

# Wall College of Business

Fall 2012/Winter 2013



E. Craig Wall Sr. College of Business Administration  
A newsletter for faculty, staff, alumni and friends of  
the Wall College of Business.

## Dean's Message



Another exciting year has begun.

We have seen the impact of our professional development activities (PDAs) on our students. Not only will our students attend nine PDAs, the student receives a certificate of participation indicating he/she has participated in the Wall Center for Excellence Professional Development Activities required for graduation. Some of the PDAs designate that they have contributed to a specific Professional Development Certificate. When a student completes six of the nine activities in a specific area of interest, the student receives a Professional Development Certificate from the Wall Center for Excellence with the specific discipline noted.

We also had a very interactive and exciting Wall Connections this year. Our keynote speaker, Liz Bohannon, engaged and inspired our students by sharing the story of how she created a successful and sustainable business that helps women in Uganda earn money to further their education.

As you know, we have expanded our contributions and are offering more options for our students. This appears to be having a positive impact. Our freshmen management majors are up 64 percent, followed by 61 percent in marketing, 46 percent in resort tourism management and 39 percent in accounting. This is coupled with a substantial increase in credit hours for our graduate programs and especially the redesigned MBA program.

This is, however, no time to slow down. To date, the faculty have already proposed two new minors in marketing and resort tourism management. We feel these will be very attractive because they will expose non-business students to business concepts and, more specifically, to concepts that directly relate to our community and region.

Our centers remain strong, with the Brittain Center continuing to provide valuable research data for our local tourism industry. The Center for Economic and Community Development continues to have a strong impact with several newspaper articles and a successful Economic Summit.

We are restructuring the Wall Center for Excellence to allow for more of a focus on advising, recruitment, development, retention, internships and experiential learning. This will allow us to provide our incoming students with opportunities to reach their full potential.

We are making efforts to more fully engage the Executives in Residence with our new Chief Executive in Residence, Merrill Boyce. As always, our Board of Visitors, Wall Fellows Board and the other boards at the department level continue to support us financially and with strong advice.

Sincerely,

*J. Ralph Byington*

*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.*

**Associate Editor:**

*Wendi V. Lee*



William Mann

## Mann selected as 2012 Legend of the PGA

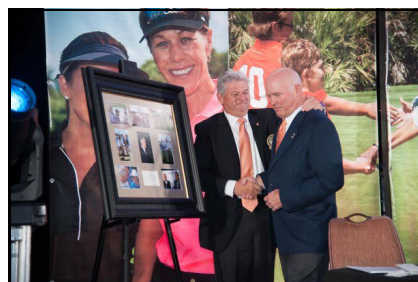
William Mann, director of player development for the PGA Golf Management (PGM) Program in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University, has been selected as the 2012 Legend of the PGA of America. The Legend of the PGA award was created in 1995 to recognize living past presidents of the PGA who have made positive changes within the organization and community.

Mann, who served from 1999 to 2000 as the 31st president of the PGA, graduated from North Carolina State University with a bachelor's degree in forestry. He became a member of the PGA in 1979 and began his career as a golf course superintendent. He was the first superintendent at Myrtle Beach National, where he was responsible for construction and turf management. He has worn many hats in the golf industry, serving in such capacities as head golf professional, general manager and golf course owner.

His first role within the PGA was serving as an officer at the section level for the Carolinas. From 1992 to 1993, he served as the Carolinas Section president, and two years later he served as national secretary of the PGA. He was elected president of the PGA in 1999. During his presidency, Mann championed many programs to benefit members of the PGA using grassroots efforts, such as the PGA Retirement Plus, which has helped PGA members supplement their retirement policies, and the Ryder Cup Player Charity Distribution Plan, which has given more than \$18 million to date. He is also a strong supporter of the Special Olympics. Mann was awarded the lifetime achievement award from the Department of Parks, Recreation and Tourism Management at NCSU in 2011, and he was inducted into the PGA Hall of Fame in 2005.

“William Mann is passionate about the PGA of America, and I think he looks upon the opportunity to teach as a way not only to share some of his experience and breadth of knowledge with students, but also to give back to the profession and the organization that has been so good to him,” says Charlie Thrash, director of the PGM Program at Coastal Carolina University. “He is a great guy, and Coastal Carolina University is lucky to have him.”

The Legend of the PGA award was created in 1995 to recognize living past presidents of the PGA who have made positive changes within the organization and community.





## CCU's Wall College of Business maintains AACSB Accreditation

The E. Craig Wall Sr. College of Business Administration at Coastal Carolina University has maintained its accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, the accrediting association for undergraduate, master's and doctoral degree programs in business schools.

"The Wall College of Business has been ratified for maintenance of accreditation of our Bachelor of Science in Business Administration, Master of Business Administration and Master of Accountancy degree programs," said J. Ralph Byington, dean of the Wall College and professor of accounting. "This recognition ensures the degrees that students receive from Coastal Carolina University are recognized as the world's best. Since our last review, we have added a new MAcc degree, restructured the MBA to make it cutting edge, focused on concentrations that are needed in the workplace for each of our minors, and restructured the college."

AACSB accreditation is earned by less than 5 percent of the world's business programs. Some 650 business schools in 45 countries and territories maintain AACSB accreditation. Similarly, 178 institutions maintain an additional specialized AACSB accreditation for their accounting programs.

"I am proud of the accomplishments of the Wall College of Business," said David DeCenzo, president of Coastal Carolina University. "Reaffirmation of AACSB accreditation is a major measure of the quality of our business program and the value and respect that it brings to our University, faculty and students."

"This multi-year accreditation of the Wall College is a tribute to the excellent education provided to business students by the faculty, staff and administrators of the college," said CCU Provost Robert Sheehan. "AACSB accreditation is difficult to attain, yet necessary for business students to excel upon graduation. It establishes membership in an elite group of colleges and universities."

"It takes a great deal of commitment and determination to earn and maintain AACSB accreditation," said Robert D. Reid, executive vice president and chief accreditation officer of AACSB International. "Business schools must not only meet specific standards of excellence, but their deans, faculty and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students."

