A message from the dean...

Since July 1, I have had the pleasure of working with the most dynamic group of individuals I have encountered in all my professional and academic associations.

I am pleased to announce that Michael Latta is the new associate dean. Michael brings a wealth of experience to the position as both an academic and as a business professional. We have restructured this position, and he will assist the Wall College of Business as we move forward on several initiatives.

We continue to take a serious look at improving our MBA program. The number of total hours required by the program has been reduced from 36 to 30 in order to make the prerequisites more attractive to potential students from multiple disciplines across campus and outside the University. We are also well on the way to offering a Master of Accountancy degree.

At the undergraduate level, we are working on ways to improve the effectiveness of the First-Year Experience program. I have challenged the faculty to become more involved with these beginning students. We recently organized a cookout for freshmen as part of an effort to involve them in the life of the Wall College of Business. All majors are looking at focus areas and as a result of this review and our assessment procedures, the faculty will be making changes and adjustments to the curriculum as needed.

The Board of Visitors continues to show great support for the program and has been very helpful with defining our strategic direction and identifying our strengths, weaknesses, opportunities and threats. Additionally, the board approved eight professorships, recognizing a few of our outstanding professors. We have also introduced a new reward system for development that follows my model of “what gets measured – gets done” — to which I have added: “and gets rewarded.”

We must now turn our attention to funding – funding for incentives, funding for students and funding for programs. The faculty and I are committed to making this College the envy of our state, region and beyond, and I invite you to join us in these efforts.

— J. Ralph Byington, Ph.D.
Dean
Michael Latta Named Associate Dean

Michael Latta, William J. Baxley Jr. Applied Business Professor and associate professor of marketing, has been named associate dean of the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University.

The position entails various administrative duties within the Wall College of Business in support of the dean, students, faculty and staff. Latta’s responsibilities include such areas as assessment and accreditation; faculty hiring, promotion and tenure; class scheduling oversight; catalogue updates; and student services.

Quoting Benjamin Franklin, “An investment in knowledge always pays the best interest,” Latta said. “My focus as associate dean will be to ensure that students’ and their parents’ investment in knowledge at Coastal’s Wall College of Business Administration is the best it can be.”

Latta joined the University in 2005 after many years in industry, including positions at companies such as AstraZeneca, Boehringer Mannheim, DuPont and Wyeth. In addition, he owned and operated YTMBA Research, a firm specializing in predictive analytics. Latta has been a marketing and management consultant to Fortune 500 companies and small family businesses.

“In an investment in knowledge always pays the best interest.”
-Benjamin Franklin

Latta earned a Ph.D. in industrial and organizational psychology from Iowa State University. Recently, he has taught capstone courses in marketing strategy and strategic management. His academic experience includes Drake University, University of New Hampshire, St. Joseph’s University, Notre Dame, and Thunderbird School of Global Management. Michael and his wife Barbara live in Myrtle Beach.

Wall College Connections 2010

ANNUAL SIGNATURE EVENT GOES GLOBAL

This year’s Wall College Connections, the annual signature event for the college designed to give students insight into career opportunities, adopted an international theme. The daylong event in Wheelwright Auditorium featured presentations by CCU alumni who have achieved great success in international business, and panel discussions led by students and recent graduates, some who appeared via web video conferencing from cities in Europe and Australia.

Tom Loehr ’80 is executive vice president of Crosspointe, Rolls-Royce North America, Inc., the manufacturing center in Virginia that produces aerospace components. He shared his personal story and described the benefits to students of international work-study opportunities. Sunny Gupta ’91 talked about his entrepreneurial ventures in computer software development. Gupta, who is president and CEO of Apptio Inc., was named one of the Top CEOs Under 40 by American Venture magazine.

Victoria Livinski ’08 moderated a panel discussion entitled “Linking Hemispheres: International Business Perspectives” with senior economics major Eri Hoxha in Paris; senior finance major Kara Whitman in Queensland, Australia; and management junior Hannah Nelson and sophomore management major Louis Feltman, both in Mainz, Germany. Jill Nyhof ’10 participated onstage.

Darla Domke-Damonte, executive director for global initiatives at CCU, moderated the final panel discussion, “Culture of Success: Opportunities Abroad.” Student participants included Katelyn Cunningham, M. Jordan Larry, Amanda Cipkala and Garrett McGhee.

(l-r)Front row: Tom Loehr, executive vice president of Crosspointe, Rolls-Royce North America, Inc.; Sunny Gupta, co-founder, president & CEO of Apptio, Inc.; and Dean Ralph Byington.
Back row: Darla Domke-Damonte, assistant dean, international business programs; Ned Cohen, assistant dean, leadership & corporate development program; and Victoria Livinski ’08.
In order to graduate as a Wall Fellow, a six-month internship requirement must be fulfilled before graduation. Jill Nyhof, an alumna of the Wall Fellows Class of 2010, decided to expand her horizons and spend six months interning for adidas Group in Amsterdam.

Nyhof, a political science major from Ontario, Canada, maintained a 4.0 GPA while playing for the Coastal Carolina women’s volleyball team. She was named to ESPN the magazine’s Academic All-District III University first team selection, and then ESPN All-American Second Team the next year.

Nyhof’s internship with adidas Group, which includes adidas, Reebok and TaylorMade Golf Equipment, brought her to Amsterdam to work on the legal functions of the corporation. Her primary function was to “...assist the department in converting all the distribution, manufacturing, transportation and licensing contracts into electronic form and to load them all into a database that can be searched by the legal departments in Germany, Hong Kong and Boston.”

Nyhof enjoyed living in the vastly different environment for six months. “I loved it! This was my third time in Europe and every time I go, it gets a little harder to come back. It was my first time in the Netherlands, and the trip had a special significance for me, as both my dad’s parents were born and raised in Holland.”

