



Coastal Carolina University

E. Craig Wall Sr. College of Business Administration

WALL COLLEGE news

Fall 2011/Spring 2012

A newsletter for faculty, staff, alumni and friends of the
Wall College of Business



COASTAL CAROLINA
UNIVERSITY

www.coastal.edu/business



A Message from the Dean....

We continue to make great strides in the Wall College of Business.

We have a new strategic plan with shared values that reflect our vision and mission. Our focus on students, curriculum, faculty and staff, and community reflects our continued efforts to provide the best academic experience for our students. Our faculty and staff maintain the highest standards while being outstanding in their professional lives. The community remains important as we strive for partnerships and to have an impact in the region.

I am impressed by the support that I have received from each department regarding what they can offer our students. We had our first volleyball tournament with the First Year Experience (FYE), and the faculty won! Additionally, we have designed a course to follow the FYE class to engage all students with an introduction to the global culture of business, which will allow us to have more interaction with students early in their academic studies. We have also proposed a course that will integrate what students have learned early in their studies with practical applications and experiences. One of the things that I am most proud of is the creation of four new concentrations in management – entrepreneurship, human resources, international, and operations and technology; this will allow the management major to attract students with particular interests.

We have recognized that we need to leave a plan for those who follow, and have rewritten our Policies and Procedures Manual, which is a major task for any college. Our faculty rose to the occasion, and I am extremely indebted to them for their efforts.

At the graduate level, our new Master of Accountancy (MAcc) program is doing extremely well, with our first students graduating from this program in the spring. We will be rolling out our newly designed Master of Business Administration (MBA) in the fall, and these efforts are a testimony to faculty working effectively to move a program forward.

I continue to owe a debt of gratitude to our Board of Visitors and to the other boards at the college level. Their support of our students and faculty with study-abroad scholarships, the awarding of professorships and their input on our program are a testimony on why to involve boards. I would also be remiss if I did not thank the Board of Trustees for their efforts and support as well.

To those who look back and say WOW, we will continue to look forward and improve our profile and footprint regionally, nationally and internationally.

Sincerely-

J. Ralph Byington, Ph.D.

Dean, E. Craig Wall Sr. College of Business Administration

The Wall College of Business newsletter is published twice annually for alumni, students, faculty, staff and friends of the Wall College of Business.

Editor:

Michael Latta, Ph.D.

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Investments Lab Opens

The E. Craig Wall Sr. College of Business Administration has inaugurated an innovative approach to financial education with its new Investments Laboratory, which opened Sept. 23.

Located on the ground floor of the Wall Building, the state-of-the-art lab is equipped with a 15-foot ticker display with scrolling financial information; two large screen televisions that offer access to CNN, CNBC and other financial news channels; 22 student terminals with dual monitors; and world-class investment management software. The databases in the lab include Morningstar's Investment Research Center, Thomson Reuters' Datastream, and Value Line's Investment Survey, among others.

The establishment of the investment lab and the creation of a student-managed investment fund has been a goal of the Wall College for many years, according to Ralph Byington, dean of the Wall College of Business. "This new facility offers students and other stakeholders the opportunity to learn about financial markets in an engaging and hands-on environment," said Byington.



From left: Dean Ralph Byington, President Dave DeCenzo, current CCU student Thomas Kelly, and Dr. Marvin Keene

According to Marvin Keene, chair of the Department of Accounting, Finance and Economics, the new lab will create a host of benefits, including an enhanced curricular program in finance; exposure to databases used by financial professionals that will significantly enhance the skill sets and marketability of CCU students; increased motivation for learning through the use of real-time, real-world data; and real-time participation in simulated and actual financial markets.

"Not only will the lab help enhance the finance degree and curriculum that is offered to us," said Thomas Kelly, a junior accounting and finance major from Yorktown Heights, N.Y. "It will also be a great place for my fellow classmates and me to compare research and collaborate on projects. We will learn the fundamentals of how the world of finance truly works, so that once we leave CCU we will be better able to succeed in the job market."

Wall College Connections 2011

Wall College Connections, the annual signature event for the college designed to give students insight into career opportunities and the professional world, took place on Nov. 16 in the Wheelwright Auditorium. The theme was "Making Connections in a World of Change" and consisted of the panel discussions "What it takes to make it in your OWN business"; "Coping in a World of Change: The financial crisis from both sides of the Atlantic Ocean"; and a student panel titled "Internships: Making Career Connections." Featured keynote speakers were Peter Gasca and Rhett Power, co-CEOs of Wild Creations. Wild Creations is a Myrtle Beach-based company founded in 2007 that creates, manufactures and distributes educational toys and specialty items with a focus on sustainability. Gasca and Power's spoke of sustainable business practices in a changing world," and it told a story of two friends who used their love and enthusiasm for the environment and animals to create a business with a commitment to providing customers with products that bring them closer to nature and to encourage the pursuit of adventure and knowledge outdoors.



From left: Dean Ralph Byington, Peter Gasca and Rhett Power, co-CEOs of Wild Creations

"What it takes to make it in your OWN business" featured Jeff Mense, managing partner of Emenson LLC and broker-in-charge of Commercial Property Management LLC; and Wall College alumni Alexander Klaus '05, managing partner of Addisco Value LLC., and Binni Baldursson '97, CEO of ALFA (Iceland). The speakers shared with the audience the "secrets to their success" and talked about the drive, determination, skills and patience it takes to succeed as an entrepreneur in the current market.

"Coping in a world of change: The financial crisis from different sides of the Atlantic Ocean" featured an interactive, international discussion conducted between CCU faculty, students and one of its German partner universities, Hochschule Bonn-Rhein-Sieg, via Adobe Connect, a state-of-the-art Web conferencing tool.

The final panel discussion of the day was titled "Internships: Making Career Connections." This panel featured current CCU students who have participated in internships, and CCU alumni whose internships developed into full-time employment. The panel stressed the importance of internships not just for educational and professional experiences, but cultural experiences as well.

The event was a great success, was well-attended, and received positive feedback from faculty, staff, students and participants.

Small named Director, receives prestigious nomination

The E. Craig Wall Sr. College of Business Administration has named Ken Small, Ph.D., C.F.A., C.F.P, the director of Graduate Programs.

Small, an associate professor of finance, will be responsible for the day-to-day administration of the Wall College's graduate programs office. He will also be in charge of recruiting and partnering with Grand Strand area businesses to promote and market the programs within the Wall College of Business and its benefits to the regional marketplace.

"Small's leadership will be a great asset to both the Wall College of Business and to the University," says Ralph Byington, dean of the Wall College of Business. "His experience, understanding of the global business marketplace, and his existing relationships within the state will help each of our graduate programs expand and provide a launching pad for the development of further professional education opportunities."



Small was also nominated for the 2012 Governor's Professor of the Year award. A luncheon was held in Columbia, S.C. in March in honor of the Governor's Professor of Year and Distinguished Professor nominees. "I am incredibly delighted to receive this nomination," says Small. "Receiving this recognition was a pleasant surprise."

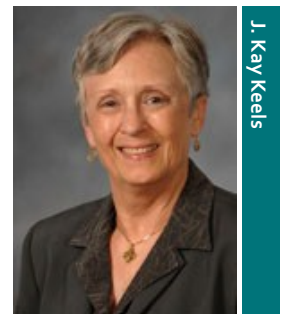
Small earned a bachelor's degree in finance at CCU. He earned an MBA in international banking from Texas A&M International University, a master's degree in economics and a Ph.D. in finance from the University of Tennessee. He joined CCU's faculty in August 2007.

Keels named Title IX Coordinator

President David A. DeCenzo has named business professor J. Kay Keels the Title IX coordinator for the University.

