the impact that a single person may have on the members of his or her community.”

Cooper was named one of Time Magazine’s 2002 Persons of the Year after detecting and reporting the fraud at WorldCom. Currently, she is president of a firm that provides consulting and training in internal audit, internal controls, governance and ethics.

Cooper’s presentation, titled “WorldCom Warnings: What Went Wrong and Corporate Governance Lessons Learned,” is free of charge and open to the public. The event will be held at the Hilton Hotel in Greenville on Jan. 17 at 3:30 pm.
Mark Your Calendar

Who: Frederic Mishkin
What: Beta Gamma Sigma Speaker Series
Where: Hilton Hotel in Greenville, N.C.
When: Feb 25, from 3:30 – 4:30 pm

Member of Federal Reserve System to Speak in Greenville

Dr. Frederick Niswander, dean of the College of Business, said, “We are deeply grateful to the IIANC for its investment in our students and programs.” Niswander continued, “Their support will help us provide superior instruction in risk and insurance and will also strengthen the link between the insurance community and the College of Business.”

The endowed chair in the College of Business will be a key component of the undergraduate business concentration in risk and insurance to be offered by the finance department. The program will be developed by faculty during the current academic year.

The IIANC has a long history of supporting higher education. Currently, the organization is completing a program of endowed scholarships at colleges and universities across the state.

Independent Insurance Agents of North Carolina, Inc. (IIANC) is a statewide trade association representing more than 1000 independent insurance agencies in North Carolina with more than 10,000 employees who work to protect North Carolinians.

Mishkin’s research focuses on monetary policy and its impact on financial markets and the aggregate economy. He is the author of more than fifteen books and has published numerous articles in professional journals and books.
College of Business Launches Cunanan Leadership Speaker Series

The College of Business at East Carolina University recently featured best-selling author and businessman Juan Enriquez as its first speaker for the newly-developed Cunanan Leadership Speaker Series.

Enriquez’s presentation, titled “Genomics, Knowledge, Polarization, and the Future of America,” was held on Oct. 3 at the Hilton Hotel in Greenville. More than 550 students, alumni, faculty members, and area citizens attended the event.

Enriquez is currently Chairman and CEO of Bioteconom LLC, a life sciences research and investment firm based in Boston. He is widely recognized as a leading authority on the economic and political impacts of life sciences. He is also an expert on the dynamics of the knowledge economy and the other social and political forces that are driving change in America and the world today.

He is the author of “As the Future Catches You,” an analysis of the impact of genomics on business and society, as well as “The United States of America,” which explores why, as technology advances, some countries are successful while others disappear.

Dr. Frederick Niswander, dean of the College of Business, said, “We are thrilled to bring some of our nation’s most successful leaders to Greenville through the Cunanan Leadership Speaker Series. Insight from leaders such as Juan Enriquez enrich, energize, and inform our students, faculty, and citizens alike.”

In July 2007, the College of Business announced the establishment of the Cunanan Leadership Speaker Series, made possible by a gift from ECU alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds were also provided by the Johnson & Johnson Foundation.

The next Cunanan Leadership Speaker Series event will feature Cynthia Cooper on January 17, 2008. Cooper is an internal auditor and consultant, and she is most well-known for her role in uncovering the corporate fraud at WorldCom in 2002.

The Cunanan Leadership Speaker Series is designed to bring distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics and the role of business in modern society. The Series is free of charge and open to the public.
ECU College of Business Named a Top 290 Business School for 2008

The Princeton Review – known for its college rankings based on how students rate their schools – has ranked the College of Business at East Carolina University as a top business school in the U.S.

The Princeton Review recently released the 2008 editions of its annual law and business school guidebooks. As part of its rating in the new guide, the College of Business is featured in a two-page profile outlining academics, career and placement, student life, and admissions information.

The profile also includes direct quotes from business students, who applaud “the helpfulness of the instructors,” and describe the College of Business faculty as “demanding and, at the same time, willing to do anything.”

Dr. Frederick Niswander, dean of the College of Business, said, “We are very pleased to be nationally recognized as a top 290 business school. Our longstanding AACSB accreditation, high quality faculty, high-touch instruction, exceptional value and flexibility are a winning combination at ECU.”

The Princeton Review compiled its rankings based on surveys of 18,000 students attending the 170 law schools, 19,000 students attending the 290 business schools in the books, and on school-reported data. The ranking lists and compilation information are available online at www.PrincetonReview.com.

There are approximately 2,500 business schools in the U.S.

ECU Alumnae Recognized for Leadership

The Women’s Roundtable at East Carolina University hosted a celebration on Oct. 17 to honor 100 alumnae recognized by their peers as outstanding leaders in their respective fields.

The event, titled “A Legacy of Leadership: One Hundred Incredible ECU Women,” was held at the Greenville Convention Center, where political commentator and news analyst Cokie Roberts delivered the keynote address. Approximately 800 people attended the event.

A series of afternoon teas were also held on campus in concert with the “100 Incredible Women” event. The College of Business’ tea was held in the Mendenhall Student Center, where 10 honored alumnae held a panel discussion and met with both students and faculty members.

Alumna Beth Everett (far right) discusses her career at an afternoon tea held on Oct. 17. Other honored alumni in the panel discussion include (right to left) Lisa Benton, Maggy Costandy, Paula Hale, Deborah Holloman, Carol Mabe, Linda McMahon, Jane Ranum, Coretha Rushing, and Rhonda Warren.

College of Business faculty members speak with Linda McMahon (center), CEO and co-founder of World Wrestling Entertainment, Inc.
Career Services Update

Launched in Spring 2006, the College of Business Career Services office continues to provide intensive one-on-one assistance to students.

The center primarily helps match students and employers through eRecruiting – an online network that connects students with high quality internships and full-time jobs. More than 500 companies have registered with COB Career Services eRecruiting to date.

F. John Paul “Scotty” Andrews, director of COB Career Services, listed Credit Suisse, Wolseley/Ferguson, Vanguard, and BB&T – as well as accounting firms such as McGladrey & Pullen – as the College’s top recruiters.

“ECU was the number one school for Wolseley in Spring 2007, with 22 of our business students accepting offers,” Andrews explained. “We continue to develop relationships with many employers large and small – some companies, such as Vanguard and others, now assign specific recruiters to help hire ECU students.”

According to the latest employment statistics, the average starting salary for an undergraduate business student at ECU is $39,100. MSA and MBA graduates typically earn salaries of $47,300 and $57,000, respectively, when taking new positions.

Looking ahead, COB Career Services will soon have a presence on Facebook, a social networking web site commonly used by students. This presence will enable Andrews’ office to “keep up with the times” and track more students after graduation.