For more information about the Wall College of Business, visit the website at [www.coastal.edu/business](http://www.coastal.edu/business). To learn more about AACSB International accreditation, visit the accreditation section of the AACSB International website at <http://www.aacsb.edu/accreditation/>.

## Management Adds New Concentrations

The Department of Management and Decision Sciences has expanded its curriculum options by adding four new concentrations to the management program. The concentrations are entrepreneurial management, which focuses on the skills and abilities necessary to be innovative and take action in starting a new business, joining a family business or managing fund-generating, nonprofit and government agencies; human resources management, which centers on the skills and knowledge necessary to effectively utilize human capital to maximize organizational productivity; international management, which concentrates on the skills and abilities necessary to develop a broader understanding of the management of people, processes and systems in a global economy; and operations and technology management, which allows students to sharpen the skills and abilities necessary to become more technically adept in their chosen major.

For more information regarding these concentrations, contact Barbara Ritter, Ph.D., chair of the Department of Management and Decision Sciences, at [britter@coastal.edu](mailto:britter@coastal.edu) or 843-349-4175.



From left: Dr. David DeCenzo and Dr. Darla Domke-Damonte

### **Domke-Damonte received Distinguished Professor of the Year Award**

Darla Domke-Damonte, assistant dean of the Wall College of Business and executive director of global initiatives at CCU, received the 2011-2012 Distinguished Professor of the Year Award. The award, which was given at the annual Honors Convocation by CCU's Student Government Association, recognizes faculty and staff service to students.

Domke-Damonte joined the CCU faculty in 1998 as assistant professor of management. Since that time she has coordinated the strategic planning process, served as a visiting professor at the University of Applied Science in Mainz, Germany, and since 2009 served as the executive director of global initiatives. The award recognizes Domke-Damonte's distinguished service as a student advocate, mentor and champion.



Ralph Byington

### **Dean Byington elected to BGS Board of Governors**

Ralph Byington, dean of the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University, was elected to the Board of Governors of Beta Gamma Sigma (BGS), the international honor society that serves business programs accredited by the Association to Advance Collegiate Schools of Business (AACSB).

"On behalf of Coastal Carolina University and the E. Craig Wall Sr. College of Business Administration, we are extremely honored that Dr. Ralph Byington was elected to the board of governors of Beta Gamma Sigma," said David DeCenzo, president of CCU. "His dedication as dean of his college and as a mentor to CCU's BGS chapter has not gone unnoticed by his peers at various AACSB-accredited schools; he will be a tremendous asset to the board."

Founded in the spring of 1907 at the University of Wisconsin, BGS is a highly selective business honor society with the mission of encouraging and honoring academic achievement in the study of business, fostering personal and professional excellence, advancing the values of BGS and serving its lifelong members. Being a member of BGS is considered the highest recognition a business student can receive in an AACSB-accredited business program.

Byington serves on the Initial Accreditation Committee of the AACSB, and has received such honors as the New Faculty Excellence Award from Texas Tech, the College of Business Administration Professor of the Year at Louisiana Tech, as well as three separate outstanding faculty and professorial awards at Georgia Southern. He also served as the director and internal auditor at the University of Southern Mississippi; was an investigator for the PEER Committee for the state of Mississippi; and was chief fiscal officer for the Mississippi Governor's Office for Federal Programs. Byington is also a member of numerous professional organizations and was president of the Southeast chapter of the American Accounting Association and president of the Southeast chapter of the Georgia Society of CPAs.

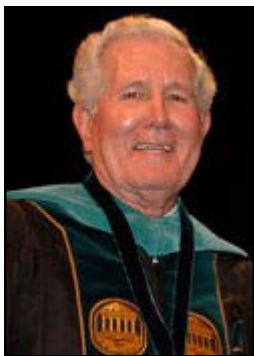


Andy Hendrick

### **Hendrick receives SGA Award**

Andy Hendrick, associate professor of marketing and resort tourism in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University, received the SGA Patricia Singleton-Young Student Advocate Award.

Hendrick joined the CCU faculty in 1980 as assistant professor of business law. During his tenure, he has taught real estate, including a finance and appraisal curriculum, the legal environment of business and commercial law. He has served as the University's director of athletics and director of the Professional Golf Management Program. Hendrick is also an attorney for Turner Paget Graham and Laney, and is a municipal judge for the City of Conway.



James "Jimmy" Johnson

### CCU renames Wall Auditorium

Coastal Carolina University named its Wall Auditorium in honor of James J. (Jimmy) Johnson, an honorary founder and trustee emeritus of the University. The auditorium is located in the E. Craig Wall Sr. College of Business Administration.

A native of Conway, Johnson attended Horry County public schools before serving in the U.S. Navy from 1953 to 1956. He studied at Coastal Carolina College, graduating in 1959. As a student and alumnus, he amassed a number of CCU firsts. As a member of the basketball team, he was the first student-athlete to receive an athletic scholarship. He was the first president of Coastal's alumni association. In 1985, he was the first CCU alumnus to be awarded an honorary degree by the University of South Carolina (Coastal's parent institution at the time).

When Coastal was awarded independent status by the South Carolina legislature in 1993, Johnson was elected first chairman of the board of trustees, serving from 1993 to 1995.

For most of his professional career, Johnson was president and treasurer of Dargan Construction Company of Myrtle Beach where he retired in 2000 after 44 years. He was a longtime member of the Coastal Educational Foundation Inc. and the Horry County Higher Education Commission. In 1996, he was awarded a Coastal Founders' Medallion, and in 1998 he was named Trustee Emeritus.

Johnson was inducted into Coastal's Athletic Hall of Fame in 1991. He was named an honorary founder of Coastal in 1996, and in 2002 he received the Distinguished Alumnus Award. He was one of the founders of Horry County United Way and chaired many boards of nonprofits, including the Horry County Shelter Home, the Salvation Army and the Waccamaw Community Foundation.