One favorite memory Nyhof has from the trip is visiting Italy with a friend. She also had the good fortune of being in Amsterdam during its run in the 2010 World Cup. Regarding the culture and history of Amsterdam, Nyhof said, “The city has been around for centuries and has museums that are home to some of the greatest painters of all time, such as Rembrandt, Vermeer and Van Gogh.”

When asked if she will ever make a return trip, Nyhof answered “Absolutely, I will definitely go back. I would love to go back and show the city that I know, and have come to love, to the people that I love, who have never been there. Besides, I would like to go when the weather is warmer!”

Giving Back to the Community

Each semester, the Wall Fellows class has the opportunity to give back to the community by working with a local charitable organization. This semester, the Wall Fellows Classes of 2011 and 2012 are honored to be working with Meals on Wheels of Horry County Inc.

Meals on Wheels of Horry County delivers freshly prepared food to seniors in the Horry County area who do not have the means of acquiring it themselves. The nonprofit, faith-based organization relies on donors and grants to provide the support necessary for operation. Both Wall Fellows classes are working diligently to create a thorough business plan so the organization can clearly present its goals and objectives to potential donors.

Kaitlin Mayo, Class of 2011, commented on the ongoing creation of the business plan. “I feel very lucky for this opportunity to help out a great organization such as Meals on Wheels. I think it is a noble thing that they are doing for the elderly, and I am happy to help them better establish their goals.”

For more information about Meals on Wheels of Horry County, visit: http://www.mowhc.org/. You may also contact any of the current Wall Fellows at wallfellows@coastal.edu.

Inducted: Class of 2012

On the evening of Oct. 22, 2010, the Wall Fellows Class of 2012 was officially inducted into the program. The induction ceremony began with a reception in the Edwards Courtyard, then relocated to the Edwards Recital Hall for speeches and the official signing of the Wall Fellows Code of Conduct by the incoming class. Speakers included Ned Cohen, director of the program, J. Ralph Byington, dean of the Wall College of Business, and various students and alumni representing the program. The ceremony was hosted by Victoria Livinski and Corey Thompkins, both Wall Fellows alumni.
International News

HAINAN UNIVERSITY TO EXCHANGE STUDENTS/FACULTY WITH CCU

On Oct. 3, 2010, a delegation from the province of Hainan, China, visited Coastal Carolina University to discuss collaboration in the areas of tourism and business. CCU Executive Vice President Edgar Dyer and President Li of Hainan University signed a memorandum of understanding to pursue student/faculty exchanges in fields of mutual interest, including tourism and business.

Hainan University, located in the coastal region of southern China, has three campuses with 20 colleges and more than 1,400 full-time faculty members serving a student population of 40,000. The university offers programs in a wide range of fields, including humanities, management, economics, tourism, ocean sciences, engineering, agriculture, law and communication.

In addition to student and faculty exchanges, representatives of the two universities also discussed joint research activities, seminars and academic meetings, as well as the joint organization of special academic and nonacademic programs.

“Our two universities have common specialties, and there is tremendous potential to develop programs that will give students and faculty from opposite sides of the planet a truly global perspective,” said Darla Domke-Damonte, assistant dean of the E. Craig Wall Sr. College of Business Administration and executive director of global initiatives at CCU.

DOMKE-DAMONTE EXPLORES NEW PROGRAM WITH OSAKA GAKUIN UNIVERSITY

Darla Domke-Damonte, assistant dean of international programs for the Wall College of Business and executive director of University global initiatives, traveled to Osaka, Japan, in October 2010 to discuss exchange collaborations with Mike Matsuno, director of the international programs office at Osaka Gakuin University (OGU).

CCU students will be able to take a few specialized business and culture courses in English at OGU, as well as intensive courses in Japanese at one of five levels. CCU students will also have the opportunity to live with host families to have a first-hand Japanese family experience and embed themselves in the language and culture. The first groups of exchange students are planned for Fall 2011.


$11,000 STUDY ABROAD SCHOLARSHIPS AWARDED

In November 2010, $11,000 in scholarships were awarded through the Wall College of Business Board of Visitors International Scholarship program. Thirteen students, participating in the two Maymester study abroad programs for 2011 to Europe and Asia, received the funds. Although the Board of Visitors was limited to $6,000 in scholarships this year, the international programs budget provided an additional $5,000 to make it possible to assist the increased number of students who applied.

KNOW EUROPE PROGRAM (SUMMER 2011)

On Oct. 25-26, 2010, Lucie Grieu, deputy director of the international office of École de Management de Normandie (EMN), visited the Wall College of Business to discuss joint participation in projects, exchanges and double-degree programs. CCU MBA students will be eligible to participate in the program beginning in Summer 2011. In addition, undergraduate Wall College of Business students will be able to participate in semester-long study programs at EMN (with courses delivered in either French or English), and if they choose to spend a year at EMN, they may also earn a certificate in European business. CCU will also be working with EMN to develop double-degree programs at the undergraduate and graduate levels.
Wall College of Business Department News

DEPARTMENT OF MANAGEMENT, MARKETING AND RESORT TOURISM

Janis Cheson serves as board chair for Freedom Readers, a civic organization committed to sharing the joy of reading and writing with young people. Wall faculty member Kenneth Small is treasurer of the organization.


Jerome Christia was recognized for the "Best Paper in Business" at the American Institute of Higher Education’s recent conference. His manuscript will be published in the American Journal of Business Research.


Bomi Kang and Nicholas Twigg published "An Examination of Social Support and Social Identity Factors and Their Relationships to Certified Chef’s Burnout" in the International Journal of Hospitality Management.

