



ec

ALUMNI
SPRING 2012



Finding Her Passion

Entrepreneurial spirit and a love for people has made Nichole Cerimele's '02 dream come true



High Achievers

ECU students EXCEL in first semester

Students celebrating a successful first semester at East Carolina University were [recently] lauded... with inclusion in the ECU EXCELS program. This is the third year ECU has systematically honored new students who earned a 3.0 GPA or higher.

More than 2,175 individuals made the honors, dean's, or chancellor's list last fall—about 41 percent of all freshman and first semester transfer students, according to ECU EXCELS coordinator Stephanie Bailey.

EXCELS connects high achieving students with faculty members conducting research, volunteer and leadership opportunities, and professional organizations within their field. Bailey said administrators are aware ECU is “a plan B” for many high achieving students, and some students attend for a semester to raise their GPA before transferring to another institution.

“We want to show (students) ECU has these excellent programs,” Bailey said. “We want to keep you here.”

The recognition ceremony varies at each of the nine participating colleges. An event is also held for students in the major advisement program who have not yet joined a school or department.

“We do so much...for our students with academic difficulties,” said Jennifer Cabacar, academic advisor with the School of Communication. “We felt like we were missing a piece of the puzzle.”

“I don't think anybody outgrows the gold star thing,” she continued. “Everyone likes to be recognized.”

The College of Fine Arts and Communication held its installment Friday, February 3, featuring a musical performance and student and faculty speakers. Parents were also invited to attend—an opportunity Havelock native Theresa Holtz' family took advantage of.

“It means I survived,” the art education major said of [the] ceremony. “This last semester was a very tough semester with school and home so I'm very happy to be here.”

Katbryn Kennedy, ECU News Services



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FEATURES

10 a pirate remembers Bob '63 and Margaret '61, '62 Ward share some highlights of their East Carolina experience and talk about the importance of being involved with their alma mater.

12 survis: it'z his plezure As a small business owner, Ben Dixon '01 enjoys serving others and encouraging employees to reach their true potential.

16 finding her passion What started as a way for Nichole Cerimele '02 to volunteer in her community has led to a new business and a way to serve people with special needs.

20 scouting for gems Howard McCullough's '76, '77 love for baseball led to a career as an MLB Scout—and some of his recruits are World Series champions.

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ON THE COVER

Nichole Cerimele '02 took a leap of faith to start Jamie's Club, a non-profit organization that provides opportunities for athletes with disabilities

EC Alumni, the magazine of the East Carolina Alumni Association, takes a closer look at the accomplishments of our alumni, bringing you engaging feature articles highlighting their success. *EC Alumni* also features news from around campus, updates from University Advancement, career advice, how alumni and friends can support ECU's legislative initiatives, and a look back at the University's treasured history.





It is my pleasure to share with you that your East Carolina Alumni Association has once again been recognized for the work we are doing to serve alumni and friends.

The Council for Advancement and Support of Education (CASE) District III awarded the Alumni Association with its prestigious **Award of Excellence for Overall Alumni Relations Program** for 2012. This award encompasses the various activities, programs, events, services, and communications that the Association offers annually. Your



Alumni Association received the Grand Award in this category in 2008 and 2009, and the Award of Excellence in 2011. (We did not submit in 2010). Other 2012 finalists in the category were the University of North Carolina at Chapel Hill, Western Kentucky, and Miami University. The Grand Award went to Western Kentucky, UNC-CH also received the Award of Excellence, and Miami received Special Merit recognition.

Although our peers have recognized us for the work we are doing, we want to know what YOU think! Beginning in May 2012, the Alumni Association will celebrate its Centennial—100 years of Alumni Excellence. As the oldest volunteer support organization affiliated with East Carolina University, we are constantly striving to stay tuned into to the needs of our 138,000 alumni. The needs of our alumni and the needs of the University will be the driving forces behind our new strategic plan that will set the Association's course for our second century. We want to build on past success to make an overall program that fits the needs and wants of each of our constituents.

What do YOU expect from your Alumni Association? We are in the midst of a strategic planning process to (1) identify ways in which we can better serve you and (2) put in place a plan that will maintain the Association into perpetuity. To do this successfully, we would like your feedback on how we can design and deliver meaningful programs, events, services, and communications that would encourage increased participation by all. We are particularly interested in learning from you about the types of information, events, and programs that interest you most—those that would prompt YOU to get involved with ECU.

I am interested in hearing your thoughts, feedback and suggestions. Send me an email at Paul.Clifford@PirateAlumni.com if you would like to participate in our planning process. Our second century is in your hands, thanks for your support!

GO PIRATES!!!

Paul J. Clifford, President & CEO

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Use the hashtag #piratealumni



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Tag your photos with piratealumni



The mission of the East Carolina Alumni Association is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University.

Paul J. Clifford
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To contact us or comment on this magazine:
252-328-6072 | 800-ECU-GRAD
alumni@PirateAlumni.com

Send change of address to:
East Carolina Alumni Association
Taylor-Slaughter Alumni Center
901 East Fifth Street
Greenville, NC 27858

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Road Race
5th Annual Pirate Alumni Road Race and Fun Run



There's still time to lace up your running shoes and support ECU scholarships! The 5th Annual Pirate Alumni Road Race and Fun Run will take place on Saturday, April 14 and begins

at 9:00 a.m. at University Book Exchange. This fun event supports ECU scholarships given annually by the Alumni Association to deserving ECU undergraduates. Over the past seven years, the Alumni Association has awarded 134 scholarships and last year's race raised \$5,600 for our scholarship fund.

The certified 5K course will take runners through historic Fifth Street. East Carolina Road Racing will provide timing and scoring for the race. Awards will be presented to the first three female finishers overall, to the first three male finishers overall, and the top three female and male finishers in each of eight age groups. No awards will be presented to Fun Run participants. All who enter will receive a race T-shirt and goody bag.

The entry fee for the 5K road race or 1-mile fun run is \$15.00 until March 30 and \$25.00 thereafter. Packet pick-up will be held from 12 noon to 5:00 p.m. on Friday, April 13 at U.B.E. and same-day registration is also available beginning at 7:30 a.m. on race day.

To register for this year's race, visit PirateAlumni.com/2012roadrace

Connect with Pirates at Networking Events and Alumni Receptions
Networking with alumni in your region

The Alumni Association is proud to offer Alumni Networking Events and Alumni Receptions for alumni and friends of East Carolina who are interested in networking, excelling in their careers, and renewing their connection with ECU. Alumni Networking Events will be offered in a number of cities with featured alumni guests. Join alumni and friends in Raleigh, Johnston County, Southeast Virginia, Washington, D.C., and other cities to be announced this spring. Registration costs vary based on location, and include refreshments and an opportunity to win ECU door prizes.

Visit PirateAlumni.com/upcomingevents or call 800-ECU-GRAD for specific location details and to register. Want to suggest a location for Alumni Networking Event or an Alumni Reception? E-mail Assistant Director for Alumni Programs Stephanie Bunn at Stephanie.Bunn@PirateAlumni.com.

Pay it forward: volunteer to recruit new Pirates

ECU's Office of Admissions and the Alumni Association have partnered to create the Pirate Alumni Admissions Connection. This network of volunteers will assist the University in achieving its challenging recruitment goals and help students that live in their area make sound higher education choices. Who better to recruit new Pirates than those who already have ECU in their heart?

Volunteers will assist the Office of Admissions by attending local college fairs to speak with prospective students and distribute literature on ECU and its many academic and student programs. Alumni volunteers will also attend receptions for prospective and admitted students and families to share their East Carolina experience and encourage enrollment.

Alumni representatives are needed to work both fall and spring college fairs. These events are typically two hours and are held once or twice per year. Volunteers will only be asked to work events that are in

close proximity to their current residence. Most volunteers will be asked to give five to ten hours of their time per year. Being part of the Pirate Alumni Admissions Connection is a great way to give back to the University.

Training sessions will be offered to help alumni representatives learn more about the admissions process and to stay well informed on new things at ECU. Visit PirateAlumni.com/alumniadmissions to learn more.

Spring Reunions

Greek Alumni Alliance Reunion

Calling all Greek alumni (of both current and former chapters)! The Alumni Association will host a Greek Alliance Alumni Reunion weekend April 13-14. Events kickoff with your choice of a golf tournament at Ironwood Golf and Country Club or shopping in Arlington Village and Arlington Shoppes. An all-inclusive mixer will also be offered in Uptown Greenville in the evening.

Saturday is a day full of family-friendly

events, including the 5th Annual Pirate Alumni Road Race and Fun Run, Pigskin Pig Out, Purple and Gold Game, and individual chapter events in the evening.

Visit PirateAlumni.com/2012GreekReunion for more event details and to register online.

Golden Alumni Reunion Class of 1962

During graduation weekend, May 3-4, the Alumni Association will sponsor the 50th Golden Alumni Reunion. Take a walk down memory lane with an expanded campus tour, "pass the torch" as you have dinner with the current graduating class at the Senior Salute and Candlelight Induction ceremony, lead the Commencement ceremonies by walking the Class of 2012 into Dowdy-Ficklen Stadium, and then reminisce with family and friends at the reunion celebration dinner.

Visit PirateAlumni.com/2012GAR for the complete schedule and to register online.