Charles L. Watson

### Former BOV member receives Honorary Founder's Medallion

The late Charles L. Watson (1939-1998), a former member of the board of visitors of the E. Craig Wall Sr. College of Business Administration, was named an honorary founder of Coastal Carolina University at the Founders Day event this fall. Watson, a local attorney and businessman, was a CCU benefactor who also taught classes in accounting and business law in the Wall College. In 1993, Watson created a scholarship at CCU to benefit local high school graduates. An army veteran, he attended Coastal Carolina College in 1965 and 1966, before earning a bachelor's degree from the University of South Carolina in 1968 and a law degree from the USC School of Law in 1974. He was an avid CCU baseball fan and supporter, and CCU's baseball stadium was named in his honor in 2000.

### 2012 Growth Summit focused on Economic Diversification

"Economic Diversification: What You Can Do To Transform Our Local Economy" was the theme of the 15th annual Economic Growth Summit, which took place at Coastal Carolina University.

Henry "Hal" Johnson, president/CEO of the Upstate SC Alliance, was the keynote speaker for the event.

This year's topic focused on ways the community, businesses and local leaders can help transform our local economy for the purpose of attracting different types of industry to Horry County and the Grand Strand area to accommodate the area's growing and diverse population. Robert Salvino, CCU's research economist, provided an economic outlook for the Grand Strand area. There was

also a panel discussion which included Jeff McKay, executive director of the North Eastern Strategic Alliance; Brad Lofton, president and CEO of the Myrtle Beach Regional Economic Development; and Maceo Nance, director of small business and rural development for the South Carolina Department of Commerce.



From left: Rob Salvino, Maceo Nance, Brad Lofton, Hal Johnson, Ralph Byington and Gary Loftus



Gina Pertee

### New Director Named for Wall Fellows Program

Gina L. Pertee has been named director of the Wall Fellows Program of the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. She succeeds Charles Parisher, who directed the program for more than a year.

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.

Pertee was co-managing director of 20/10 Consulting LLC, which provides organization change management, leadership development and employee engagement services to private and public sector organizations. She earned a bachelor's degree in human resource management from Wheeling Jesuit University and a master's degree in business administration from The Ohio State University.

In addition to academics, the two-year Wall Fellows program focuses on specific nontraditional areas including interpersonal and communication skills, ethics, personal health and appearance, business and social etiquette, foreign language and cultural skills. The highlight of the program is a series of internships and international experiences during their senior year. Since the program was initiated, Wall Fellows have had internships at major companies in New York, Atlanta, London, Barcelona, Mainz (Germany), Brussels and Santiago, as well as other metropolitan cities. Many graduates of the program have earned leadership positions throughout the United States and abroad.



From left: Mary Jo Roberts, Ralph Byington, Liz Bohannon, Barbara Ritter and Terri DeCenzo

### Wall College Connections focuses on Sustainable Business

Wall College Connections, a signature event sponsored annually by the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University, took place on Tuesday, Oct. 30, in the Wall College of Business. This year's theme was "Not Just for Profit: Sustainability, Social Responsibility and Social Entrepreneurship." Horry Telephone Cooperative and CCU's Women's Resource Center co-sponsored the event.

Sessions were given by faculty, staff and students on topics such as sustainable energy, entrepreneurship, financial literacy, personal fitness and sustainable business practices. Panel sessions for closer discussions of the topics at hand were offered throughout the day on issues such as "Prominent Business Leaders

Discuss Sustainability and Social Responsibility," with Keynote Speaker Liz Bohannon; Tom Mullikin; and Rhett Power, co-founder/CEO of Wild Creations.

Bohannon is founder of Sseko Designs, a sandal company in Uganda created to help young women continue their education. The company is a not-just-for-profit enterprise that recognizes the power of business and responsible consumerism to support sustainable economic development. More than 1,000 students attended.

### Lowenstein and Hendrick receive Best Presentation Award

A paper and presentation by two professors in the E. Craig Wall Sr. College of Business Administration won the 2012 Southern Academy of Legal Studies in Business Best Presentation Award.

Henry Lowenstein, Ph.D., and Andy Hendrick, J.D., presented *Save the Firehouse: The David and Goliath Battle Over Rights The The Use of A Common Name: Firehouse Restaurant vs. Scurmont LLC*. The paper and presentation were based on a case where the national chain restaurant Firehouse Subs tried to sue Myrtle Beach eatery Calli Bakers Firehouse Bar & Grill citing copyright infringement. A jury unanimously ruled in favor of Calli Baker's founder Heath Scurfield in August 2011.

The conference, which was held in San Antonio, Texas, had more than 95 business law and attorney participants representing 16 U.S. states and Canada.



## Wall Fellows

### The Wall Fellows' Partnership with Personal Pathways to Success in South Carolina

by Stephanie Boglioli

The Wall Fellows Class of 2012 partnered with the Personal Pathways to Success Program in South Carolina to help encourage students to consider their future careers and post high school life. The goal was to help students understand the value in a college education and how it can help lead them to a better future. Students visited Horry County high schools as well as those in the surrounding Waccamaw area.

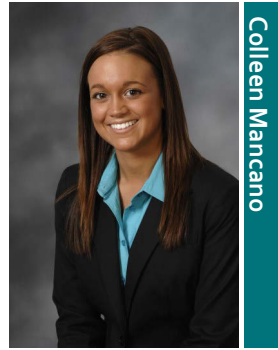
Patty Short, head of the Personal Pathways to Success program for the Waccamaw region, facilitated the visits as well as educated members of the Wall Fellows program on the importance of this program to the community. The goal of the Personal Pathways to Success program in South Carolina is to boost the graduation rate, as well as help students focus on a career. Through the students' time in high school, they learn the skills needed in their chosen career and are educated on what they need to do to attain that career. The overall goal of this process is to build a more educated workforce in South Carolina for the purpose of attracting more businesses to the state.