The Title IX coordinator is responsible for the administration and oversight of the University's compliance with Title IX of the Education Amendments of 1972 and subsequent regulations, which prohibit discrimination on the basis of sex in any educational institution receiving federal funds. The Title IX coordinator will also oversee training for prevention, crisis management and related judicial/disciplinary processes applicable to students, faculty and staff.

"This important appointment will assure that the University is meeting our mission and truly conducting business in an environment free of discriminatory practice," said DeCenzo. "Professor Keels will provide an independent perspective of our policies and processes relating to sexual violence and will help guide the fulfillment of our commitment to fostering mutual respect and trust throughout the University community."



In addition to responsibilities as Title IX coordinator, Keels continues to teach in the E. Craig Wall Sr. College of Business Administration, where she is an associate professor of strategic management and the Col. Lindsey H. Vereen Endowed Business Professor. She joined the University faculty in 2005 and was promoted to associate professor with tenure in 2008. She served as a member of the Campus Judicial Board (now Student Conduct Board) from 2006 to 2009. In 2011, she received the University's Student Affairs Division Award, in recognition of exemplary service and advocacy for students.

Keels earned a Ph.D. in strategic management from the University of South Carolina, a Master of Divinity degree from Emory University's Candler School of Theology, an M.Ed. in recreation administration from the University of Georgia, and a bachelor's degree in special education from Columbia College. Prior to joining the CCU faculty, Keels taught at Louisiana State University's College of Business where she received the Outstanding Faculty Award for Women and Gender Studies.



Management, Marketing and Resort Tourism split

The Department of Management, Marketing and Resort Tourism was divided into two departments entering into the fall 2011 semester. The new departments are Marketing and Resort Tourism and Management and Decision Sciences, with Mark Mitchell, Ph.D., and Barbara Ritter, Ph.D., serving as department chairs, respectively.

Several factors that led to the split, however one of the main reasons for this split was so department chairs could give their faculty and students more personal attention. "At that time, we had over 70 percent of Wall College of Business students as majors in our management, marketing and resort tourism management programs," says Mark Mitchell, chair of the former Department of Marketing, Management and Resort Tourism. "It was recognized that, at some point in the future, we would move toward a larger number of smaller departments to best serve our students and faculty colleagues. The decision was made this past year to execute that split."

Mitchell says the split is a great step forward in improving the relationship between the college and its students, and he is excited about what is to come. "It was a real pleasure to support the work of my management colleagues during the time I served as their chair. I'm proud of their successes and development as a group of colleagues, and I'm very excited about Barbara Ritter's selection as department chair. Under her leadership, the group has revamped the management curriculum, and I look forward to working with her and supporting her efforts in the future."



Charles Parisher

Parisher named Director of Wall Fellows Program

Charles N. Parisher has been named director of the Wall Fellows program of the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. He succeeds Ned Cohen, who retired in July. Conceived in 1995 by the late E. Craig Wall Jr., a prominent South Carolina businessman and CCU supporter, the Wall Fellows program prepares top students for high-level careers in major U.S. and international corporations and organizations.

Parisher has been an instructor and executive-in-residence in the Wall College of Business since fall 2009. He has more than 32 years of experience in business.

Parisher is owner and president of Beverage Consulting Associates. He earned a bachelor's degree in business administration from East Carolina University and an MBA from Winthrop University. He served four years in the United States Air Force as an intelligence analyst and Russian language interpreter. He also worked with the National Security Agency.

MAcc program debuts

Coastal Carolina University has established a Master of Accountancy (MAcc) degree, which was developed to meet the growing demand for Certified Public Accountant (CPA) certification.

The 30-hour degree program is designed to help students achieve certification as CPAs or Certified Management Accountants (CMA). The MAcc degree will prepare students for careers in public accounting, industry, financial institutions, government, nonprofit organizations and entrepreneurial endeavors.



"This program adds value for students," says Marvin Keene, chair of the Department of Accounting, Finance and Economics at CCU's E. Craig Wall Sr. College of Business Administration. "The type of courses included in the MAcc curriculum go beyond what students have studied previously as undergraduates, honing and perfecting skills they will need to succeed in accounting positions at CPA firms or industry. Besides getting a head start in preparing for the CPA exam, they'll also be cultivating relationships with community partners that will benefit them as they start their careers."

International News



EAIE in Copenhagen

Darla Domke-Damonte served with a team of colleagues from Italy, Germany and France to deliver a workshop on joint and double degrees to a group of 30 participants from 19 countries at the European Association of International Educators (EAIE) meeting in Copenhagen, Denmark last year. The annual EAIE meeting, the largest meeting of educators dedicated to international education in Europe, had 4,000 registered attendees for the meeting.

More International News

- Wall College faculty taught abroad at international partner universities: Darla Domke-Damonte and L. Taylor Damonte at the Fachhochschule Mainz in Germany, Yoav Wachsmann at Fachhochschule Remagen Rhein Ahr Campus Remagen in Germany, and Carol Cissel at Beijing Language and Culture University in China.
- The Wall College of Business adopted novel strategies in short-term study abroad programs in 2010 – 2011, increasing the number of credits from three to six in the Maymester programs, including some required upper division courses to appeal to a broader range of students for use in degree completion, and adding a new study abroad program in Asia.
- A new study abroad program was introduced, and successfully delivered, to South Korea and China, a landmark as the University's first study abroad course to Asia, with professors Jay Teets and Bomi Kang as program leaders.
- The Wall College of Business increased its student enrollment in the 1+2+1 Sino-American Double Degree Program from one student to three students, and increased the majors represented to include Resort Tourism Management and Economics.
- \$8,800 was awarded in scholarships through the Wall College of Business Board of Visitors International Programs Scholarship in November 2011 to facilitate study abroad by students from the Wall College of Business. An additional \$2,000 was awarded to WCOB students from the Horry

County Higher Education Commission Scholarship program to enable students who graduated from high schools in Horry County to participate in the WCOB study abroad programs.

- The Wall College of Business hosted the visit of Professor Klaus Deimel, dean of the School of Business at University of Applied Science Bonn-Rhein-Sieg, Germany, who led a student group as a part of the 11th annual cooperative International Summer School in 2011.



Dean Ralph Byington, Klaus Diemel, and Assistant Dean Darla Damonte



Inaugural Asia Study Abroad 2011



Asia Study Abroad site visit 2011

The Importance of Internships



By Thomas Kelly

To be a member of the Wall Fellows Program, one is required to partake in a six-month internship away from campus. Stephanie Boglioli, a senior accounting major and member of the Wall Fellows Class of 2012, recently completed her internship as a financial analyst with Citigroup in Miami, where she worked for the Institutional Clients Group for the Latin-American region. When she applied for a financial analysts position, Stephanie wasn't sure what the position entailed, but wanted to get the finance experience, due to accounting and finance being interdependent professions and there being more job opportunities available than just working for the Big Four.

When arriving in Miami, there was little training and instruction on how to perform assigned tasks, and Stephanie was expected to learn quickly on the job. "After two months of struggling and fighting with my projects, I figured out where my frustration was coming from," says Boglioli. "For the first time, I was in the real world with no safety net."

As a financial analyst, she was responsible for reporting directly to the regional VP, making macro and microeconomic reviews, reorganizing spreadsheets to ease future interns into the position, and developing a streamlined reporting process through the use of cloud computing.

Boglioli says that completing her internships changed her life for the better. "I found a career that I loved and that would give me the experience to reach my ultimate career goal as a forensic accountant. When people ask me about doing an internship, and even doing one specifically with Citi, I tell them to never turn down the opportunity. It was a great experience for me, and I hope more students experience this in the future."