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2012-2013 Scholarship Recipients

The Alumni Association is proud to announce its 2012-2013 Alumni Scholarship recipients. More than 180 applications were submitted for 22 scholarships: thirteen \$2,500 scholarships and nine \$1,000 scholarships. This year's recipients are:

Alumni Association Scholarships (\$2,500)

- Cara Elizabeth Carr, Clinton, NC*
- Matthew Thomas Edwards, Greenville, NC*
- Morgan Paige Grissom, Salisbury, NC*
- Chelsea Brooke Guild, Chapel Hill, NC*
- Sarah Morgan Hunter, Henderson, NC*
- Angela Maria Korleski, Wilmington, NC*
- Jatin Rajnibhai Patel, Spartanburg, SC*
- Melissa Marie Pepper, Damascus, MD*
- Zachary "Zach" Karroll Teachey, Raleigh, NC*
- Jordan Ellisa Thompson, Frisco, NC*
- Jacqueline Tarek Traish, Rocky Mount, NC*

Alumni Association Scholarship in memory of Yvonne Pearce '82 (\$2,500)

Arun Ajmera, Greenville, NC

East Carolina Teachers College (ECTC) Scholarships (\$1,000)

- Michael Joseph Avery, Charlotte, NC*
- Tabitha Brook Bednarczyk, Wilmington, NC*
- Lindsay Kennedy Callaban, Greensboro, NC*
- Mary Alexandra Greyard, Clinton, NC*
- Timothy James Schwan, Hampstead, NC*
- Juliann Marie Stalls, Williamston, NC*

New York Metro Alumni Chapter Scholarship (\$1,000)

Stacey Michelle Bala, LaGrangeville, NY

Tidewater Virginia Alumni Scholarship (\$1,000)

Robert William Writtenberry, Suffolk, VA

Megan Grace Lavinder Memorial Scholarship (\$1,000)

Amanda Lauren Morgan, Monroe, NC

Mary Jo Outland Baugh Alumni Scholarship (\$2,500)

Jennifer Marie Warren, Goldsboro, NC

2011-2012 Retired Faculty Association Scholars

- Skylar Brooke Mills, Greenville, NC*
- Anna Meredith Taylor, Rocky Mount, NC*

Save the Dates!

July 9
Tailgate Registration Opens for Members

August 1
Tailgate Registration Opens for Non-Members

September 8
Away Game Tailgate at South Carolina

September 27
Pirate's Bounty Scholarship Auction

September 28
ECU Alumni Scholarship Classic golf tournament

October 6
Away Game Tailgate at UCF

October 12-13
Homecoming

It's our time!

Each alumnus has the opportunity to leave their legacy and shape the future of East Carolina University.

Planned gifts are among the most convenient and tax advantageous ways to leave your legacy and shape the future of ECU. These gifts, which can reduce estate, capital gains and income taxes include:

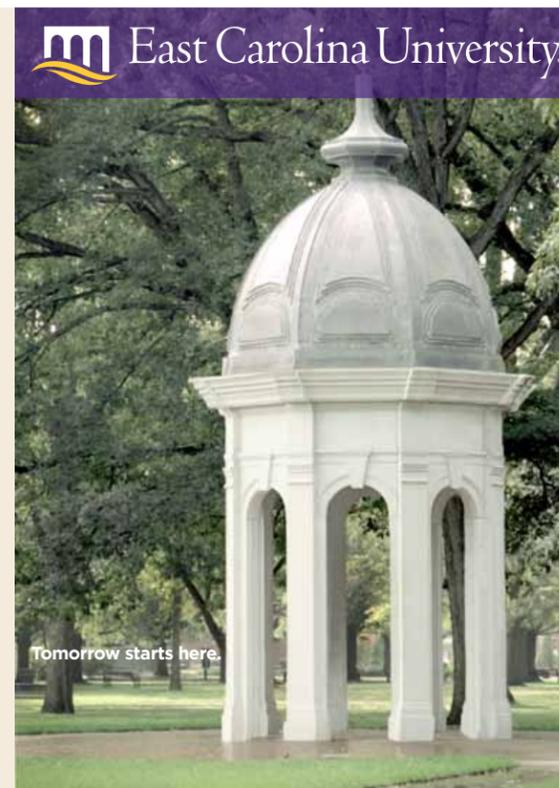
Testamentary gifts (relinquish no assets during the donor's lifetime):

- Bequest provisions in your will
- Beneficiary designation in your 401(k), 403(b), and IRA retirement accounts
- Gifts of life insurance
- Gifts of real estate

Revenue producing gifts:

- Charitable Gift Annuities—funded by appreciated assets
- Charitable Remainder Trusts—funded by appreciated assets

For more information about your planned giving options and how you can leave your legacy at East Carolina University, contact Greg Abeyounis, assistant vice chancellor for development, at (252) 328-9573 or abeyounisg@ecu.edu.



Economically Speaking: ECU's Impact

The 2012 short session of the North Carolina General Assembly convenes this spring on the heels of one of the most challenging budget environments in our state's history. While most economists believe the economic recovery is regaining strength, ECU and the University of North Carolina (UNC) system will seek to rebound from consecutive years of challenging fiscal times.

In a January report to the Joint Appropriations Committees of the legislature, University officials presented information on the implications of the most recent reductions to higher education. The university system received a management flexibility reduction of approximately \$414 million dollars. Across the board, cuts were prohibited and a methodology was developed using factors such as retention rates and degree efficiency to determine how to allocate reductions across UNC institutions.

Ultimately, East Carolina University implemented a \$49 million reduction in state funds as a result of the ongoing budget crisis. Such cuts to state funding resulted in reduced student headcount, changes in class size and composition, and increased faculty workload. The University also engaged in a number of efforts to increase operational efficiencies on campus. Additionally, ECU has been diligently working on how to right size our programmatic offerings and academic organizational structure through a Program Prioritization Committee composed of 13 faculty, staff, and administrators.

Even in the midst of these challenges, East Carolina University has maintained a commitment to its mission of serving the state and the region. An economic impact study recently conducted by Dr. Mulatu Wubneh, professor and chair within the Urban and Regional Planning Program, confirmed that ECU generates a total economic impact of \$1.8 billion in eastern North Carolina and a total statewide impact of \$3.3 billion. In terms of returns on investment, ECU generates a total of \$14.00 for each dollar invested by the state of North Carolina.

As the University has

grown to a nationally recognized research university, it produces additional economic impacts beyond those identified using dollar values. ECU has an impact on the state's economic environment through its production of skilled professionals such as doctors, nurses, teachers, engineers, and other leaders. Similarly, the University provides significant services to the state such as uncompensated health care, volunteer service, and other continuing education programs.

It is clear that this economic impact study confirms what we have known for some time—East Carolina University's impact in this state is significant, especially in eastern North Carolina. In the midst of these times, we remain committed to our mission to serve as a national model for regional transformation. ECU continues to progress in a new century and we will continue to make an impact on the economic prosperity of the state. We have a track record of success and must maintain these efforts with help from alumni, supporters, and elected officials across the state and nation.

As alumni of East Carolina University, it is important for you to encourage your local elected officials to maintain a strong commitment to the university system, even in the midst of the uncertain economic times. We encourage you to thank them for their efforts in the past and for what they will do to support us in the future. We will certainly have another challenging legislative session beginning this spring when the North Carolina General Assembly convenes for a short session. Legislators across the state need to know that we appreciate their hard work and support their dedication to higher education.

Personal phone calls and letters are critical in communicating to legislators that we appreciate their devotion to our cause. The best way to find contact information for your state representative is to visit www.ncleg.net. With dedicated legislators and alumni, ECU has the opportunity to consistently make a significant impact on our region and state.



Second Century Campaign—A Rousing Success!

Ending a full year ahead of schedule, East Carolina University's Second Century Campaign closed December 31, 2011, after raising \$219.9 million, nearly 110 percent of its original goal. Through its support of programs, scholarships, professorships, research and outreach, and facility support, the Second Century Campaign has touched nearly every aspect of East Carolina University, making a tangible difference today and tomorrow.

"Looking back at the history of East Carolina, as the University has matured, there have been certain milestones, and this is a big one," said Vice Chancellor for University Advancement Mickey Dowdy. "We've taken on a fairly large campaign and we proved that we could do it and surpass our original goal."

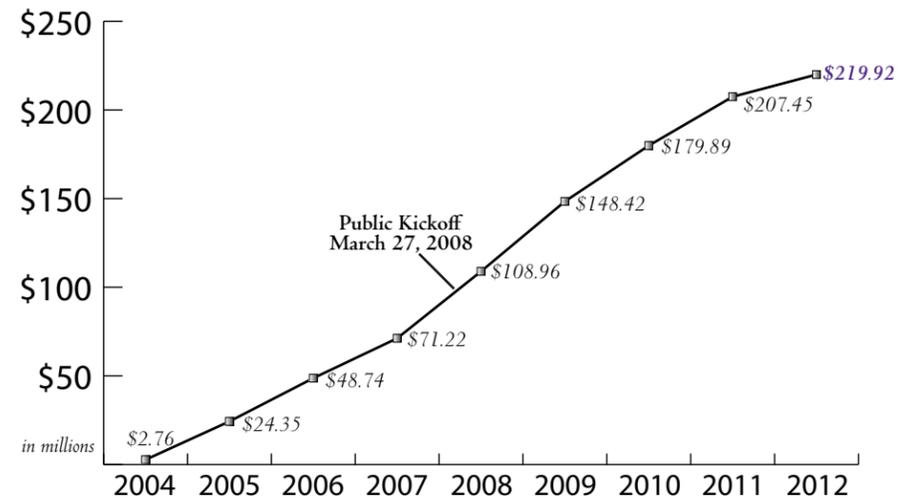
The Second Century Campaign helped solidify private support as one of the revenue sources necessary to implement ECU Tomorrow: A Vision for Leadership and Service, the strategic plan adopted by the University's Board of Trustees in 2007. To fully implement this strategic plan will require in excess of \$1 billion in new resources from state, federal, and private sources over the next 10-15



years—the Second Century Campaign is merely a tremendous beginning.

And tremendous it was. The Second Century Campaign nearly doubled the University's endowment, saw a 50 percent increase in the number of alumni donors,

Second Century Campaign Progress



and raised four times more than the University's previous campaign, even in challenging economic times.