Previously, members of the Wall Fellows have visited schools in conjunction with the Personal Pathways program, but never has an entire class been involved. This year, Stephanie Boglioli, Kayla Calhoun, Colleen Mancano and Shayne Reddington visited at least three middle or high schools to help with the goal of this program. Some also worked with the Junior Achievement Program, which teaches students about personal finances and budgeting. Others visited classrooms to answer questions about career choices and what to do about college. Both experiences were rewarding and allowed the students and Wall Fellows to get to know one another and offer guidance on future decisions.

Reddington visited C.E. Murray High School in Williamsburg County. For one week in March, Shayne went to a 12<sup>th</sup> grade classroom and worked with the Junior Achievement program to teach students about basic personal finance, like what a savings account is and how to budget money for the future. "I had a great time interacting with and getting to know the students," said Shayne. "I feel strongly that the students were interested in this useful information and hopefully learning about personal finance will help them achieve their larger future goals."

Boglioli visited Ocean Bay Middle School, C.E. Murray High School and Waccamaw Middle School. Over the summer, she was involved with judging a science fair in Georgetown that showcased the science and technology ideas and inventions of area students. The students were able to ask questions about making career decisions. "My main goal was to encourage the students to chase a great career, but not just for the monetary award," Stephanie stated after her time with the students. "It is important that they come back to their own communities to help others just as we are helping them."

Calhoun approached the visits in the same manner at Ocean Bay Middle School, C.E. Murray High School and Conway Middle School. Kayla was able to talk to students about her decisions about college and her future. She enjoyed encouraging students to take the process seriously and to chase their dreams by reaching their career goals and getting the post-secondary education they need to do so. In her experience, the project was a humbling one that afforded her the opportunity to meet so many talented boys and girls at several different schools. "Being able to talk to students within the local school system has shown me the potential that the Conway area has in its youth," says Kayla. "I was thrilled to be given the chance to encourage students of all ages to further their education and pursue their lifelong dreams."





## Wall Fellows (continued)

While the Junior Achievement program focuses on personal finances, it is also designed to help students discover and explore different career paths based on their own interests, skills and values. Colleen Mancano spent a few weeks visiting a class at Forestbrook Middle School to focus on this aspect of the Junior Achievement Program. Mancano notes that her favorite activity with the students was when they were instructed to create a personal business or career. They then created business cards for and filmed a commercial about the business they created. “Personally, to see them get excited about their own future was truly very heartwarming,” Colleen said. “I believe in the program's success and would love to participate as a Junior Achievement volunteer again next year.”

The Wall Fellows program is planning to keep this partnership continuing in the future. The hope is that future Wall Fellows classes will continue to visit schools in the surrounding area to encourage students to consider a college education as well as important career choices. While it seems early for students to pick a career in eighth grade, they are able to complete multiple job shadows before they graduate high school, which gives them an advantage over other students who do not have the opportunity to do so. By visiting the schools, the Wall Fellows are able to relate best with the students, so students can see the possibilities of having a college education and a great career.



Thomas Kelly

### Wall Fellows participate in Community Give-Back Project

Each semester, the Wall Fellows class takes the opportunity to work with a local charitable organization. This semester, the Wall Fellows Class of 2013 worked with Fostering Hope, Inc., a nonprofit organization located in Conway.

Fostering Hope Inc. was started in 2004 by Tabby Shelton, a Coastal Carolina University alumnae. Fostering Hope provides goods and services to children in the foster care system in Horry, Georgetown, Marion and Dillon counties in northeastern South Carolina. There are, on average, more than 500 children within these counties in foster care due to abuse and/or neglect.

The mission of Fostering Hope is to assist children within the foster care system by providing them and their foster families with the basic necessities (clothing, shoes, hygiene products, school supplies, etc.), as well as with financial support for extracurricular activities and summer camps. All items are provided to the foster families at no cost. Fostering Hope believes that by helping to support the foster families, they can relieve some of the burden they assume when they welcome a child into their home and hearts. They rely solely on local contributions, both financial and physical donations, to keep the facility open and operating.

The primary goal at Fostering Hope is to ensure that child is given new or nearly new clothes, shoes, toys, hygiene items and a duffel bag upon entering care. The children are permitted to come back quarterly to receive additional items at no cost to the foster families. The company also provides funding for extracurricular activities, camps and special events. Foster families can also receive bunk beds, dressers, baby items and much more from Fostering Hope's facility in downtown Conway.

One of the principle advantages of being a Wall Fellow is the opportunity to give back to the local community. This community give-back project involved the preparation of a business plan for Fostering Hope. The business plan was finalized, reviewed with and delivered to the director of the company during the semester. The Wall Fellows were proud to assist this most worthwhile local nonprofit with their first professionally prepared business plan.

Thomas Kelly, project team leader, said: “It was a great experience to help create a business plan for Fostering Hope. Not only did we learn how a non-profit business operates, but it also feels rewarding that we contributed to Fostering Hope and the community.” Furthermore, Wall Fellow Samantha Wright added, “Working with Fostering Hope has been such a rewarding experience. It gave me the chance to learn about the business plan creation process while giving back to a local nonprofit at the same time.”





## Wall College of Business News

### Accounting, Finance and Economics

**Karen Maguire** has published her research in the *Business Management Dynamics* journal titled “Survey of Accounting, Auditing and Governance Practices of Non-Profit Organizations in South Carolina: A Research Service Learning Project,” and another in the *Journal of Legal, Ethical and Regulatory Issues* titled “Penalties for Federal Tax Crimes: The IRS Arsenal.” She also earned her the Certified Fraud Specialist designation, which is a symbol of the highest independent standard of excellence in the anti-fraud profession.

**Dennis Edwards** was promoted to full professor, and is also a faculty associate for the football

team.

**Ralph Byington** published an article titled, “M&A Due Diligence: How to Uncover Corruption” in the *Journal Of Corporate Accounting And Finance*.

**Marvin Keene, Phillip Little and John Mortimer** published an article in the *International Research Journal of Applied Finance* titled “Evaluating the Mitigating Effect of Brand Value on the Financial Performance of Retail Firms in an Economic Recession.”