Stephanie Boglioli

Wall Fellows Program ensures Job Placement in Tough Economy

By Thomas Kelly



Zachary Loberger

Colleen Schohl

With unemployment rates hovering around 9.5 percent since 2009, finding a job has been difficult for college graduates. Colleen Schohl and Zach Loberger, members of the Wall Fellows Class of 2011, were both able to secure employment upon graduation with substantial companies. Schohl, a finance major and math minor, was accepted into the Finance Graduate Training Program at UBS. This competitive two-year program consists of three eight-month rotations between the Stamford, Conn. and New York offices. She is directly involved in day-to-day operations and is gaining first-hand experience of how the business works. Along with the on-the-job learning, Schohl is receiving an intensive education on financial markets, UBS products, and other core business topics. "The Wall Fellows program helped me because I was constantly surrounded by dedicated and motivated peers, similar to myself, which prevented me from just coasting through required coursework," says Schohl. "I was immersed in an intense environment where the expectations were high, but the payoff was rewarding."

While looking back at her college experience, Schohl says, "If I could emphasize one thing it would be the importance of networking. Also, don't be afraid to take risks and step out of your comfort zone."

Zach Loberger, an accounting major and Spanish minor, completed two internships with Rolls-Royce as an undergraduate before being offered a full-time position as a financial analyst for Rolls-Royce Energy Systems Inc., located in Columbus, Ohio. His job duties include providing analysis to project team leaders about current cost status and their variances to budget for the purpose of maintaining strict cost control and to ensure profitability. When asked how the Wall Fellows Program helped him get where he is today, Zach responded, "If it weren't for the program, I would not have the job I have today. Simply put, the program provided me with an outlet to prove my worth to a highly respected company, and for that, I am truly grateful. One piece of advice Zach would like to give current students is this: "Understand the great opportunities right in front of you. CCU offered me every single tool that I needed to be placed in a dream job in an atrocious economy. I will always think of my four years spent at Coastal as the best four years of my life. Take advantage of everything CCU has to offer, and I promise you will reap the rewards."

Class of 2013 inducted

The members of the Wall Fellows Class of 2013 were officially inducted into the program on the evening of Oct. 21. The induction ceremony began with a pre-ceremony reception in the Edwards Courtyard. Afterwards, guests and inductees moved into the Edwards Recital Hall, where speeches were given by J. Ralph Byington, dean of the Wall College of Business; Charles Parish, director of the Wall Fellows Program; and current Wall Fellows Stephanie Boglioli, Colleen Mancano and Kayla Calhoun. Following the speeches, the incoming class signed the Wall Fellows Code of Conduct, and guests and inductees returned to the Edwards Courtyard for dessert and coffee. The ceremony was hosted by Wall Fellows alumni Christopher Miller and Zachary Loberger.



Wall Fellows Class of 2013



Wall College of Business Department News

Marketing and Resort Tourism

Jerome Christia serves as an Academic Coach for the CCU Call Me MISTER Initiative, on the Board of Directors for the new Academy of Hope and the Children's Museum of South Carolina, and as chair of the Coastal Carolina University NCAA Recertification Committee.

Michael Collins served as a track chair for the 2011 meeting of the Southern Management Association.

Michael Collins and **Taylor Damonte** authored a chapter on hotel operations for the recently published book, *Hospitality: An Introduction*, edited by Robert Brymer and Misty Johanson (Kendall/Hunt Publishing Company).

Taylor Damonte also serves on the board of directors for the City of Myrtle Beach Downtown Redevelopment Corporation (MBDRC) and as an important media contact and data source for news stories pertaining the hospitality industry along the Grand Strand.

Monica Fine presented her peer-reviewed research at the Fall Educators of the Marketing Management Association, the Atlantic Marketing Association and Southeast INFORMS. **Fine** also partnered with her undergraduate marketing students to provide marketing plans to local businesses such as One Punch Fitness, Surf City, Crafty Rooster and One-Hand Customs.

Andy Hendrick serves as a City of Conway Municipal Court Judge. He is also a legislative appointee to the Supreme Court Certification Committee for the South Carolina Rules of Magistrate Court.

Bomi Kang's research, titled "The Impact of Channel Knowledge on Shopping Orientations in Consumer Buying Behavior," was published in *Anatolia: An International Journal of Tourism and Hospitality Research*. **Kang** also received a Best Paper Award in Service Systems at the Spring 2011 Global Business Development Institute International Conference.

Michael Latta published his peer-reviewed research in *Quirk's Marketing Research Review* and *Alert! Magazine*. Additionally, he presented his research findings at meetings of the Atlantic Marketing Association and Southeast INFORMS. **Latta** also presented "The Moral Basis of Capitalism" as a Tea and Ethics discussion presented by the Jackson Family Center for Ethics and Values.

Henry Lowenstein's research on the impact of local vendor preference policies appeared in the *Coastal Business Journal*, and his research on labor force educational attainment was presented to the Myrtle Beach Regional Economic Development Corporation (MBREDC).

Carol Megehee presented her peer-reviewed research on consumer behavior to the Society for Marketing Advances in Atlanta, GA, and also served as a co-track chair for the meeting. **Megehee** partnered with her undergraduate students to provide marketing research services to local businesses such as Skydive Coastal Carolinas, Conway Main Street and Bodega Kitchen Shop, and served as both conference chair and track chair for the spring 2011 meeting of the Korean Academy of Marketing Science held in Seoul, Korea.

Carol Megehee, Mark Mitchell, Dennis Rauch, Sam Wathen, and Bob Nale published their research in *Nonprofit World*. The impetus for this article was a service learning project conducted in recent years for a local nonprofit organization.

Mark Mitchell served as a track chair for the fall 2011 meeting of the Atlantic Marketing Association.

Management and Decision Sciences

Janice A. Black served as the president of the Southwest Academy of Management (SWAM), where she provided strategic leadership and represented SWAM to the Federation of Business Disciplines and the Academy of Management.

Kurt Hozak was asked to serve as RFID Journal LIVE! 2012 track chair, which is a conference where leading industry experts share the latest technology for business improvement.

Kay Keels received the Coastal Carolina Student Affairs Division Award for her work on the University Student Conduct Board and her commitment to students.

Barbara Ritter was named Beta Gamma Sigma Outstanding Chapter Adviser. This award is given to only one adviser out of 500 BGS chapters in the world.

Erika Small served as the adviser for the student chapter of the Society for Human Resource Management, which was awarded a Superior Merit Award by the national organization.

Nick Twigg serves on the Board of Directors of Coast RTA, the Waccamaw Regional Transit Authority; he is the chairperson of the operations and planning Committee, and was appointed by the regional legislative delegation.

Accounting, Finance and Economics

Robert Burney serves on the Restoration Advisory Board of the Myrtle Beach Air Force Base, and served as treasurer on the board of directors and on the Asset-Liability Management Committee Carolina Trust Federal Credit Union.

Wall College of Business Department News (continued)

Linda Henderson is a member of the American Association of University Professors.

Melanie James is on the scholarship committee of the TN Society of CPAs .

Marvin Keene received the Marshall D. Butler Distinguished Professorship of Finance and recently performed community presentations with the Georgetown County Library Powerful Investment Education (P.I.E.) series and Jack and Jill of America, Inc. Keene is also the president and chair of the Board of the Academy of Hope Public Charter School.

John Marcis is a moderator at the Academy of Economics and Finance. Marcis is also a member of the Board of Editors of the Journal of Economics and Finance Education.

Thomas Secrest was the session chair at the 17th Annual Conference Track at the American Society of Business and Behavioral Sciences.

Kenneth Small received the FMA Superior Faculty Adviser Award, Beta Gamma Sigma Professor of Excellence Award and the Marshall D. Butler Distinguished Professorship of Finance. Small is also a program committee member and track chair for the Eastern Finance Association and treasurer of the Board of Directors of the Freedom Readers nonprofit organization.