Henry Lowenstein was elected chair of the board of directors for the Ocean View Memorial Foundation, Myrtle Beach. Lowenstein also serves as a member of the board of directors, Tri-Valley Corporation (a NYSE-AMEX listed corporation), including chair of the Personnel and Compensation Committee and the Nominating and Corporate Governance Committee.

Carol Meghee and Arch G. Woodside published research in a variety of outlets, including: International Journal of Tourism Research (visual narrative art), and Psychology & Marketing (visual narrative art and branding). Meghee, along with Deborah F. Spake, also published "Consumer Sociability and Service Provider Expertise Influence on Service Relationship Success" in the Journal of Services Marketing.

Mark Mitchell published his research in Nonprofit World ( thrift stores) and the Journal of Food Products Marketing (agritainment or agricultural tourism).

Bob Nale served as track chair for Public Sector, Social and Ethical Issues for the Fall 2010 meeting of Southeast Informs in Myrtle Beach.


DEPARTMENT OF ACCOUNTING, FINANCE AND ECONOMICS


Greg Krippel published an article titled “Should Informatics be the Theoretical Paradigm of AIS?” in the AIS Educators Journal. Krippel was named Business Professor of the Year by the CCU chapter of Beta Gamma Sigma.

Karen Maguire’s MBA advanced auditing class students presented research proposals to the South Carolina General Assembly in a roundtable discussion held in November at the Wall College. The two proposals had been approved by members of SLED (South Carolina Law Enforcement Division) and the Palmetto chapter of the ACFE (Association of Certified Fraud Examiners).

Kenneth Small published an article titled “Identifying the Non-Normality Premium of an Investment” in Managerial Finance. Small was named Coastal Carolina University Collegiate Adviser of the Year.

Philip Little published two articles in the Journal of Finance and Accountancy titled “Explaining Variation in Market to Book Ratios: Do Corporate Reputation Ratings Add Explanatory Power Over and Above Brand Values?” and “The Materiality of LIFO Accounting Distortions on Liquidity Measurements.” Little also was chosen to serve on the Board of Directors of Essol Labs LLC in Atlanta, Ga.

Linda Henderson was named Teacher of the Year by CCU’s chapter of Beta Alpha Psi.

Mark Mitchell, Gregory Krippel and Sheila Mitchell published their research on success-to-significance thinking in Strategic Finance.
Salvino Named CCU Research Economist

Robert F. Salvino, assistant professor of economics, was named to the position of research economist with the BB&T Center for Economic and Community Development in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. Salvino has been on the CCU faculty since 2007.

His duties include conducting research in the areas of economic impact and development, as well as cost/benefit analyses for public and private projects. He will develop and maintain a database of regional economic indicators and will publish economic forecasts. Salvino will serve as a liaison with the area business community and state and local governments.

Salvino has taught macroeconomics, microeconomics and entrepreneurship. His academic research interests include public choice, law and economics, and the economics of entrepreneurship. His applied research and consulting focus on state and local economic development and business development analysis.

Prior to his academic career, Salvino worked in Columbus, Ohio, as a geologist for a civil engineering firm and as a large loss property claims adjuster for Nationwide Insurance. He earned a bachelor’s degree in geology from Marshall University in 1997 and a Ph.D. in economics from Georgia State University in 2007. Salvino lives in Murrells Inlet with his wife and two daughters.

WCOB Welcomes New Faculty

Janice Black is an associate professor of management in the Wall College of Business. She earned a Ph.D. from Texas Tech University. Black has served on the faculty of Cal State Bakersfield, New Mexico State, Michigan State, Wayland Baptist University and other institutions of higher learning.

Carol Macgregor Cissel is a lecturer in accounting. She earned a bachelor’s degree in English from the University of Massachusetts and a master’s degree in accounting from Northeastern University. Cissel is a certified public accountant (CPA) and has served on the faculty at Roanoke College and Chaminade University. She has extensive accounting experience as an auditor and tax practitioner and has served as assistant vice president and assistant controller at a large regional bank in Hawaii. In addition to her teaching responsibilities, Cissel coordinates the Volunteer Income Tax Assistance (VITA) program for the Wall College of Business each spring.

Kurt Hozak is an assistant professor of management. He teaches decision analysis and introduction to operations management courses. He has worked with Baan, IBM, Andersen Consulting, Solectron, Navistar and other companies in roles from consultant to software engineer to entrepreneur. Hozak earned a Ph.D. in business administration from Ohio State University.

Dmitriy Nesterkin is an assistant professor of management. He was previously a visiting professor at Towson State University. He earned a Ph.D. from the University of Arkansas and master’s degree in management information systems from the University of Memphis. Born in present-day Russia, Nesterkin and his family immigrated to the United States during his teenage years.

Lu Liang (not pictured) is a visiting scholar. She earned a Ph.D. in human geography at Sun Yat Sen University.
Wall College Awards 2010-2011 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 2010-2011 professorships:

William J. Baxley Jr. Applied Business Professorship
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. He also served our country for 22 years in the U.S. Army and was an infantry battalion commander in Vietnam. During his tour he earned the Silver Star, the Distinguished Flying Cross, the Bronze Star Medal and other medals. Coats is a native of Loris. He earned a bachelor’s degree in business administration from Coastal in 1981 and an MBA from the University of South Carolina in 1983. He is president and CEO and senior portfolio manager of Oak Value Capital Management Inc. of Durham, N.C.