"Chancellor Ballard deserves a great deal of recognition for his leadership and creating an environment in which the Second Century Campaign could be a success," Dowdy said. "People have confidence in East Carolina and its direction and leadership, and they are willing to support it."

That show of confidence has made a tangible difference at ECU. Approximately 300 scholarships and 23 professorships have been created; the Family Medicine Center has been completed; the School of Dental Medicine has welcomed its first class and broken ground on its building, Ledyard E. Ross Hall; world-class Olympic sports facilities have brought new resources to bear for ECU Athletics; colleges, schools and programs have even more resources for instruction and research; students are volunteering and serving their communities even more than ever; and East Carolina's economic impact on eastern North Carolina has risen to approximately \$3 billion annually.

"Each of the University's foundations exceeded their own goals for the campaign, and the support of their boards of directors, the Women's Roundtable board of directors, and the ECU Board of Trustees and Board of Visitors proved crucial to the campaign," Dowdy said. "The East Carolina Alumni Association was a strong partner in the campaign, holding regional events to highlight the successes of the campaign and to create excitement among the alumni. We are extremely grateful to all the volunteers for their pivotal role in the campaign—it truly made a difference at ECU."

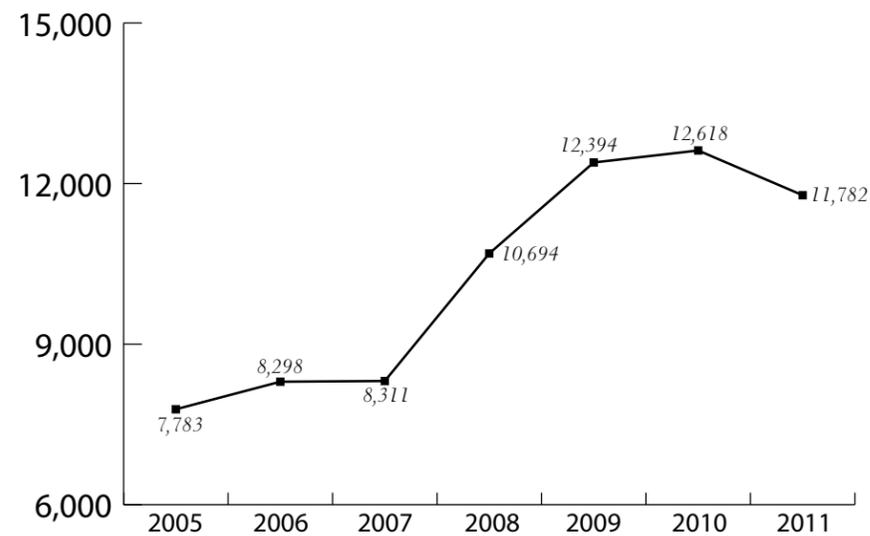
But the Second Century Campaign is not the end. Instead, it is the beginning of even better things for East Carolina University.

"The campaign and its successes are wonderful achievements," Dowdy said, "but we've still got further to go to harness the University's full philanthropic potential. Over the past few years, we have lost more funding from the state than we have gained in private contributions. We need private support more than ever."

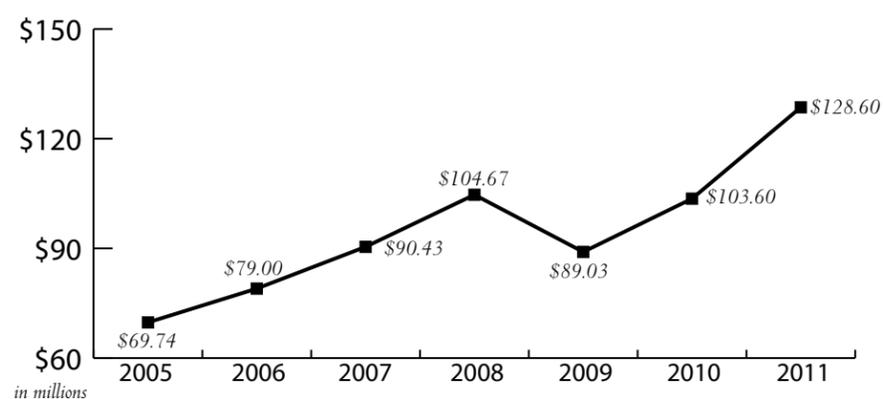
Contribute online to East Carolina University by visiting www.giving.ecu.edu or by calling 252-328-9550.

Second Century Campaign Summary	
Support of colleges, schools, departments, centers, and institutes	\$57,601,151
Distinguished professorships and lectureships	\$15,385,421
Scholarships	\$26,291,428
Research, education, and outreach (Corporate / Foundation grants)	\$42,307,000
Capital projects	\$5,200,000
Total academic program support	\$146,785,000
Athletics (scholarships, endowments, facilities)	\$73,131,000
CAMPAIGN TOTAL (final)	\$219,916,000 109.9% of GOAL!

Alumni Donors During Second Century Campaign



ECU Endowment Progress During Second Century Campaign



2nd Annual Inside ECU with the Women's Roundtable

The Women's Roundtable at East Carolina University's 2nd annual Inside ECU will be held Friday, April 20 through Saturday, April 21. Last year more than forty people participated and this year the Women's Roundtable hopes to fill the available 100 spaces. One 2011 attendee said, "I found the two days to be magical and the best introduction to ECU." This year's two-day event will feature in-depth tours of several colleges, ECU Athletics, and even a visit with Blackbeard.

Friday will kick off with a tour of the College of Technology and Computer Science, showcasing the STEMM GIRLS program, which promotes careers in science, technology, engineering, mathematics, and medicine to middle school-aged girls. A tour of the college's high bay lab will also be included. Next, the group will be introduced to the new Honors College by Interim Dean Dr. Richard Eakin ('08h), and a panel discussion will be held with several Honors College students. A visit to the College of Education will follow a walking tour of campus led by ECU Ambassadors, and a visit to the campus bookstore. Student guides will take the group on an interactive tour to discover how the College of Education is making a difference in eastern North Carolina.

Before a delicious dinner planned and prepared by Chef Paul of Aramark, attendees will mingle with students in the College of Human Ecology who will display their recent research. After dinner, School of Music students and faculty will perform music composed by women.

Saturday morning will begin with breakfast at the Chancellor's residence with Steve and Nancy Ballard. Attendees will have a choice of either visiting with ECU Athletics or the Underwater Archaeology Conservation Laboratory. Those who choose to visit athletics will tour the new Olympic Sports complex and athletics facilities. Or if Blackbeard sparks the imagination, take a tour of the Underwater Archaeology and Archaeological Conservation Laboratory and see artifacts from Blackbeard's ship, The Queen Anne's Revenge, and release your inner Pirate!

The group will come back together at the Belk Building where two faculty members in the College of Health and Human Performance will present research on aromatherapy and work place exercise. Dr. David Loy, associate professor in the Department of Recreation and Leisure Studies will present, "Scentsible" Solutions for Health, and Dr. Lucas Carr, associate professor in the Department of Kinesiology will present *Exercise When and Where You Can: A Focus on Ideas for the Office*.

As part of the College of Business's Leadership and Professional Development program, all business majors must participate in a business etiquette luncheon or dinner. Emily Post Institute-trained faculty will discuss the student program and present a modified etiquette luncheon to wrap up this in-depth tour of ECU.

The cost of the event is \$100 per person and includes all event-related meals, activities, and transportation throughout the weekend. The registration fee does not

Gather your friends and don't miss this exclusive opportunity for an in-depth look at what is making ECU the fastest growing University in the UNC System. This is a great time for a roommate or sorority reunion!

include travel costs to Greenville or hotel accommodations.

Please visit www.ecu.edu/womensroundtable for registration information or contact Marcy Romary, senior major gifts officer and director of women's philanthropy, at romarym@ecu.edu or 252-328-9580.

Limited to the first 100 women who register, the event registration deadline is April 11, 2012. The Greenville Hilton is offering a group rate of \$109 per night and reservations can be made by calling 252-355-5000.

Are you a member of the Women's Roundtable? If not, join with your registration and take advantage of a discounted rate of \$35.00 (normally \$50.00) for a one-year donor-level membership.

Visit the Women's Roundtable on the Web at www.ecu.edu/womensroundtable or on Facebook and Twitter.



Former Greenville Mayor Patt Dunn (c) with ECU students Jacklyn Zeigler (l) and Lauren Williams (r).



Strength and Conditioning Coach Jeff Connors talks with Inside ECU attendees



A PIRATE REMEMBERS

WARD

Bob '62 & Margaret '61, '63



Well, I guess I came to East Carolina because that's where Margaret (BS and MAEd) was going and I wanted to be with her," said Bob Ward (BS) of his bride of 50 years, Margaret. "Unlike Margaret, I was the first to go to college in my family, so East Carolina was a whole new world for me." Fifty years later, the couple is still smitten—with each other and their alma mater.

After meeting at church while in high school, Margaret and Bob made the four hour trek from Greensboro down east to East Carolina College. Margaret's parents were both educators, her older sister, Rose, attended East Carolina for education, and Margaret was determined to follow in their footsteps. "East Carolina was the best school for education majors, so of course that's where I wanted to go," she said.

Both quickly immersed themselves in their studies and in student organizations. Bob is a member of Lambda Chi Alpha Fraternity and Margaret is a sister in Sigma Sigma Sigma. It was during her time as a student that the sorority purchased the Sigma house, which is still occupied by current members, at the corner of Fifth and Biltmore Streets. "Virginia Minges was our advisor and it was a big part of my East Carolina experience," said Margaret. "You have to understand, that was back in the days when fraternities and sororities were extremely well respected among faculty and staff. In fact, Leo Jenkins was even initiated as a Lambda Chi," added Bob.

