

AGENDA
Athletics & Advancement Committee
April 2, 2020

- I. Approval of Minutes – February 2, 2020
- II. Review of Operational Metrics
- III. Action Items
 - A. Board of Visitors New Member Appointments
- IV. Informational Items
 - A. Athletics Update
 - B. Advancement Update



Athletics & Advancement Committee

April 2, 2020

Agenda Item: I. Approval of Minutes - February 6, 2020

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Action

Notes:

Minutes
Athletics & Advancement Committee
February 6, 2020

The Athletics and Advancement Committee met in regular session on February 6, 2020.

The meeting was opened with the reading of the Conflict of Interest Statement.

The minutes from the November 2019 meeting were approved.

Athletic Highlights

Mr. Jon Gilbert opened his presentation by reporting that January Pirate Club fundraising figures are up with a year-to-date deficit of \$43,227. January athletic non-annual fund figures are down by \$81,338; however, the year-to-date total is \$3,401,928.

Mr. Gilbert shared that football season ticket sales kicked off earlier this year than last with varying options for consumers. The projected target is 16,000 season ticket holders. Last year's sales were 14,097. Mr. Gilbert also reported that Men's basketball season tickets sales increased over last year but the targeted goal was not met. Individual game tickets have been trending well.

Athletic expenses compared to budget is tracking well while athletics revenue compared to budget is down \$65,347 and down \$682,793 year-to-date. This deficit is anticipated to remain for the remainder of the year. Mr. Gilbert assured the board that there are savings in multiple areas where funds can be pulled to assist the revenue line. Projected aggressive ticket sales will also benefit the revenue line.

Fourteen teams had a cumulative GPA of 3.0 and 13 teams had a semester GPA of 3.0.

Licensing sales are up \$125,000 over last year.

The structure of the Pirate Club Executive Director position is currently being assessed and the hope is to continue with an interim through this Spring.

Mr. Gilbert provided the following update on athletic facilities:

- Minges concourse floor is complete
- Softball batting cage has been enclosed
- Control Room at Dowdy Ficklen stadium should be complete by August 2020

The Pigskin Pig-out is scheduled for April 17-18 and more information will be forthcoming.

The 2020 football season opener will be against Marshall University on September 5. This will be the 50th anniversary of the catastrophic plane crash. We will host many events to commemorate this tragic event.

Advancement Highlights

Mr. Chris Dyba reported that the East Campus is trending ahead with a year-to-date total of \$3.2M and West Campus has lost a little momentum potentially due to legislative issues and the recent retirement of a lead fundraiser. He also mentioned that the President of the Medical and Health Sciences Foundation, Dr. Mark Notestine, will be leaving next month. Mr. Dyba is working with Dr. Mark Stacey to determine who will serve as Interim President. He also noted that last year the MHSF raised \$8M and he hopes to reach that goal again this year.

Mr. Dyba then introduced Ms. Kendra Alexander as the new Associate Vice Chancellor for Development and afforded Ms. Alexander the opportunity to address the board.

Mr. Dyba shared that he recently traveled to California and while there, in collaboration with our alumni association, hosted two events (one in San Diego and one in LA) to engage with our alumni on the west coast.

Board of Visitors

Mr. John Cooper gave a quick recap of the BOV meeting held on 1/31/2020. A committee was developed to work on revisions to the bylaws. Ms. Linda Hofler and Ms. Wanda Montano presented the suggested updates which are outlined in your board material. A motion was made to accept the changes as presented with the modification on membership to specify no more than 60 members with at least 40.

Mr. Cooper reminded the board that there is a \$500 commitment in support of Access scholarships expected from all BOV members and he would be personally calling individuals who have not met their commitment.

Closed Session

The committee moved into closed session to discuss one naming opportunity and one athletic personnel matter. The naming opportunity and the athletic personnel matter were reviewed and approved for recommendation to the full board tomorrow.

The committee returned to Open Session and concluded.

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Respectfully submitted,

Maha Banning
University Advancement



Athletics & Advancement Committee

April 2, 2020

Agenda Item: II. Review of Operational Metrics

Responsible Person: Fielding Miller
Committee Chair

Action Requested: Information

Notes:

KPI	Measurement	Prior Year	Target	Variance	July	August	September	October	November	December	January	February	March	April	May	June	Total			
					Plan	Actual	+ / -	YTD +/-	Plan	Actual	+ / -	YTD +/-	Plan	Actual	+ / -	YTD +/-	Plan	Actual	+ / -	YTD +/-
Fundraising - Annual Fund (Pirate Club)	Fundraising for Athletics (Pirate Club), includes pledges to the Athletic Annual Fund	\$ 6,969,162	\$ 7,300,000		Plan	303,218	358,734	66,200	22,526	77,342	929,606	287,166	694,293	1,291,683	2,412,957	561,252	95,023	7,300,000		
					Actual	175,711	508,209	87,210	31,828	278,294	703,425	416,888	539,019							
					+ / -	(127,507)	(150,525)	21,010	9,302	200,952	(226,181)	129,722	(155,274)							
					YTD +/-	(127,507)	(150,525)	21,010	9,302	200,952	(226,181)	129,722	(155,274)							
Fundraising - Athletics (excluding Annual Fund)	Fundraising for Athletics (non-Annual Fund), includes cash, pledges, planned gifts, gifts in kind	\$ 10,202,629	\$ 3,500,000		Plan	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,667	291,666	291,666	291,666	291,666	3,500,000		
					Actual	1,135,534	561,600	411,569	188,217	236,469	2,699,879	210,329	212,641							
					+ / -	843,867	269,933	119,902	(103,450)	(55,198)	2,408,212	(81,338)	(79,011)							
					YTD +/-	843,867	269,933	119,902	(103,450)	(55,198)	2,408,212	(81,338)	(79,011)							
Season Ticket Sales - 2020 Football	Number of Season Tickets Sold	14,097	16,000		Plan						500	1,000	1,000	1,500	8,000	2,000	500	14,500		
					Actual						437	1,113	674							
					+ / -						(63)	113	(326)							
					YTD +/-						(63)	113	(326)							
Season Ticket Sales - 2019-2020 Men's Basketball	Number of Season Tickets Sold	1,619	1,800		Plan			1,000	700	100								1,800		
					Actual			1,075	560	57										
					+ / -			75	(140)	(43)										
					YTD +/-			75	(140)	(43)										
Athletics Expenses Compared to Budget	Monthly Athletics Expenses	\$ 40,757,349	\$ 43,440,503		Plan	2,357,402	5,784,777	4,281,160	3,809,249	3,140,947	3,153,623	6,943,347	2,873,767	2,655,446	3,156,972	2,692,209	2,593,603	43,440,503		
					Actual	1,839,434	6,050,984	3,882,290	3,077,703	3,754,076	2,804,502	5,899,617	2,909,641							
					+ / -	(517,969)	(256,207)	(398,870)	(731,546)	613,125	(349,121)	(1,043,730)	(964,126)							
					YTD +/-	(517,969)	(256,207)	(398,870)	(731,546)	613,125	(349,121)	(1,043,730)	(964,126)							
Athletics Revenues Compared to Budget	Monthly Athletics Receipts	\$ 34,677,069	\$ 36,039,243		Plan	320,800	10,562,235	1,818,544	984,700	716,000	6,569,445	2,536,664	436,000	133,500	88,000	1,175,585	10,697,771	36,039,243		
					Actual	510,264	7,970,596	3,694,235	963,449	484,250	6,731,485	2,471,317	338,390							
					+ / -	189,464	(2,591,639)	1,875,691	(21,251)	(231,750)	162,040	(65,347)	(97,610)							
					YTD +/-	189,464	(2,402,176)	(526,855)	(547,137)	(790,487)	(617,447)	(682,733)	(780,356)							
Single Game Ticket Sales - 2019 Football	Revenue from Single Game Ticket Sales	\$ 1,162,330	\$ 1,000,000		Plan	100,000	300,000	200,000	300,000	100,000								1,000,000		
					Actual	18,233	101,630	222,653	149,581	143,940										
					+ / -	(81,767)	(198,370)	22,653	(150,419)	43,940										
					YTD +/-	(81,767)	(198,370)	22,653	(150,419)	43,940										
Fundraising - East (Advancement)	Fundraising for East Campus, includes cash, pledges, planned gifts	\$ 25,774,813	\$ 20,000,000		Plan	1,000,000	1,666,667	1,666,667	2,000,000	1,666,667	2,000,000	1,000,000	1,666,667	1,666,667	1,666,667	2,000,000	2,000,000	20,000,000		
					Actual	815,277	2,754,731	1,080,450	3,861,292	1,720,648	3,712,295	315,541	4,019,132							
					+ / -	(184,723)	1,088,065	(586,217)	1,861,292	53,981	1,712,295	(684,439)	2,352,465							
					YTD +/-	(184,723)	903,342	(317,025)	2,178,417	2,232,398	3,944,694	(3,260,235)	5,612,700							
Fundraising - West (Advancement)	Fundraising for West Campus (Health Sciences), includes cash, pledges, planned gifts	\$ 7,999,239	\$ 12,000,000		Plan	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000		
					Actual	267,967	386,052	482,638	292,242	792,809	1,364,164	1,219,256	705,040							
					+ / -	(732,033)	(613,948)	(517,362)	(707,758)	(207,191)	364,164	219,256	(294,960)							
					YTD +/-	(732,033)	(613,948)	(517,362)	(707,758)	(207,191)	364,164	219,256	(294,960)							



Athletics & Advancement Committee

April 2, 2020

Agenda Item: III. Board of Visitors New Member Appointments

Responsible Person: John Cooper
BOV Chair

Henry Taylor
BOV Nominating Committee Chair

Action Requested: Approval

Notes:



MEMORANDUM

To: ECU Board of Trustees

From: John Cooper
Chair, Board of Visitors

Date: March 31, 2020

Subject: **REVISED: Board of Visitors New Member Appointments**

On behalf of the ECU Board of Visitors Executive Committee and Nominating Committee, it is my pleasure to recommend the following nominees for appointments and reappointments to the BOV Class of 2024. Nominations were solicited from members of the Board of Trustees, Board of Visitors and the Chancellor's Executive Council.