James P. and Elizabeth R. Blanton Professorship
In 2003, the Blanton family of Loris made a generous gift to initiate the James P. and Elizabeth R. Blanton Endowed Professorship. In 2007, the endowment was completed. James P. and Elizabeth R. Blanton were strong supporters of the cause of higher education in Horry County. James P. Blanton was a director of the Coastal Educational Foundation, served in the South Carolina House of Representatives and founded the Horry County Conservation Foundation. His public service awards include the Hetty Ricker Community Development State Award, the South Carolina Community Development Award, the Southeastern Community Development Award and the South Carolina Soil and Water Conversation Society Commendation Award. He received the Founders Medallion from Coastal Carolina College in 1989.

Marshall D. Butler Distinguished Professorship in 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 and as director of Kyocera Venture Capital from 1990 to 1994. He was chairman of Nitranin, AVX/Kyocera Corporation from 1994 to 2001. Butler is co-founder and has served as chairman of both First Israel Mezzanine Investors Fund and Israel Infinity Venture Capital Fund since 1996. In 1998, he received the Prime Minister’s award for his achievements in bringing capital to Israel and, in 2001, he received an honorary doctorate from the Technion, Israel’s most prestigious engineering institution.

Vereen Professorships
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. He graduated from the Citadel in 1936. Later he became a pilot in the Army Air Corps and flew many missions in the Pacific during World War II. Col. Vereen earned the Distinguished Flying Cross, the Air Medal, the Bronze Star and other medals. After the war, he earned a master’s degree in industrial management from the University of Pittsburgh.

Michael Latta
associate professor of marketing and associate dean of the Wall College of Business

Karen Maguire
associate professor of accounting

Michael Latta
associate professor of marketing and associate dean of the Wall College of Business

Karen Maguire
associate professor of accounting

Marvin Keene
associate professor of finance

Kenneth Small
associate professor of finance

Michael Latta
associate professor of marketing and associate dean of the Wall College of Business

Karen Maguire
associate professor of accounting

Marvin Keene
associate professor of finance

Kenneth Small
associate professor of finance

Barbara Ritter
associate professor of management

Andrew Weinbach
associate professor of economics

Albert J. Taylor
professor of marketing

Barbara Ritter
associate professor of management

Andrew Weinbach
associate professor of economics

Albert J. Taylor
professor of marketing

Kay Keels
associate professor of management
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 2010-2011 professorships:

**William J. Baxley Jr. Applied Business Professorship**

In 1999, Coastal alumni 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. He also served our country for 22 years in the U.S. Army and was an infantry battalion commander in Vietnam. During his tour he earned the Silver Star, the Distinguished Flying Cross, the Bronze Star Medal and other medals. Coats is a native of Loris. He earned a bachelor's degree in business administration from Coastal in 1981 and an MBA from the University of South Carolina in 1983. He is president and CEO and senior portfolio manager of Oak Value Capital Management Inc. of Durham, N.C.

**James P. and Elizabeth R. Blanton Professorship**

In 2003, the Blanton family of Loris made a generous gift to initiate the James P. and Elizabeth R. Blanton Endowed Professorship. In 2007, the endowment was completed. James P. and Elizabeth R. Blanton were strong supporters of the cause of higher education in Horry County. James P. Blanton was a director of the Coastal Educational Foundation, served in the South Carolina House of Representatives and founded the Horry County Conservation Foundation. His public service awards include the Horry Ricker Community Development State Award, the South Carolina Community Development Award, the Southeastern Community Development Award and the South Carolina Soil and Water Conservation Society Commendation Award. He received the Founders Medallion from Coastal Carolina College in 1989.

**Marshall D. Butler Distinguished Professorship in 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 and as director of Kyocera Venture Capital from 1990 to 1994. He was chairman of Nitranim, AVX/Kyocera Corporation from 1994 to 2001. Butler is co-founder and has served as chairman of both First Israel Mezzanine Investors Fund and Israel Infinity Venture Capital Fund since 1996. In 1998, he received the Prime Minister's award for his achievements in bringing capital to Israel and, in 2001, he received an honorary doctorate from the Technion, Israel's most prestigious engineering institution.

**Vereen Professorships**

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. He graduated from the Citadel in 1936. Later he became a pilot in the Army Air Corps and flew many missions in the Pacific during World War II. Col. Vereen earned the Distinguished Flying Cross, the Air Medal, the Bronze Star and other medals. After the war, he earned a master's degree in industrial management from the University of Pittsburgh.
Alumni Connections

Ross Collins ’09. Resort Tourism Management, serves as guest services director at the Francis Marion Hotel in Charleston.

Aaron Dodge ’08. Marketing, recently joined the Minnesota Timberwolves and Lynx as the game presentation coordinator for both teams.

Kyle S. Hoddy ’09. Management, is working as a program management support specialist for URS Federal Services in Groton, Conn.

Kevin Holland ’08. Marketing, works for W.W. Grainger as a sales territory representative.

Chris Huggins ’90. Accounting, was named one of five 2010 Outstanding Alumni as part of CCU’s annual homecoming events. Huggins, equity owner and principal of Smith Sapp Bookhout Crumpler & Calliham CPAs, also serves on the Board of Visitors for the E. Craig Wall Sr. College of Business Administration.

Kristian Jackson ’09. Marketing, works at Sage Island Design as an Internet marketing specialist. She lives in Wrightsville Beach, N.C.

Stephen A. Lashower ’10. Finance, was accepted into the MACC program at USC.

Kate Mandel ’09. Accounting, and Wall Fellows Class of 2010, accepted a full-time position in the Finance Leadership Development Program at Raytheon Corporation.

Steve Mays ’94. Marketing, is the director of travel and tourism sales for the Golf Channel.

Lauren Mouse ’10. Accounting, and Wall Fellows Class of 2010, accepted a full-time position in accounting and finance with the Marriott Resort in the U.S. Virgin Islands.