"Bob was also very involved with SGA," commented Margaret. "It was because of my involvement with the fraternity that I got on with SGA. My brothers encouraged me to run for one of the offices, because many of them were involved, so I started as assistant treasurer, then became treasurer," Bob said. As a business major with a focus on finance, these positions were the perfect opportunity to practice his skills.

Bob also took advantage of work opportunities to help him through school. "I worked in the cafeteria. I started out washing dishes, then moved into the dining room clearing tables—that was a lot of fun because I was able to talk with everyone while I was working—then I became a cashier. Each week I received a \$15.00 meal book as payment, which worked out fine for me. I also delivered newspapers in the morning and even worked at a grocery store for a while."

Margaret kept herself busy with her studies, sorority life, and SGA. She excelled in academics and received her first ECU degree at the age of 19! (Margaret also completed high school in three years.) Bob was still working toward his bachelor's, so Margaret stayed to pursue a master's and was able to work as a graduate assistant for Dr. Keith Holmes. While in school, Bob joined the Marine Corps Officer Training Program, but because the couple was married the summer before their senior year, he fulfilled his service through the reserves rather than accepting his commission, which would have sent him to Okinawa, Japan.

Upon graduating, Margaret and Bob started careers in their chosen fields—Margaret as a schoolteacher and Bob working as a CPA in Raleigh, North Carolina. Once children arrived, life changed just a little. "I was very fortunate that we were in a position where I didn't have to go back to work after David was born," said Margaret. Then Bert (Robert Jr.) came along and Margaret, like many other women of that era, devoted her time to raising their children. "I may not have been in the classroom, but I was always teaching—and I still am. Education has always been important to me." Bob spent most of his career in financial positions in the textile industry, finally retiring as the executive vice president and chief financial officer of UNIFI, Inc., a New York Stock Exchange company, after 30 years of service. Over the years, the two have been very active in their community, serving on a number of committees and volunteering for many non-profit organizations.

Like many East Carolina graduates, it was years after graduation before Bob and Margaret became involved with the University as volunteers. "There is a void after you graduate because of your location away from East Carolina, so it's easy not to stay involved," Bob said. "But when our son Bert went to ECU, it was so exciting for us to be connected with the campus again," Margaret said. "Don Leggett, who was with the Alumni

Association at the time, and Dave Hart of the Pirate Club, got in touch with us and asked if we'd be interested in volunteering and supporting—specifically, the student development program in Athletics and the Alumni Association. We'd never been asked before, but were glad for the opportunity." That was in 1985 and the Wards continue to serve East Carolina today.

Between the two, eighteen years were dedicated to the Board of Trustees—Margaret for eight and Bob for ten, including a term as chair. Margaret is a current member of the ECU Foundation Board of Directors as well as the Women's Roundtable. She is a past chair of the Alumni Association Board of Directors, was on the College of Education's Professional Advisory Board, and was a member of the Board of Visitors. She also helped start the Parent's Council with former Chancellor Richard Eakin ('08h) and is now part of the Honors College Scholarship committee. Bob was a member of the ECU Educational Foundation (Pirate Club), Board of Visitors, the College of Business Advisory Council, and until recently, a member of the ECU Foundation Board of Directors. He also co-chaired the University's "Shared Visions" campaign.

The University and Pirate Club have also received many generous gifts from the Wards. The Ward Sports Medicine building, which houses the administrative offices of ECU Athletics and the Pirate Club, is named in their honor. The Ward Guest House, which is used for guests of the Chancellor, was gifted to the University after their son graduated. The couple endowed the Robert A. & Margaret C. Ward East Carolina Scholars Award, has given to the Colleges of Business and Education, Joyner Library, the School of Music, Educators Hall of Fame, the Women's Roundtable, and are life members of the Alumni Association. "I have always admired and appreciated the love and great sense of loyalty that Bob and Margaret Ward have shown for East Carolina University. Their dedication to their alma mater is evidenced by decades of active involvement, and their countless acts of generosity and service have made an immeasurable difference. Through the decades, Bob and Margaret truly have been an 'ECU couple', and the effects of all they have done will forever be entwined in the fabric of this great University," said Don Leggett '58, '62, director of the Leo W. Jenkins Society.

Bob and Margaret have so much faith in East Carolina and the services provided by the University that when Bob needed heart bypass surgery they came to Dr. Randy Chitwood at the East Carolina Heart Institute. "He is the best, and ECU is the best, so it just made sense," said Bob.

"Even from my early days on the Alumni Board, I've tried to always look at the big picture—the concept for the total University and what direction we were going in and how we were going to get there," said Margaret. "Especially as trustees, we faced the issues that you face now—tuition increases; enrollment growth; standards for admission; how important athletics is, which is the front porch for many; and changes in leadership. But in the end, it was always a question of 'what is the best? How can we make this school better? How can we get recognition? What will make us excellent?'"

This drive to excel is what motivates all of ECU's leaders, constantly thinking ahead and positioning the University for a better tomorrow. It does start here—with alumni like Bob and Margaret, and you. **EC**



SURVIVES: IT'Z HIS PLEZURE

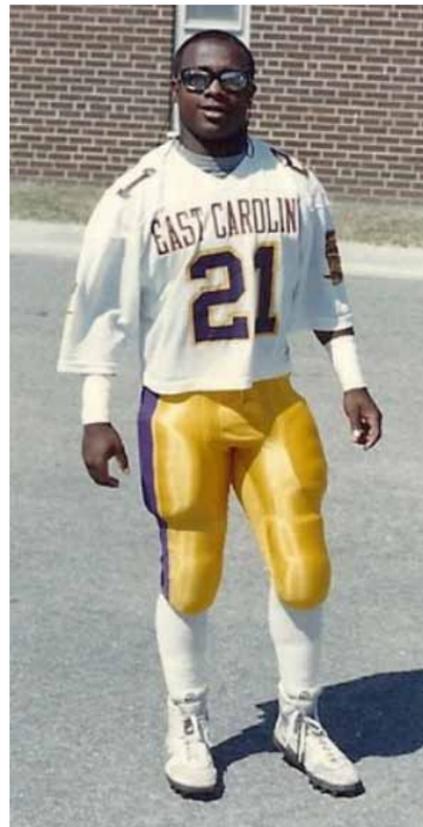
Ben Dixon '01 will serve up



until the cows come home

Who can resist that golden brown chicken breast on a buttery bun, with waffle fries and a peach shake? Not many, if you love Chick-fil-A. Ben Dixon '01 has been serving up the #1 combo (his favorite) for years. And it's his pleasure.

"My philosophy has always been that there is nothing I can't do or have, in time," said Ben Dixon, owner/operator of the University Commons Chick-fil-A in Greenville, North Carolina. "For anyone that wants to own a small business or be an entrepreneur, the key is to never give up and always have a plan." For Dixon, who worked at Chick-fil-A when he was in high school in Jacksonville, North Carolina, returning to his roots was a no brainer.



"I like what Chick-fil-A stands for. I like the community involvement," said Dixon. "My greatest reward is what I can give to my employees—seeing them succeed and achieve the things that they're working toward. That and providing a great place for families to relax and have a good meal, those are my favorite things about my job."

Chick-fil-A is not what brought Dixon to Greenville and ECU, though. "I saw ECU play [football] at NC State when I was being recruited by State and ECU. I was on a visit for the Wolfpack when ECU beat State in that game and I made a choice right then to attend ECU," Dixon recalled. In 1984, he was a walk-on for the Gridiron Pirates and was a receiver under Art Baker.

"When I was in college, money was tight and I needed a job, so I went to Chick-fil-A—the one that used to be at Carolina East Mall," said Dixon. Within two years, the company asked him to take over that location. Because Chick-fil-A is a privately held, family-owned company, the corporate office still has partial ownership in all restaurants, allowing a diverse population of owner/operators opportunities to own franchises. When one owner/operator leaves a particular location, corporate will help find someone else to take it over. "They asked me if I was content with my education at that point. It was my senior year, and I just couldn't pass up the opportunity to have my own restaurant." He was officially a Chick-fil-A owner/operator at the age of twenty-two.

In 1990, corporate asked Dixon to open the Plaza Mall (now Colonial Mall) location in Greenville, and in 1998, he opened the first freestanding Chick-fil-A in eastern North Carolina—the Evans Street location at University Commons, which is currently the only one under his ownership. It was this same year that he went back to school to finish his undergraduate degree. "My wife and I were actually in school at the same time; she was getting her master's and I was finishing my bachelor's. It was

good for our girls to see both of their parents in college. They pretty much knew it was something they would have to do, too," Dixon said. "It was so funny for me to be in class with kids who wanted what I had—to own their own business. But I wanted what they had—their degree at an early age!" Dixon often brought Chick-fil-A to class and was generous with coupons.

Dixon's generosity is partly why the University Commons location thrives. "I've always seen myself as a giver. God put us here to serve and that's what we do here." This mind set is found throughout Chick-fil-A restaurants and starts at the top with founder Truett Cathy.

Cathy is credited with inventing the boneless breast of chicken sandwich at The Dwarf Grill in Hapeville, Georgia in 1946. "Cathy founded Chick-fil-A, Inc. in the early 1960s and pioneered the establishment of restaurants in shopping malls with the opening of the first Chick-fil-A Restaurant at a mall in suburban Atlanta in 1967. Since then, Chick-fil-A has steadily grown to become the second largest quick-service chicken restaurant chain in the United States, with over 1,500 locations in 39 states and Washington, D.C. In 2010, annual sales were over \$3.5 billion." (Chick-fil-A.com)

A strong Christian, Cathy wouldn't allow his restaurants to be open on Sundays, and through its WinShape Foundation, Chick-fil-A regularly gives back to its employees and patrons. "Nearly every moment of every day we have the opportunity to give something to someone else—our time, our love, our resources—and I have always found more joy in giving when I did not expect anything in return." —Truett Cathy (cathyfamily.com)

For Dixon, Chick-fil-A is one of the many ways he can give back to the community. "Spirit Nights" are common at the restaurant and offer non-profit organizations opportunities to promote themselves, raise awareness, and raise



Dixon (r) during Pirates and Princess Night.