Recommended for Reappointment to the Class of 2024:

Deidra Blanks	Patrick Sebastian
Preston Mitchell	Henry Taylor
Wanda Montano	Kevin Taylor
Justin Mullarkey	

Recommended for Initial Appointment to the Class of 2024:

Worth Carter	Patrick O'Bryant
Michael Deaton	Alex Paschall
Sharona Johnson	Terrance Powell
Sam Matheny	Kurt Stone

Please see the accompanying documentation for more details about each new member nominee.

The Board of Visitors will bring officer recommendations to the Board of Trustees for consideration at the July meeting. Thank you for considering these nominations, as well as your continued support of the ECU Board of Visitors.



East Carolina University.

Board of Visitors Nomination Form

Name of Nominee: James Worth Carter

Spouse's name: Dolores

Home Address: 496 Hopewell Rd
Danville, AL 35619

Home Phone: 256-503-9445 Cell Phone: 256-503-9445

Email Address: worthcarter1@gmail.com

Business/Company Name: Missile Defense Agency

Business Address: MDA Redstone Arsenal AL,

Business Phone: 256-450-2171 Alt. Phone: _____

Profession: National Defense

Title: Deputy Program Manager for Readiness, Ground Based Midcourse Defense

Areas of particular interest in higher education (Example – student recruitment, marketing, academic programs, student scholars, athletics, etc.):

Leadership, Academic Programs, Fundraising, Legislative Support, Honors College,

ECU Alum (Please check one): Yes No

If yes, Year: 77/81 Degree(s): BSBA/MBA Major: Business

Nominee has agreed to serve if appointed: Yes No

Name of sponsor: Wanda Montano

Please attach resume to this form, if possible.

15724 Ballantyne Country Club Drive
Charlotte, NC 28277
May 30, 2018

Ms. Megan Ayers
ECU Board of Visitors
Office of the Chief of Staff and Assistant to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858-4353

RE: Nomination of Dr. J. Worth Carter to Board of Visitors

Dear Megan and Board of Trustees,

I am writing to nominate Dr. J. Worth Carter to the ECU Board of Visitors. Attached hereto is a completed application, his biographical information, as well as a recommendation letter from Major General (retired) William L. (Dutch) Holland.

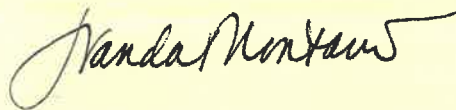
Worth is a distinguished graduate of ECU, and consistently gives back to Pirate Nation through scholarships, service on the Health & Human Performance Advancement Council, as well as being a 35 plus year Pirate Club member, and member of the Military Affairs Committee and the Distinguished Military Service Society.

Worth is a two-time graduate of ECU's College of Business, a graduate of our Air Force ROTC program, and retired as a Colonel from the US Air Force.

He is a dedicated servant to ECU, and would be a wonderful asset to the Board of Visitors.

It is with great pleasure that I recommend him for membership on the Board of Visitors.

Best Regards,



Wanda Montano
Board of Visitors, Class of 2020
Vice Chair, Advancement Council, College of Health and Human Performance
Member, Leo Jenkins Society
ECU Forever Pirate
Vice President, Charlotte Chapter, ECU Pirate Club
2016 Pirate Club All American Award Winner
Advisory Board, Charlotte Chapter, ECU Alumni Association



MISSILE DEFENSE AGENCY

Dr. J. Worth Carter

Deputy Program Manager for Readiness
Ground-Based Midcourse Defense
Joint Program Office



Dr. Carter is the Deputy Program Manager for Readiness, Ground-Based Midcourse Defense (GMD), Missile Defense Agency, Huntsville, Alabama. Dr. Carter directly supports the Readiness Program Manager, and acts in his stead when the Program Manager is unavailable. The Readiness Program Manager is responsible for the operational readiness and sustainability of the GMD system. The organization includes Directorates for Weapon System Sustainment, Cyber Security, Operational Planning and Readiness, and Site Operations, which includes divisions in Alaska, Colorado and California. Dr. Carter works closely with Warfighter organizations to include United States Northern Command, Joint Functional Component Command for Integrated Missile Defense (JFCC-IMD) and the 100th Missile Defense Brigade as well as the Prime Contractor, Boeing, to ensure materiel and personnel support requirements are programmed, planned and available to meet operational requirements.

Prior to his service as the Deputy Program Manager for Readiness, Dr. Carter served as the Lead Support Contractor for the GMD Readiness organization in Huntsville, Alabama.

Dr. Carter served over 26 years in the United States Air Force. Mr Carter retired at the rank of Colonel in November 2005. Colonel Carter's last assignment was as the Air Education and Training Command's Inspector General. Colonel Carter was commissioned as a distinguished graduate of the East Carolina University Air Force ROTC program in May of 1978. He had a wide-ranging career as a pilot of KC-135 and KC-10 tanker aircraft. Colonel Carter commanded at the squadron, group and wing level. He served as a flight examiner, Chief of Wing Inspections, and Director of Operations. Other assignments include Deputy Director of the Command Action Group at HQ SAC, J-9 Future Concepts Branch Chief at United States Atlantic Command, Commander of the 2nd Air Refueling Squadron, Commander of the 325 Support Group and Commander of the Air

Force Inspection Agency. Colonel Carter is a command pilot with over 3,800 flying hours.

Dr. Carter graduated from East Carolina University with a BS in business Administration in 1977 and completed his MBA at East Carolina University in 1981. Dr. Carter also completed a Master's Degree in National Security Studies from the Naval War College in 1993, received a Master's Degree in International Relations at Creighton University in 1994 and received a Doctoral Degree (EdD) in Interdisciplinary Leadership from Creighton University in 2015. Dr. Carter's awards include the Legion of Merit with two oak leaf clusters, the Defense Meritorious Service Medal, the Meritorious Service Medal with three oak leaf clusters and the Air Medal. Dr. Carter is a member of the East Carolina University Distinguished Military Service Society.

Current as of March 2018

WILLIAM HOLLAND
Sumter, SC
wldutchholland@gmail.com
910-973-3223

March 22, 2018

Board of Visitors Selection Committee
East Carolina University
Greenville, NC 27834

Dear Members:

This letter provides my unqualified recommendation and support for Dr. J. Worth Carter to serve as a member of the Board of Visitors at East Carolina University. Worth is an outstanding and talented individual and leader with tremendous passion for East Carolina University. For decades Worth has given his time, effort and money to our great university. He has been a Pirate Club member for over 35 years, a lifetime member of the Alumni Association, and was inducted as a member of ECU's Distinguished Military Service Society (DMSS). In addition, he has been a frequent guest lecturer in the College of Business, the College of Engineering and Technology and the College of Health and Human Performance (specifically Air Force ROTC). He personally funded and established an endowed scholarship for Air Force ROTC and as a DMSS scholarship committee of one has been the catalyst for additional endowed scholarships and annually funded scholarships. Worth has served for over eight years and continues to serve as a member of the Military Programs Committee and recently was selected to serve on the Health and Human Performance College Advisory Council.

Dr. Carter earned his doctorate in interdisciplinary leadership from Creighton University in 2015. Worth's dissertation is titled "Exploring the Potential for a Centralized Leadership Center at East Carolina University.

It is with great pleasure that I highly recommend Dr. J. Worth Carter for a position on ECU's Board of Visitors. Please contact me with any questions at the email or phone numbers above.

Go Pirates,

William Holland
Major General (Retired) USAF



NOMINATION FORM

Name of Nominee: Michael Deaton

Preferred Address: 6817 Falls of Neuse Rd, Ste. 106
Raleigh, NC 27615

Preferred Number: 919.740.0490 Preferred Email: Michael@deaton.com

Business / Company Name: Deaton Real Estate

Business Address: 6817 Falls of Neuse Rd., Ste. 106
Raleigh, NC 27615

Profession / Title: Commercial Real Estate broker / Partner

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

Student engagement & fundraising

ECU Alum? No Yes Year/Degree/Major 2014/BSBA/Business Management

Name of Nominator: James Morgan

Other ECU involvement areas (current or previous):

COB - Emerging Leaders

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered**

Michael P. Deaton
4508 Revere Dr Raleigh, NC 27609
(919)740-0490
Michael@Deaton.com

Education

May 2014

East Carolina University, Greenville, NC

Bachelor of Science in Business Administration, Management

- Concentrated in Business Management and Small Business Management/Entrepreneurship

GPA: 3.3/4.0

Experience

August 2015-
Present

Deaton Investment Real Estate, Raleigh, NC

Multifamily Advisor

- 2017 Top 5 Sales Firm in CoStar in the Raleigh/Durham Market
- 2018 Top 5 Sales Broker in CoStar in the Raleigh/Durham Market
- Active speaker for Apartment Association

May 2014-
August 2015

Phoenix Commercial Properties, Raleigh, NC

Associate

- Brokerage
- Small Business Specialist
- Specialize in Tenant Representation

Boards

Emerging Leaders Board at COB ECU

- Co-Chair of the Board
- Building out ECU COB network

Gifts

ECU Chancellor Scholars Program

With Purpose International

Wounded Warriors

Honors / Activities

Started ECU vs NC State Food Drive Competition, ECU Mentor Program, Dean's List at ECU, Honor Roll at ECU, Intramural Sport Participant (Football), Intramural Sports Captain (Basketball, Football, Volleyball), Camp Caleb Missions Trip (2009, 2010), Assistant Basketball Coach (2008-2010), Harvest Feast Volunteer, Ronald McDonald House Volunteer, Interfaith Food Shuttle Volunteer, Salvation Army Volunteer, Food Bank Volunteer



NOMINATION FORM

Name of Nominee: Sharona Johnson
Preferred Address: 113 planters place Goldsboro NC 27530
Preferred Number: 919-344-5810 Preferred Email: shajohns63@gmail.com
Business / Company Name: Vidant Medical Center
Business Address: 2100 Stantonsburg Road Greenville NC
Profession / Title: Sharona Johnson PhD, FNP-BC
Director of Advanced Clinical Practice

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

Legislative advocacy and student engagement

ECU Alum? No Yes Year/Degree/Major 2017/PhD Nursing

Name of Nominator: Dr. Linda Hofler

Other ECU involvement areas (current or previous): ECU College of Nursing Faculty. Collaborator on the 2.7 million HRSA ANEW grant. I am responsible for preceptor development. Keynote speaker at the ECU CON Black History celebration. Nurse Practitioner at ECU Division of Hypertension and Nephrology provide care to people with kidney disease. Partnered with Dean Stacey and Kendal Campbell to increase community awareness and exposure to leadership at University and Brody School of Medicine.