Sharon Smith ’90. Marketing, and Stuart Smith ’04, Interdisciplinary Studies, own and operate Mad Science Myrtle Beach. Their company provides a unique, hands-on science experience for kids that is educational and entertaining.

Sara Thompson ’03. Marketing/Management, was promoted to director of softball for Little League International Development in South Williamsport, Pa.

Georgette Timmons ’06. Accounting (minor-Spanish), was awarded the 2010 Young CPA Award by the South Carolina Association of Certified Public Accountants (SCACPA).

Kristin M. Wolf ’08. Accounting, recently passed all parts of the CPA exam—one on the first try.

Williams New Director of Philanthropy for WCOB

N. Jane Williams joined the CCU staff as director of philanthropy for the Wall College of Business and the Spadoni College of Education.

Williams is a South Carolina native with more than 14 years of experience in fundraising and advancement activities, primarily for institutions of higher education. She earned a bachelor’s degree in psychology and a master’s degree in public administration from the University of South Carolina.

“I am excited about working with the Wall College of Business, and I look forward to meeting alumni and friends,” said Williams. “I encourage your continued support of the Wall College. You will find an envelope with this newsletter. Please invest in the future of the College and make a contribution today.”

FYE Picnic

The first Wall College Welcome Picnic for First Year Experience (FYE) students was held Nov. 11, 2010. Wall College of Business faculty and staff shared a picnic lunch with students out on the College lawn.

“The picnic demonstrates the College’s commitment to community-building,” said Dean Ralph Byington. “As a result of this event, the Wall College will feel more like home to many students.”

Several student organizations, such as HASO, SHRM and the PGM Club, were represented. Freshmen are eligible to join student organizations whether or not they have begun classes in their major.

Running in Front of the Pack

CCU NASCAR KINETICS TEAM

Five Coastal Carolina University students were selected to participate in this year’s national marketing competition, NASCAR Kinetics: Marketing in Motion. This year’s CCU team, which took second place in fall 2010, included students from the Wall College and students in recreation and sports management programs. They were: team leader and second year member Roosevelt A.D. Corbett of Columbia; Devon Howard of Surfside Beach; Roosevelt Board of Greenwood; Laura Porth of Freehold, N.J.; and Chris Adrian of Schaumburg, III.

The CCU NASCAR Kinetics Team invited the public to a free viewing party of a NASCAR race at Martinsville on Sunday, Oct. 24, in the Adkins Field House at CCU’s Brooks Stadium.

NASCAR Kinetics: Marketing in Motion is a national competition with universities chosen based on their marketing programs and the students’ eagerness to gain real world practice and knowledge. This is the second year that CCU has been selected to participate in the NASCAR Kinetics: Marketing in Motion program. CCU was a top three finisher in fall 2009.

For more information about the competition, contact competition-coastal.carolina.nascarkinetics@gmail.com or at 803-348-2155.
PGA Golf Management

CCU AT RYDER CUP – 2010

CCU and the Wall College of Business were well represented at the recent Ryder Cup matches in Wales. Coastal alumnus Dustin Johnson represented the United States as one of the 12 team members. Two PGA Golf Management (PGM) representatives also attended. Will Mann, the PGM program’s director of player development and a former president of the PGA of America, attended as a member of the PGA’s official party. He also attended a reception hosted by the Prince of Wales. David Kullenberg, senior management major of Lexington, was a member of the PGA’s Tournament Operations team. Kullenberg completed his final PGM internship at the Ryder Cup. His 16 months of required work experience have also included internships at Brae Brun Country Club, N.Y.; Valhalla Golf Club, Ky.; and Southern Hills Country Club, Okla.

In addition to Mann and Kullenberg, CCU President David DeCenzo, Athletic Director Hunter Yurachek and Golf Coach Allen Terrell also made the trip to Wales.

DALTON FLOYD FAMILY MENTORING

Last October, 10 PGA Golf Management students spent a Saturday supporting the Dalton Floyd Family Mentoring Golf Tournament at Quail Creek Golf Club. The PGM students assisted with the tournament set-up, gave “mini” golf lessons to participants prior to the tournament and handled the post-tournament scoring activities. R.D. Darden, the PGM Club president, coordinated the students’ activities during the tournament, which raised more than $10,000 to support CCU’s youth mentoring initiatives.

Resort Tourism Management

DAMONTE SPEAKS AT GUANGZHOU UNIVERSITY

Taylor Damonte, director of the Resort Tourism Management program, was invited for the second time to Guangzhou University to deliver a series of five presentations to faculty, graduate and undergraduate students in the Sino-French Tourism School. Two presentations were on research methodology, conducting tourism impact studies and forecasting lodging demand. He also delivered a presentation about our world view of tourism and explained how CCU seniors create resort development plans. Damonte also presented the 1+2+1 Sino-American Double Degree program to encourage students at Guangzhou University to participate in the program at CCU. Currently, CCU has one student from Guangzhou University participating in the program.

REDEVELOPMENT PLAN EARNS HIGH PRAISE

As a senior class project, students in the Seminar in Resort Tourism Planning class created a redevelopment plan proposal for the 57-acre site of the former Myrtle Square Mall. The proposal called for transforming the site to mixed residential/commercial use and for linking the location to the oceanfront and to Broadway at the Beach with a path for golf carts, bikes and pedestrians.

The presentation, held on Dec. 2, was attended by City Engineer Patrick Sadek and Senior Planner Jack Walker of the City of Myrtle Beach; David Sebok, director of the Myrtle Beach Downtown Development Corporation; and Tony Cox, executive vice president for real estate at Burroughs and Chapin Co. Inc., which owns the site.