**Robert Salvino** published an article in *Applied Economics* titled “A Direct Test of Direct Democracy: New England Town Meetings.”

**Robert Salvino** published an article in the *Review Of Business* titled “Overinvestment in Residential Real Estate: An Analysis of the Impact across Levels of Economic Diversification.”

**Thomas Secrest** published an article in the *American Journal of Business Education* titled “A Seasoned Instructor's New Look at Fixed Income Securities: An Exercise Using Discounted Bonds.”

**Kenneth Small** published an article in the *Journal Of Economics And Finance* titled “The Impact of Security Concentration on Adverse Selection Costs and Liquidity: An Examination of Exchange Traded Funds.”

**Andrew Weinbach** published an article in the *Economic & Labour Relations Review* titled “Uncertainty of Outcome and Attendance in College Football.”

**Andrew Weinbach** published an article in the *Journal Of Economics And Finance* titled “Sportsbook pricing and the behavioral biases of bettors in the NHL.”

**Andrew Weinbach** published an article in the *Journal Of Sports Economics* titled “Response to Comment on ‘Investigating Allegations of Point shaving in NCAA Basketball Using Actual Sportsbook Betting Percentages.’”

**Andrew Weinbach** published an article in the *Journal of Prediction Markets* titled “Wagering Preferences of NFL Bettors: Determinants of Betting Volume.”

**Andrew Weinbach** wrote a chapter titled “Behavioral Biases and Sportsbook Pricing in Major League Baseball” for *The Oxford Handbook of Sports Economics, Vol. 2: Economics Through Sports*.

**Andrew Weinbach** wrote a chapter titled “Competitive Balance in the NFL?” for the *Hamburg Institute of International Economics* (Edition HWWI).

**Robert Burney** presented “Using Currency ETFs to Hedge Foreign Exchange Risk” at the Academy of Economics and Finance.

**Dennis Edwards** gave a presentation titled “The Terrorist Laffer Curve: Insurgency and the Coalition in Iraq, 2005-2008” at the Academy of Economics and Finance.

**Dennis Edwards** gave a presentation titled “The Terrorist Laffer Curve--Rationality and Insurgency in Iraq, 2004-2008” at Murray State University.

**Melanie James** gave a presentation titled “The Selection of Guideline Companies in Tax Court Valuation Decisions” for the Wall Interdisciplinary Talks (WITs).

**Gregory Krippel** gave a presentation titled “Motivating First Financial Accounting Course Students’ Grade Performance by Calculating the Thousands of Future Dollars Worth of Return They Earn for Every Additional Hour of Study They Put Forth” at the Academic and Business Research Institute.

**John Marcis** gave a presentation at the Academy of Business Education titled “An Exploratory Study of Students' Views Regarding Distributing Scarce Goods.”

**John Marcis** gave a presentation at the Academy of Business Education titled “The Impact of Student Learning Styles on Scholastic Performance.”

**John Marcis** gave a presentation titled “Student Perceptions of ‘Just Allocations’ of Goods in Times of Shortages” at the Academy of Business Research.

**John Marcis** gave a presentation titled “An Exploratory Study of Gender Differences in Students' Views of Market 'Fairness'” at the Academy of Economics & Finance.

**John Marcis** gave a presentation titled “Student Views of Market Fairness” at Allied Academies.

**John Marcis** gave a presentation at the Annual Conference & Tourism Research Symposium of the Southeast Chapter of Travel and Tourism Research Association (SETTRA) titled “Estimating Direct Spending by ‘New’ Tourists.”

**John Mortimer** gave a presentation at the Academy of Business Education titled “Student Learning Styles, Media Preferences & Examination Performance.”

**John Mortimer** gave a presentation titled “The Impact Of Student Learning Styles On Scholastic Performance” at the International Academy of Business and Economics.

**John Mortimer** gave a presentation titled “Public Sector Pension Plans & Discount Rates Under GASB Standards: The Valuation Debate” for the Wall College of Business Accounting Advisory Board.

**John Mortimer** gave a presentation titled “Defined Benefit Pension Liabilities of State and Local Government” at the Wall Interdisciplinary Talks.

**Yoav Wachsman** gave a presentation titled “A Model of Cournot Competition with Lobbying” at the Eastern Economic Association.

**Andrew Weinbach** gave a presentation titled “Determinants of Sportsbook Betting Volume in the NFL” at the Academy of Economics & Finance.

**Andrew Weinbach** gave a presentation titled “Dynamic Pricing in Major League Baseball: Determinants of Price Fluctuations” at the Cooperstown Symposium on Baseball and American Culture.

**Andrew Weinbach** gave presentations titled “Bettor Biases and the Home Field Advantage in the National Football League,” “Determinants of Dynamic Pricing Premiums in Major League Baseball,” “Fireworks Saturation and Attendance in Minor League Baseball” and “The Drivers of Dynamic Ticket Pricing in Major League Baseball” at the Southern Economic Association Annual Conference.

**Minhua Yang** gave a presentation titled “Using Virtualization to Ensure Uninterrupted Access to Software Applications for Financial Service Firms.”

**Robert Burney** gave a presentation titled “Hedging with Currency ETFs: The Implications of Return Dynamics” at the American Society of Business and Behavioral Sciences 15<sup>th</sup> International Conference.

**John Mortimer** gave a presentation titled “Student Learning Styles, Media Preferences & Examination Performance” at the Academy of Business Education.

**John Mortimer** gave a presentation titled “GASB Exposure Draft on Public Sector Pension Plans: Measuring the Liability” at the American Accounting Association National Meeting.

**Robert Salvino** gave a presentation titled “The Market Process, Productive Entrepreneurship, and Prosperity: Minimizing Corruption through Institutional Constraints” for the Association of Private Enterprise Education.

**Robert Salvino** gave a presentation titled “Does the Power to Use Eminent Domain for Economic Development Actually Enhance Economic Development” at the Federal Reserve Bank of Richmond Regional Economics Workshop.