Also on the horizon, Andrews said his office is planning to initiate an online networking tool called BizNet.

“Beginning in Fall 2008, BizNet will help connect business students with ECU alumni who will share their professional expertise and knowledge to help students achieve their career goals,” Andrews said.

BizNet will consist of a large database, which students will search by various criteria – including Career Field, Employer, Geographic Area, or Industry.

“Preparing students for their future careers is very important to us,” Andrews said. “Alumni will soon have the opportunity to help supplement our efforts, expanding students’ networks and career possibilities even further.”

COB Career Services is located in 3016 Bate Building. For more information, call 252-737-1236 or visit online at http://www.ecu.edu/cs-bus/careers/index.cfm.

HIRE ECU TALENT

1. Bring the signature skills and talent of ECU business students and graduates into your workplace!

2. Now you can easily access our talented pool to fill your hiring needs - post a position on the COB Career Services web site by visiting www.ecu.edu/cs-bus/careers or call 252-737-1236.

3. The COB Career Services office helps match our talented business students with high quality internships and full-time jobs - and we stand ready to assist you.
COB Enrollment Continues to Rise

For the third straight year, College of Business student enrollment continues to increase both online and face-to-face. According to Fall 2007 data, total enrollment grew approximately 11% from Fall 2006.

This latest enrollment data echoes growth taking place at the university level. In mid August, East Carolina University announced that approximately 25,990 students arrived on campus this fall, its largest enrollment yet.

Dr. Stanley G. Eakins, associate dean of the College of Business, said, “I believe part of our growth is due to the positive academic reputation of the College, which also seems to strengthen each year.”

Eakins continued, “The satisfaction of our students and their educational experience is also fueling our growth, coupled with the hard work by our faculty and staff – along with backing from our trustees, donors and supporters.”

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New Technology Installed in College of Business Conference Room

The College of Business has installed state-of-the-art equipment in its main conference room located in Bate 3015, creating a “smart classroom” as well as an area to test new technology.

Dr. Richard Kerns, associate dean for computer services, said the room now features five cameras, two projectors, microphones in the ceiling, a Polycom video conferencing unit, and automated blinds and screens.

In the near future, additional technology will turn the conference room into an advanced facility where audio and video can be captured and streamed over the Internet – benefiting distance education as well as many other areas in the College.

The conference room is similar in concept to ECU’s Global Classroom, a state-of-the-art learning center that supports Internet-based, multiple-tool powered video conferencing. Kerns said that high demand for the university’s Global Classroom led to the creation of a facility specifically designed for the College of Business.

Kerns, who has worked at ECU for the past 34 years, said the high-tech conference room will also serve as an “incubator for technology” – enabling his department to test new technology for various purposes before expanding it into the classroom.

“Technology moves at a fast pace,” Kerns explained. “The idea of trying new things isn’t new for the College of Business, but we now have a multifaceted room that will enable us to stay on the cutting edge and be even more innovative.”
College of Business Assists with Professional Development for Regional Teachers

The Center for Economic Education (CEE), a public service unit of the College of Business, recently helped deliver professional development for high school math and science teachers throughout eastern North Carolina.

The two-week summer institute, held at Halifax Community College in Weldon, N.C., was part of East Carolina University’s $1.14 million grant through the National Science Foundation, called “TechMath: Real World Math, Technology, and Business Connections.”

During the summer session, College of Business assistant professors Dr. John Kros (MSCM) and Dr. Paul Schwager (MIS) led sessions designed to help teachers demonstrate real world examples of math and science in the classroom. Kros taught participants how to incorporate Excel spreadsheets into the mathematics curriculum using business applications, while Schwager presented topics related to the challenges of globalization. Assistant professor Ravi Paul (MIS), another key personnel on the project, assisted with the planning of the summer institute as well as with the presentations of Kros and Schwager.

Beth Eckstein, director of the College’s CEE, also presented at the summer institute, focusing on economics applications in algebra and calculus. Eckstein serves as one of four co-principal investigators on the grant – as well as the grant’s project director.

According to Eckstein, the mission of the grant is to promote science, technology, engineering, and math (STEM) careers among the students in eastern N.C.

“Having our College of Business faculty involved in this endeavor is a natural complement to the mission,” Eckstein said. “Students need a vision of where their academics will take them. Both John Kros and Paul Schwager were able to demonstrate the prevalence of business applications in the STEM fields of study.”

Eckstein continued, “The classic question of mathematics students is, ‘When am I ever going to need this information?’ Through the instruction of our faculty as well as those in Mathematics and Science Education, we’re helping high school teachers answer that question.”

As the grant activities enter their second year, a new group of teachers is being recruited. More business field trips and Saturday workshops will follow, as well as a second summer institute planned for July 2008.
Bello Honored by Alma Mater as ‘Global Ambassador’

Professor Topé A. Bello (MGMT) was recently named a Global Ambassador by his alma mater, honoring him as an accomplished international alumnus.

On Sept. 29, Eastern Illinois University (EIU) held a formal recognition banquet and alumni reunion in Charleston, Ill., where 11 distinguished international alumni were honored. Bello attended the special event with his wife Kathy, two children, and his parents.

Bello, who is originally from Nigeria, had never left his home country until January 1981, when he began his undergraduate studies at EIU. Bello said the university’s strong international program, coupled with its financial assistance package, made it a good choice for him.

“Although Eastern Illinois is a relatively small institution, they have one of the best programs for international students that I’ve ever seen — offering tuition waivers to qualified students and various forums to interact with the community,” Bello said.

In just 3½ years, Bello completed both his undergraduate degree and MBA from EIU, and he credits his father — also an alumnus of EIU — with encouraging him to work hard and aim high. Bello’s parents live in Nigeria, which made their involvement in his recognition all the more special, Bello said.

“It was a great honor to be named a Global Ambassador,” Bello said. “Returning to EIU’s campus brought back a lot of memories, and it also inspired me to see how we can help strengthen our own international program at East Carolina.”

Bello has taught at ECU since 1990. In 2002, he was named the ECU Teacher-Scholar of the Year for the College of Business, and he received the Commerce Club’s College of Business Teaching Excellence Award in 2004. He currently has more than 40 articles published in various scholarly outlets.

Bello earned a bachelor’s degree in business from EIU in 1983 and a master of business administration in 1984. He earned his Ph.D. in Management from the University of Arkansas in 1992.

Faculty Member Creates Scholarship in Memory of Parents

Assistant dean for online programs Margaret O’Hara and her brother, John O’Hara, recently established two $600 undergraduate scholarships for the College of Business.