QUAIL CREEK SHORT COURSE

The PGM program recently completed the construction of a three-hole “short course” at CCU’s Quail Creek Golf Club. Each of the holes is between 30-45 yards long. The course was conceived and constructed by PGM and Quail Creek maintenance personnel and provides an area for PGM students to improve their playing ability. The course supports an area for all PGM students to teach the game. This short-game practice facility is also used for youth mentoring activities, including the Horry County First Tee program.

PGM STUDENT GOLFING SUCCESSES

Five PGM students qualified, and represented, the Wall College of Business and the PGM program at the National PGM Championships in Port St. Lucie, Fla. Competing against teams from 19 other PGA Golf Management programs, the Wall College of Business team finished a strong fourth. Michael Midgette, a senior management major from Plainsview, N.Y., won medalist honors for the championship, posting a two-under par score of 140 for the 36-hole event.

The PGM program also entered eight-person teams in each of the three National Collegiate Club Golf Association (NCCGA) tournaments held this past fall. Teams from Boston College, University of Michigan, UNC Chapel Hill, UNC Wilmington, Clemson, University of Tennessee, Virginia Tech and 15 other schools participated. The Wall College of Business PGM team won two of the events and finished second in another. The CCU team won the final event and was declared the fall National Champions. Three PGM program team members were selected for the All-Tournament team – Andrew Berks, a senior management major; Kyle Kszepka, a sophomore marketing major; and Mark Ingalls, a freshman management major.

HASO OFFERS UNIQUE LEARNING EXPERIENCE

The Hospitality Adventure Student Organization (HASO) plans and organizes site visits for students in the Resort Tourism Management major. Some of the local area resort properties recently visited include the Caravelle Resort, Hilton Myrtle Beach Resort, Marriott Myrtle Beach Resort, Marriott Ocean Watch Villas, North Beach Plantation, Ocean Lakes Family Campground, Sheraton Myrtle Beach Convention Center Hotel, Sheraton Broadway Plantation Resort, Springmaid Beach Resort and the Sea Mist Oceanfront Resort. HASO students tour both front- and heart-of-the-house areas and attend seminars by property management. The tours provide an opportunity for students to network with management, and many eventually apply for employment at one or more of these properties.
Club News

ACCOUNTING CLUB

The Accounting Club got off to a great start for the 2010-2011 academic year. The students attended three meetings with Beta Alpha Psi and continued their successful candy sales. Currently, the Accounting Club students are selling candy to raise money for a local animal shelter.

For Accounting Club information, contact president Kim Parker, at ksparker@coastal.edu, or faculty adviser Sheila Mitchell, at smitchel@coastal.edu, 843-234-2063.

MARKETING CLUB FULFILLING ITS MISSION

by Roosevelt Board and Sean McCawley

After only a year and a half since its founding, the Wall College of Business’ Marketing Club has steadily grown in membership and activity.

Entering the Fall 2010 semester, the Marketing Club took a new approach to fulfilling its mission. The club split into two operating groups: Account Managers and the Creative Team. Account Managers were given the task of finding clients for the club and to oversee project completion for a specific client. The Creative Teams were given the task of designing and executing marketing and promotion concepts for those clients. One special client, the Myrtle Beach Area Chamber of Commerce, offered a challenging project for students to come up with helpful ideas to increase lodging during the holiday season.

In October, at the Southeastern INFORMS meeting in Myrtle Beach, *The Fifth Dimension*, a team of marketing students, presented its paper, “Implementing a Degree Completing Program at Coastal Carolina University,” at the annual regional conference.

For Marketing Club information, contact Roosevelt Board, president, at rjboard@coastal.edu; Sean McCawley, vice president, at spmccawl@coastal.edu; or faculty adviser Michael Latta at mlatta@coastal.edu or 843-349-6476.

CCU-SHRM FOCUSES ON STUDENT MEMBERS

In its first semester as an affiliated student chapter of the Society for Human Resource Management, CCU-SHRM has been actively pursuing its mission of providing HR education on campus and building relationships between students and HR professionals. In September, CCU-SHRM, along with Beta Gamma Sigma, co-sponsored a panel discussion on diversity titled “Understanding Diversity: Different Cultures and Global Realities.” Panelists from several universities in Georgia spoke with students about diversity tolerance in business and in education. In October, the chapter participated in the monthly meeting of its sponsoring professional chapter, Coastal Organization of Human Resources (COHR). At this meeting, CCU-SHRM presented COHR with a resume book, featuring the resumes of student chapter members, and provided opportunities for students to network with local HR professionals.

In November, the chapter sponsored “Clock in with HR Professionals,” a panel discussion on HR issues. Five human resource professionals from several organizations across the Grand Strand, including The Sun News, Blue Cross Blue Shield of South Carolina, Coastal Carolina University, Horry County, and Thompson and Henry law firm, fielded questions from an audience of around 60 students. The event was well received by both students and panelists. The chapter celebrated a successful semester with a social dinner meeting in December. CCU-SHRM has a busy spring semester planned, with opportunities for students to get involved in educational programs, networking events and charitable activities.

For more information on the CCU student chapter of SHRM and for information on how to join, contact faculty adviser Erika Small at esmall@coastal.edu.

FINANCE CLUB

CCU’s student chapter of the FMA (Financial Management Association International) national honor society was awarded the FMA superior chapter designation in 2010. Less than 5 percent of FMA chapters receive this designation annually.

Kenneth Small, Marshall D. Butler Distinguished Professor in Finance and FMA faculty adviser, was selected as an FMA Superior Faculty Adviser. Only four professors from around the world received this honor in 2010. He received this award in recognition of his leadership of the CCU FMA chapter and his dedication to the finance students in the Wall College of Business.