Dixon is always available to assist his employees.

money. During the chosen night, the organization receives a portion of sales made. There are also many special events for families. "Daddy/Daughter Date Night is really popular," Dixon said, "and so is the Pirates and Princess activity." The restaurant also offers an "All You Can Eat Nuggets" event and recently had a great turnout for an "Evening in Paris." "We just like to do fun things that families will enjoy."

Not only does Dixon oversee his 55 employees, but he also consults with East Carolina to ensure that the two licensed, non-traditional Chick-fil-A outlets located on campus run smoothly. "I'm not their boss, but I make sure everything is done



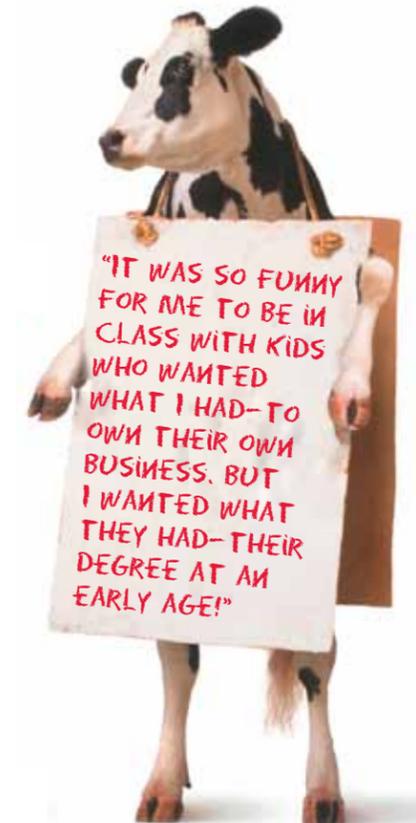
Listen to Ben Dixon's August 2007 A Pirate's Life for Me! interview at PirateAlumni.com/apirateslifefor-me

how it's supposed to be. It's a pride thing. I want everyone to have a good Chick-fil-A experience," commented Dixon. He is a member of the local Boys & Girls Club Board of Directors, a former board member for the Pirate Club, and his franchise has given more than \$32,000 in scholarships.

In five to ten years, Dixon hopes to open another Chick-fil-A in Greenville. He is excited about some of the new items Chick-fil-A will provide in the coming months. "There's a chocolate chip cookie, a new brownie, some new sundaes, and we're trying to get the chicken tortilla soup as a regular menu item, not just seasonal."

Dixon is also excited that, in the next five years, one of his daughters will have graduated from college and the other will be in college. "I'm very proud of my wife and my girls," Dixon said. "My new hobby is photography. I love it!" said Dixon.

As for if he'll ever stop working, Dixon doesn't see that in his near future. For now, like any good Pirate, he will continue serving Chick-fil-A and serving the community. **EC**





Finding Her Passion

Entrepreneurial spirit and a love for people has made Nichole Cerimele's '02 dream come true

There is something very moving about meeting a person with special needs for the first time.

For Nichole Cerimele '02, it was life changing. A happy-go-lucky young woman with an "I can do anything" attitude, Cerimele strives to spread her intrinsic joy to everyone she meets. An entrepreneur at heart, this service-oriented alumna is making a difference for members of the special population in New York City.

"My mom has always been a huge factor in my philanthropy," said Cerimele. "I remember [when I was] growing up and my mom starting drives to collect donations for the homeless and putting me in Girl Scouts so I could be exposed to many different environments. When I was at ECU, I chose to volunteer with the elderly for my service hours—I loved everyone there and always knew I love making people happy. However, when I came to NYC I was 23 and not sure what I wanted to do for a career. I started volunteering through New York Cares and one of my first projects was with Achilles International Track Club (this is an amazing organization for athletes with disabilities). After my first run with an athlete, I knew exactly what I wanted to do—I wanted to work in nonprofit and make people happy and healthy. I became a regular volunteer at KEEN (Kids Enjoy Exercise Now—a nonprofit, volunteer organization that provides free one-to-one recreational and sports programs for children and young adults with more profound and severe mental and physical disabilities) and shortly thereafter, took a job with them as their program coordinator. "



Nichole (l) volunteering in New York City during Service Month.

Cerimele spent three and a half years at KEEN, eventually serving as its Executive Director. “KEEN was my dream job—working for an amazing organization that helped children with special needs have a chance to be themselves while playing. It introduced me to a whole new world of volunteerism, the special needs community of NYC, and was the subject of all my projects in graduate school (I went to the New School for my MS in nonprofit management). I quickly learned that I love start-up businesses, encouraging others to donate their time, and making a difference,” said Cerimele.

It was during her time at KEEN that she met a young man named Jamie who has inspired her to take a leap of faith and explore her entrepreneurial spirit. Now in the early stages of organization, Jamie’s Club is Cerimele’s newest undertaking. Because KEEN provides activities for individuals up to the age of 21, Cerimele recognized the need for a similar organization that caters to young adults and an aging population of those with special needs.

“A few of the families kept in touch to keep me posted on their [child] and the such. One mother and I were talking one

day and she was telling me that since her son Jamie graduated in June, he was wait-listed for a bunch of programs, but was only attending KEEN at the moment. Jamie is one of the most amazing people on this planet and to hear his mother tell me that because either he is too old, in a wheelchair, or just so far down the wait-list that he only has somewhere to go for five hours a month—it killed me. So I decided I wanted to create a nonprofit called ‘Jamie’s Club’ that would provide free activities for adults with special needs. We are only in the first phase of planning, but I do know we will start with wiffle ball (Jamie’s favorite sport is baseball) and are looking at either September 2012 or January 2013 to begin,” Cerimele said.

“Jamie’s Club will provide free sports and recreational activities to adults with special needs to help them become happy and healthy. Providing these key opportunities within the lives of adults with special needs promotes physical activity to improve emotional and physical health by teaching techniques and skills in individual sports that allows the athletes to use their newly learned skills to play with others in their team,” said Cerimele. “It will also be the purpose of this organization to

educate the community regarding the benefits of our programs and services.

“The goals are to give everyone a place where they belong while helping them build confidence, make friends, and be active. I would love to see Jamie’s Club expand to include more sports (basketball, yoga, soccer, swim, football, etc.), field trips, and be able to set up a program in any city that may need us.”

Although Cerimele has always been comfortable working with people of different developmental and skill levels, she understands that it can be intimidating for others. “[During] my time at KEEN and volunteering at other organizations, I have noticed a lot of people are nervous their first time working with people with special needs. They feel they need to act differently or baby them, when you can just be yourself,” Cerimele commented. “The largest misconception I [have] noticed is [that] people believe those who cannot speak don’t understand what they are saying—a lot of them understand every word, they just can’t communicate they way you and I do.” She encourages others to identify an organization in their community and offer to volunteer. “The feeling you’ll get from working with someone with special needs is so fulfilling. It’s like nothing else I’ve ever experienced and reminds me of how fortunate I am.”

Cerimele’s commitment to hard work and service was instilled while she was a student at ECU, where she also learned to balance her time. “I was on the intramural soccer team. . .I worked at the college radio station where I had my own talk show, morning show, and was a DJ for the jazz show on Sundays. I took as many classes as I could with three jobs and an internship, and ended up graduating a semester early.”

Alumni like Nichole Cerimele, who live the University’s motto of service and strive each day to make a difference in the lives of others, are why East Carolina is known as the “Leadership University,” paving the way for generations of Pirates to make a difference in their communities. **ec**



Listen to Nichole Cerimele’s August 2008 A Pirate’s Life for Me! interview at PirateAlumni.com/apirateslifeforme



A Little About Jamie

Jamie is a person who has endured many obstacles from birth. Jamie always greets everyone with a smile. Watching him meet new challenges has left me in awe of his willingness to try something new as he looks for his independence. Nothing brings him more joy than sports. When Jamie sees a baseball game in progress, his attention is immediate. He wants to be part of the action right away. If there is a team, he wants in.

Many times he can’t understand why he is not invited to play the game, especially baseball. He wants to be in charge, hit the ball, or run a base. During every game he is a part of, you will always here him say ‘is it my turn?’

My son has cerebral palsy and uses a wheelchair, this may be an obstacle to some, but not to him. He will try to move his arms, kick a ball from his wheelchair, or cheer for a homerun. When the day is done for Jamie is when I get my reward. My son is tired and full of smiles. The muscle tone in his body is more relaxed. He will use both left and right arms with more ease, his legs are not tense and breathing during sleep is not so labored. Everything is great in his world at this moment as he says to me, ‘did you see me mom? Did you see how far I hit the ball?’ And the infamous ‘when can I go again?’ or ‘will I see my friends there?’

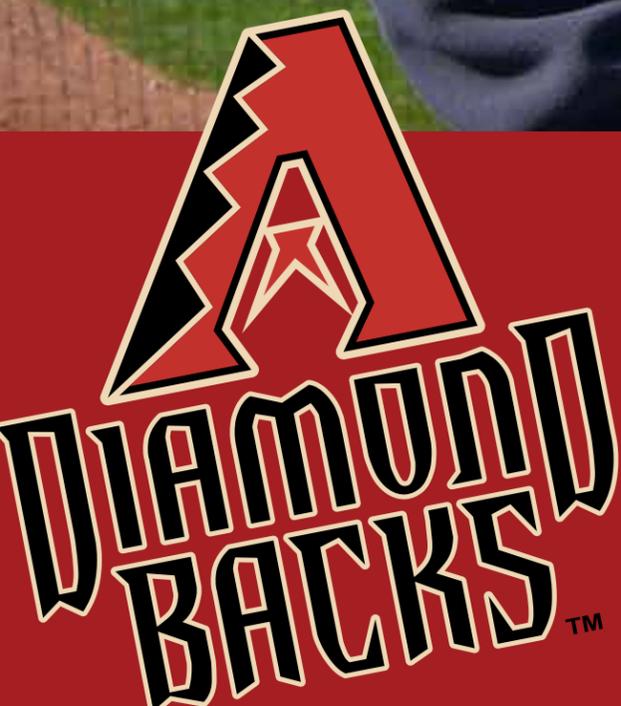
There is an expression on Jamie’s face when he is having pure fun. It is so hard for Jamie to isolate muscles so they can do what he wants them to do. When it happens and everything comes together, it is amazing to see. That moment begins in his face and spreads throughout his body. It’s magic!