Yoav Wachsmen is the director of the Each One Teach One program and treasurer of the Board of Directors for the Habitat for Humanity of Horry County.

Carol Cissel was awarded the Beta Gamma Sigma Professor of the Year. Cissel is also the Voluntary Income Tax Assistance Program coordinator.

Sheila Mitchell is the co-adviser of Beta Alpha Psi.

Karen Maguire received the William J. Baxley Jr. Applied Business Professor professorship. Maguire is also the Florence/Myrtle Beach Branch Manager and member of the Board of Directors of the Palmetto Chapter of the Association of Certified Fraud Examiners. He is also on the National Advisory Council for the Association of Certified Fraud.

Phil Little is the CFO and a member of the Board of Directors of Exsol Labs and a member of the Board of Trustees for Barnett Family Trust Fund.

Robert Salvino received the Koch Foundation Grant for the Student Business Plan Competition.

Andrew Weinbach received the Colonel Lindsey H. Vereen Endowed Business Professorship.

CCU Lecture series focuses on business law



From left: Dean Ralph Byington, Hendrick, Donley and Lowenstein



From left: Dean Ralph Byington, Lowenstein, Hearn, Karen Sauls, Hendrick and Tim Meacham

Coastal Carolina University established a new lecture series designed only for Wall College of Business students titled “Meet the Law.” The purpose of the series is to complement the business law courses offered through the E. Craig Wall Sr. College of Business Administration, and to give students the opportunity to meet and/or interact with legal professionals who are currently working in the judicial or regulatory system at the national, state or local level.

The program’s inaugural speaker was M. Owen Donley III, chief counsel for the Office of Investor Education and Advocacy with the U.S. Securities and Exchange Commission (SEC), and the second speaker in the series was Justice Kaye G. Hearn, who is the second woman ever to serve on the S.C. Supreme Court. The Honorable Mark Hammond will be the third guest speaker for the “Meet the Law” series in spring 2012.

The “Meet the Law” series was created by Wall College business faculty members Henry Lowenstein and Andy Hendrick. Lowenstein and Hendrick plan to invite one guest lecturer per semester.

Wall College Alumni Notes



John Bryer '94, Finance, is a statistician with eBay® in Salt Lake City, Utah.

Christopher Poole '11, Business Administration, is material handling insides sales manager for The Curtis Company, Inc. in Pelzer, S.C.

Elanit R Hasas, '00, Finance and Marketing, works for State Farm in Mableton, Ga.

Chris Reynolds '07, Resort Tourism Management, is a commercial and consumer credit analyst at Provident Community Bank in Rock Hill, S.C.

German Perez '10, Marketing and Economics, is an assistant tennis coach at Campbell University. He is also currently pursuing his MBA.

Adam Raschke '02, Management, is an experienced state and local tax manager with Grant Thornton, LLP. He and his wife Erin recently had a baby boy, Kenneth Edward Raschke III.

Krisiann Jackson '09, Marketing, is a marketing specialist at Sage Island Integrated Marketing Agency.

Krisztina Eva Szabo '10, Economics, is a second-year law student at Charleston School of Law.

Ashley Marie Taylor '09, Marketing, is a health information coordinator at Urological Associates of Lancaster.

Joe Dumbaugh '02, Marketing, is employed at Dumbaugh Insurance Agency, Inc.

Chris Nowacki '03, Marketing and Management, is the national account manager for Ashburn Hill Corporation in Charleston, S.C.

Heather Moore '09, Business Management, is currently in her third year of law school; she will graduate with her juris doctorate on May 5, 2012.

Eric Aycock '08, Business Management, wed alumna Jessica Titus '08, Early Childhood Education, on June 26, 2011 in Gettysburg, Pa.

Brandon A. Silvey '09, Business Management, is a subcontracts administrator for The Shaw Group in Jenkinsville, S.C. He is currently working on the new nuclear construction of two nuclear units.

Ryan Marie Younis '06, Marketing, is a director for Market Hardware, Inc., a Web marketing company in Bethesda, Md.

Eric Quimby '04, Marketing, is an account executive for Wolfpack Sports Marketing, a division of Capitol Broadcasting. He is married to alumna Abby (Hawk) Quimby '06, Elementary Education; they have a son named Cole.

Willie T. Smith '08, Accounting, is an accounting technician with the Department of Veterans Affairs in Long Beach, Calif.

Melissa Honaker '02, Accounting, is the vice president of finance/CFO of Forge USA and Machine USA.

Joe Froelich '92, is the publisher for Scuba Sport Magazine. The magazine released its first issue Christmas week 2011. Scuba Sport Magazine is a bi-monthly diving/underwater lifestyle magazine.

Brittany Arielle Stump '11, Accounting, is currently working at American Acceptance Corporation and is working on obtaining her master's degree.

Danielle Conant '03, Marketing, and is the business development executive for a consulting firm in Los Angeles, CA.

Donald K. Lamontagne '06, Business Administration, is retired from the U.S. Air Force and is the owner of Blue Coast Property Management Inc.

Lisa Lassiter '01, Accounting, is the director of finance for the Myrtle Beach International Airport.

Robert J. Bruecken '09, Finance, is the general manager of Myrtle Beach Vacation Rentals, Inc. He and his wife Tara Hannan-Bruecken welcomed son Declan on June 14, 2011.

Daniel "DJ" McCoy '07, Management, is a mid-Atlantic industrial sales rep for Sunbelt Rentals in Raleigh, NC. He is pursuing his MBA and will graduate from Charleston Southern University in May 2012.

Nathan Buck '11, Management, is a project engineer for Hitt Construction in Falls Church, Va.

H. McRoy Skipper Jr. '70, Accounting, is a licensed CPA and is a partner in WebsterRogersLLP, where he is in charge of the Litchfield Beach and Georgetown offices.

Blair Bratcher '11, Resort Tourism Management, is a human resource specialist in Gatlinburg, Tenn.

Benjamin Ward "Rocky" Reavis '81, Business Administration is employed as a field office manager for Squires Forest Products in Conway, S.C.

Thelton Robert Powell Jr. '98, Management, is the manager of Charles Town Landing State Historic Site with the SC State Park Service in Charleston, S.C.

Bethany Lowry '09, Management, is a human resources specialist for the FDIC's Kansas City Regional Office.

John Appleby '08, Resort Tourism Management, works for the Department of Health and Human Services. He is also a graduate student at New Orleans Baptist Theological Seminary. He and his wife, Rachel, have two daughters.

Thomas P. O'Donnell '93, Business Administration, is the CEO of O'Donnell Industrial Design & Sales Inc. He and his wife Annette have one daughter and a baby boy on the way.

Brian McConville '05, Accounting and Finance, is an intermediate financial analyst at Bank of America.

Richard D Scott '89, Business Administration, is the general manager of the Gilmore Entertainment Group LLC, aka as The Carolina Opry. He and his wife Margaret have a daughter.

Chuck Papiernik '99, Accounting, is the accounting manager for Time Warner Cable in the corporate office located in Charlotte, N.C. He and his wife Christy have three children.

Angela Holbert '08, Marketing, is an agency field specialist for State Farm Insurance in Charlottesville, Va.

Chris Pitcock '02, Finance, is a sales manager for the Doubletree Suites Tampa Bay in Tampa, FL. He is married with four boys.

Matthew Nemes '03, Finance, is the senior accountant at Cherry, Bekaert & Holland in Bluffton, S.C. He and his wife Ashlee '03, who is also a Wall College of Business graduate, have a son.

Richard M. Marsh '01, Finance, is the co-owner of Creating Insurance Solutions. He and his wife Shelley have two children.

Tina Williams '08, Management, is an accountant with the South Carolina Department of Transportation.

Stephen Chapman '07, Marketing, is a development coordinator at Mercy Hospice.