O’Hara and her brother conceived of the scholarships as a way to honor their parents — Michael and Rose O’Hara — and assist online business students at the same time. The scholarships will be awarded to two online undergraduate students per year — one who qualifies based on academic excellence, and one who demonstrates financial need.

In establishing the scholarship, O’Hara said, “Growing up, our parents encouraged us to work hard and achieve. Their encouragement, coupled with financial assistance I received for my education, gave me the opportunities I have today.”

O’Hara explained that many online students aren’t eligible for COB scholarships, due to their part-time status. She said the new scholarships are her way of giving back, reaching out to those earning their BSBA through distance education.

“Our online students are very strong academically — they work hard and perform well, oftentimes juggling a career and family at the same time,” O’Hara said. “These new scholarships help recognize our outstanding online students and their efforts.”

Students interested in applying for COB scholarships can download an application form at http://www.ecu.edu/cs-bus/scholarships.cfm. All applications must be submitted by Feb. 29, 2008, to the College of Business Scholarship Committee – located in Room 1200 of the Bate Building.
Dr. Tony Polito
College of Business associate professor Dr. Tony Polito (MSCM) was recently interviewed in a USA Today article discussing the airline industry. The article, titled “Airlines may never fly right on customer service, experts warn,” ran on Oct. 17.

Polito told USA Today that carriers have focused so much on cutting costs that they no longer seem to have the human or technical resources necessary to improve customer service. “I’m not just talking about delays,” Polito told USA Today. “The seating isn’t comfortable. The food, if available, isn’t good. Employees aren’t happy, and that filters through to the customer.”

During the summer, Polito was also featured in the Detroit Free Press, The Atlanta Business Chronicle, and The Chronicle of Higher Education.

Drs. Elaine Seeman and David Rosenthal
Research conducted by assistant professors Dr. Elaine Seeman and Dr. David Rosenthal (MIS) was featured on PBS’ Nightly Business Report on July 12. In a “Bill of Health” segment, NBR Correspondent Jeff Yastine explored how digital technology is changing the way vital signs are monitored.

Seeman and Rosenthal’s research, titled “Electronic Intensive Care: A Technical Solution to the Intensivist Shortage,” was discussed during the program in support of new eICU technology and its benefits.

Dr. James Kleckley
Dr. James Kleckley, director of the College’s Bureau of Business Research, recently served as a panelist on Carolina Business Review, the longest running and most widely watched syndicated program on business and industry in the Carolinas.

The show – which aired on PBS on Sun., Nov. 18 – also featured N.C. Secretary of Commerce Jim Fain and John Warner, president of Swamp Fox, LLC. The panel discussed topics including the use of incentives to lure and retain companies in N.C. as well as changes taking place in N.C.’s manufacturing sector.

Ms. Robin Armstrong
Robin Armstrong, assistant director for graduate programs, was recently highlighted in the “30 under 30” issue of Mixer magazine – a publication of The (Greenville) Daily Reflector – highlighting 30 of the area’s most talented people under 30 years of age.

The article, which ran in November 2007, discussed the significance of Armstrong’s role as a recruiter as well as an advisor to ECU students as they progress through the MBA program. The article also mentioned her recent trip to Australia as part of the Rotary International’s Group Study Exchange program – along with her involvement in local arts groups such as Magnolia Arts Center.
Assistant professor Ronald Clark (MCSM) is passionate about the psychology behind consumer behavior.

Since 2005, his research has broken new ground regarding the pressures to conform in the marketplace. More recently, Clark was awarded the 2007 summer research stipend by the College of Business to continue his work.

“I’ve always had a fascination with consumer personality traits and how they affect purchasing decisions,” Clark said. “Consumers simply don’t operate in a social vacuum. Instead, much of consumer behavior is driven by both individual influences on groups and group influences on individuals. Understanding the nature and magnitude of that influence has been the thrust of my research to date.”

According to Clark, consumers typically react three ways to society’s influence: they conform to social norms, they rebel against the norm through anti-conformity, or they act independently — meaning they don’t rebel and they don’t follow society. These independent consumers are a bit of an enigma, according to Clark, because they conform to their own self-imposed norms, effectively marching to the beat of their own drummer.

Clark’s research has recently focused on consumer independence, an area that has largely been untapped until now.

“Independent consumers are a unique marketing segment to attempt to target,” Clark said. “Because they don’t fear social repercussions associated with their buying behavior, they tend to be more willing to try new things, enabling them to function as agents of new product diffusion. In time, I think marketers will come to view them as valuable a market segment as innovators, opinion leaders and market mavens.”

Ultimately, Clark’s research stream has confirmed what consumer researchers have been hypothesizing for decades: some consumers are more influential in the marketplace than others, and we can identify those consumers by their unique personality traits. In a time when traditional marketing media is being eschewed for buzz marketing, blogs, guerilla marketing, etc., understanding the truly influential consumers in the marketplace will be increasingly important.


Faculty Highlight: Ronald Clark

Avatars, such as the one pictured above from a travel web site, help enhance the online experience for consumers.
2007

Kathryn Allred (MKTG) accepted a position with Beyond Interactive, a marketing and advertising firm in New York City. She completed an internship with Southern Living magazine in Birmingham before moving to New York.

Debranetta Gethers (FINA) works in Product Control on the Structured Products Team for Credit Suisse in Research Triangle Park. She performs the monthly metrics reporting for the entire Structured Products Group.

Kelly Griffin Smith (MBA, MGMT ’03), a Washington native and Greenville resident, was promoted to assistant vice president at First South Bank in Greenville, where she is also a branch manager.

2006

Eric Dicken (MBA) accepted a position with Monumental Life’s MBA Management Development Program. He and his wife live in Winterville, and Eric frequently travels between Greenville, Kinston, and New Bern.

Daniel Dill (MBA) is the Assistant Director of Outlets for the Hyatt Regency Bonaventure in Weston, Fla. He oversees all of the bars and restaurants, 501 guest rooms, 100,000 square feet of conference and meeting space, and one of the largest Elizabeth Arden Spas in the Country. Dan married his long-time girlfriend in July.

Ashton Nelson James (DSCI) married Jennifer Lynn Hudson in Greenville on May 25, 2007. He is employed with Pitt County Memorial Hospital.

Elizabeth Dare Nelson (MKTG) married Jared Blake Gray on June 10, 2007, in Greenville. She works with Brantley, Jenkins, Riddle, Hardee & Hardee LLP in Greenville.

Michael Alexander Shusko (ACCT) and Erika Jean Leicht of Bethesda, Md., were married October 21, 2006. He works for CBIZ Accounting.