Jeanette Marrero, Jamie’s mother

“The feeling you’ll get from working with someone with special needs is so fulfilling. It’s like nothing else I’ve ever experienced and reminds me of how fortunate I am.”



SCOUTING FOR GEMS



As a scout for Major League Baseball's Arizona Diamondbacks, **Howard McCullough '76, '77** travels the southeast looking for gems on the diamond

It is every young baseball player's dream to play in the major leagues; to hear the crack of the bat as the ball soars into the stands for a homerun, to feel the adrenaline pump as you slide into home and just reach with your fingertips, to hear the crowd roar as your team wins a big game. But not every ball player goes on to the majors. Many who love the game find themselves coaching, and in the case of Howard McCullough, coaching led him to the big leagues—as a scout.

As the catcher (number 18) for the Diamond Pirates, McCullough was an All-Southern Conference pick. "I was just a regular player, nothing special. I was just happy to be a college baseball player," McCullough said. "I would have liked to have done more, but it wasn't in the stars, it wasn't in my ability, and that's the reality of it sometimes."

As mentors to McCullough while he was a student athlete, coaches Jimmy Grimsley, Edgar Hooks, and George Williams encouraged him to pursue his bachelor's in health and physical education, and master's in education. A man with a deep respect and abiding love for the game, McCullough took the advice. McCullough knew this line of work would also allow him opportunities to coach his sport. His first job landed him at J.F. Webb High School in Oxford, North Carolina, where he taught Driver's Education, coached baseball, and served as athletic director.

During summers, McCullough worked baseball camps, including helping out at the University of North Carolina at Chapel Hill. His passion for the game and skills in coaching were noticed by then Carolina Head Baseball Coach Mike Roberts. He talked with McCullough about an assistant coach position that was opening for the coming school year, the first official "paid" assistant coach at the Carolina program, and McCullough took the job. (Previously all assistant coaches were unpaid graduate assistants.)

In December 1985, the majors came

calling, offering McCullough a position as a scout for the Boston Red Sox. "As a high school and college coach, I had a lot of interaction with major league scouts. They write you about a player or they stop by your school, so you build relationships with them," said McCullough. "Many of them were in their late 50s or in their 60s and they had been involved in baseball their whole lives. When one from the Red Sox took a different position in the organization, this region (North Carolina, South Carolina, and Virginia) became open. Fortunately, they asked me if I was interested. After a talk with my wife, Eva '77, I took the job." McCullough spent ten seasons with the Red Sox.

There are three areas of major league scouting. The "major league only" scouts look at players on the 29 other teams—for trades, when contracts come up, for free agents, etc. "Professional scouts" spend their time working the minor league circuit, plucking future major league stars. And "amateur scouts" focus on high school and college players. McCullough is an amateur scout, looking for players who will excel in his franchise's minor league.

"It's a challenge to be an amateur scout for many reasons. You've got to look at the 18-year-old kid, or the 21-year-old kid and say, 'does he have what it's going to take to make it? Is the commitment there? Is it in his best interest to skip college and sign now?' These are all questions that you have to ask when looking at a young player. As a scout, you're taking a risk on a kid that

the investment made by the team is going to pay off. Sometimes you're right and sometimes you're not," said McCullough. "As a scout, you have to really analyze the player's ability and think, 'is he going to be a Derek Jeter, or a Cal Ripkin, or whoever it might be?' We have to go on our instincts and our experience scouting. There is no formula that will predict if this player is going to make it. You have to trust what you've seen on the field."

"The minimum salary for a major league player is around \$450,000 and the average is \$1 million. It's around \$1,100-\$1,500 per month for a player in the minor leagues. Despite all that money, it takes a special mentality for an 18-year-old to be 'all in.' They have to be able to miss the ski trip with their friends, be OK with not going to college with all of their buddies, and spend all of their time working on their baseball skills." There are different levels of investment for the franchise and the return on investment needs to be worth the risk." McCullough compared being a scout to being a stockbroker. "You're never quite sure if it will work out, but you hope it does."

In 1996, the newly formed Arizona Diamondbacks recruited McCullough. He left the Red Sox and helped build a new team in the desert. McCullough was with the organization when they won the 2001 World Series. "To get a World Series ring... is a pretty nice deal. You weren't a player on the world championship team, but you were a part of the group that got there."



McCullough scouting players at the Keith LeClair Classic.

As a southeast supervisor, McCullough covers the Carolinas, Georgia, Florida, and Mississippi. There are four other scouts that work under him, and collectively, the group must recruit the best players from the region. "All of my guys are experienced, so when we come together to rank players, we get very serious about guys we feel passionate about. The thrill of the job is finding the player that's going to go all the way," said McCullough.

A day-in-the-life for McCullough involves taking in-depth looks at those players his scouts have recommended. He spends most sunny afternoons and clear nights at high school and/or college diamonds, checking out a specific pitcher, first baseman, catcher, or shortstop, etc. His mind is constantly analyzing each player, figuring out where they might fall in the draft. Mornings and late nights are often filled with reports, studying the preferential list, touching base with other scouts, talking with coaches, and scheduling future visits. The weather can interfere any day of the week, which means his schedule is constantly changing. "None of us in our business can sit somewhere and be rained out for three or four days," said McCullough. "We can't get those days back. Communication with others in the field is key to staying on track with your schedule and seeing these players when they are at their best."

McCullough recruited ECU's own Chad Tracy for the D-backs (now with the Washington Nationals) and Mark Reynolds (now with the Baltimore Orioles). While he was with the Red Sox, McCullough helped secure Trot Nixon (retired, member of 2004 World Series Red Sox team) and Nomar Garciaparra (played nine seasons as an All-Star shortstop with the Red Sox).

Despite his track record in recognizing great talent, McCullough is most proud of his son, Clayton '06, who played for ECU and in the minors for the Cleveland Indians. Clayton is currently the manager of the Dunedin Blue Jays, a Class A-Advanced level minor league affiliate team of the Toronto Blue Jays.

"ECU has been good to my family," McCullough said. "I still keep in touch regularly with four or five guys that I played with for the Pirates. And Clayton had a great experience here."

McCullough's advice to parents of kids playing baseball is "let your kids play!" He urges parents to let their children just have fun, so that they love playing the game—or any sport that they have an interest in. "Your kid is going to go a lot further in their sport if they love the game." **ec**

Howard's Accolades

Diamondbacks Scout of the Year (2005)

Professional Baseball Representatives Scout of the Year (2005)

Mid-Atlantic Scouts Association Hall of Fame (2007)

Goldklang/Topp's Baseball Hall of Fame (2009)

Raleigh Hot Stove League's Willie Duke Lifetime Achievement Award (2010)



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WHERE PIRATE MEMORIES CONTINUE...



"I am enjoying life at Cypress Glen. The atmosphere is friendly, the food is delicious, and there are so many informational and cultural events provided here and in the community. Especially appreciated is the close relationship Cypress Glen has with East Carolina University. Tickets are procured and transportation is provided to their lectures, concerts, theater productions, and performing arts events."

Dr. Hampton majored in math and science at Appalachian State Teachers College and earned her Ph.D. in Zoology at the University of Tennessee. In 1966, she began teaching at East Carolina University in the Department of Science Education. In 1991, she moved to the Biology Department. In 1988, Dr. Hampton became the Associate Dean for Research and Graduate Studies within the College of Arts and Sciences and served in that capacity until her retirement in 1996. While Dr. Hampton has published numerous articles and received many grants, her favorite recognition is the 2007 Appalachian State University College of Arts and Sciences' Outstanding Alumni Award.

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Career Center Expands Services and Programs

Walk-in Hours

In addition to providing scheduled appointment hours Monday-Friday from 8:00 a.m.-5:00 p.m. for in-depth counseling appointments, the Career Center now has walk-in hours to accommodate students and alumni who need to ask a question or two or who need a brief resume/cover letter review. Two counselors will be available for walk-in appointments every Monday-Thursday from 10:00 a.m.-3:00 p.m. at the main Career Center at 701 East Fifth Street.

Satellite Offices

While the main Career Center continues to serve as the hub of Career Center activities, satellite offices have been established in classroom buildings throughout campus to enhance student, faculty, and advisor access. Satellite offices are currently operating in Bate, Rivers, Laupus Library, the Sci-Tech Building, and the Carol Belk Building.

Career Fairs

Twice a year the Career Center hosts Career Fairs for current ECU students and alumni. To assist in preparation of meeting with prospective employers, a full list of business participants and many current job vacancies are listed on the ECU Career Center website at www.ecu.edu/career. Full-time ECU students are admitted with a current, valid, ECU One Card. Alumni and distance education students will be admitted by providing their banner number and a photo ID.

High Profile Employer Visits

Throughout the semester, various employers will visit ECU as guests of the ECU Career Center to conduct information sessions and/or interviews. Employers scheduled to date include the CIA, FBI, U.S. State Department, and Stage Stores.

"Just in Time" Workshops

A variety of programs have been developed and scheduled to correlate with academic cycles and career development events including Career Fair Preparation workshops, Graduate School Preparation workshops, Resume Blitzes, Cover Letter and Personal Statement workshops, and more. Programs will be held in the conference room in the main Career Center.