Jessica A. Dupee '11, Accounting, is currently a full-time student in the Master of Accountancy (MAcc) program at CCU.

Wall College Alumni Notes

Ginger (Beverage) Brehl '02, Marketing, is the tradeshow manager for Cardinal Health. She is married to fellow CCU alumnus Joseph Brehl '01, and they are the parents of twins.

Layne Law '08, Management, is an operations specialist on the global marketing team at Schneider Electric in Warsaw, Poland.

Roger G Harrelson '78, Business, is retiring from Santee Cooper in March 2012. He has worked with the company since 1979 as an energy auditor and electrical supervisor.

Cory Savik '05, Finance, is a commercial real estate appraiser at Cushman & Wakefield. He specializes in dispute analysis and litigation support.

Jamie Badger '08, Management, married fellow CCU alumnus Teria J. Badger '06 on Oct. 12, 2011.

Rickey H King, '87, Business Administration, is an adjunct faculty member at Horry Georgetown Technical College. He teaches classes on management, marketing and supervision.

Melanie Lee '88, Business Management, is the administration manager at Probuild Co. She has two children.

Paula Wise Woodle '09, Accounting, is a financial accounting representative for HTC Inc. in Conway, S.C.

Lee Horton '10, Accounting, is a tax accountant at Webster Rogers LLP.

Mark Kiskunas '96, Finance, is the CEO at Plantation Financial Corporation and Plantation Federal Bank.

John N. Decatur '92, Finance and Management, is a certified insurance counselor at Capital Bauer Insurance Agency. He married Wendy Quinn in July 2008.

Heather Peck '11, Resort Tourism Management, was recently promoted to catering manager for the Myrtle Beach Marriott Resort & Spa at Grande Dunes.

Marissa Mitzner '08, Management, works for the American Wind Energy Association (AWEA) as an education organizer. She resides in Washington, D.C.

Lauren Simmons Barker '05, Accounting, is the athletic business manager at Coastal Carolina University. She and her husband Brent have a son.

Samantha Hicks '10, Management, is the director of professional development at Coastal Carolinas Association of Realtors.

Joy Josey '10, Resort Tourism Management, was recently promoted to the sales and events assistant at the Boston Marriott Long Wharf.

Alicia Calhoun '00, Accounting, works for Ford's Fuel and Propane in Loris, S.C. She and her husband have a son.

Ladd Mangum '02, Management, is a business manager for Grange Insurance.

William P. "Bill" Jennings '82, Management, is a retired US Naval Officer and is currently employed by Ebbco, Inc. in New Baltimore, Mich. He and his wife Bridget have a son.

Charlotte Tallmadge '02, Business Administration, is senior vice president and service delivery manager at Bank of America. She and her husband Kenneth have three children and reside in Iron Station, N.C.

Kenneth R. Tallmadge, Jr. '93, Business Administration, is the owner of Quality Water of the Carolinas, which is located in Denver, N.C. (see also Charlotte Tallmadge '02).

Victoria (Sheets) Sutler '09, Accounting, received her master's degree in accounting from NC State University in May 2010. She is currently employed at Ernst & Young LLP. She and her husband Cody live in Raleigh, N.C.

Rich DeLillo '93, Management and Marketing, is a senior business intelligence developer at Cartus. He lives in Fishkill, N.Y. with his wife Lisa.

Sabrina Israel '06, Business Administration, is the director of sales and marketing for The Palace Theatre in Myrtle Beach, S.C.

Daniel Lombardozi '10, Management, is the stair and rail division account manager for Signature Companies. He recently married Alysa Reardon '09.

Jamal Kinlaw '02, Accounting, is a commercial and consumer loan officer with Horry County State Bank. He received his MBA from Webster University in 2011. He and his wife, Shamara, have a son.

Kristie D. Hendrick '00, Management, is vice president of administration at People's Underwriters, Inc.

Mirela Hamilton '05, Management, is working on her MBA at Florida International University.

Andrew Simmons '08, Management, was recently promoted to latex salesman at Vandelay Industries.

Brittany (Nelson) Kepple '06, Marketing and Management, is the regional sales manager at La Brea Bakery; she is married to Brian Kepple '06.

Brian Kepple '06, Management, is the operations manager at Waste Management.

Kelly (McCoy) Kochendoerfer '05, Accounting, recently had a son, Kyle.

Nicholas Pincolini '07, Resort Tourism Management, is a business analyst and asset manager for REVPAR International.

Tina Nutter '06, Management, resides in

Columbia, S.C. and works for the Department of Employment and Workforce.

Lauren Taylor '07, Marketing, is the executive assistant to the Head of Strategic Risk Investments at PartnerRe Principal Finance Inc. in Greenwich, Conn.

Jared Grainger '05, Management, recently started his own business titled CrossFit Uprising.

Ron Jackson '09, Management, is a real estate consultant with Better Homes & Gardens Real Estate in North Myrtle Beach, S.C. He is married with one daughter.

Derrick L. Boyd '11, Marketing, is an account executive for a technical staffing firm in Atlanta, Ga.

Joshua Norman '07, Accounting, is currently serving in Afghanistan for the US Army. He is engaged to Bri Bowers.

Hollie Small '10, Finance, is employed at Vanguard in Media, Pa.

Kimberly Gary '97, Finance, is the human resources manager at *The Sun News*.

Robert Fish '00, Management, resides in Albion, Ind. with his wife Darcy and their two sons.

(Norma) Louanne Moore Tippins '88, Marketing, works in marketing for Lakewood Camping Resort.

Joan Grill Rukavina '02, Management, is the senior program coordinator for PharmCom Inc. in Conway, S.C.

Michael T. Vendituoli '95, Marketing, is the new client leader for Northwestern Mutual in Cranston, R.I.

Megan Elizabeth Witham '10, Marketing, is a blogger for PCO Central Marketing Company in Mount Desert Island, Maine. In her spare time, she teaches yoga.

Madeline Winstead '09, Marketing, is engaged to Ryan Condron; their wedding will take place in January 2013.

Kevin Sheffer '83, General Business, is the Southern states regional manager for Jacuzzi Worldwide in Point Venture, Texas. He and his wife Linda have a daughter.

Casey Lewis '09, Finance, married Alex Lewis in February 2011.

Michael Wetherell '10, Management, is a research analyst for Mergent.



Alumni News

Wall Alumnae receive Alumnus of the Year honors



Tami Springs Brooks

Two outstanding alumni of the E. Craig Wall Sr. College of Business Administration received top honors during Homecoming 2011. Tami Springs Brooks '80 and Lisa Rachels '98, received Distinguished Alumnus of the Year and Outstanding Alumnus of the Year for the Wall College of Business, respectively.

Brooks earned a bachelor's degree in business administration. She has served on the CCU Alumni Association Board of Directors, the University's Women in Leadership and Philanthropy organization and the CCU Atheneum Society. She also raises funds for St. Andrew Catholic School and the Franklin G. Burroughs & Simeon B. Chapin Art Museum, and she serves as adviser to the Long Bay Symphony. "Tami's commitment to CCU certainly did not end with graduation. She has remained connected through the years and has served on the alumni association board of directors since 2005. Her philanthropic efforts have and will continue to benefit Coastal students in many years to come," states Jean Ann Brakefield, director of Alumni Relations at CCU.

Rachels, earned a bachelor's degree in accounting. She is an inspections specialist with the Public Company Accounting Oversight Board in New York. She was also a senior manager at Deloitte & Touche LLD in New York. She currently serves on CCU's Wall Board of Visitors.

Inaugural Young Alumnus Award given to Wall College graduate



Jason Repak

Jason Repak '07 received the inaugural Young Alumnus of the Year Award in October 2011. In response to the growth of CCU's young alumni base, the Young Alumnus Award was established by the Office of Alumni Relations to recognize the accomplishments of alumni who have graduated from the University within the last five years.