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***



March 9, 2020

To Whom It May Concern:

It is my pleasure to write a letter of support for Dr. Sharona Johnson to be considered for a seat on the ECU Board of Visitors. Dr. Johnson is an ECU alumnus. She has remained active with the ECU College of Nursing as an adjunct faculty member and is a collaborator on multiple HRSA grants. The most recent is the \$2.7 million Health Resources and Services Administration (HRSA) Advanced Nursing Education Workforce grant, which aims to increase the presence of Advanced Practice Registered Nurses (APRNs) in rural communities in Eastern North Carolina. Dr. Johnson is the Director of Advanced Clinical Practice at Vidant Medical Center and has been active in advocating for full practice authority for APRNs. She is a member of North Carolina Nurses Association, American Nurses Association, American Nephrology Association, and various other national organizations that focus on the advancement of nursing practice.

Dr. Johnson's responsibility in improving the health and well being in Eastern North Carolina is evident by her continuing to practice as a Nurse Practitioner with ECU Nephrology to provide care to people with end stage renal disease. She has published on this population and spoken at national conferences on the plight of people with kidney disease. She is active in health fairs and works in collaboration with the National Kidney Foundation to hold kidney screenings in our community. She has held interviews on local TV and radio stations to increase kidney disease awareness in our community. Additionally, Dr. Johnson partnered with Dean Mark Stacy to organize and go into the community on a "listening tour" to allow the people in the community to express their concerns and thoughts regarding the University's, especially the medical school's, purpose and contribution to the community.

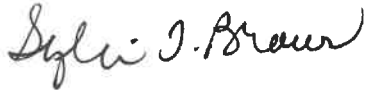
She continues to impact the community as a board member of the Center for Family Violence Prevention to advocate for breaking the cycle of intimate partner violence. Dr. Johnson was instrumental in organizing and supporting the annual domestic violence luncheon last year and has begun planning the luncheon for this year. She is passionate about disrupting the cycle of violence that destroys families and communities.

Lastly, Dr. Johnson continues to show her appreciation and support for the mission of East Carolina University. She supports the College of Nursing with her time, expertise, and financial contributions. She has served as a mentor for others

interested in nursing and encouraged them to pursue their education at ECU College of Nursing. Her recent induction into the ECU College of Nursing Hall of Fame speaks to her character, leadership, and dedication to be a change agent and leave a wonderful legacy.

Dr. Johnson is the type of member you want on the ECU Board of Visitors. I recommend her without reservations. Please feel free to contact me if you have any questions. It is truly an honor to recommend her.

Sincerely,

A handwritten signature in cursive script that reads "Sylvia T. Brown". The signature is written in black ink and is positioned above the typed name.

Sylvia T. Brown, EdD, RN, CNE, ANEF
Dean & Professor

Sharona Johnson, PhD, RN, FNP-BC
113 Planters Place Goldsboro, NC 27530
Cell: Phone: 919-344-5810
shajohns63@gmail.com

EXECUTIVE SUMMARY

Over 20 years of progressive experience in large not-for-profit academic health care systems. Proven abilities in Advanced Practice Providers (nurse practitioners, physician assistants, certified nurse midwives and certified registered nurse anesthetist) employee engagement, physician relations, patient experience strategies, community engagement, fiscal management/revenue generation, new program development, contract negotiations, quality improvement, safety management, development of care models across the continuum, human resources, regulatory, information systems and interdisciplinary collaboration.

PROFESSIONAL EXPERIENCE

<u>DATE</u>	<u>TITLE</u>	<u>EMPLOYER NAME AND ADDRESS</u>
8/2019-present		Research Assistant Professor East Carolina University College of Nursing Greenville, NC

Responsibilities

- ❖ Preceptor Development Coordinator for a 2.7 million dollar HRSA grant to develop, implement, and evaluate and provide individualized plans for preceptors accepting APRN students in rural communities.

11/2015-present	Director of Advance Clinical Practice	Vidant Medical Center, Greenville, NC
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- ❖ Assumed responsibility for clinical oversight of greater than 300 Advanced Practice Providers at VMC
- ❖ Direct reports include:
 - Assistant Directors
 - Trauma/Urology/ENT/Patient Testing Center/CV services/Neurology/Neuroscience APPs
- ❖ Developed organizational chart for alignment of APPs
- ❖ Realigned APPs with scope of practice based on educational preparation (Family, Acute Care, etc)
- ❖ Worked with recruitment to align APP recruitment with physician recruiters and revamped job descriptions for scope of practice/service
- ❖ Resurrected and served as Chair of the Advanced Practice Advisory Committee (no council since

2010)

- ❖ Created the APP compensation committee which transition to Vidant Medical Group and revamped APP compensation. Worked with Sullivan Cotter consulting firm.
- ❖ Serves as proxy for CNE in Magnet organization for Credentialing of APRNs
- ❖ Collaborated with medical staff and informatics to implement upgrade to OneTeamCare (superuser)
- ❖ Worked in collaboration with stroke program manager to prepare assure neurology teams had appropriate credentials and privileging for comprehensive stroke survey.
- ❖ Collaborated with East Carolina University, College of Nursing to write HRSA grant to increase APRNs in rural areas of eastern NC.
- ❖ Continual alignment with ECU to increase adjunct faculty appointments at the College of Nursing for APPs at VMC.
- ❖ Aligned with East Carolina University leadership in the school of Physician Assistant Studies to increase PA students access to VMC and improve their experience.
- ❖ Partnered with Executive leadership to develop Co-management model for orthopedics and Internal Medicine
- ❖ Worked collaboratively with Hospitalist, Academic Internal Medicine service and Nephrology service on geographic rounding on medicine units, with focus on limiting number of providers on Intermediate Medicine Unit
- ❖ Contract realignment for orthopedics, trauma, urology, ENT. Collaborated with VMC legal counsel and medical staff to determine workforce allocation and percentage allocation. Worked with consultant agencies to conduct time studies to determine contract percentages
- ❖ Worked with Premier Consultants on task force to move APPs towards models suitable for the service line to maximize efficiency and financial return.
- ❖ Worked collaboratively with legal, financial, and medical staff executive leadership to bring APP contracts into compliance. APPs removed off cost report unless administrative.
- ❖ Cardiac realignment and reallocation of resources. Collaboration with Vidant Medical Group to transition APPs to billing model. Aligned provider services and coverage models for CVICU, CVIU, CVOR and CICU.
- ❖ Contract amendments for coverage of cardiac and thoracic outpatient clinics and inpatient services
- ❖ Work with Chiefs of Service across all service lines to review coverage needs for providers and integral in oversight of new programs and providing APP services: Neurology (stroke), Neuroscience, and Ortho-Trauma, and Trauma
- ❖ Oversight of alignment of privileges with APP scope of practice. Reassignment of APPs within scope of practice: Nuclear medicine (stress testing), family medicine, nephrology, first assist roles to decrease redundancy and maximize billing.
- ❖ Collaborating with CV services administrator to created Cardiac APP service to decrease LOS in ED, COU and with cryptogenic stroke patients requiring implantable loop recorders.
- ❖ Responsible for recruitment for APPs to pilot ED blue zone fast track, involved in reviewing contract for this service and APP utilization.

- ❖ Created business plan to change model of care regarding utilization of APP First Assist in operating rooms, proposed integration of RN First Assist related to financial and operational advantages.
- ❖ Working with medical staff to revamp peer review, privileging and Credentialing process for APPs.
- ❖ Alignment with Dean, Brody School of Medicine to increase in community visibility and presence for East Carolina University Brody School of Medicine and Vidant Medical Center.
- ❖ In conjunction with VP Operations, APPs are now serving on every medical staff committee.
- ❖ Created orientation for every new APP entering VMC to meet with Advanced Practice leadership
- ❖ Organized NCMB and NCBON presentations on supervision, opioid crisis (CME requirements) and advanced practice scope of practice to VMC medical staff and team members.
- ❖ Instrumental in adding the first Clinical Pharmacy Practitioner to VMC bylaws as an Advanced Practice Provider
- ❖ Founding member of NC leadership Alliance of Advance Practice Directors in North Carolina

1/2015-11/2015 Practice Manager Vidant Medical Center, Greenville, NC
Advanced Practice Professionals
Adult Medical Services

- ❖ Oversight of APPs in Medicine Service Line
- ❖ Worked with Medicine Service Line Administrator to align APPs in Medicine Intensive Care Unit and vent weaning unit on medicine intermediate unit.
- ❖ Reported to Medicine Service Line Administrator and Director of Advanced practice.