PirateJobs

PirateJobs is the Career Center's exclusive job and internship database geared specifically for ECU students and alumni. Any off campus jobs and internships that come into the Career Center are posted in the database. It also contains a list of hundreds of employers and contacts, and is a safe place to upload and store your resume, which you will need to apply for jobs.

**You must have a valid Pirate ID in order to login to the system. If you are an alumnus, you may call the Career Center and request that an account be made for you. Signing up for PirateJobs certifies that you have read and voluntarily agree to the Student Disclaimer Agreement.*

PC3 Conference

The Career Center, in partnership with the Office of Student Leadership and Engagement, hosted a professional conference for ECU students on February 4, 2012 designed to help students develop career readiness skills. The conference featured a panel discussion led by hiring and HR professionals who provided a candid discussion on what employers seek in candidates. Additional conference programs included break-out sessions on job searching, resume writing, preparation for graduate school, and an interactive three-course luncheon/networking etiquette event.

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www.ecu.edu/career

ALLIED HEALTH

Mills Health Symposium addresses critical health care issues

The Jean Mills Health Symposium brings attention to critical health care issues facing minority populations and to seek solutions. On February 3, 2012 the College of Allied Health Sciences, with its partners Eastern Area Health Education Center and the Pitt Memorial Hospital Foundation, held the eighth symposium with the theme of *Enhancing Community Health in North Carolina: Looking in the Mirror*.



Dr. Brian Smedley

Keynote speaker Dr. Brian Smedley focused on *Building Stronger Communities for Better Health: The Geography of Health Equity*. He emphasized that your zip code is often more predictive of your health status than any other factor. Following the keynote presentation, ECU faculty and their community partners presented six workshops focused on the nature of health disparities and effective solutions to the health issues. The final session of the day was the second stage of a charrette planning process intended to inform ECU about its effectiveness in addressing health disparities and offering suggestions for how ECU could be more effective. A 3rd and final charrette will bring participants back together to draft a common response that will be developed into a monograph.

The Symposium is a result of an initial donation by Amos Mills III to the ECU Medical and Health Sciences Foundation in honor of his sister Jean E. Mills and her mentor Dr. Don Ensley.

Interprofessional Health Leadership

In 2010, the World Health Organization published the Framework for Action on Interprofessional Education & Collaborative Practice, stating “The WHO and its partners recognize interprofessional

collaboration in education and practice as an innovative strategy that will play an important role in mitigating the global health workforce crisis.” The College of Allied Health Sciences focuses on interprofessional health leadership, education, and collaborative care. Our students played a major role by planning and implementing the Interprofessional Health Leadership Conference on November 11, 2011.

The conference featured a keynote address by Dr. John Gilbert, College of Health Disciplines, University of British Columbia. He challenged the 290 participants, suggesting that IP occurs when individuals from two or more health disciplines learn “about, with, and from” each other in order to improve the quality of care. IP education results in “1) a symbiosis with the health services and the communities in which students will serve, 2) contains underlying values that enhance health services in communities, 3) is responsive to changing values and expectations in education in response to community needs, and 4) predicts proficiency on the job as required by the community.”

The conference and subsequent student leadership endeavors support the goals of the BB&T Leadership Enhancement Grant, the primary funder, creating and enhancing leadership capacities in ECU students.

BUSINESS

Online MBA program earns top marks from U.S. News & World Report

East Carolina University’s MBA program ranks among the top 20 in online education, according to U.S. News & World Report’s first-ever ranking of graduate-level business distance education programs. The rankings are featured exclusively on www.usnews.com. Out of 161 graduate business programs listed, ECU ranks number 17 for overall student services and technology. ECU also scored points for its teaching practices and student engagement (#26) and admissions selectivity (#28). In a news release, U.S. News stated that the number of students enrolled in online degrees is growing rapidly. “Those prospective students—a very large proportion of whom are working

adults—lack needed information to help them determine the relative strengths and weaknesses between online degree programs that they are considering attending. U.S. News undertook this project in an effort to begin filling this information gap,” the release said. The online program in the College of Business developed from a single course offering in 1998 to entire undergraduate and graduate degrees in numerous concentrations today. The College enjoys a robust online/distance education presence particularly at the MBA level, with more than 800 students enrolled. “In a world with increasing ‘diploma mills,’ we are proud that the College of Business continues to maintain its high quality standards,” Dr. Stanley Eakins, dean of the College of Business, said. “We strive to prepare both faculty to teach online and students to learn online while using a variety of technological and instructive methods to do so. It’s no surprise the College of Business is looked upon as a leader in distance education innovation.”



Eakins appointed dean

Dr. Stanley G. Eakins has been named dean of the College of Business, effective January 3, 2012. Eakins has served as interim dean since December 2010, replacing Dr. Frederick Niswander who now serves as ECU’s vice chancellor for administration and finance. A professor of finance at ECU, Eakins previously served as associate dean of the college for nearly six years and is former chair of the Department of Finance. He was instrumental in implementing the college’s new Leadership & Professional Development Program, which teaches students 21st century skills such as professionalism, leadership, and communication in addition to the nuts and bolts of business. In related news, Dr. Paul Schwager has been appointed associate dean for the College of Business, after serving as acting associate dean for the last year. Schwager, an associate professor in the Department of Management Information Systems, previously served as the college’s assistant dean for assessment, accreditation, and curriculum. He has been at ECU since 2003.

DENTAL MEDICINE

Dental School building to open August 2012

The School of Dental Medicine plans to open Ledyard E. Ross Hall in early August 2012. The new building is named after Ledyard E.



Architectural rendering of Ledyard E. Ross Hall, future home of the ECU School of Dental Medicine

Ross ’51, a retired Greenville orthodontist and businessman who gifted \$4 million to the School.

The building will house the latest in dental equipment and utilize innovative educational technology. The 188,000-square-foot, four-floor building will have 133 operatories, treatment rooms much like a dentist’s office where students will develop their skills and provide comprehensive dental care for patients under faculty supervision. Specialty suites, located on the first and second floors, will include pediatric, orthodontic, surgical, special needs, and urgent care. A simulation laboratory outfitted with dental models will allow students to learn fillings, crowns, and other techniques. The building will include a clinical research center and two auditorium-style learning halls, and will present aesthetic design elements such as a glass-paneled skylight visible from the first floor atrium, as well as a serpentine wall. The third floor will contain faculty and administrative offices, while the fourth floor will remain open for future expansion.

Ross Hall will serve as the “hub” for the School’s ten Community Service Learning Centers—clinics built in rural North Carolina where fourth-year students will complete rotations. Advanced technology will allow visual communication between all sites, allowing faculty members to broadcast educational procedures and provide guidance across the state. All sites will accept Medicaid and sliding scale patients.

Ledyard E. Ross Hall is located on ECU’s Health Sciences Campus, and will open in time for the School’s second class of approximately 50 students. Currently, the School’s inaugural class occupies a state-of-the-art classroom and simulation lab in the Brody Medical Sciences Building. To name a room or space in Ross Hall, or for additional gifting opportunities, please contact Kristen Ward, director of development, at (252) 744-2239 or wardk@ecu.edu.

Dental students give back

The School of Dental Medicine’s inaugural class embraces the School’s mission to prepare leaders with a “passion to serve.” The 52 students—all from North Carolina—consider community service a vital part of their educational experience.

One of the class’ first self-organized volunteer activities took place shortly after classes started, following the landfall of Hurricane Irene. Although ECU was closed following the storm, student Christin Carter encouraged classmates to join her in helping elderly residents clean debris from their yards. The team worked for seven hours and cleared the yards of six houses. “The



NC Governor Beverly Perdue with School of Dental Medicine students.

first lady we helped started crying," recalls Carter. "She was so thankful."

Students and faculty also routinely volunteer to provide free dental care for those in financial need. The NC Missions of Mercy clinics and NC Baptists on Mission dental buses allow the first-year students to assist dentists and observe dental procedures. Events such as "Give Kids a Smile Day" and "Project Homeless Connect" focus on providing free care for a targeted demographic. At February's "Give Kids a Smile Day," a national event sponsored locally by the East Central Dental Society and held at Eastern Orthodontics & Pediatric Dentistry, more than 100 children received free care—some of whom had never seen a dentist. At the event, student Jorge Arriagada took the role of translator, bridging language barriers between patients and dentists.

"For me, volunteering is always a humbling, learning, and rewarding experience," states student Lara Holland, the class' community service coordinator. The class visits residents at area assisted living complexes and is currently raising awareness through Relay for Life. In December, students joined Dental School faculty and staff to sponsor more than 80 children for The Salvation Army Angel Tree. Holland reflects, "Giving back always brightens someone's day."

Indisputably, the new Dental School embodies ECU's enduring motto, Servire ("to serve").

EDUCATION

ECU receives top honors in National Board Certification

In 2011, 6,266 teachers and counselors went through the incredibly rigorous process to receive National Board Certification. For the first time ever, the top 50 institutions leading the nation in the largest number of alumni who are newly certified were revealed. East Carolina University was second in the nation with 118 newly certified teachers. This is one measure of the quality of our graduates and their dedication to the profession.

Professor selected as Fulbright Scholar

David J. Siegel, associate professor in the Department of Higher, Adult, and Counselor Education, was selected for a Fulbright Specialists project at the University of Johannesburg in South Africa. The elite Fulbright Program, America's flagship international educational exchange activity, is sponsored by the U.S. Department of State and the Bureau of Educational and Cultural Affairs. During his time in Africa, Dr. Siegel hosted lectures for undergraduate students in various departments or "majors" at the University of Johannesburg, specifically about the theme of personal responsibility of leadership and social change. The main premise for his lectures at the university were to help students understand how to accept responsibility for social change in all aspects of their lives, including their own communities, the globalized world, and most importantly, how to take ownership of all of these changes.