Repak graduated from CCU with a double major in Finance and Accounting; he is currently pursuing his MBA from the University of Richmond and will graduate in May 2012. While he was a student, Repak was very involved in campus life. He was in the Wall Fellows program, president of Beta Alpha Psi, vice president of the Finance and Accounting Club, and a member of Beta Gamma Sigma and Omicron Delta Kappa. He is employed with Rolls-Royce in Richmond, Va., where he is a senior analyst who works with a small team developing a \$500 million manufacturing site on a 1,000-acre campus. He also volunteers as a Big Brother mentor at an elementary school in Virginia, is a board member of the Wall Fellows Executive Board, and serves on the Wall College of Business Finance Advisory Board.

"It was a great surprise to receive the first Young Alumnus of the Year Award," says Repak. "I have a great passion for seeing Coastal succeed and am privileged to be able to contribute the work I do with the university. I was very honored to receive the recognition, and look forward to continue working with Coastal Carolina in the future."

Wall College Alumni Facebook page receives new look



In an effort to bridge the gap of communication between the Wall College and its alumni, a new Wall College of Business Alumni Facebook page was created. With help from the Office for Philanthropy and Blackbaud® Net Community, we were able to reach out to both older and younger alumni via email to garner their interest and direct them to the new and improved page. By doing this, the friend base increased from 58 to 319 alumni, and the number grows daily.

The main purpose of the Wall College Alumni Facebook Page is to strengthen the alumni's affinity and ties to both the Wall College and the university as a whole by keeping them up to date on all of the exciting changes that are happening in the Wall College. If you have Wall College alumni news and would like for it to be displayed on the Facebook page, please email Wendi Lee, program assistant for the Wall College of Business, at wlee@coastal.edu.

WCOB welcomes New Faculty

Monica Fine is an assistant professor of marketing in the Wall College of Business. Fine received a bachelor's degree in business education and an MBA from Northwest Missouri State University, where she was president of Pi Omega Pi, a business honor society. She is currently working on her Ph.D. in business administration with an emphasis on marketing from Florida Atlantic University.

Paul Clark is an associate professor of marketing in the Wall College of Business. Clark received his undergraduate degree in marketing from Brock University in Ontario, a master's degree in the management of technology from the University of Alabama-Huntsville, and a Ph.D. in marketing with a minor in cognitive psychology from the University of Memphis. While at Memphis, Clark was awarded the Humko Doctoral Fellow Award and the Area of Marketing Teaching Award.

Arlise McKinney is an assistant professor in the Department of Management and Decision Sciences. McKinney received her bachelor of science degree in accounting and her MBA at the University of North Carolina – Greensboro, and her Ph.D. in organization studies at Virginia Tech. Prior to coming to Coastal, McKinney worked with the Wachovia Corporation (now Wells Fargo) in consumer banking, regional collections, training and development, and project training for mergers and acquisition.

Melanie James is an assistant professor of accounting in the Wall College of Business. James received her bachelor's degree in business from Murray State University, her master's in accounting/information systems from Middle Tennessee State University, and her Ph.D. from Mississippi State. Before coming to CCU, she taught accounting at Tennessee Technological University and Marshall University.



Monica Fine



Paul Clark



Melanie James



Arlise McKinney

WCOB bids farewell to Retired Faculty



Ned Cohen

Ned Cohen joined the Wall College of Business family in November 2004. During his time here he has had several roles within the college, including managing the Wall Center for Excellence and directing the Wall Fellows program. Eventually he became responsible for developing and managing all of the leadership and corporate programs within the college as Assistant Dean for Leadership and Corporate Development Programs. Before joining Coastal, Cohen spent his career of over 30 years in senior marketing, human resources, leadership development, recruiting and training development positions with companies such as AT&T, MCI and Harris Corporation in many areas of the United States and abroad.

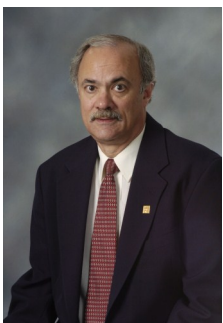
Cohen holds a bachelor's degree in education, speech and history from Rockford College and a certificate in human resources executive development from the University of Michigan.



Albert Taylor

Albert Taylor joined Coastal Carolina University in 2005 and held the rank of professor. He served in similar capacities at Georgia Southern University, Missouri Western State College, Louisiana Tech and Austin Peay State University, where he retired after 28 years of service prior to coming to CCU. In 2006, he was awarded emeritus status from Austin Peay where he served as department head and head men's golf coach during his tenure.

Taylor earned a bachelor's degree in business administration and a master's degree from Missouri State in 1969 and 1970, respectively, as well as a doctorate in business administration from Louisiana Tech University in 1984.



Robert Nale

Robert Nale joined the Coastal Carolina University faculty in 1985, and held the rank of professor of management. He earned a bachelor's degree from Western Illinois University, an MBA from Roosevelt University in Chicago and a Ph.D. from the University of Mississippi.

He has held the titles of department chair, associate dean and interim dean within the Wall College of Business, and was executive editor of *The Coastal Business Journal*. He has served on several committees at the University and has also been council member, president and program chair for Southeast INFORMS. In 2006, he was named Professor of the Year by Myrtle Beach Communications.



Meyer Drucker

Meyer Drucker joined Coastal Carolina University in 2006 after serving on the faculty at Winthrop University, USC, USC – Upstate, University of North Carolina – Charlotte and Midlands Tech. He is a Distinguished Professor Emeritus at USC, a former department chair and former assistant dean. Drucker likes to point out that he began his career as a shoe clerk at Sears in 1955 and from there went to division controller at Oxford Industries 11 years later.

Faculty Professorships

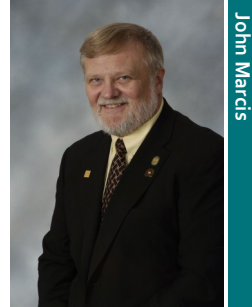
The E. Craig Wall Sr. College of Business Administration has been honored by the establishment of privately endowed professorships to help advance the work of quality faculty in teaching and scholarship.

The Wall College of Business is pleased to announce the faculty recipients of the 2011-2012 professorships:

The James P. and Elizabeth R. Blanton College of Business Leadership Award

In 2003, the Blanton family of Loris made a generous gift to initiate the James P. and Elizabeth R. Blanton Endowed Professorship. The Blantons were strong supporters of higher education in Horry County, and in 2007, the endowment was completed.

The recipients of this award are Greg Krippell, professor in the Department of Accounting, Finance and Economics; Nicholas Twigg, associate professor in the Department of Management and Decision Sciences; and John Marcis, professor in the Department of Accounting, Finance and Economics.



The William J. Baxley Jr. Applied Business Professor

In 1999, Coastal alumnus Larry Coats Jr. and his wife Suzanne Byrd Coats made the initial gift to fund an Applied Business Professorship in honor of the late Col. William J. Baxley Jr., dean emeritus of the Wall College of Business. Baxley joined the Wall faculty in 1972 and served the University until his retirement in 1992. He graduated from West Point and earned an MBA from the University of Alabama.

The recipients of this award are Erika Small, assistant professor in the Department of Management and Decision Sciences, and Karen Maguire, associate professor in the Department of Accounting, Finance and Economics.



Faculty Professorships

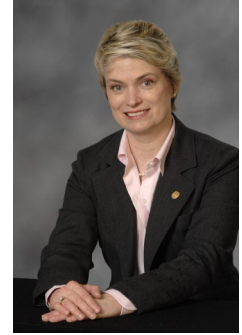
The Colonel Lindsey H. Vereen Endowed Business Professor

In 2000, Vivian Vereen established a permanently endowed business chair at Coastal Carolina University in the name of her late husband, Col. Lindsey H. Vereen. Col. Vereen was a member of the Coastal faculty, serving as an assistant professor of business administration from 1966 to 1977.