8/2011-1/2015 Advance Practice Professional Vidant Medical Center, Greenville, NC
Team Leader
Adult Medical Services

- ❖ Reported to Director of Advanced Practice
- ❖ Oversight of Medicine Service Line APPs
- ❖ Responsible for performance appraisals and regulatory compliance
- ❖ Maintain full time clinical Schedule as nephrology NP (inpatient/outpatient)

7/2010-present Nurse Practitioner ECU Physicians Division of Nephrology
and Hypertension, Greenville, NC

- ❖ Provided patient care inpatient/outpatient

1/2006-7/2010 Nurse Practitioner Vidant Medical Center, Greenville, NC

- ❖ Provided inpatient care to nephrology/transplant patients

8/1996-12/2005 Staff Nurse Vidant Medical Center, Greenville, NC

- ❖ Provided care for patients in all Intensive units including Pediatrics
- ❖ Served as charge nurse in Neuro/Surgical and Trauma ICU

6/1992-6/1996 Staff Nurse Fairbanks Memorial Hospital, Fairbanks, AK

- ❖ Provided care for patients presenting to Emergency Department
- ❖ Served in charge nurse capacity

**5/1988-3/1992 Flight Nurse Regional Life Flight/Medical Air
Rescue, Rapid City, SD**

- ❖ Provided care for patients over rural areas of South Dakota
- ❖ Provided ground and air support for critically ill patients

**5/1987-3/1992 Staff Nurse Rapid City Regional Hospital, Rapid
City, SD**

- ❖ Provided care for patients presenting to Emergency Department
- ❖ Served in charge nurse capacity

SERVICE

HOSPITAL COMMITTEES:

5/23/2019	GME Research Day -Judge
3/2018-present	Stir Up Respect Committee
1/2018-present	Bylaws Committee
1/2018-present	Clinical Governance Committee
11/2015-prsent	Advanced Practice Advisory Committee
10/2015-present	Utilization Management Committee
10/2015-present	Patient Safety Performance Improvement Committee
8/2015-present	Surgery Service Line Executive Committee
8/2015-present	ECU CON/VMC Advisory Board
5/2015-present	Medical Executive Committee
5/2015-present	Nurse Executive Committee
5/2015-present	Medicine Service Line Executive Committee
5/2014-present	Hospital Patient Safety-Quality Improvement Committee
11/2014-present	Credentialing Committee-Vidant Medical Center
11/2014-present	Credentialing Committee-Vidant Medical Group
2013	Collaborated with ECHI leadership to develop Cardiac Intensive Care Advanced Practice Professional Service
2013	Development and Onboarding of Advanced Practice Professional for Transplant services

2013	Instrumental in establishment of contract for Pediatric Nephrology Advanced Practice Professional
5/2010-8/2012	Catheter Associated Urinary Tract Committee-Chair Hospital-wide staff educational presenter on research and evidence-based practice CAUTI
3/2009-3/2010	Advance Practice Council –Chair
5/2011-12/2012	Resident-Nurse Council
3/2011-current	Medical Directors Committee-Adult Medical Services
3/2019	Experience Champion

SCHOOL OF NURSING COMMITTEES:

2012-current	Adjunct Faculty East Carolina University
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PROFESSIONAL ORGANIZATIONS

2018-current	NC Advance Practice Leadership Alliance
2016-current	Center for Advancing Provider Practice (CAP2)
2015-current	Student Nurse Research Society (SNRS)
2014-current	National Kidney Foundation
2005-current	American Nurses Association
2006-current	American Nephrology Nurses Association
2013-2014	American Nephrology Nurses Association (President Elect) Tar River Chapter
2005-current	American Academy of Nurse Practitioners
2006-current	North Carolina Nurses Association
2014-current	National Kidney Foundation
2006-current	Sigma Theta Tau, Beta Nu Chapter: International Nursing Honor Society
1987-1992	Emergency Nurses Association

COMMUNITY ACTIVITIES

1/2019	Board Member: Center for Family Violence Prevention
3/2018	Radio Station 106.8-Interview: Family Health Matters: Chronic Kidney Disease Awareness
2/2015	Chronic Kidney Disease-Cornerstone Missionary Baptist Church
11/2014	Planning Committee member for Annual NP/PA: Clinical Issues Update
3/2013	Kidney Screening World Kidney Day
2/2012	National Kidney Foundation-Kidney Screening
3/2012	Diabetes Awareness and Screening
3/2011	Kidney Screening World Kidney Day

LICENSURE

<u>STATE</u>	<u>LICENCE NO.</u>	<u>EXPIRATION</u>
RN North Carolina	148721	9/29/2018
RN South Dakota	R022558 (inactive)	
RN Alaska	15144 (inactive)	

CERTIFICATION

Family Nurse Practitioner-Board Certified	2011-2021
CPR	1987-present
ACLS	1987-present
ACLS Instructor	1988-2017
TNCC Instructor	1988-2012
TNCC	1987-1988

EDUCATION

<u>DEGREE</u>	<u>DATE</u>	<u>INSTITUTION</u>	<u>AREA OF STUDY</u>
PhD	2017	East Carolina University	PhD Nursing
MSN	2005	East Carolina University	Family Nurse Practitioner
BSN	1991	South Dakota State University	Nursing
Diploma	1987	Rapid City Regional Hospital	Nursing

Academic

<u>DATE</u>	<u>TITLE</u>	<u>EMPLOYER NAME AND ADDRESS</u>
8/1991-7/1992	Clinical Instructor	University of South Dakota, Vermillion, SD

PUBLICATIONS

Op-Ed

Wilmoth, P., Broome, M, Johnson, S & Aleshire, M. (July 2019) Without Nurses, Who Will Care? Fayetteville Observer.

Refereed Manuscripts

Horne, C., Crane, P, & Johnson, S. (2018). Comparing Comorbidity Measures and Fatigue Post Myocardial Infarction. *Applied Nursing Research*.

Johnson, S., Crane, P., Neil, J., & Christiano, C. (2018). Primary Appraisal of Intradialytic Events and Stress Towards Hemodialysis. *Nephrology, Transplantation, Dialysis (NDT)*, (submitted for publication)

Johnson, S., Crane, P., Neil, J., & Christiano, C. (2019). Stress and coping of Intradialytic Events in

Persons on Hemodialysis. *Nephrology Nursing Journal*.

Johnson, S. (2015). Near-death experience in patients on hemodialysis. *Nephrology Nursing Journal*, 42(4), 331-337. Retrieved from <http://search.proquest.com.jproxy.lib.ecu.edu/docview/1705656185?accountid=10639>

Manuscripts

Johnson, S. (2006). Advanced Level Practitioners. *Perspectives on Patient Care*, 20(3), 12-14.

Dissertation

Johnson, S. (2017). Cognitive Appraisal of Stress and Coping of Intradialytic Events in Persons on Hemodialysis. Dissertation, East Carolina University, Greenville, NC.

SCHOLARLY PRESENTATIONS

Presentation: 2019 Eastern Regional Renal conference
The spectrum of Kidney Disease: closing the Gap (Oct 10, 2019) Eastern AHEC, Greenville NC

Presentation: Primary Appraisal of Intradialytic Events and Stress Towards Hemodialysis.
(2018). 32nd Annual Yash P. Kataria Internal Medicine Research Day.

Presentation: Comparing Three Comorbidity Measures in Predicting Fatigue Post Myocardial Infarction. Southern Nursing Research Society (2017).

Presentation: Comparing Three Comorbidity Measures in Predicting Fatigue Post Myocardial Infarction. Vidant Medical Center, Research Lunch and Learn (2017).

Presentation: Metabolic Complications of Kidney Disease. Infusion Nurse Society. Atlanta, GA (2014)

WEBEX

Vizient (April 25, 2019)—*Advanced Practice Professional-Developing a Compensation Strategy*
Sharona Johnson PhD, FNP-BC and James Manning, MD (Vidant Medical Group)

ABSTRACTS

Sears, S., Burch, A., Christiano, C., & Johnson, S. (2018, August). *Benefit of Wearable Cardioverter Defibrillator in Patients with End Stage Renal Disease*. European Society of Cardiology conference, Munich, Germany

POSTER PRESENTATIONS:

Johnson, S., Crane, P., Neil, J., & Christiano, C. (2018, March). *Stress and Coping of Intradialytic Events in Persons on Hemodialysis*, Southern Nursing Research Society, Atlanta GA.

Johnson, S., Crane, P., Neil, J., & Christiano, C. (2018, March). *Primary Appraisal of Intradialytic Events and Stress Towards Hemodialysis*, Annual Dialysis Conference, Orlando, FL

Johnson, S. (2015, March). *Near Death Experiences in Patients on Hemodialysis*. National Kidney Foundation, Dallas, Texas.

Johnson, S. (2015, March). *Near Death Experiences in Patients on Hemodialysis*. Collaborative Research Day, Greenville, NC.

Hatfield, D., **Johnson, S.**, Butler, S. Christinano, C., Dixon, M. Kinzie, V. & Lockamy, P. (2010, January). *Catheter Associated Urinary Tract Infections: Creating a culture to say Bye Bye UTI*. National Database of Nursing Quality Indicators (NDNQI®). Rhythms in Quality Conference, New Orleans, LA.

Zinn, B., Kuykendall, J., Marshburn, D., & **Johnson, S.** (2009, May). *Retaining Nurses and Enhancing Care: Progression of a New Model*. North Carolina Organization of Nurse Leaders, New Bern, NC.