**Thomas Secrest** gave a presentation titled “A Method to Determine Financial Loss of Use in a Real Estate Setting” at the Academic and Business Research Institute.

**Thomas Secrest** gave a presentation titled “Underwater Mortgages: Why Homeowners May Continue to Pay the Debt” at the Allied Academies Fall 2012 International Conference.

**Thomas Secrest** gave a presentation titled “A Multi-Year Study of Contingent Liabilities: Rollins, Inc.” at the Global Business Development Institute.

### **Management and Decision Sciences**

**Nicholas Twigg** presented at a workshop titled *Are You Ready to Start Your Own Business?* for the Service Core of Retired Executives. He has also published four scholarly journal articles with colleagues: “A Framework for Managing the Strategic Sourcing Process” (*Conflict Resolution and Negotiation Journal*); “Leader’s Skill of Innovation and Relationship to Preferences for Handling Risk and Uncertainty” (*Business Journal for Entrepreneurs*); “The Application of QFD Methodology for Mapping Risk Interactions in Project Planning” (*Insights for a Changing World*); and “The Effect of Supervisory Style, Perceived Support, Idealism and Self-Esteem on Burnout” (*Journal of Behavioral Studies in Business*).

**Henry Lowenstein** was appointed to the National Task Force on the State of the Business Law Discipline by the Board of the Academy of Legal Studies in Business (ALSB). The association represents business law and business law faculty in AACSB International accredited business schools.

**Janice Black, Michael Latta and Nicholas Twigg** published an article titled, “Leaders’ Skill of Innovation and Relationship to Preferences for Handling Risk & Uncertainty” in the *Business Journal for Entrepreneurs*.

**Darla Domke-Damonte** consulted for the National Business Education Association, suggesting revisions to the National Business Education Standards based on current practice and future trends in the focal area of International Business.

**Kurt Hozak** published four articles in 2012 in the *RFID Journal*, *Interdisciplinary Journal of Contemporary Research in Business*, and *International Journal of Leisure and Tourism Marketing*.

**Kay Keels** serves as the editor for *Entrepreneurship Theory & Practice*.

**Richard Martin** published an article titled “Framework for Managing the Strategic Sourcing Process” in the *Conflict Resolution & Negotiation Journal*.

**Richard Martin, Jay Teets and Nicholas Twigg** published an article entitled “The Application Of QFD Methodology For Mapping Risk Interactions In Project Planning” in *Insights for a Changing World*.

**Arlise McKinney** has an article in the *Equality, Diversity, and Inclusion Journal*, titled, “Muslim Women’s Workplace Experiences: Implications for Strategic Diversity Initiatives.”

**Dmitriy Nesterkin** (and co-authors) published an article in the *Journal of Management Education*.

**Barbara Ritter** serves as the co-editor of the Teaching and Learning section of the *Organization Management Journal*.

**Barbara Ritter** serves as the current program chair for the Management and Education Division of the Academy of Management. She will become president of this division in 2014.

**Barbara Ritter** published a chapter titled “Say That to My Face: Factors Inherent to the Online Environment that Increase the Likelihood of Harassing and Prejudicial Behavior,” in the book, *Misbehavior Online in Higher Education*.

**Erika Small** was elected to serve as conference coordinator for the Organizational Behavior Teaching Society.

**Erika Small** published an article (with co-authors) titled “The shared leadership process in decision-making teams” in the *Journal of Social Psychology*.

**Samuel Wathen** (with **Michael Latta** and **Staci Willette**) published an article in the *Association of Marketing Theory and Practice*.

**Nicholas Twigg** completed a certification in Quality Matters (QM) to assess and evaluate syllabi for online courses on the national level.

**Nicholas Twigg** completed the Critical Thinking Assessment certification to train-the-trainer on using the CAT critical thinking exam.

## Wall College of Business Department News (continued)

### Marketing, Resort Tourism Management and Law

**Jerome Christia** serves as coordinator of CCU's Call Me MISTER program. The purpose of the program is to assist with the recruitment, training and certification of elementary teachers who are planning to teach in South Carolina schools, especially in the lowest performing elementary schools. The program seeks to help build a more diverse group of educators by providing academic, social and financial support to individuals interested in entering the teaching profession.

**Michael Latta** was promoted to full professor and was named professional statistician by the American Statistical Association.

**Jerome Christia** serves on the Board of Directors for the Children's Museum of South Carolina in Myrtle Beach, as well as for the Academy of Hope in Conway. Furthermore, he serves as coordinator of the tutoring program for Sandy Grove Missionary Baptist Church in Myrtle Beach.

**Paul Clark** and **Monica Fine** published their research in the *Journal of Management and Marketing Research* (political advertising) and the *Journal of Behavioral Studies in Business* (marketing to pet owners).

**Michael Collins**, **Taylor Damonte** and **Carol Megehee** published their research on market segmentation among festival goers in the *International Journal of Culture, Tourism and Hospitality Research*.

**Carol Megehee** co-authored a paper with Deborah F. Spake, Ph.D., titled, "Consumer Enactments of Archetypes Using Luxury Brands," which was featured in a special issue on Fashion Marketing and Consumption of Luxury Brands in the *Fashion Journal of Business Research* (Volume 65, Issue 10).

**Taylor Damonte's** research on behalf of the Brittain Center for Resort Tourism continues to be referenced extensively by local media outlets for hospitality-related stories and events.

**Henry Lowenstein** and **Andy Hendrick** published their research on maintaining conservatorship integrity in the *Quinnipiac Probate Law Journal*. Conservatorship plays a vital role in protecting the estates of minors and those lacking capacity (temporarily, permanently, or both) to manage their own financial affairs.

**Bomi Kang**, along with Wall College colleague **Nicholas Twigg**, published research on the problem of chef burnout in the *Journal of Behavioral Studies in Business*.

**Bomi Kang** published her research on the use of online video clips of hotels in the *Review of Management Innovation & Creativity*.