Donetta Steiner (MBA, MKTG ’04) is the new executive director at the Creative Learning Center, an adult care facility in Greenville. Donetta previously worked in Beaufort County Hospital’s Marketing & Public Relations department. She has also served as communications technician for the city of Greenville.

2005

Lindsey Brown (MBA), a former executive director of Greenville’s Creative Learning Center, was named community impact associate for United Way of Pitt County.

Jon Wesley Lancaster (MSA) passed the Uniform CPA Examination in August. He works as an Endowment Accountant for East Carolina University.

John Wesley “Jay” Landen (MBA, FINA’04) has been promoted to Vice President of Acquisitions with Silver Street Development in Wilmington, NC. Silver Street Development is a real estate company focused primarily on multi-family property acquisition and development. Silver Street currently owns and manages over 10,000 apartment units throughout the United States.

James Morgan (FINA) is a commercial lines producer for the Clement Companies, a Greenville-based insurance and financial services provider.

2004

Scott Fedysyn (MBA, FINA ’02) is a Travel Consultant for PricewaterhouseCoopers in the Tysons Corner, Va., office near Washington, D.C.

Lt. Peter Friend (MGMT) based at Fort Hood, Texas, is a tank commander with the 1st Cavalry in Baghdad, Iraq.

Ashley Hartis (MKTG) recently accepted a medical sales device position with DePuy Mitek, a Johnson & Johnson Company, as a medical device specialist in N.C. For the past three years, she worked in pharmaceutical sales for Ortho-McNeil, Inc., also a J&J company. Ashley and Scott Underwood (MKTG ’04) are engaged to be married in June 2008. Scott is an area sales manager with Glaceau, makers of Vitamin Water and Smartwater, in Raleigh, N.C.

James Russell Orr (MBA, MGMT ’03) married Jennifer Lynne White on August 3, 2007, in Greenville. James is a lecturer in the Management Information Systems department for the ECU College of Business and owns a computer consulting business.

Steven Troutman (MBA, DSCI ’00) is Senior Risk Analyst for Wachovia Bank in the corporate headquarters in Charlotte.

John Evans Tyson (FINA) married Lesley Scott Ashworth on July 27, 2007, in Southport, N.C. John is employed with Select Bank & Trust of Greenville and is pursuing his MBA at ECU.

Vernon James Webb (FINA and current MBA student) is working as a Team Manager for the Real Estate Lending Center at RBC Centura. He manages the preclosing team, which currently underwrites/Manages/approves real estate loans for more than 130 of RBC’s branches. By the end of the year, all 360+ branches will be sending their real estate loans through this department to be processed and funded.

2003

Julie Elizabeth Blalock (FINA) married Craig Jackson Walker on Sept. 15, 2007, in Hurdle Mills, N.C. She completed her Associates Degree in Radiography at Pitt Community College and is employed by Pitt County Memorial Hospital as a Portable X-ray Tech.

Chris Flickinger (DSCI) is Assistant Project Manager for Toll Brothers, Inc. in Chantilly, Va.

Kevin Fontana (MBA) recently returned to Greenville from a position at the University of Wyoming. He is co-owner of Evolution Computers, which has a store in Beaufort, N.C., and another recently-opened store in Winterville. Scott Rose and Alan Woodard (MKTG ’84) opened the original Beaufort store in 2004. The Winterville location will service and sell computers, and it will be an authorized agent for Alltel.

Paul Kaplar (MGMT) of Apex, previously a loan processor at First Bank, was promoted to branch officer. He has been with the bank since 2004.
Alumni Notes

Blythe Danielle McLawhon (DSCI) and Donald Keith Crawford were married May 5, 2007. She is currently a systems analyst at PCMH.

Courtney Marshall Norman (MKTG) and Hunter Lee Steed were married May 19, 2007, in Rocky Mount. Courtney works for Signsmith in Greenville. The couple resides in Goldsboro.

Brian Rimpf (ACCT), a former ECU football player, signed a one-year deal in March to stay with the Baltimore Ravens after being out for a season recovering from a torn hamstring.

Gary Shickora (FINA) is a sales representative for NVR-Ryan Homes in New Jersey. He and his wife, Karen, live in Mt. Royal, N.J.

Jennifer Roberta Smith (MGMT) married Neil Thomas Link '06 on April 28 in Cary. Jennifer works at UNC-Chapel Hill, and her husband works for MacConnell and Associates. The couple resides in Durham.

David Walton (MBA) and his wife, Jane, had a daughter, Emma Jane Walton, on Aug. 29. David is Assistant Vice President for Online Channel Risk Management for BB&T in Wilson.

2002
Kiley Nicole Crawford (BSA/MSA) married James Matthew Pigg on Aug. 18, 2007, in Bethel, N.C. Kiley is a Certified Public Accountant and is employed by IBM in Research Triangle Park, where she is a Senior Financial Analyst in Hardware Accounting.

2001
Michell Bruner (DSCI) and her husband Jason are the proud parents of twin babies, Jack and Cara, born Aug. 15, 2007. The Bruners currently reside in the Washington, D.C. metro area.

Kristopher Bush (FINA) lives in San Diego, Calif, and works as a Financial Advisor at Merrill Lynch. His team, the Bush Miller Group, has four members, which includes himself, another advisor, and two assistants. He has been with Merrill Lynch since January 2005.

Krista Ellen French (FINA) and Michael Glen West (MGMT) were married on Aug. 25, 2007, in Greenville. Krista is a Practice Administrator for Doctors Vision Center in Wilmington, and Michael is Regional Manager of the Outer Banks for RBC Centura. The Wests now live in the Outer Banks.

Mary Beth Kennedy (MBA) is a Senior Recruiter/Project Manager for Karen Harvey Consulting in New York City.

Darren Flores Kerr (DSCI) and wife Karen, of Ashburn, Va., had a daughter, Isabella Margery, on June 7, 2007. Darren works in sales for INPUT in Reston, Va. They have two other children, Alexander and Penelope.

Thomas “Scott” Respess (MBA) and his wife, Victoria McIntosh Respess, live in Winterville.

Todd Rouse (MBA), a substation and controls engineer in the electric department at Greenville Utilities, recently celebrated 20 years of service with the company.

2000
Chesley “Chess” Gray Black IV (DSCI) is the Director of Campus Services at Johnson & Wales University in Charlotte, N.C. Campus Services oversees the departments of IT Services, Facilities Management, and Printing & Mailing Services. Chess began his IT career at ECU, worked three years as Assistant Director for Technology at UNC-Charlotte, and two years a Director of ITS at J&W Charlotte prior to this appointment. As former head drum major of the ECU Marching Pirates, he also continues with music and conducting as an active clinician and adjudicator for several programs and competitions across the state.