Zinn, B., Kuykendall, J., Marshburn, D., & **Johnson, S.** (2008, February). *Retaining Nurses and Enhancing Care: Progression of a New Model*. PCMH/ECU Collaborative Research Day, Greenville, NC.

Gerkin, S., Christiano, C., Hames, M., Costa, N., **Johnson, S.** (2007, October). *Kidney Disease Screening in Hospital Employees*. American Society of Nephrology, San Francisco, CA.

Moore, Tiffanie, Fall 2014. MPH Professional Paper. *Uncertainty in Decision Making Regarding Dialysis Initiation in African American Men with Advanced Chronic Kidney Disease*. **Sharona Johnson: Content Advisor**

ADVOCACY/ PANELIST

Black History Month Keynote Speaker	2/2020	ECU College of Nursing
The Power to Heal Documentary		ECU College of Nursing
Medicare and Hospital Desegregation	5/2019	Greenville, NC
Nursing workforce task force NC	4/2019	Op-Ed/ Dean of Duke/UNC

CONTINUING EDUCATION (PRESENTER)

Eastern Area Health Education (EAHEC)	5/2019	O’Berry Center
Chronic Disease update: Heart Failure		Goldsboro, NC

Eastern Area Health Education (EAHEC)	3/2018	Lenoir Memorial Hospital
Chronic Disease update: Heart Failure, Asthma,		Kinston, NC

and COPD

Eastern Area Health Education Center Collaborative Nurse Research Series 2018 Part 1: Giving Voice to the Research Gap: Nurses Leading the Way. “Developing the Purpose Statement”	2/2018	EAHEC Greenville, NC
Eastern Area Health Education Center (EAHEC) Congestive Heart Failure	6/2015	O’Berry Center Goldsboro, NC
Eastern Area Health Education Center (EAHEC) Chronic Kidney Disease	4/2012	Lenoir Memorial Hospital Kinston, NC
Chronic Kidney Disease	10/2012	Wayne Memorial Hospital Goldsboro, NC
Advanced Cardiac Life Support Instructor	10/2012-present	Vidant Medical Center Greenville, NC

HONORS AND AWARDS

2020-East Carolina University College of Nursing Hall of Fame

2019-AAPA Employer of Excellence Award

2018-Physllis Horne Award-East Carolina University College of Nursing

2014-Nominated for APP of Year-Vidant Medical Center

2014-2016 American Nephrology Nurses Association Career Mobility Scholarship

2007-North Carolina Great 100 Nurse



NOMINATION FORM

Name of Nominee: Robert Samuel Matheny, Jr. "Sam"

Preferred Address: 79 Potomac Ave SE, Apt 902
Washington DC 20003

Preferred Number: 919-422-7509 Preferred Email: zpirate24@gmail.com

Business / Company Name: National Association of Broadcasters

Business Address: 1771 N St NW
Washington DC 20036

Profession / Title: Executive Vice President, Technology & Chief Technology Officer

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

- Marketing – positioning the university as a leader regionally, nationally, and globally
- Student engagement – I already host student groups each year at NAB Show and I have guest lectured at many universities (American University, George Washington University, Stanford, UNC-CH, etc.)
- Legislative advocacy, particularly at a federal level, though I suspect state level is in most demand.

ECU Alum? _____ No Yes Year/Degree/Major 1993 / BS / Communications

Name of Nominator: Carl Davis

Other ECU involvement areas (current or previous):

- School of Communications Advisory Board
- 2015 School of Communications Distinguished Alumnus Award Recipient
- Annual host to ECU School of Communications students at NAB Show in Las Vegas
- Contributor to the Benjamin Abbott Memorial Scholarship, College of Business
- ECU Alumni Association, DC Chapter
- Pirate Club Member

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***

ROBERT SAMUEL MATHENY, JR. “SAM”

79 Potomac Ave SE Apt 902 Washington, DC 20003 919-422-7509 zpirate24@gmail.com

PROFESSIONAL SUMMARY

Innovative and visionary leader with a talent for applying information technology to deploy next generation services. Excellent communicator with a proven ability to build partnerships and assemble teams that turn ideas into viable businesses. Extensive experience with advanced digital media technologies, and recognized industry pioneer and featured speaker.

CURRENT PROFESSIONAL EXPERIENCE

National Association of Broadcasters

July 2014 - Present

Executive Vice President and Chief Technology Officer

I lead NAB's technology team and our PILOT program in its efforts to promote innovation and propel broadcast technology into the future. I work with our members, standards organizations, and technology companies to advance broadcast innovation and advocate and demonstrate to the federal government how broadcasters, with ever advancing technologies, serve their local communities.

- Lead the technology team within NAB responsible for the development and implementation of the next generation broadcast television standard, ATSC 3.0. This includes building and operating the test station in Cleveland in partnership with the Consumer Technology Association (CTA).
- Led the transformation of NAB Labs into PILOT, a coalition of innovators, educators and advocates dedicated to advancing broadcast technologies and cultivating new media opportunities. This effort expanded membership with key technology companies and thought leaders, including Accenture, Akamai, Amazon, Avis Budget Group, Facebook, Google, IBM, Nielsen, Oath, Verizon Digital Media Services, Xperi, etc.
- Conceived and guided PILOT research and development projects, including a prototype next-generation television home gateway, next-generation television data collection and management system, Software Development Kit (SDK) for enabling Android applications to access FM chips in smartphones, multiple big data research projects, and work with connected car and in-vehicle-infotainment systems.
- Established new educational programming that highlights the opportunities and challenges of digital operations, including the Digital Futures Exchange at NAB Show, online Cyber Security certificate program, and Broadcast Innovations summit to inform legislators and policy makers on developments in broadcast technology.
- Created the Digital Officer Committee to engage stations' digital media personnel in NAB discussions, and the Digital Leadership Award to recognize their efforts in advancing broadcasting.
- Testified multiple times before the United States Senate and House of Representatives on behalf of broadcasters, including requesting one billion dollars (\$1,000,000,000) of additional funding to support television repack efforts following the incentive auction.

Presentations (external to NAB events)

- Planning for the Sea Change: Consumers and the Media World, February 2017, Hollywood Post Alliance Tech Retreat Supersession Opening Keynote
- Roadmap for ATSC 3.0 Rollout in U.S., March 2017, Global UHD Conference - Seoul, Korea

SELECT PROFESSIONAL INFORMATION

- National Wireless Safety Alliance Board of Governors Member
- Member, FEMA National Advisory Council Integrated Public Alert and Warning System
- Startup Company Advisor: Haystack TV, Reveal Mobile, and previously LeEco
- Judge, German Marshall Fund Young Transatlantic Innovation Leadership Initiative
- Inventor, US Patent 20110252450A1 Systems and Methods for Presentation of Digital Media
- Member FCC Communications Security, Reliability and Interoperability Councils IV and V
 - Wireless Emergency Alerts Working Group, Council IV
- Advanced Television Systems Committee (ATSC) Past Board Member
 - Past Chairman – Standards Transition Subcommittee
 - Past Chairman – Specialist Group on next generation of digital TV
- Member, Academy of Digital Television Pioneers
- Member, Institute of Electrical and Electronics Engineers, Broadcast Technology Society
- Member, Society of Motion Picture & Television Engineers

SELECT COMMUNITY/PERSONAL INFORMATION

- 2015 East Carolina University Distinguished Alumnus Award
- Past Advisory Board Member, NC State College of Management
- Past Chairman, Triangle Area Chapter American Red Cross
- American Marshall Memorial Fellow – Spring 2007
- American Marshall Memorial Fellowship Selection Committee – Spring 2009
- Past Ministry Deacon, Zebulon Baptist Church
 - Local, national, and international mission experience
 - Trained in disaster response – North Carolina Baptist Men
- PADI Dive Master (Professional SCUBA Certification)
- Licensed Private Pilot

PRIOR WORK EXPERIENCE

Capitol Broadcasting Company, Inc., Raleigh, NC

March 2012 – July 2013

Vice President, Policy & Innovation

I formulated strategies and policies that drove innovation throughout the company making it a core value and area of competitive advantage. I worked with trade associations, regulators and legislators on issues of importance to CBC.

- Recommended and guided strategic investment decisions in Internet, mobile, gaming, infrastructure and spectrum plays.
- Successfully secured multiple United States patents for geo-location decision engine for distribution of broadcast content via the Internet.
- Designed and executed “2020 Vision”, a company wide IT assessment to set strategic direction for future design of IT systems and processes.

- Engaged North Carolina state emergency officials in developing and demonstrating mobile DTV and M-EAS as an important tool in times of disaster.
- Created CBCView blog and social media strategy to convey CBC opinions and observations on issues facing our industry. Results led to coverage by Fierce Wireless, Fierce Cable, Broadcasting & Cable, ARS Technica, and idea sharing with thousands of industry professionals.
- Board member on companies in which CBC had an investment, including StepLeader, Inc., Philo, Inc., and Relevant Games, LLC.

Presentations

- Blueprints, Bottlenecks, and Strokes of Genius, October 2013, Broadcasting & Cable's News Technology Summit Keynote
- Skeuomorphism, Diconvergence, and the Future of Broadcast, October 2012, IEEE BTS Symposium Keynote

News Over Wireless, Raleigh, NC
A division of Capitol Broadcasting Company (CBC)

March 2005 – February 2012

General Manager

I led a team that designed and built custom local television station news applications for hundreds of TV stations and wireless carriers.