**Carol Megehee** co-authored the article "Fashion Marketing of Luxury Brands: Recent Research Issues and Contributions" with Eunjou Ko, Ph.D., of Yonsei University in Seoul, Korea. The article was featured in a special issue on Fashion Marketing and Consumption of Luxury Brands in the *Journal of Business Research* (Volume 65, Issue 10). It ranked #7 out of the top 25 *Journal of Business Research* articles for all of 2012 and #22 of all Elsevier Business, Management and Accounting articles between October and December 2012.



## Alumni News



From left: Robert Salvino, Leigh Meese, McKenzie Jordan and Ralph Byington

### Jordan receives CCU's Ammons award

McKenzie Jordan, president of Chancel Builders Inc. and Chancel Hospitality Residential and Tourism Inc., received the 2012 Jason Ammons Free Enterprise Award, given annually by Coastal Carolina University's E. Craig Wall Sr. College of Business Administration.

Jordan, who graduated from Coastal Carolina University in 2000 with a bachelor's degree in interdisciplinary studies with an emphasis in construction management, has been in the construction business for more than 15 years. Prior to his current business, Jordan worked full time as a project manager with Chancel Construction Group Inc., a company founded by his father, Charles Jordan, more than 30 years ago.

During his time at Chancel, Jordan managed more than \$50 million in construction projects. In 2003, he moved from project manager to director of business development. In 2005, Jordan formed Chancel Builders. In 2008 and 2011, Chancel Builders was recognized as one of South Carolina's 25 fastest-growing companies by the South Carolina Chamber of Commerce.

Jordan is also involved with various civic organizations, including the Children's Committee at First Baptist Church in Conway and the Board of Visitors for the Wall College of Business at CCU. He is a member of the Caduceus Society at Conway Medical Center, and a deacon and Sunday school teacher at his church.

"This award was established to honor those business leaders who have risen through the ranks in American industry, and McKenzie is that kind of person," says Ralph Byington, dean of the Wall College. "As a former student of CCU, he has applied his hard work and knowledge to earn a reputation for excellence."

The Jason Ammons Free Enterprise Award was created by the family of the late Jason Ammons, a Myrtle Beach businessman. The award recognizes individuals whose careers have combined entrepreneurial excellence and responsible citizenship. Past recipients include William H. "Billy" Alford and Clay Brittain Jr.

### Utterback Wins Alumnus of the Year Award for Wall College

Olin Utterback '98, was the recipient of the 2012 Alumnus of the Year Award for the E. Craig Wall Sr. College of Business Administration. Utterback, who earned a bachelor's degree in business administration, is a senior manager at Ernst & Young's New York Financial Services practice with more than 11 years in the financial services industry. He earned an MBA from the University of South Carolina.



## Wall College Alumni Notes



### 1980s

Rodney Brown '81, **Management**, is president of Plantation Resort in Myrtle Beach. He and his wife Mary have six children and two grandchildren.

Kevin Sheffer '83, **General Business**, is the Southern states regional manager of Jacuzzi Spa Division. He and his wife Linda have a daughter Lindsay, 10.

John K. Gardner '84, **Finance**, is the executive director of finance for Horry County Schools.

Steve Dailey '86, **Management**, is the sales capabilities manager for Royal Canin. He is married with two children, a daughter, 23, and a son, 16.

Barbara D. Exum '87, **Business Administration**, is currently attending CCU and majoring in health promotion.

Tim Hangge '88, **Management**, is married with four children.

### 1990s

Mary-Pat Lastfogel '90, **Finance**, is a real estate title examiner.

Lisa (Burgo) Bartolotto '09, **Marketing**, is a software engineer at AT&T and owner of Round Valley Tungsten LLC.

Joe Froelich '92 is the publisher and editor of Scuba Sport Magazine. He recently received the prestigious SSI Platinum Pro 5000 award, which puts him in an exclusive club with Jacques Cousteau and Robert Marx.

Jeffrey L. Garland '92, **Accounting**, has been elected to the Horry County School Board for District 11.

Gregory Doner '93, **Marketing**, is a regional sales consultant for ClearVision Optical.

Patrick M. Lange '93, **Marketing**, is a Lieutenant Colonel in the US Army and is stationed at Fort Bragg, N.C.

Nathan Westfall '96, **Management**, is a recruitment coordinator for the College of Agriculture and Natural Resources at Michigan State University.

Kimberly Holmes Gary '97, **Finance**, is a human resources manager. She is married with a daughter named Jayda.

Ida James '97, **Accounting**, works for the Horry County Department of

Airports – MBIA.

Amy L. Cannon '97, **Management**, is assistant vice president at Horry County State Bank.

Jamie L. Scialdone '97, **Finance**, is the owner of White Mongoose Weaponry. He and his wife, Meredith, have a daughter named Isabella.

Rodney Reaves '98, **Management**, is a supervisor at UPS. He and his wife, Amy, have two children, Ariel, 20, and Abrianna, 9.

Jennifer (Tolson) Rollar '98, **Management**, works for Wells Fargo in the Basel Program Office. She is married with two children.

Matthew Monteiro '98, **Finance**, has been with UPS airline since Nov. 1998, serving in various finance and accounting roles. He and his wife Katie Monteiro '99 have a son Jacob and recently welcomed a daughter named Julia.

Ken Haynes '98, **Management**, works for Camping World of Myrtle Beach. He has an 11-year-old son.

James "JJ" Childers '99, **Finance**, is the owner of The Childers Group-Finance & Insurance Services Company in Charlotte, N.C.

Craig Hardee '99, **Finance**, works for Hardee Auto Sales. He and his wife, Richelle Knight Hardee '01, have three children: Emma, 10; Hayden, 7; and Layna, 3.

Kelly Converse Blankenship '99, **Accounting**, is a stay-at-home mother. She and her husband, Todd, have three children: Mickalen, 10; Myla, 4; and Manixx, 1.

### 2000s

Craig L. Graham '00, **Marketing**, is the Chief Operating Officer (COO) for Kootio Inc. He and his wife recently welcomed a son named Christian; they reside in Reston, Va.