The recipients of the Colonel Lindsey H. Vereen Endowed Business Professor award are J. Kay Keels, associate professor in the Department of Management and Decision Sciences; Carol Megehee, associate professor in the Department of Marketing and Resort Tourism; Mark Mitchell, chair of the Department of Marketing and Resort Tourism; and Andrew Weinbach, associate professor in the Department of Accounting, Finance and Economics.



Kay Keels



Carol Megehee



Mark Mitchell



Andrew Weinbach

The AVX - Marshall Butler Distinguished Professor of Finance

In 2006, John S. Gilbertson, CEO and president of AVX Corporation, established the Marshall D. Butler Distinguished Endowed Professorship in Finance. Butler served as CEO and chairman of AVX Corporation from 1974 to 1993.

The recipients of the AVX– Marshall Butler Distinguished Professor of Finance award are Kenneth Small, associate professor in the Department of Accounting, Finance and Economics and director of graduate programs; Marvin Keene, chair of the Department of Accounting, Finance and Economics; Robert Burney, professor in the Department of Accounting, Finance and Economics; and Thomas Secret, professor in the Department of Accounting, Finance and Economics.



Kenneth Small



Marvin Keene



Robert Burney



Thomas Secret

Student and Academic News

Mullins receives SCBA Scholarship



Julia Mullins, a finance major in the Wall College of Business, was the first student from Coastal Carolina University to receive a scholarship from the Young Bankers Division of the South Carolina Bankers Association (SCBA). The scholarship program, which was created to encourage and promote excellence in the field of banking and finance, awards annual scholarships to qualified S.C. students who are interested in pursuing careers in banking, finance or accounting. Julia was selected from 10-15 students who attend different universities throughout the state, and was recognized at the Banking Careers 101 Day in Columbia as a scholarship recipient.

FYE Picnic



The second annual Wall College Welcome Picnic for First Year Experience (FYE) was held Monday, Oct.24 in the Woods Pavilion area near student housing. The event, which was created to help foster and cultivate relationships between the students and the Wall College, proved to be a great success, attracting more than 300 students. The annual FYE picnic is also a great chance for students to get to know their current professors, future professors and classmates in a fun and relaxed environment. To increase student participation, a faculty/staff/student volleyball tournament was added, along with a pumpkin-decorating contest and other games and festivities.

Club and Honor Society News

CCU's SHRM offers Networking Workshop



The CCU Chapter of the Society for Human Resource Management (SHRM) hosted a workshop on networking during the early part of the spring 2012 semester. The event was titled “How to Work a Room,” with a presentation by Arlise McKinney, Ph.D., assistant professor of management and decision sciences. The purpose of the event was to show students how to impress potential employers in social and professional situations, from the way you dress to how to introduce yourself. According to Erika Small, Ph.D., assistant professor of management and decision sciences and faculty adviser for SHRM, “Students are always looking for ways to get ahead in such a competitive job market. Our CCU student chapter of SHRM often offers workshops on resume writing and interviewing, but in this event we wanted to focus on something that is perhaps a little more daunting for a lot of people – how to walk into a room and meet people.” After the presentation, students met in the Wall Boardroom for a reception, where, unbeknownst to them, a host of human resource professionals were awaiting their arrival to judge them on what they just learned.

Student News (continued)

Beta Gamma Sigma



Beta Gamma Sigma is an international honor society for business programs that are accredited by the Association to Advance Collegiate Schools of Business (AACSB). The mission of BGS is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the society and to serve its lifelong members.

Coastal's chapter of BGS had a very busy year. During the fall semester, members participated in the Beach Sweep/River Sweep, which is an annual event geared toward the beautification of our beaches and rivers; they also collected cans for the Habitat for Humanity campus can drive for the fifth year in a row, attended the AHA walk at The Market Common, and Janna Cole and Kevin Sieger, BGS vice presidents, attended the Beta Gamma Sigma Winter Leadership Forum in Charleston, S.C., in February.

Accounting Club



During the fall 2011 semester, the accounting club attended guest CPA lectures where they learned about the accounting profession and gained valuable insight into various career paths. They also raised \$400 and will give that money to the Waccamaw Animal Rescue Mission at the end of the spring semester. They plan to continue to raise funds and attend guest lectures, and also hope to start participating in community events such as the March of Dimes March for Babies and/or Relay for Life.

Beta Alpha Psi



The Lambda Kappa chapter of Beta Alpha Psi accomplished a great deal in 2011. They successfully hosted two networking events with local accounting professionals and various professional meetings during the fall 2011 semester. At these meetings, the members gained valuable insight on careers, learned how to make smart choices and learned about business etiquette. Beta Alpha Psi volunteers also assisted Logan's Roadhouse in selling T-shirts to raise money for breast cancer awareness. Many Beta Alpha Psi students also spent time volunteering in the accounting lab, assisting Principles of Accounting I and II students. Stepping up from last year, BAP is committed to being nationally recognized as a superior chapter this year. Our Beta Alpha Psi chapter at CCU,

Lambda Kappa, was chosen to lead a presentation on best practices at the BAP regional conference in Raleigh, N.C. in February 2012.

In accordance with BAP's mission which is connecting students with professionals, the chapter will continue to host six professional meetings during the spring 2012 semester with local business leaders, featuring the CFO of Grand Strand Water and Sewer Authority, the CFO of Burroughs and Chapin and the CEO of South Carolina Association of CPAs. Furthermore, BAP is concerned about helping not only their students but also the surrounding community, therefore the honor society signed up for food distribution events at local churches and the March of Dimes March for Babies event.

Student News/Graduate News

Finance Club



CCU's chapter of the Financial Management Association/W.I.S.E. Investment Club had quite a busy year in 2011. During the fall semester, members traveled to LPL, a national clearing house located in Charlotte, N.C., and to Washington, D.C. with the economics club. Members are organizing a trip to Florida where they will meet with presidents and vice presidents of various banks in the Miami area; working on obtaining sponsors for the club; raising funds and working on a mock portfolio; gathering internships; and promoting the South Carolina Bankers Association (SCBA) to bring the Careers 101 day to our area.

For more information about the finance club, contact Julia Mullins at jnmulli1@g.coastal.edu.

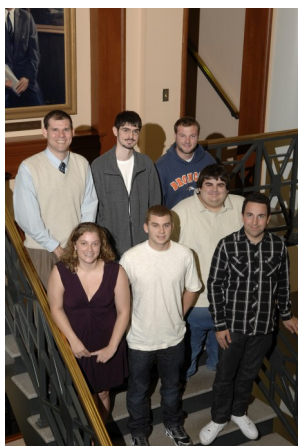
HASO Club

The Hospitality Adventure Student Organization (HASO) has a full calendar for the upcoming year. Members visited the Ocean Lakes Camp Ground in Surfside Beach, S.C. for their second site visit to speak with managers who hold different managerial positions on the campground. They also visited various restaurants, dinner attractions and resorts for the purpose of understanding how different hospitality businesses around the Grand Strand operate. Members will also volunteer their services for the annual Coastal Uncorked event held at The Market Common; a portion of the event's funds will be donated to CCU's Clay Brittan Jr. Center for Resort Tourism.

HASO also elected new officers, and they are as follows: Daniel Nappi, president; Patrick Keistler, vice president; and Michael Stone, secretary.

For more information about HASO, contact Daniel Nappi at djnappi@g.coastal.edu.