- Conceived, developed and launched the nation's first local news application for mobile phones with Sprint PCS. Added carrier relationships with Verizon and AT&T.
- Implemented partnerships with several major television station groups to build a mobile news network reaching over 90M US TVHH. Groups included CBS, Fox, Scripps, Gannett, Meredith, Raycom, Lin Media, Allbritton, Fisher, Dispatch, Newport TV, Bonten, and others.
- Deployed the nation's first local TV mobile video channels with Sprint and Verizon.
- Deployed the nation's first iPhone application and Smart TV application for local TV.
- Rebranded and spun the company out of CBC in 2012 and served on the board.
- Advised CBC senior management on issues such as wireless spectrum and participated in the analysis and sale of 700 MHz spectrum previously acquired at federal auction.

Microspace Communications, Raleigh, NC
A division of Capitol Broadcasting Company (CBC)

January 2002 – March 2005

Manager, Digital Cinema Development

Responsible for developing digital cinema (the release of theatre grade movies in digital format rather than traditional celluloid physical media) as viable market for Microspace satellite services.

- Formed strategic relationships with movie studios, exhibitors, server and projection vendors, and film mastering companies.
- Partnered with DreamWorks for commercial delivery of multiple movies via satellite, including box office hits *Shrek 2*, *Collateral*, and *Shark Tale*.
- Delivered *Alien The Director's Cut* with Twentieth Century Fox for the digital cinema screening series.

- Represented Microspace with standards organizations including Digital Cinema Initiatives (DCI), Society of Motion Picture and Television Engineers (SMPTE), and European Digital Cinema Forum (EDCF).

DTV Plus, Raleigh, NC
A division of Capitol Broadcasting Company (CBC)

June 1999 – December 2004

Vice President & General Manager

An integral member of the CBC digital television management team with a focus on developing digital television and advanced communications applications.

- Developed and launched nation's first DTV datacasting service. This included software development and hardware integration for head-end and client systems.
- Implemented nation's first hybrid satellite and DTV datacasting network working with Intel's Center for Datacasting Innovation.
- Founded datacast working group (DWG) consisting of 11 companies to encourage datacasting standards and adoption.
- Developed business models for 700 MHz wireless broadband systems, including technology evaluation and working with other major spectrum owners.

Capitolnet Marketing Group, Raleigh, NC
A division of Capitol Broadcasting Company (CBC)

December 1995 – June 1999

General Manager

In this role I led CBC's online strategy development and marketing efforts through the creation of an award-winning online multimedia division.

- Negotiated pre-money investment in Audionet (broadcast.com) yielding \$20M+.
- Developed hybrid-marketing strategy that grew online revenue from zero to \$1M+ in a two-year period.
- Launched two profitable online fantasy sports leagues.
- Negotiated Internet streaming media rights with sports leagues, including the NFL, NHL, NASCAR, Atlantic Coast Conference, and others.
- Partnered with VISA for first tests of Secure Electronic Transactions (SET).

Earlier Employment

Video Specialist – Microelectronics Center of North Carolina, Research Triangle Park, NC
 April 1993 – December 1995

News producer – WNCT-TV, Greenville, NC September 1992 - April 1993

Weekend Disc Jockey – WETC 540 AM, Zebulon, NC June 1992 – May 1993

EDUCATION

Certificate – Artificial Intelligence: Implications for Business Strategy, Massachusetts Institute of Technology Sloan School of Management, 2019

M.S. in Technology Management, (now the MBA program) North Carolina State University, Raleigh, NC - 1999

B.S. in Broadcast Communications, East Carolina University, Greenville, NC - 1993

Carl W. Davis
3738 Prestwick Place
Greenville, North Carolina 27834

March 10, 2020

Ms. Megan Ayers
Office of the Chancellor
East Carolina University
202 Spilman Building
Greenville, NC 27858-4353

Dear Megan:

Please accept this as my formal nomination of Sam Matheny of Washington, DC for election to the East Carolina University Board of Visitors. In my opinion, Sam would make an outstanding board member in every way.

I have had the pleasure of knowing Sam Matheny for more than 15 years. I met him through his brother Jim, an Emmy award winning reporter and also an ECU alumnus. We share many of the same professional interests in broadcasting technology. I have watched Sam progress through Capitol Broadcasting in Raleigh as the chief technologist to the National Association of Broadcasters in Washington, DC.

For those who are not connected to this industry, Sam Matheny is the chief technologist for the association that represents more than 15,000 radio stations and almost 2,000 television stations in the United States. The net revenue of all US broadcasters totaled more than 168 billion dollars in 2018. Sam leads a team of engineers and technologists to further the goals of this industry and to help plan for the future of broadcasting in the US. A part of his responsibility includes planning and organizing for the annual NAB Show in Las Vegas that was attended by almost 100,000 people from 160 countries.

Sam Matheny cares deeply about East Carolina University. He has taken time from his duties at the annual NAB Show to host ECU students and faculty who are attending. He and his wife, also an ECU graduate, own a second home and spend time in Carteret County. He has been an active supporter of the ECU School of Communication.

In my opinion, Sam would be most helpful to East Carolina as a member of the Board of Visitors working to advocate for our university in Washington, DC. In his current position, one of his duties is to interface with members of Congress and their staffs. He also interfaces with Federal departments like the FTC, FAA and FCC. Sam has been in Washington for more than five years and has many contacts in our Federal government. He would be most willing and able to assist ECU in relations with leaders in government.

I strongly endorse Sam Matheny for election to the ECU Board of Visitors.

Sincerely,

Carl W. Davis
Chairman Emeritus ECU Board of Visitors
Chairman Emeritus ECU Alumni Association Board of Directors



March 11, 2020

Members of the selection committee,

I wholeheartedly support the nomination of Sam Matheny to join the ECU Board of Visitors. Sam is an incredible media professional and steadfast ECU alum giving his all to this institution.

Sam is currently the Executive Vice President of the the National Association of Broadcasters. This is an exceptionally large, diverse and powerful organization and we are very proud to have him in a leadership position there. Before joining the NAB, Sam worked for the Capital Broadcast Corporation in Raleigh, NC as Vice President of Policy and Innovation. The work he did there to bring the news to a digital platform we can access on our phone was at the cutting edge of information delivery.

Through all of this, Sam continued to involve the faculty, students and staff of his alma mater. Over a decade ago, when phone applications were still the stuff of R&D, Sam invited me to CBC to see this technology and where it would take the news industry. Allowing me access to that helped me to better understand media trends and where our School of Communication curriculum needed to go. Upon moving to Washington, DC and the NAB, Sam has consistently involved the School of Communication. He has helped financially support students' trips to the annual conference as well as provided them with his time and tours of the convention that were an exceptional learning experience. Last year, Sam helped me to reinvigorate the School of Communication advisory board and has agreed to serve as a member of that board. Because of his dedication and efforts in both the profession and his alma mater, the School of Communication honored Sam Matheny with our Distinguished Alumnus Award in 2015.

Sam Matheny is a hard-working, motivated and trustworthy Pirate and would be a fantastic addition to the Board of Visitors.

Sincerely,

A handwritten signature in black ink that reads "Linda G. Kean". The signature is written in a cursive, flowing style.

Linda G. Kean, PhD
Director, School of Communication
East Carolina University



NOMINATION FORM

Name of Nominee: Patrick C. O'Bryant

Preferred Address: PO Box 3276 Southport, NC 28461

Preferred Number: 910-620-7325 Preferred Email: obryantp@outlook.com

Business / Company Name: Johnson and Johnson

Business Address: One Johnson and Johnson Plaza, New Brunswick, NJ 08933

Profession / Title: Senior Account Executive

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

Legislative advocacy, student engagement, recruitment/ future student engagement

ECU Alum? Yes Year/Degree/Major 1994, B.S., Industry & Technology

Name of Nominator: Jonathan Brooks

Other ECU involvement areas (current or previous): East Carolina Educational Foundation, East Carolina Foundation, East Carolina Alumni Association

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***

MACON CONSULTING

February 27, 2020

Megan Ayers
Office of the Chancellor
202 Spilman Building
East Carolina University
Greenville, NC 27858


Dear Megan:

It is a distinct pleasure for me to place Patrick O'Bryant's name in nomination for a seat on the ECU Board of Visitors.

I've known Pat well since our time together at ECU in the 1990s, and have closely followed his successful career. Since graduating from the University, he has excelled in the pharmaceutical industry for over two decades. In addition to his demanding career, he has found the time to give back to his community by serving in a variety of capacities, and especially in various leadership positions with Brunswick Community College.

Pat has a passion for our University and for Eastern North Carolina, and he would be a tremendous asset to our Board of Visitors. Thank you, as always, for your service to ECU, and I am available at your convenience if you have any additional questions. Go Pirates!