1999
Oliver Joyner (FINA) and his wife, Melanie, live in Virginia Beach.

John McDonald (FINA) graduated with his second masters degree (MS in Taxation) from Seton Hall (NJ) in 2006. He also received a MS in Management with a concentration in Finance from Babson College (MA) in 2003. He and his wife Marla live in Fogelsville, Pa.

Beth Measamer (DSCL, Physical Therapy ’01) is a licensed physical therapist at Peak Performance Sports & Physical Therapy in Greenville.

1998
Lacey Rollins (MBA) married Zane R. Brisson on Sept. 22, 2007, at Lighthouse Point Yacht Club in Florida. The couple resides in Clemmons, N.C. Lacy was recently promoted to the Small Business Support Team Leader with BB&T in Winston-Salem.

Richard Walker III (FINA) is an agent for New York Life Insurance Company. He and his wife, Sheri, live in Wade, N.C.

1997
J.W. Blair (MBA) is the president and chief executive officer of ONLINE Information Services in Greenville. ONLINE Information Services has been in business since 1956, first as a credit bureau and collections agency and now as a provider of risk management tools for the utility and property management industries.

B.J. Smith (MKTG) will provide training and project management in his new job as an interactive account executive at Evolve, an advertising, marketing and public relations company in Greenville. He is a former vice president of digital creation at Criterion Solutions. He has taught Macromedia Flash Classes at Pitt Community College and worked with the Kinston Indians, Greenville-Pitt Chamber of Commerce, Carolina Mudcats, and Wallace Telecommunications.

1994
Jeff Saleby (ACCT) is the new finance director for the town of Hope Mills. Jeff was formerly a comptroller at Systel for more than five years, and he has taught evening accounting courses at Fayetteville Technical Community College.
1993

Marvin K. Blount III (MGMT) and his wife, Rebecca, have formed Blount and Blount Attorneys at Law and have moved to a new office on Arlington Blvd. in Greenville. The couple and their business were recently featured in the “Workweek” section of the (Greenville) Daily Reflector. Marvin, a third generation attorney, has served as counsel to the chief of staff of the U.S. Department of Justice, Antitrust Division in Washington, D.C., and as an assistant counsel of the U.S. Small Business Administration, Office of Advocacy in Washington. He serves on the state Board of Transportation and is chairman of the Secondary Road and Maintenance Committee.

1991

Todd Barbour (ACCT) and his wife, Sally, live in Chapel Hill and recently had twins, Ryan and Kelly, born on May 22, 2007. Todd’s consulting and software business, Barbour Consulting (www.barbourconsulting.com), is in its fifth year and has grown to six employees. The company is based in Raleigh.

Kevin Dale Cutler (FINA) of Bath was promoted to senior vice president at Wachovia. As the new community risk director for the company’s mid-south/north region, he manages the wholesale underwriting team for north Alabama and Memphis markets.

Steve Jones (FINA) was recently promoted by RBC Centura Bank to the position of market president of the Carolinas and Virginia. Jones previously served as market president for Eastern North Carolina and Virginia. In his expanded role, Jones will be accountable for building and leading a high performing sales team in retail, business, mortgage and commercial banking across North Carolina, the bank’s largest market, as well as South Carolina and Virginia.

Brian Smith (FINA), a former ECU football player and a member of the National Young Agents Committee, is a vice president of Greenville-based Hooker & Buchanan, a 70-year old insurance company, where he has worked for nine years.

Paul C. Watkins (MGMT) is the founder of Mobile-Highway LLC. He and his wife, Vanessa, live in Charlotte with their two children, Seth (6) and Geneva (3).

1990

John Felton (MGMT) is the resident agent in charge of the Ann Arbor Office of the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF). He and his wife, Sonja, (former Miss ECU from 1988-1989) live in Ann Arbor, Mich., with their two children – 10 year-old daughter, Ryann, and 8 year-old son, Robbie.

John L. Howard (MBA, MGMT ’88) teaches MIS 2223: Introduction of Computers for the College of Business’ Department of Management Information Systems.

1988

Gina Hathaway (FINA, BSN ’94, MSN ’98) recently announced the opening of her practice, Med CareEast, PA in Greenville. The business is an adult internal medicine-based practice, created to deliver comprehensive primary care to all residents of eastern North Carolina – regardless of insurance status, type of insurance, or diagnosis.

Rodney Mallette (MBA) of Burke, Va., is director of strategic integration with Agility Defense & Government Services in Alexandria, Va. He develops proposals for new business, integrating new companies into the parent corporation – a global provider of integrated supply chain solutions with more than 20,000 employees, 450 offices in 100 countries around the world and more than $4.5 billion in annual revenue.

1987

Steve Cunanan has assumed a new position with Johnson & Johnson Consumer Group of Companies. In his new role as Vice President Global Human Resources, Steve has HR responsibility for J&J’s global Consumer, Consumer Healthcare and Over the Counter pharmaceutical businesses.

1984

Ross Rhudy (FINA) has accepted a new position as partner and Chief Operating Officer of Ammons Pittman GMAC Real Estate in Raleigh.

1983

Deborah Davis (MBA, MGMT ’79) is the new chief operating officer at MCV Hospitals, part of the Virginia Commonwealth University Medical Center in Richmond, Va. In her 32 years at PCMH, she served as vice president for rehabilitation services, senior vice president and president.

William James “Jim” Payne (MBA, MGMT ’81, FINA ’82) of Greensboro and Julie Ward (ACCT ’82) of Marietta, Ga., were married May 28 on Warwick Bay Beach, Bermuda, in a small ceremony attended by their children. Jim is Vice President of Supply Chain for GoldtoeMoretz. Julie is relocating her CPA practice of 15+ years to North Carolina. They have three children – Eric, Will, and Rachel – and reside in Summerfield, N.C.

1982

Cynthia O. Giorgi (MGKTG) of Greenville was promoted from branch manager at the University Medical Center location of The East Carolina Bank to vice president business services at the Red Banks Road branch. Cynthia has 15 years of banking experience.

Heather Webb (MGKTG) was recently promoted to Associate Director in the Office of Sponsored Programs at Duke University. She became a Certified Research Administrator in 2006 and has worked in grants management for nine years. Heather, her husband John, and their 14 year-old daughter live in Durham.

1980

Randy Beeman (BUS) is the new town manager of Hope Mills. He was previously the town manager of River Bend and received the State County Manager Award while working in Pamlico County.