With more than 4,000 student members in 200 active student chapters, FMA chapter members have opportunities for social and professional networking, speaker programs, career information, online forums, professional services and conferences. FMA provides student members the opportunity to be recognized for achievement through the FMA National Honor Society and the FMA Collegiate Fellows program.

For information about the club, contact Kenneth Small, faculty adviser, at ksmall@coastal.edu, 843-349-2729.
Honor Society News

BETA GAMMA SIGMA
by Brandy Dent and Peter Ondrus

Beta Gamma Sigma is an international honor society for business programs that are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. The elite business organization invites the top 10 percent of undergraduates and the top 20 percent of graduate students to become lifetime members of the society. The mission of Beta Gamma Sigma 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 BGS chapter takes pride in its efforts to contribute to the community and hopes to make the chapter the best it can be. This past fall, BGS continued to focus on ethical business leadership and participated in several community service projects. This past September, BGS held its initial meeting, welcoming new members and appointing two new vice presidents, Peter Ondrus and Brandy Dent. BGS participated in the Beach Clean Up at Huntington Beach State Park and also continued its on-campus aluminum can collection drive, donating all recycled cans that have been collected to Habitat for Humanity. Dent and Ondrus also volunteered at the water station at “The Biggest Loser” race, held in Myrtle Beach.

For more information, contact Carol Megehee, chapter adviser, at cmegehee@coastal.edu, or vice presidents Brandy Dent at bldent@coastal.edu, and Peter Ondrus at pwondrus@coastal.edu.

ETA SIGMA DELTA

Eta Sigma Delta is the honor society that recognizes students preparing for careers in the resort tourism management industry. Students who have successfully completed at least 50 percent of the resort tourism management curriculum and earned a minimum 3.25 grade point average are eligible for membership. Eta Sigma Delta is sanctioned by the International Council on Hotel, Restaurant, and Institutional Education.

The club’s leadership is finalizing plans for “Eta Sigma Delta Salutes.” The spring event will include a new member induction and will honor an industry leader who has made a significant contribution to the success of the resort tourism management program in the Wall College of Business.

For more information, contact faculty adviser Michael Collins at mcollins@coastal.edu or 843-349-6477.

OMICRON DELTA EPSILON

The economics honor society at CCU is Omicron Delta Epsilon, the largest international organization of its kind. The chapter is still young and has hit the ground running, establishing relationships with fundraisers for Children’s Miracle Network and Grand Strand Miracle League.

Omicron Delta Epsilon is dedicated to the encouragement of excellence in economics, devotion of its members as economists to the advancement of their science, and to the scholarly effort to make freedom from want and deprivation a reality for all mankind.

For more information, contact faculty adviser Andy Weinbach at aweinbach@coastal.edu or 843-349-6542.

BETA ALPHA PSI

The Wall College of Business’ Lambda Kappa Chapter of Beta Alpha Psi enjoyed a very busy and highly successful fall semester. We are thankful to the South Carolina Association of Certified Public Accountants for sponsoring a meet-and-greet function at Logan’s Steakhouse. We also appreciate the Wall College of Business Accounting Advisory Board’s overwhelming support of the Lambda Kappa Chapter’s Meet-the-Firms Night that was held in the Wall College of Business boardroom. At this event, the students met with numerous Coastal Carolina University accounting alumni from the following Accounting Advisory Board constituencies: Elliott Davis; Duncan, Farmer, Munden, McLrath, and Cobb; Smith, Sapp, Bookhout, Crumpler, and Calliham; Sherri Freudiger; South Carolina Department of Revenue (John Taylor, CPA); and Webster Rogers. We also want to thank and recognize Elliott Davis for providing representatives from its organization at all of the chapter’s meetings. The chapter is planning two major events in Spring 2011: attendance at the Beta Alpha Psi regional conference in Charlotte, N.C., and the chapter’s Annual Alumni/Awards Dinner.

Additional information about the organization may be found at Beta Alpha Psi’s national website at www.bap.org; the University’s Lambda Kappa Chapter at www.bapcoastal.org; and by contacting faculty adviser John Mortimer at jmortim@coastal.edu.
Board of Visitors

The Wall College of Business’ Board of Visitors firmly supports the college. The Wall College proudly recognizes these board members:

- Joe C. Alexander
- Edward J. Barker Jr.
- William Benson
- Lawton Benton
- J. Marshall Biddle
- Pamela J. Browning
- Robert Clinger III
- W. Press Courtney
- Jerry J. “Joe” Cox Jr.
- Joseph Dalglish
- Lisa DeVaux
- David Douglas
- John Gandy
- Teresa Roberts Gebhardt
- Mike Gerald
- John Gilbertson
- George H. Goldfinch Jr.
- Henrietta Golding
- Gary Hadwin
- R. Thomas Harrell
- Charles A. Hinson
- Keith C. Hinson
- Chris Huggins
- J. Huggins
- Glen Insley
- Daniel H. Isaac Jr.
- T. J. Johnson
- Charles Jordan
- McKenzie R. Jordan
- George Kosko
- George N. Magrath Jr.
- Tony McAfee
- Louis Henry Mense
- Stella Mercado
- J. Edward Norris III
- Tom Pegram
- Lee Proctor
- Michael D. Pruitt
- Lisa Raches
- Charles Ray
- Fred Richardson
- Richard G. Singleton II
- John “Chip” Smith
- Samuel R. Spann Jr.
- WALTER E. STANDISH III
- Jean G. Steppe
- Harold Stowe
- Dennis Wade
- Kenan Walker
- E. Craig Wall III
- Judith Wall
- Doug Wendel
- Todd Woodard

2010-2011 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 to become effective leaders for the future. Members are:

- Robert Burton
- Rocco J. Cartisano
- Stephen L. Chryst
- Chester A. Duke
- Robert E. Hannan
- Kathryn W. Hoyts
- G. Henry Jobe Jr.
- Walter F. Johnson III
- Arthur Kent
- Robert L. Kirby
- W. Wilson Lowery Jr.
- Louis H. “Hank” Mense
- Charles N. Parish
- Robert H. Reed
- Harold C. Stowe
- Norman F. Whiteley

Finance Advisory Board

The Finance Advisory Board met this past November. Finance faculty presented the new Financial Institutions Management track to the group. The board was very supportive of the new track option and plans to provide support for strengthening all track options within the Finance area.