Best regards,



Jonathan G. Brooks
Principal

PATRICK C. O'BRYANT

P.O. Box 3276, Southport, NC 28461

obryantp@outlook.com • 910-620-7325 • LinkedIn: Pat O'Bryant

Education

WAKE FOREST UNIVERSITY, Winston Salem, NC

M.S.L., Master of Studies of Law; Health Law and Policy, Candidate, May 2022

EAST CAROLINA UNIVERSITY, Greenville, NC

B.S., Industry and Technology; Major in Industrial Distribution/Sales, May 1994
Scholarship Recipient

Expertise

- Program Development
- Strategic Resourcing
- Marketplace Insight
- Contract Negotiation
- Critical Collaboration
- Strategic Partnerships

Employment

JOHNSON & JOHNSON 2002-present

Senior Account Executive

Territory Account Lead

Executive Management Program

Leadership Development Series

Field Training Advisory Board

Field Training Coordinator

National Product Launch Board

Regional Product Launch Board

Division Management Team

GLAXO SMITHKLINE 1997- 2002

ALLERDERM-VIRBAC 1996-1997

SMURFIT STONE CONTAINER CORPORATION, 1994-1996

Community Leadership

Leadership North Carolina Graduate

Board of Commissioners, Town of Belville, NC

Board of Trustees, Brunswick Community College, former Vice-Chair
Executive Committee, Board of Trustees, Brunswick Community College

Board of Directors, Brunswick Community College Foundation

Legislative Liaison, Brunswick Community College

Municipal Liaison, Cape Fear Council of Government

Advisory Council, St. Mark Catholic School, Wilmington, NC

Member/Donor

Christ School Foundation

East Carolina University Alumni Association

East Carolina University Educational Foundation

East Carolina University Foundation

Brunswick Community College Foundation

North Carolina State University Student Aid Foundation



NOMINATION FORM

Name of Nominee: **Alexander Jay Paschall**

Preferred Address: **1907 Buxton Road, Greenville NC 27858**

Preferred Number: **919-306-8065** Preferred Email: **alexander.j.paschall@nccourts.org**

Business / Company Name: **Office of the Public Defender District 3A**

Business Address: **PO Box 8047 Greenville NC 27835**

Profession / Title: **Assistant Public Defender**

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

1. Legislative advocacy; 2. Student Engagement

ECU Alum? **Yes** Year/Degree/Major **2014; BS Criminal Justice**

Name of Nominator: **Dr. Perrin Jones**

Other ECU involvement areas (current or previous): **ECU Club Swim Team (2012-2014)
President ECU Students for concealed carry (2012); Football and Baseball Season
Ticket Holder**

SUBMIT NOMINATIONS BY: March 20, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***

BIO LETTER FROM ALEX PASCHALL

I grew up in a middle-class family in North Raleigh. I attended public school K-12 and graduated from Leesville Road High School in 2010. I initially attended Appalachian State University 2010-11 but transferred to East Carolina the following year and obtained a B.S. in Criminal Justice 2014. During my time at East Carolina, I worked for American Campus Communities at University Manor (now "The Davis") as a porter where I picked up garbage and performed basic repairs to apartment units. I was a member of the ECU Club Swim Team (2012-2014) and served as the President for East Carolina Students for Concealed Carry (2012). During my senior year (2013-2014) I was nominated to Homecoming Court.

In the fall of 2013, acting on the advice of my then professor, Jeff Foster, I took the LSAT and applied to law school. I was fortunate to be accepted to Campbell Law School and enrolled in the fall of 2014. During my time at Campbell Law I served on the Student Bar Association as a 2L / 3L representative and chaired the constitution committee. I also performed pro bono services for indigent clients with the Reentry Project (expunging criminal records for indigent clients) and served as President of the Innocence Project, reviewing claims of actual innocence for the North Carolina Innocence Inquiry Commission. I also served as the logistics coordinator for the Federalist Society where we sought to foster civil intellectual debate surrounding modern legal and cultural issues.

After graduating and passing the North Carolina Bar Exam in 2017, I was promoted from law clerk (2015-2017) to associate attorney at Tarlton | Polk PLLC in Raleigh. During my time with Raymond Tarlton and Brad Polk, I was admitted to practice in North Carolina State Courts, the United States District Court for the Eastern District of North Carolina and the United States Court of Appeals for the Fourth Circuit. During my time at Tarlton Polk I worked on a wide variety of state and federal criminal cases ranging from DWI – Capital Murder.

In September of 2018, I accepted a position in Greenville as an Assistant Public Defender. I defend a wide variety of criminal cases for the indigent citizens of Pitt County. I also serve as an assistant swim coach for the Riptides year round swim team at Aquaventure Swim Academy in Winterville.

Since returning to Pitt County I enthusiastically became a season ticket holder for Pirate football in 2019 and recently purchased season tickets for Pirate baseball 2020. I am blessed to have had the opportunity to return to Pirate Nation and look forward to potentially having the opportunity to give back to the university that gave so much to me.

Thanks,
Alex



NOMINATION FORM

Name of Nominee: Terrence A. Powell

Preferred Address: 14805 Dunbeth Drive

Huntersville NC 28078

Preferred Number: 704-877-0235 Preferred Email: tapque1911@gmail.com

Business / Company Name: Wells Fargo Bank

Business Address: Charlotte NC

Profession / Title: Business Systems Consultant Mgr 4 - Director Wholesale Applications Service Desk

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

Student Engagement; advocacy on behalf of students and community; fundraising

ECU Alum? No Yes Year/Degree/Major 1993 BS Business Education / Information Processing

Name of Nominator: Virginia D. Hardy, PhD

Other ECU involvement areas (current or previous):

Pirate Club, Alumni Affairs

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***



February 23, 2020

To whom it may concern,

It is with great pleasure that I nominate Terrence Powell for consideration for the ECU Board of Visitors. He is a young professional who would serve well in the capacity to advise and support ECU in achieving its mission, commitments and values that define the university.

Terrence obtained his BS in Business Education with a minor in Information Systems from East Carolina University in 1993. He then pursued his MBA with a concentration in management from Strayer University. He furthered his studies by completing the Southeast CIO Institute at the J. Mack Robinson College of Business at Georgia State University and the Black/African American Leaders Program through the UCLA Anderson School of Management.

After graduating from ECU in 1993, Terrence began his career with First Union Bank. Currently, Terrence leads the Wells Fargo Bank Wholesale Application Service Desk as Vice President and Business Systems Consultant Manager.

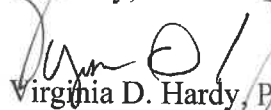
Being an ECU Pirate is a Powell family tradition. His wife Kimberly, daughter Kirsten, brothers Jerry Powell and Christopher Powell, and sister-in-law Cordi Powell are all proud graduates of ECU. Jerry, Cordi and his brother-in-law, Corwin Rankin, are also graduates of the Brody School of Medicine. Terrence is an engaged alumnus who could encourage members of the Powell family to also maintain their connection to ECU.

Terrence is a member of the Pirate Club and attends local events including the Armada and tailgates; in addition to football games. Terrence and Kim are always invited to events hosted by university leadership, including the chancellor, provost, vice chancellors of advancement and student affairs. You can count on their support.

Terrence's community service efforts are unique and far-reaching. He is an active volunteer with Goodwill Industries of the Southern Piedmont's job skills program, currently serves as Vice President of the North Mecklenburg Athletic Booster Club; mentors young men at Friendship Missionary Baptist Church and participates in activities to uplift others as a member Omega Psi Phi Fraternity, Incorporated.

As an alumnus Terrence has made a difference at our university, exemplified the mission of the university, and has positively impacted the people of our state. His skills, knowledge, willingness to help others, and dedication to our university and the community make him an excellent nominee for the Board of Visitors role.

Sincerely,



Virginia D. Hardy, PhD

Vice Chancellor for Student Affairs

TERRENCE A. POWELL

14805 Dunbeth Drive
Huntersville NC28078

Home: 704/992-2254
Cell: 704/877-0235
tapque1911@gmail.com

Proven Technical, Business, & Management Expertise in a Career Spanning 27 Years

Extremely dedicated, result-driven and detail-oriented professional that works well with a team or independently. Self-motivated with ability to generate energy, trust and enthusiasm in a team even when faced with significant challenges. ITIL Foundation certification and HDI Support Center Manager certification. Other strengths include:

- 23 years of experience in planning, developing and implementing processes to build world class business and technical support service desks.
- Adept at consensus building, crisis management, problem-solving and negotiating.
- Excellent Verbal and Written Communication Skills
- Dynamic coach and ability to development team members while leading through change in a continuously transformational environment
- Understanding of how to build effective partnerships to be leveraged across multiple levels of leadership
- Budget for training, travel, salary, etc., ensuring that technology is leveraged to minimize expense
- Lead business application and technical support teams through merger integrations with CoreStates, First Union to Wachovia, AmNet, World Savings, and Wells Fargo
- Able to meet or exceed all Key Performance Indicators and deadlines within or below budget
- Strong working knowledge of call center tools, technology, and processes

PROFESSIONAL EXPERIENCE

Wells Fargo Bank, Charlotte, North Carolina

Business Systems Consultant Mgr 4 – Director / Wholesale Application Service Desk

2016 – Present

- Lead a large and highly specialized Business Systems Consulting service desk staff that assist with implementing and supporting complex and broad business solutions across Wholesale Bank.
- Redefined the incident, problem, and change management processes to support the environment through reconstruction and steady state operations.
- Provide service desk KPIs and metric analyses resulting in direct and significant impact on the organization's strategies and objectives.
- Influence of technical and strategic leadership may be company-wide, with frequent negotiation with executives and broad-scale policymaking influence.
- Participates with other senior management in the development of systems, products, service standards and development efforts.
- Leads the strategic development and design of technological processes, models, and standards that address long-range operational and strategic business requirements. Identifies risks and opportunities associated with redesign and improvement decisions and ensures alignment with long-term business and technology strategies.
- Review proposals for technical integrity, quantification of risk, and strategic direction/alignment.
- Directs a group through other managers or manages a high-functioning staff with significant technical and business expertise to ensure a high level of team member engagement
- Develops and oversees budget for 64 team members across multiple locations
- Continuously delivering for internal Wells Fargo team members, partners, and Wholesale Application Service Desk team members alike.
- Integrate new tools and technologies to drive service desk continual improvement
- Stand up off shore support in India to augment service desk model and provide U.S. after-hours support

Technology Manager III

2012-2016

- Managed a technology work unit, consisting of 61 team members, with indirect impact to organization-wide objectives
- Managed an Accounting Unit with several mil dollar budget
- Often focused on moderately complex problems where analysis of situations or data requires an evaluation of numerous factors and a global customer base
- Engaged in decisions to achieve goals and results related to reduction of costs, staff review, and mitigation of delays in overall service delivery to customers
- Served as Technology & Operations Group Intern Leader with duties that include onboarding and hosting division interns and associates