1979

Darrell Harrison (MBA, SOCI ’74) owns The Xerox Sales Agency in Greenville, which was recognized by Xerox Corp. as the number one sales agency in its eastern regions through Sept. for its rural sales agencies in assignment for the full year. The Greenville agency overachieved in all metrics with outstanding performance in black-and-white office products and color multifunction devices. Harrison has been associated with Xerox for 27 years.
1978

Robert Brinkley (ACCT) of Charlotte joined the ECU trustees in July. He is a retired corporate attorney and member of ECU’s Foundation board and Board of Visitors, serving on an oversight committee for Clark-LeClair Stadium.

Stephen A. Brown (BUSA) was recently honored with a four-year appointment to the ECU Board of Visitors. He is Vice President for Kane Realty Corporation in Raleigh, where he and his wife, Joanne, reside.

1974

Phillip R. Dixon (MGMT) received recognition as a citizen lawyer from the North Carolina Bar Association at its annual meeting in Asheville.

1973

Barbara Sauls (ACCT) retired from the Department of Defense Inspector General’s Office on Aug. 3, 2007, with 33 years of government service. She currently resides in Alexandria, Va.

1972

Larry W. Mallard (BUSA) was promoted to CEO with First South Bank and will oversee commercial and retail banking. His 30 years of financial services experience include being the quality and productivity executive of consumer banking for Bank of America and executive vice president of retail banking at First South Bank.

1970

Burney Warren (BUSA) announced that he will retire at year’s end as mergers and acquisitions manager of BB&T Corp. Burney, a lifelong Greenville resident, has played a significant role in BB&T’s transformation from an eastern North Carolina farm bank into the nation’s 11th-largest financial services company.

1967

Michael Chesson (BUSA), who has been a Nationwide agent for the past 35 years, was recently inducted into Nationwide’s Hall of Fame. He also recently earned the Million Dollar Round Table award. Michael currently resides in Virginia Beach with his wife, Darlene. His office, Chesson Insurance Agency, has been in its current location for the last 32 years.

IN MEMORIAM

1950s

James Irving Bennett (BUSA ‘50) of Greenville died May 16, 2007. He lived in Beaufort County and Farmville before entering the Army. For more than 43 years, he was a tobacconist in the Far East Asia tobacco market for A.C. Monk Tobacco Co. In retirement, he lived in Pine Knoll Shores with his wife of 53 years, Wila Stansill Bennett.

Nelson Bryan Gillikin (BUSA ‘56) of Beaufort died April 18, 2007. He was in the Coast Guard and Air Force, and retired as a major from the Air Force Reserves. He started working at Barbour’s Marine & Supply in 1956 and eventually became the owner. Gillikin was a Mason, Shriner, member of the Scottish Rite, chaired the N.C. Pilotage Commission and local Democratic Party, and served on the Carteret County boards of education and county commissioners.

Kenneth Harlon Neal (BUSA ’55, BUSA ’61, MKTG ‘83) of Goldsboro died March 17, 2007. A Marine Corp captain, he was active in his church and the Goldsboro Kiwanis Club. He retired from Wayne Community College as chair of the business department, where in 1997 he was named Administrator of the Year and received the George E. Wilson Award for teaching excellence.

Ted Lee Williams Sr. (BUSA ’59) of Wilmington and Spring Hope died on April 21, 2007. A four-year veteran of the Air Force, he was president of Williams Fabricate (Hangers/Williams Cleaners) and developed the prototype for the CO2 method of environmentally friendly dry cleaning. He held several offices in the N.C. Association of Launderers and Dry Cleaners, was on the board of directors for Wachovia, and received the Plant Design Award from the International Dry Cleaning Association and the Governor’s Award for Arts and Humanities for volunteer work for the Cape Fear Museum. He also enjoyed riding his motorcycle.

1960s

Charles “Mickey” Conklin (BUSA ’62) passed away in February 2006 due to complications from heart surgery. He was retired from Human Resources at Wrangler and VF Corporation in Greensboro, N.C.

Carolyn Joyce Wynn Stevenson (BUSA ’63) of Richmond, Va., and Henderson, died June 9, 2007. A Warren County native, she retired after 33 years with Blue Cross and Blue Shield of Virginia and was active in Flat Rock United Methodist Church.

1970s

Gilbert “Mac” McLeod Bailey Jr. (BUSA ’70 ’79) of Clayton died April 8, 2007. A Moore County native, he was in the Air Force from 1963 to 1966 and worked for the N.C. Department of Revenue for 27 years before retiring in 1998.

2000s

Joan Marie Pelletier (MGMT ‘01) of Miami, Fla., and Raymond, Maine, died May 8, 2007. She worked in marketing for Winn-Dixie, and later at the On Ideas and First-Team advertising agencies. She was engaged for a year and recently finished sewing her self-designed wedding dress. Clothing design and dance were her hobbies.
Eastern North Carolina businessman James (Jim) W. Chesnutt (BSBA ’63) was one of four ECU alumni recently honored with the 2007 Outstanding Alumni Award.

Chesnutt and other recipients were recognized throughout Homecoming weekend, beginning with an Oct. 26 reception at the Greenville Hilton as well as a special ceremony at halftime of the ECU-UAB football game.

The Alumni Association’s Outstanding Alumni Award is one of the most prestigious offered by the university, recognizing alumni with outstanding and uncommon achievement in one’s profession, in civic affairs, and/or politics.

Chesnutt enrolled at ECU in 1959. Even though his mother initially expected him to attend Wake Forest or Campbell University, Chesnutt said that after one visit to Greenville, he decided ECU was the place for him to be.

Chesnutt graduated from ECU in 1963 and began his career at North Carolina National Bank, Bank of America’s predecessor. Chesnutt soon got into the textile industry, however, and worked in Henderson for the next 25 years.

At age 55, Chesnutt had the opportunity to return to eastern North Carolina as President and Chief Executive Officer of National Spinning Company, a leading supplier of synthetic and wool yarns as well as products for the craft industry. The company is located in Washington, N.C., and employs nearly 1,000 workers.

During a recent interview on Pirate Radio, Chesnutt said that returning to eastern North Carolina was like throwing him into the briar patch. “I love being 20 miles from Greenville,” he explained. “I’m close to where a big part of my heart is – and that’s on this campus of East Carolina.”

Chesnutt has devoted much of his career to the advocacy of jobs and economic development in North Carolina, focusing on the eastern region of the state. For more than 30 years he has worked to maintain employment in eastern North Carolina, improving the economic welfare of individuals and industries in the region.

Chesnutt is also a volunteer, serving on numerous boards, community groups, and educational organizations, including ECU’s College of Business Advisory Council and the Medical Foundation of East Carolina University.