Graduate Programs



Several changes occurred within the Office of Graduate Programs during the 2011 academic year. One of the most important was the addition of the Master of Accountancy Program (MAcc), which debuted in fall 2011. Several initiatives were created to promote the programs, such as an email campaign that targeted all graduating students and recent alumni, introducing them to the MBA and MAcc programs. The Graduate Programs website was updated to include news about students currently in the program, and an online inquiry page was created. Both of these efforts have generated a great deal of interest in the program, and the pool of inquiries increased.

During 2011, the Graduate Programs office has had consistent growth. In December 2011, 19 students graduated from the MBA program, as compared to 13 in December 2010. Graduate Programs currently has the highest percentage of non-CCU alumni enrolled, with more than one-third of its students being out-of-state, and international students representing Germany, Canada, Myanmar, Russia, Bulgaria, the U.K. and other locations. MBA and MAcc students have participated in assistantships not only in the Wall College of Business, but in other departments such as Athletics,

Education, Student Activities and Leadership, University Communication and the HGTC Bridge Program, thus giving them a wide array of experience in different professional environments.

If you are interested in the MBA and/or MAcc program and would like to receive more information, contact Kenneth Small, Ph.D., director of Graduate Programs, at 843-349-2469 or gradbus@coastal.edu.

The Marketing Club

By James Zeller

During the fall 2011 semester, the marketing club held a mutual account with the Chanticleer Newspaper and WCCU Radio station. Members conducted a short-term marketing research project, which resulted in several promotional . Later in the semester, the marketing club partnered with SHRM during the Truck or Treat event at Coastal Carolina University. This event was held on Saturday Oct. 29, 2011 and was organized to give local children a safe place to Trick or Treat during Halloween weekend.

Also in the fall, the marketing club hosted Gary Henderson, owner and president of Interactivity Marketing in Myrtle Beach. Henderson talked about the new age of interactive marketing and touched on topics such as social media marketing, the use of QR codes and customer service.

During the spring 2012 semester, members have been working with a new organization on campus called Performers Emerging Above Circumstances to Excel (P.E.A.C.E). This organization holds monthly events, which promote creativity among students in a variety of ways including poetry, music and art. The marketing club designed the logo and two possible advertisements for P.E.A.C.E. this semester. The club also designed an E-Flyer for the Relay For Life® committee, which promotes the Relay For Life® event to students around campus.

Marketing Club members are planning for Relay For Life® and held a fundraiser in March Beef O'Bradys in Carolina Forest in which all proceeds from this event will directly benefit Relay For Life®. Next, the club will be completing it's final account of the semester which entails promotion of the TOMS "One Day Without Shoes" event on April 10on Prince Lawn.

Additionally, the club is hosting Stuart Butler, chief operating officer of Fuel Interactive Marketing on April 3, 2012. This presentation is not limited to marketing club members and everyone is encouraged to attend.

For more information about the marketing club, contact president James Zeller at jwzeller@g.coastal.edu or ccumarketingclub54@gmail.com.

Board of Visitors

The E. Craig Wall Sr. College of Business Administration is grateful for the unwavering support of its Board of Visitors, who are proponents of the initiatives and the students of the Wall College of Business. The board members are as follows:

Executive Board: William Benson (President); Keith Hinson; Charles Jordan, George N. Magrath Jr.; Tom Pegram; Fred Richardson, Harold Stowe; Kenan Walker; W. Press Courtney

*Edward J. Barker, Jr.
Lawton Benton
J. Marshall Biddle
Pamela J. Browning
Robert M. Clinger, III
Jerry J. Cox, Jr.
Lisa DeVeaux
David Douglas
John Gandy
Theresa Roberts Gebhardt
John Gilbertson
George H. Goldfinch, Jr.
Henrietta Golding
Gary Hadwin
R. Thomas Harrell
Charles Hinson
Chris Huggins
J. Huggins
Glen Insley
Daniel H. Isaac, Jr.*

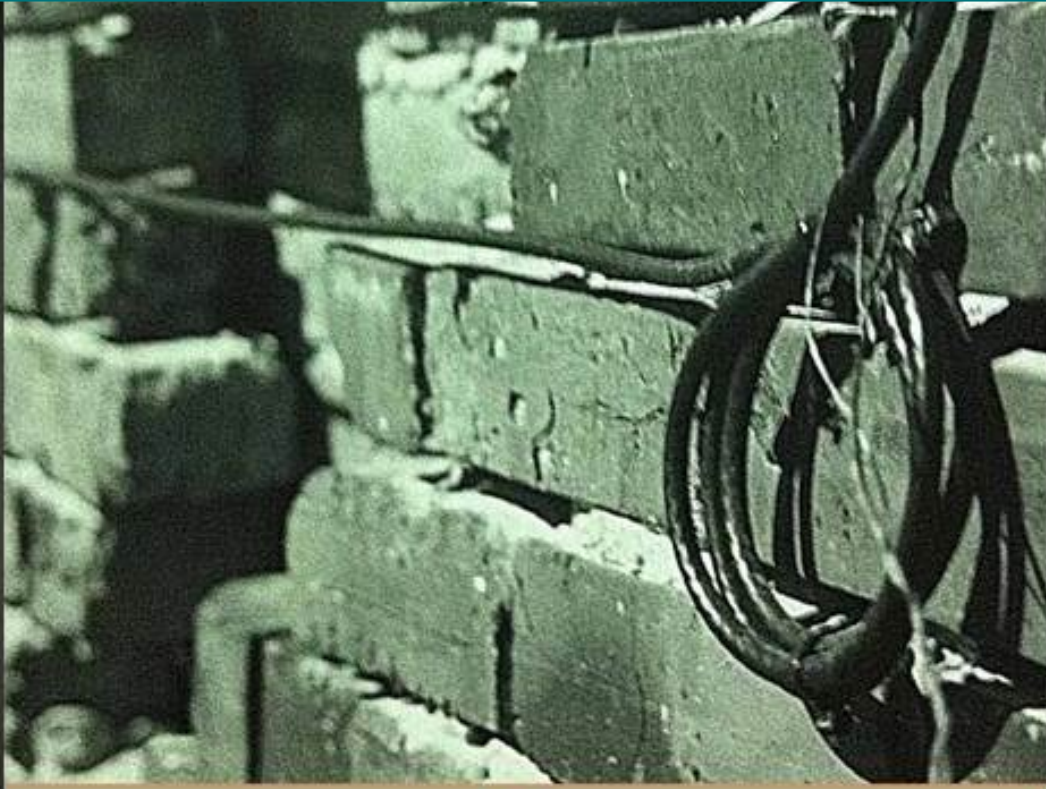
*T.J. Johnson
McKenzie Jordan
Tony McAfee
Hank Mense
Stella Mercado
Henry J. Plyler
Michael D. Pruitt
Lisa Rachels
Charles Ray
Richard G. Singleton
John F. Smith
Samuel R. Spann, Jr.
Walter E. Standish, III
Jean Steppe
Dennis Wade
Judith Wall
E. Craig Wall III
Doug Wendel
Todd Woodard
John Sarvis*

2011-2012 Retired Executives-In-Residence

The Wall College of Business' Retired Executives-in-Residence program is composed of a dynamic group of former senior-level executives from business and government who use leadership and networking experience to mentor students. Members of this program are *Al Malizia, Art Kent, Mark Perry, Wilson Lowery and Harold Stowe.*



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Conway, SC 29528-6054
843-349-4187



E. Craig Wall Sr. College of
Business Administration
“Where tradition welcomes innovation”

*The picture above was selected as the winner of the E-board contest conducted by Professor Jerome Christia. The students who created this were members of Professor Christia’s CBAD 453 class, and are as follows: Ron Mellen-Stier, Nicholas Gage, Ashton Richardson, Rebekah Harding and Jeanmarie Basel.