Crystal Island fun and educational for middle school students

With funding from the Bill and Melinda Gates Foundation, The Center for Science, Mathematics, and Technology Education (CSMTE) in the College of Education and the IntelliMedia Group at NC State University have partnered to release a game called Crystal Island in rural middle schools throughout eastern North Carolina. Crystal Island is an intelligent game-based learning environment developed for middle grade students where students solve a science mystery as they learn about microbiology. To date, more than 1,000 students have used Crystal Island, and rigorous studies have demonstrated that it helps students achieve significant learning gains in both science and literacy.

Hall of Fame honors nineteen



Barbara Jamieson Mallory
Class of '79, '84, '90, '02

The College of Education held its annual Educators Hall of Fame Induction Ceremony on Saturday, October 15, in Fletcher Recital Hall. The ceremony was followed by a reception and the opportunity for inductees to view their plaques on the Educators Hall of Fame wall in the Speight Building. Twenty educators and education advocates were inducted. Each inductee was sponsored and a monetary gift of \$1,000 or more was contributed to the College of Education's Educators Hall of Fame Scholarship endowment on their behalf. Annual interest from the Educators Hall of Fame endowment is used to fund merit-based scholarships for College of Education students. This prestigious merit scholarship program attracts more of the best and brightest students to the College of Education. This year's inductees are Alston Winslow Burke, Jo Anne Williams Corey, Kurt John-Charles Garner, Dr. Margaret Ann Cannon Harris, Morgan Holt Harris, Naomi Blanchard Bagley Hofler, Joyce Smith Holt, Dr. Diane D. Kester, Lynn Lewis Lane, Lewis Patrick Lane III, Barbara

Jamieson Mallory, Connie Gay-Lord Mizelle Maynard, James H. Maynard, Cornelia Mattocks Mewborn, Katherine Elizabeth Misulis, Dolores Hayes Morgan, Dr. Al Muller, Dr. Veronica S. Pantelidis, and Merle Thomas Summers.

MEDICINE

ECU featured on CNN documentary about sports concussions

A successful partnership between East Carolina University and Pitt County Schools was featured in February when CNN aired "Big Hits, Broken Dreams," a documentary about concussions in high school football.

A CNN crew followed the J.H. Rose High School Rampants football team last fall. It was three seasons after Jaquan Waller, who played running back for Rose, died after suffering a blow to the head two days before a game and then another blow during a game. ECU forensic pathologist Dr. M.G.F. Gilliland ruled his cause of death as second impact syndrome. Waller had two concussions within 72 hours.

In partnership with ECU, Pitt County Schools revamped its athletic training program following Waller's death. Working with Dr. Sharon Rogers, an assistant professor of health education at ECU, and Dr. Brock Niceler, a board-certified sports medicine specialist in the Department of Family Medicine at the Brody School of Medicine at ECU, the system now has licensed athletic trainers at every football practice and game in the county, and at many practices and games in all other sports.

Dr. Sanjay Gupta, CNN's chief medical reporter and an Atlanta neurosurgeon, hosted the documentary. He interviewed Niceler, Rogers, and Dr. Scott Sagraves, an ECU associate professor of surgery and chief of trauma and surgical critical care, while in Greenville last October. Sagraves treated Waller in 2008 when the player arrived at the trauma center.

"We've had a heightened sense of awareness that, although rare, this could happen to anybody," Sagraves said in October. "If in doubt, take the player out."

"I think the lesson is to be involved with your kid's activities," said Sagraves, whose own son played football at South Central High at the time of Waller's death. "You know your kid the best."



CNN Chief Medical Report Dr. Sanjay Gupta talks with Dr. Scott Sagraves

Niceler, who participated in a panel discussion following Wednesday's screening, said the number of reported concussions has risen each year in the two years the program has existed. That's a sign the program is working, because concussions are being recognized and properly treated and not waved off as 'bell ringers' and 'dings.'

"For athletes' safety, we need a team," Niceler said. "That includes the athletes, the parents, and the coaches."

ECU part of national project to treat traumatic brain injury and PTSD in troops, veterans

The Brody School of Medicine at East Carolina University is one of more than 100 medical schools nationwide working with First Lady Michelle Obama's Joining Forces project to better diagnose and treat post traumatic stress disorder and traumatic brain injury in service members and veterans.

Joining Forces, the Association of American Medical Colleges, and the American Association of Colleges of Osteopathic Medicine will work together to better train physicians and medical students to diagnose and treat the medical needs of veterans and their families.

Dr. Daniel Moore, professor and chair of the Department of Physical Medicine and Rehabilitation at the Brody School of Medicine, said ECU's focus in the project will be traumatic brain injury. North Carolina is the home of six military bases and a Coast Guard installation, and ECU sees patients from those bases.



Dr. Daniel Moore

"Our goal is to help share clinical knowledge with the military in the region via telemedicine conferences, visiting sites of clinical service (military here and our faculty visiting their sites) as well as an annual conference to gather the two groups together," Moore said.

The medical schools at Wake Forest University and the University of North Carolina at Chapel Hill are also participating in the project.

ECU physicians at the Brody School of Medicine treat members of the military and veterans with traumatic brain injury, and scientists in other parts of the University are studying ways to help troops and veterans recover from traumatic brain injury and PTSD. The University's Operation Re-Entry program is developing model ways to help injured veterans.

"I think it's about time we shed light and importance on [PTSD]," said Dr. Carmen Russoniello, a psychophysicologist in the ECU College of Health and Human Performance. A Vietnam veteran who dealt with PTSD himself, Russoniello said no standard way exists to diagnose, much less treat, the condition.

More information is available online at www.JoiningForces.gov.

STUDENT LIFE

Leadership scholarships awarded

The ECU Parents Council and the Center for Student Leadership and Engagement have partnered to award ten ECU student leaders with \$1,000 scholarships. While each of the students has diverse

academic interests in anthropology, chemistry, communication and more, they are all looking to strengthen their leadership skills.

"I am building my vision, organization, communication skills, and then learning about my own style of leadership," said Esmeralda Rodriguez, a junior transfer student majoring in theater arts. "This opportunity has enabled me to increase my strengths and address the areas that will help me grow into a better leader."

Rodriguez, who volunteers with AMEXICAN (Association of Mexicans in North Carolina), added that she wants to strengthen communication and peer relationship skills. For others honorees, it's a chance to step into uncharted waters for personal growth.

"This scholarship has helped me to step out of my comfort zone and network with individuals throughout the University," said Brittani Parker, with the School of Communication and the only graduate student to receive the scholarship.

"I have gotten a chance to learn directly from the Chancellor and other senior leadership at ECU," said Parker.

In fact, the Chancellor and Nancy Ballard opened their home for a reception in January so that scholarship winners could meet and thank several members of the Parents Council who made the opportunity possible.

"I am so impressed with these young folks," said John



Chancellor Ballard with scholarship recipients.

Tramontin, president of the ECU Parents Council. "They spoke about their commitment to excellence and their confidence to face the challenges of exploring and enhancing their leadership skills. It's refreshing to see them pursue their dreams to become our future's leaders."

ECU sophomore Taj Nasser said the impacts are just in the future.

"This scholarship boosts my self confidence to become a leader and motivates me to influence others to strive for great things," said Nasser, a chemistry major who is also a Golden Leaf Foundation Scholar.

For more information or to support the scholarship, visit the ECU Parents Council or Center for Student Leadership and Engagement websites.



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ECU's Foreign Students Program



During the early 1970s, a student traveling to the United States in pursuit of their college education was a popular trend. For the 1970-71 school year, students from twenty foreign countries were enrolled at East Carolina, including Germany, Great Britain, the Netherlands, East Africa, Yugoslavia, Argentina, Uruguay, Canada, Iceland, Puerto Rico, the British Caribbean Federation, the French West Indies, Panama, the Philippines, India, China, Korea, Japan, Iran and Jordan. Foreign students coming to ECU were at least one thousand miles from home, and most of them came from halfway around the world. In the United States, the majority of them were in a society with language, manners, and customs very far removed from those of their native lands. In the '70s, the East Carolina University League of University Scholars was highly involved with the Foreign Students Program and the host families that would serve as surrogate families.

In nearly all cases, the educational standing of these students was in the top three percent of their respective nations, and most are members of wealthy and influential families at home. Many of these students would have been exposed to propaganda about America, both positive and negative. In most cases, matriculation at ECU would have been their first actual experience with American people and our way of life. In order to assist these students with the transition, each was assigned a "big brother" or "big sister" mentor, as well as a "secondary student" to help the foreigner overcome shyness and socialize with other students.

Generous Greenville residents opened their homes to foreign students, providing necessary and beneficial interaction, home-cooked meals, and experiences they could only have within a family setting. The Host Family's role in the Foreign Students Program was an important one. By frequently inviting the foreign student into their home, the Host family will give him first-hand acquaintance with American family life and attempted to provide a family-like setting that students might have missed from their home country. During vacations and on holidays, when most ECU students return to their homes, Host Families would have their foreign students as houseguests. In many ways, the Host Family would provide a "home away from home" for the foreign student.

Today, there are 293 foreign students from 68 countries enrolled at East Carolina. The Office of International Affairs is the base for incoming foreign students and natives who desire to study abroad. Their website states, "International people and international activities have long been vital in ECU's academic, intellectual and cultural life. Wherever you are from or wherever you are going, whether you are a student, faculty member or staff member, we hope somehow to be a catalyst for your international experience." The staff assists students throughout the admissions process, orientation to ECU and Greenville, and maintains a close relationship with each student during their time at ECU.

Information for this article is from: Jenkins, Leo. "ECU Report: Foreign Students Program," April 23, 1971, part of CH1050, Series 8 Publication File – University Archives.



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