He has also served as chairman of various industry groups – including the American Yarn Spinners Association, National Council of Textile Organizations, N.C. Manufacturers Association, and the New York Cotton Exchange, where he served on the board of directors.

In addition, Chesnutt is a philanthropist, having funded a generous endowment for the College of Business. This gift, along with other smaller gifts over the years, makes Chesnutt among the top ten lifetime individual donors to the College of Business.

“I believe we need to give back to our communities – both locally and within the industries we choose to work,” Chesnutt said. “Giving back to ECU is very easy for me to do, because without East Carolina, I would never be where I am today. I’m grateful to have come here at the time that I did, and now it’s my turn to help someone else.”
Alumni Update - Where are your classmates now?

Class of 1983

Lisa Daniel Benton, SPHR, (MKTG)
Sr. VP-HR for Wachovia Eastern Region, N.C.

Rich Belcher (DSCI/MIS)
Finance Manager, Invista, Charlotte, N.C.

Brian Britt (MGMT)
Pilot, Captain-737, Houston, Tex.

Kathy Burns, CPA (ACCT)
President of Burn & Bynum, PA, Cary, N.C.

David Cook (ACCT - Sr. Class Pres.)
Works with South Field Partners, LLC

Steven Grubb (MGMT)
Works with Paragon Surgical, Concord, N.C.

Hal Johnson, CFA (MBA)
BB&T Executive VP and Assistant Treasurer, Winston Salem, N.C.

Jeffrey Joyner, CPA
Corporate Controller for VT Specialized Vehicles Corporation, Washington, N.C.

Linda Ward (FINA)
Works with Associated Brokers Real Estate, N.C.

Michael Aman (MBA)
President of One Source Communications, Greenville, N.C.

Ellory Farrar (MBA)
Compensation Manager for GSK, RTP

Steven Peter Delorm (MBA)
Chemist, QA Dept. Mgr, Chef, and now a teacher in Littleton, Colo.

Tom Pupa (MBA)
Director of Strategic Accounts, Sonoco Products Co., Hartsville, S.C.

Gary Williams (MBA)
VP of Retail Credit Sales, Wachovia, Greensboro, N.C.

*Please note that alumni updates come from our most current Commerce Club data.
Stay connected! Send your updated information to Jim Westmoreland at westmorelandj@ecu.edu.
Read more about other classes in upcoming editions of Stocknotes.
New Students Inducted into Beta Gamma Sigma

The College of Business recently inducted 30 students into Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held Nov. 28 at the Greenville Hilton, where alumna and chapter honoree Bernita Demery (MBA ’02) delivered the keynote address. Demery currently serves as director of financial services for the City of Greenville.

Twice per year the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only, and students are invited to join based upon academic performance. The selection process is based on the criteria set forth in the chapter by laws.

Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. Assistant professor Dr. Shanan Gibson (MGMT) currently serves as faculty advisor.

The following table lists new inductees into Beta Gamma Sigma.

<table>
<thead>
<tr>
<th>Juniors</th>
<th>Seniors</th>
<th>Masters</th>
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<tr>
<td>Laura S. Botros</td>
<td>Allison E. Bottoms</td>
<td>Robert E. Gray</td>
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<tr>
<td>Jennifer A. Burleson</td>
<td>Lauren F. Curtis</td>
<td>Steven F. Johnson</td>
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<tr>
<td>Amanda L. Cauthorn</td>
<td>Jared Edens</td>
<td>Matthew D. Nobles</td>
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<td>Joseph E. Jones</td>
<td>Andrea K. Hernandez</td>
<td>Christopher J. Sherman</td>
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<td>Ashley Y. Lilley</td>
<td>Haley M. Jenkins</td>
<td>Seth P. Shore</td>
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<td>Marie W. Reese</td>
<td>Jonathan S. Kaufmann</td>
<td>Joseph T. Tomkiewicz</td>
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<td>Amy S. Roberson</td>
<td>Randall L. Proctor</td>
<td>Rebecca L. Turner</td>
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<td>Jeremiah A. Rowland</td>
<td>Venus Y. Sotir</td>
<td>Jennifer L. Underwood</td>
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<td>Courtney Schnackel</td>
<td>Toni M. Therault</td>
<td>Megan A. Veneris</td>
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<td>Joseph W. Sloan</td>
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<td>Yan Wu</td>
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<td>Brenton D. Umphlett</td>
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First Student Tackles both BSBA and MBA Programs Online

Like many distance education students, Debi Tirado wears many hats along with her role as an MBA student at East Carolina University.

Tirado, 33, currently resides in Stafford, Va., where she has lived for three years with her husband and two daughters. Tirado also works full-time as a special education teacher’s aide in the Stafford County public school system, providing instructional support for students as well as planning and control support for teachers.

Adding to the complexity, her husband’s military career with the Marine Corps moves Tirado’s family every three years. She hopes her family’s next move in 2008 – a more permanent transition – will make eastern North Carolina her home.

Upon earning her BSBA online at ECU in May 2007, Tirado’s senior advisor in the College of Business – Dr. Margaret O’Hara – encouraged her to pursue the MBA online, too.

Tirado took the advice and began her graduate studies in Fall 2007, becoming the first student to pursue both the BSBA and MBA fully online at ECU.

Tirado said the College of Business’ online program is conducive to her lifestyle – providing flexibility as she juggles her various responsibilities.

“Distance education allows me to choose when to do coursework,” Tirado explained. “As a mother, military spouse, and teacher’s aide, I need the freedom to decide when I can ‘attend’ class.”

Tirado said the most challenging aspect of the online program is time management and organization. “I quickly learned that, despite the online format, a student must be organized, determined to succeed, and able to manage his or her time to keep up with the courses,” Tirado said.

Her favorite class so far has been Cultural Environment of International Business (MKTG 3852) – a study of strategies/tactics to overcome cultural barriers to international trade, investment, and human relationships – taught by Dr. Havaa Meric.

“Without a doubt, I gained a tremendous amount of knowledge through this course in particular,” Tirado said. “My entire experience with ECU has been life changing, opening options that weren’t there before.”
MBA Student Gains Valuable Experience in Sen. Burr’s Office

MBA student Adam Keen recently completed a six-month fellowship in U.S. Sen. Richard Burr’s Wilmington office.

Keen, of Goldsboro, N.C., served as a staff member to Burr from July through December – assisting primarily with economic development initiatives in eastern North Carolina. The fellowship – the first of its kind – counted as credit toward Keen’s MBA degree in the College of Business.

Keen began his work with the Senator by traveling throughout eastern N.C., meeting with local economic developers and other leaders to get a better understanding of the issues.