The board welcomed the addition of Carolyne Pelton, a senior vice president in the BB&T Corporate Banking Division. The board also continues to support the department by donating services as guest speakers. David Allison, Finance Advisory Board chair, discussed the CFA program with the Financial Management Association. Joe Allegro spoke in the fall about his time working with Goldman Sachs.

In addition, David Allison secured funding to enable students on Coastal Carolina University’s CFA Challenge team to travel to Atlanta for a competition in early spring.

Stella Mercado is CEO and president of the Board of Directors of Mercom Corporation, an information technology firm she co-founded in 2000. As CEO, Mercado has overall responsibility for finance, corporate treasury, revenue, investments, accounting and tax policy. As president, she oversees human resources, government and commercial contracts, legal matters, and corporate and strategic planning.

Mercado earned a bachelor’s degree in international relations and Spanish from the University of Virginia in 1995. She is an active member of industry associations as well as a founding member of the Grand Strand Technology Business Council. Mercado enjoys spending time with her family, as well as playing a variety of sports, including golf and softball.

Accounting Advisory Board

The accounting faculty appreciates the support of the Accounting Advisory Board for our programs and assistance in developing our curriculum.

During the fall semester, Wall College of Business Accounting Advisory Board members, along with the accounting faculty and Beta Alpha Psi members, held a Meet-the-Firms Night.

The Accounting Advisory Board continues to assist in developing CPA and CMA tracks in the accounting curriculum. Accounting faculty have been actively engaged in introducing the online professional certification assessment (Gleim) tools in support of these tracks.
NEW MBA CURRICULUM ACCELERATES PROGRAM

The MBA program is moving toward an innovative 30 credit-hour curriculum. Many distinguished MBA programs have adopted this accelerated format that allows students to complete their degree in one year.

This new curriculum keeps the core component intact for practitioner-oriented students, but removes the research component (which currently accounts for six of the 36 credit hours). The research project will be offered as an elective for those students who may wish to pursue a Ph.D. Additionally, the program will eventually offer certifications through classes beyond the 30-hour curriculum for students seeking extra skill sets.

Details of the actual curriculum are still being discussed, but this shift will present an exciting new direction for the MBA program that will ultimately be of great benefit to students.

FALL 2010 RESEARCH PRESENTATIONS

MBA students presented their final research projects on Monday, Dec. 6, in the Wall Auditorium. Faculty mentors advised students in their research methodologies and analysis. Faculty, staff and students participated in project discussions. In honor of the graduates, a reception was held in the Wall Boardroom following the event. Presenters were:

**Tiffany Brown and Kathryn Upchurch**  
The Impact Effective Employee Training has on Employee Satisfaction, Customer Service, Customer Satisfaction and Customer Loyalty in the Service Industry

**Daniel Carcara and Scott DeGaris**  
Kentucky Rancinos: The Projected Impact on Pari-mutuel Betting and Attendance

**Danielle DeSonia and Joseph Withers**  
Males vs. Females: Is Success Gender-Based?

**Jason Ely**  
Testing the Effectiveness of the University Honor Code

**Preston Foxworth**  
The Effects of Third Party Billing Systems on Fraternity Chapter Financial Management

**Harrison Gaskins and Ryan Hinkle**  
Exploratory Research at a South Carolina Comprehensive Teaching Institution: Coastal Carolina University

**Cameron Hooper and Adam Smith**  
The Plan: A Look into the Creation of a Professional Athlete’s Investment Plan

**Jennifer Hughes**  
The Effect of Service, Environment, and Information Control on Satisfaction of Library Services

NEW MBA CLASS

This past August, the MBA program welcomed 27 new students. Students in the current class come from all along the Grand Strand, various parts of the United States, and countries such as Canada, Colombia and Germany. The average GMAT score for this class is 513, with an average undergraduate GPA of 3.4.

For more information, visit www.mba.coastal.edu or contact John Lox, director of the MBA program, at jlox@coastal.edu.

SOCIAL MEDIA MBA MARKETING TOOL

Last spring, the MBA program established its own Facebook page to promote the program, keep current and prospective students updated about MBA news and events, and serve as a vehicle for discussion. The program also created Twitter and LinkedIn pages to expand the potential for promoting awareness and has added hot buttons to the MBA website to link visitors to the program’s various social media pages.

The MBA program is also using Facebook ads for promotion. This method allows for the targeting of specific ages, geographic locations, education, and a variety of other demographics to maximize the effectiveness of the ad campaign.
Wall Center for Excellence
STUDENT DEVELOPMENT RESOURCE

The objective of the Wall Center for Excellence is to bridge the gap between education and employment. The Center offers diverse workshops and individual counseling sessions designed for career development, job placement and internships.

The Wall Center for Excellence continues to offer and find new internship opportunities for business students. The Wall College of Business recognizes the competitive advantage that is achieved by students participating in internships.

Businesses interested in providing internships, and business students interested in the services of the Center are welcome to contact Donald O. Brook, director, Wall Center for Excellence, 843-349-6486, wallcntr@coastal.edu.

More information may be found at www.coastal.edu/business/wallecenter.