Tania Mladinic (Rubesa) '01, **Management**, is living in Croatia with her husband and two children.

Stacey Magaha Day '01, **Accounting**, is the assistant controller for Globe Communications in Myrtle Beach, S.C.

Christopher St. John '01, **Accounting and Finance**, is president and owner of Carolina Wealth Advisors Inc. He and his wife, Heather, have two children, Rachel, 7, and Patrick, 6.

Simona Mansbridge (Palmieri) '01, **Management**, is the regional sales manager for Distinctive Hospitality Group in Natick, Mass.

Drew Emilio '01, **Finance**, is an institutional bonds trader for Wells Fargo.

Amanda Thomasson Himmelsbach '01, **Marketing**, is a yoga instructor for Myrtle Beach Intermediate School, the athletes of Myrtle Beach High School, Core Fitness and the Myrtle Beach YMCA.

Michelle Anderson '02, **Finance**, is a retail business development officer with South Atlantic Bank.

Terrance A. Herriott '02, **Marketing and Management**, is currently employed at Conway National Bank. He is also a member of the board of directors for the Myrtle Beach Area Chamber of Commerce and the Joshua Academy, and is co-founder of the Young Black Professionals of Myrtle Beach (YBP). He is married with two daughters, Haven and Quinn.

## Wall College Alumni Notes (continued)



Jacqueline R. Robertson (Clifton) '02, Marketing, is an assistant director and part-time instructor at Youngstown State University; she is a recent recipient of the Gillespie-Painter Award for Outstanding Achievement in Support of Student Affairs Diversty Leadership Recognition. She and her husband Edward have a daughter, Zyana, 2, and they reside in Cleveland, Ohio.

Ladd Mangum '02, Management, is a line-of-business manager at Grange Insurance.

Jamal Kinlaw '02, Accounting, is a federal examiner with the National Credit Union Administration. He and his wife, Shamara, have a son, Jamal Kinlaw II.

Tyler Hasbrouck '03, Management, and his wife, Lisa, recently welcomed their first child, Austen Marie Hasbrouck.

Steve Soja '03, Finance and Management, is a commercial real estate broker at Moore Corporate Real Estate. He and his wife, Megan, reside in Rochester, N.Y.

Corey Stewart '03, Management and Marketing, is a product manager at Hudson RCI, a Teleflex Company. He is married with three children.

Nick Kenworthy '03, Marketing and Management, and his wife Daryl welcomed a son, Carter, on June 27, 2012.

Christopher Rose '03, Management, is an echo/vascular lab director. He is married with two children, Leah, 2 ½, and Matthew, 7 months.

Jason W. Smith '03, Accounting and Finance, is vice president of administration for Integra Fabrics in Loris.

Thomas J. Caskey '04, Marketing, is an area sales manager for Neff Rental LLC.

Ronald W Sharpe Jr. '05, Marketing, works at Southern Fasteners and Supply Inc. He and his wife Jessica reside in Anderson, S.C.

Jackson Long '05, Marketing, is a sales representative for Republic National Distributing Company in Myrtle Beach.

Kelly Kochendoerfer (McCoy) '05, Accounting, recently gave birth to her second child, a daughter named Rachel Elizabeth.

Spencer Reuter '05, Marketing, is a business analyst at Wells Fargo. He and his wife, Beth, have a son, Trevor.

Antonia Aiello '05, Accounting, is a controller at Fuel Interactive in

Myrtle Beach. She and her husband Dean have three children:

Sydney, 15; Kenzie, 13; and Mia, 6.

Brittany Kepple (Nelson) '06, Management and Marketing, is the mid-Atlantic regional sales manager for Aryzta North America. She is married to Brian Kepple '06.

Heather Lewis '06, Management, is assistant vice president at Firstbank in Vail, Colo.

Michelle Griffin Frazer '06, Accounting, is an accountant at WBTW News 13.

Samantha E. Sanders '06, Management, is employed at Med Tech.

Aimee Derr '06, Marketing, is vice president at Citigroup Inc.

Michelle Klub (Segura) '06, Management, is the catering sales manager at Bold American Events. She and her husband, William, reside in Atlanta.

Brian Kepple '06, Management, is the owner of Rascal's Rivertown Tavern in Conway, S.C. He is married to Brittany (Nelson) Kepple '06.

Christopher Halkowitz '06, Accounting, is the audit manager at Scott and Company LLC in Greenville, S.C.

Ashley Smith (Purcell) '07, Marketing, is the account executive at Integra Fabrics in Loris, S.C.

Nicolas Pincolini '07, Resort Tourism Management, is working at REVPAR International, where he oversees asset management, feasibility studies, operational reviews and hotel/resort appraisals.

Allison Strawn '07, Resort Tourism Management, is the group housing manager at the Myrtle Beach Marriott Resort and Spa at Grande Dunes. She is engaged to Jonathan Anderson and is planning a September 2013 wedding.

Soyoung Lee '07, Marketing, is a statistical programmer for Division of Biostatistics and Epidemiology Consulting Lab at Texas Tech University Health Center, Paul L. Foster School of Medicine.

Marianna Edmunds Fleming '08, Management, is a cosmetologist at Tangles Hair Salon in Greenwood, S.C.

Katie (Hinson) Lewis '08, Management, graduated from the University of South Carolina School of Law in May 2011 and joined the law firm of Sottile & Hopkins in May 2012 as an associate.

Kevin VanDenBerg '08, Finance and Management, recently earned a Rolls-Royce Lightning Award for delivering excellence as a pricing analyst on the U.S. Military Systems Joint Strike Fighter Program.

John David May '08, Marketing, is a staff attorney with The Supreme Court of South Carolina.

Adrienne Jordan '09, Management, works in accounts payable.

Madeleine Winstead '09, Marketing, is the Coastal Carolina territory sales manager with the American Hotel Register.

Michael B. Taylor '09, Finance, was recently promoted to financial center leader at BB&T in Richmond, Va. He and his wife, Season, have two children, Gracelyn and Gavin.