“To know what the economic needs are in the east, I believe you must first meet with the people and learn first-hand,” Keen explained. “I attended various town hall meetings and economic development forums to learn about the driving forces of economic development in eastern N.C.”

After about a month of traveling across the eastern region, Keen settled into Burr’s Wilmington office. He then developed a log of economic development activities in eastern N.C., highlighting the major points from his discussions.

In September, Keen organized an Economic Development Roundtable at UNC-Wilmington, where approximately 30 people from across eastern N.C. discussed key questions about economic development – including assets in the region, potential alliances, and assistance Burr’s office could provide.

Keen said the information he gathered will be used to help craft Burr’s federal agenda for eastern N.C. in 2008.

On December 4, Keen also coordinated a Small Business Workshop at ECU, involving representatives from the U.S. Small Business Administration, N.C. Community College Small Business Center, and the N.C. Small Business and Technology Development Center.

Throughout his experience as a fellow, Keen said that he especially enjoyed interacting with people from across eastern N.C. and hearing their passion for the region – noting that he learned a lot.

“Since I am the first person to take on the job as a fellow working with economic development, I believe the entire job has been a challenge,” Keen said. “This has all been a new learning experience for me. But, I relish the challenge of getting out there every day, meeting new people, and working to make a difference in eastern N.C.”

“After completing the fellowship, I have reconfirmed my belief that eastern N.C. is a great place for business and a great place to live.”

Amberger Wins English Award

Senior business student Korie Amberger (FINA) recently won second place in the 2007 W. Keats Sparrow English Award – an honor that recognizes excellence in research and writing by students in ECU’s English 1200 composition classes.

Amberger, of Kinston, N.C., was awarded a cash prize and certificate for his paper titled “B.S. in Debt,” an examination of college debt and ways to curb it. As part of his article, Amberger discussed the need for students to become financially literate, citing the average U.S. undergraduate student loan debt at nearly $19,000 in 2002.

The three winners of the 2007 W. Keats Sparrow English Award were honored during an August reception held at Joyner Library, when each recipient read an excerpt from his or her work and gave brief remarks.

The W. Keats Sparrow English Award is sponsored by the Friends of Joyner Library, a nonprofit organization that provides financial support to the library.

The award is named in honor of Dr. W. Keats Sparrow, Professor Emeritus of English and former Dean of the Thomas Harriot College of Arts and Sciences.
From the Advancement Office

For nearly a century, East Carolina University has served our region, the state of North Carolina, and beyond. From our early days as a school for training teachers, ECU has grown to become a national doctoral research university with an enrollment of more than 25,000.

At the College of Business at ECU, we have grown too – from a small Department of Commerce in 1936 to a multi-faceted, modern College of Business serving more than 6,000 students each semester. Yet for more than 70 years one thing has not changed: we are highly committed to serving our students as an educational institution of excellence – preparing future leaders with a strong foundation of knowledge, skills, and individual support.

Later this year, as we embark on our second century, the College of Business will launch the largest fundraising campaign in its history – with a goal to raise $30 million. The campaign will focus on strengthening all the essential elements needed to help our students become capable, committed business and community leaders.

We are so grateful for your dedication and investment in ECU, the College of Business, and our students. Your continued financial support is needed now more than ever as we look to bolster our program in every way – from our curriculum to our faculty to our students.

From all of us at the College of Business, we wish you and your family a happy holiday and prosperous New Year. Thank you for your support.

Colin O’Connor
Major Gifts Officer
College of Business
East Carolina University
oconnorc@ecu.edu
http://www.ecu.edu/cs-bus/support.cfm

Stay Connected with the College of Business

East Carolina University is special place. We have the opportunity to be students for only a few years, but our connection to ECU is for a lifetime.

It doesn’t matter if you live beyond North Carolina, across the country, or have limited free time – alumni and friends can stay involved and informed in many ways. Consider the following opportunities to re-connect with the College of Business:

• **Host a class or club corporate field trip.** Student groups traveled to Wachovia’s Trading Floor in Charlotte again this past year, and they also visited Cooper Hand Tools in Apex. Experiences like these provide unique, hands-on opportunities for our students.

• **Return to campus and be a guest speaker.** Your insight helps bring real-world examples into the classroom. From time to time, we’ll also assemble informal panels that allow alumni and friends to discuss their experiences.

• **Participate in university Career Fairs and student recruiting.** Career Fairs are a great way to introduce what you are doing to many students. Likewise, visit COB Career Services to post your job opportunities – and tap into our ECU talent.

• **Keep your classmates up to date.** Simply visit our Commerce Club web site at http://www.ecu.edu/cs-bus/memberupdate.cfm, and you can post information instantly. A pdf version is also available if you prefer to mail us your update.

• **Get others from your company/organization involved.** In the fall, we enjoyed a wide range of guests – from the Government Accountability Office to the head of Krispy Kreme Doughnuts. Help others catch Pirate fever!

• **Serve as a resource for students exploring various careers.** Later in 2008, we’re planning to launch a new program that will help connect students with alumni mentors. More information will come in the future regarding this exciting initiative.

We thank so many of you who have helped us in the past as we continue to enhance the quality of both academic and professional opportunities in the College. Please feel free to call me at 252-328-0130 or e-mail me at westmorelandj@ecu.edu if I can be of assistance to you.

A strong alumni base demonstrates that ECU is more than just those few years of college; it is a lifetime of pride, passion, and tradition.

Jim Westmoreland
Associate Dean for External Affairs
College of Business
East Carolina University
westmorelandj@ecu.edu
http://www.ecu.edu/cs-bus/commerceclub.cfm
Business Etiquette Dinner
Hones Good Manners, Professionalism

The College of Business recently held its sixth annual Etiquette Dinner, a four-course event open to all student organizations in the College.

The event began with a before-dinner reception and covered business etiquette, table manners, and a range of discussions about the dos and don'ts of a business lunch or dinner.

Several business leaders from North Carolina also participated in the Etiquette Dinner – including Nancy Stallings, Marvin Blount III, Bill Shreve, Marty Hackney, Ralph Finch and Nick Francis – giving students the opportunity to network while practicing their dinner table etiquette.

Instruction was provided by Su-Su Corbitt, a certified etiquette consultant with more than 20 years of experience. Corbitt, an ECU alumna, provides etiquette consulting to a wide range of professionals, including diplomats and business leaders.

MBA student Lauren Mitchell (right) demonstrates the proper way to hold a knife and fork while Courtney Cherry (far left), Su-Su Corbitt, and Joe Robinson look on.

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

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

We welcome your letters and comments.

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