Technology Manager II

2003-2012

- Manage highly motivated full-time employees and contractors who provide technical and business application support for multiple lines of businesses supported by Technology Connection including Mortgage, Retail, and Wholesale & International Service Delivery
- Have managed team members in multiple geographic locations including Jacksonville FL, San Antonio TX, & Charlotte NC.
- Lead the Employee Engagement effort for the Charlotte Technology Connection Participating in workgroups to complete strategic initiatives to complete established MBOs
- Partnered with leadership to integrate support desk from Corporate & Investment Bank (CIB) line of business into Internal Support Team to leverage tools, resources and create structure for 24X7 support
- Create and maintain partnership opportunities with specific business units documenting OLAs and SLAs
- Assisted with hiring and interviewing for project to insource HR Service Center from Hewitt back to Wachovia's Internal Support Team
- Partnered with IST Corporate Governance Team to create a Risk Control Matrix for all of IST
- Actively partnered with Mortgage line of business executives and operations senior leaders to create strategy and execute transition of line of business support from the LOB into the Internal Support team which generated a savings of approximately two million dollars for Wachovia.
- Facilitated and managed project to create a redundant IST-Vertical Application Support unit in Jacksonville, FL for business continuity purposes
- Partnered with IT leaders to implement team consolidation which reduced the number of resources needed to provide 2nd level support to VAS technical analysts by 50%

Vertical Application Support Team Leader (Capital Management Group) 2001-2003

- Lead team of individuals responsible from providing technical and business application support for Wachovia Trust and Investment Services Group (brokerage) employees who used systems such as MVS, Dec/VAX, AS/400, and products.

Automation Support Center Team Leader (Voice Support & Ops tier II) 1999-2001

- Lead the Corporate System Support Voice Team resolving issues related to telephony technology such as PBX, Aspect, Circuits, Switches and the different types of communication lines

EDUCATION:

Strayer University

Master of Business Administration

Concentration: Management

East Carolina University

Bachelor of Science - Business Education

Minor: Business Administration

Concentration: Information Processing



NOMINATION FORM

Name of Nominee: Kurt Stone

Preferred Address: 4345 Lagan Circle
Winterville, NC 28590

Preferred Number: 252-364-7887 Preferred Email: kurtstone2@gmail.com

Business / Company Name: Fresenius Medical Care

Business Address: 920 Winter Street
Waltham, MA 02451

Profession / Title: Senior Director, Market Development and Value Based Care

Areas of particular interest in higher education (Ex: - legislative advocacy, student engagement, fundraising)

Student Engagement, Fundraising, Recruiting, Networking, Working with State Senate

ECU Alum? No Yes Year/Degree/Major 1994/BSBA/Marketing

Name of Nominator: Justin Mullarkey

Other ECU involvement areas (current or previous):

Pirate Club, School of Business Networking Dinners(3 per year)

SUBMIT NOMINATIONS BY: March 13, 2020 to:

Megan Ayers
Assistant Secretary to the Board of Trustees
202 Spilman Building
East Carolina University
Greenville, NC 27858
ayersm@ecu.edu

*****Completed nomination form and the resume of the nominee MUST be included with nomination form for nominee to be considered***

R. KURT STONE
4345 LAGAN CIRCLE • Winterville, NC 28590
Cell 252.364.7887 • kurtstone2@gmail.com

MARKET DEVELOPMENT, SALES & SALES MANAGEMENT PROFILE / EXPERTISE

Top-performing and award-winning Director of Market Development, Medical Device Sales Representative and District Sales Manager with consistent and outstanding Sales and Sales Management results

Product Launch
Strong Analytical Skills
Consultative Sales
Feasibility Modeling

C Suite Experience
Field Staff Training
Market Share Growth
Contract Negotiations

Management Experience
Excellent Relationship Building

PROFESSIONAL EXPERIENCE

FRESENIUS MEDICAL CARE, North Carolina

Feb 2014 -Present

Senior Director, Market Development

- Development of New Business Opportunities
- Leadership/Mentorship of Hospital Patient Service Managers
- Value Based Care Champion for East Division
- DeNovo Development
- Feasibility Modeling
- C - Suite Negotiations for Acute Dialysis Programs
- Consultative Approach with Nephrology Practices
- Implementation of ESCO Models Across North Carolina
- Implementation of Joint Ventures
- Navigation of the Certificate of Need Process
- Awarded President's Club 2015 - #4 of 46 in the Nation
- Selected as Member of the 2016 Leadership Advisory Council -
- Vice President's Club 2014 - #7 of 46 in the Nation

MEDTRONIC, Greenville, NC

SEPT. 2007 – Feb 2014

Senior Territory Manager, Greenville NC

- Earned Rookie of The Year distinction 2008
- Earned distinction as Exceptional Achiever in 2008 with #2/200 ranking
- Earned distinction as Exceptional Achiever in 2009 with #16/200 ranking
- Rep of the Quarter – Q1, Q2, Q3 & Q4 FY09, Q2, Q3 FY10
- Led Nation in new prescribers(FY 09) - #1 in NPNP
- Awarded NPNP award for 96% growth FY09.
- Team Player Award Q2 2008.
- Handpicked by management as Field Trainer
- Handpicked by management for Manager Training School
- Awarded Vision Award 2009
- Responsible for coordination of economic reimbursement classes for offices to ensure proper CPT coding
- Responsible for developing and coordinating Comprehensive Diabetes Management Programs
- Responsible for oversight of pump trainers to ensure trainings are exceeding expectations

NOVARTIS PHARMACUETICALS

May 00 – Sept 07

District Manager, Knoxville, TN

Jan 05 – Sept 07

- **2007 Ranked at #2 of 12 managers in Raleigh Region.**
- **Launched Tekturna® and Exforge®, two new medications for the treatment of hypertension**
- **2007 Ranked #2 of 12 managers for Tekturna® and #1 for Exforge®**
- **Consistently lead, coached, trained, developed, appraised and promoted a diverse team of 12 Tennessee/SW Virginia primary care and specialty sales representatives**
- **2006 Ranked 6 of 12 managers in Raleigh Region**
- **2006 Coached and led four representatives in attaining President's Club**
- **2007 Four representatives qualified for President's Club**
- **Mentored 2 new District Sales Managers**
- **Proven ability to identify and develop local and regional key opinion leaders**
- **2005 -2006 Served on the Zelnorm Brand Tactical Team**
- **Served on the Tekturna Brand Tactical Team**
- **2005 - Received IMPACT SALES AWARD**

Senior Sales Consultant(Raleigh, NC)

May 00 – Jan 05

Promoted Cardiovascular, Gastrointestinal and Antiviral products to both Specialty and Primary Care Physicians. Responsibilities also include promotion of products to Hospitals within territory. Assigned as team leader and mentor to coordinate call coverage to increase sales and influence prescribing habits.

Achievements Included:

- **Consistently ranked within top of company based on incentive pay out and market share growth**
- **Recognized as Rep of the Month eight different times**
- **Served as NCN coordinator 2004 – 2005**
- **Completed Management Development Process – 2004**

Key Pharmaceuticals(Raleigh, NC)

Jul 98 – May 00

Sales Representative

Sales and marketing of allergy products to Allergists, Pulmonologists and Primary Care Physicians. Organized educational programs, provided in-services and luncheon meetings in targeted areas. Analyzed computer sales data to effectively cover territory and increase sales in high potential areas.

Achievements included:

- **Consistently maintained market share/market growth of Claritin above national average**
- **Maintained market shares in top 20% of company**

District Computer Trainer (7/1999 – 5/2000)

Responsible for training new representatives on using software for targeting purposes as well as facilitated online training with home office to test newer versions of software

NationsBank

Feb 95 – Jul 98

Banking Center Manager

Responsibilities included: creating sales presentations of banking products based on customer's needs, cultivating relationships with key customers, planning public relations strategies, presentations of loan packages to local Realtors to increase sales, organization of internal sales campaigns to boost sales, and cold calling on new businesses to grow customer base. Responsible for growth and development of staff as well as management of all key elements on a daily basis.

Achievements included:

- Recognized numerous times for loan volume growth
- Awarded President's Club Trip in 1997
- Awarded Insurance Sales Trip in 1998
- Awarded for ServQual Rating

EDUCATION

EAST CAROLINA UNIVERSITY, GREENVILLE NC
BSBA, Marketing, 1994

Self-financed 100% of tuition and expenses

Served as Student Government President - 1991

...Continued...

March 11, 2020

East Carolina University
Board of Visitors
Selection Committee

To the Selection Committee:

I have been on the Board of Visitors for three years and I am seeking reappointment. I have been working with Jon Cooper, Will Litchfield and other members on the administrative committee to revise the bylaws and work toward finding a united purpose for our members. I believe that East Carolina University has been through many challenges as of late and I believe our best years are yet to come. It is through leadership and influence that ECU will rise to meet the present challenges and it will be through support and advocacy that we will overcome them.

For that reason, I am nominating Mr. Kurt Stone to the Board of Visitors. Kurt is active member of the Pirate Club and he is an influencer among physicians and medical practice groups throughout the state of North Carolina. I believe his loyalty, enthusiasm and advocacy will only be an asset to our University and the mission of its leadership.

Thank you for your thoughtful consideration.

Go Pirates.

Sincerely, I am,

A handwritten signature in black ink, appearing to read "Justin A. Mullarkey". The signature is written in a cursive style with a prominent flourish at the end.

Justin A. Mullarkey



Athletics & Advancement Committee

April 2, 2020

Agenda Item:

IV. A. Athletics Update

Responsible Person:

Jon Gilbert
Director of Athletics

Action Requested:

Information

Notes:



Athletics & Advancement Committee

April 2, 2020

Agenda Item:

IV. B. Advancement Update

Responsible Person:

Chris Dyba
Vice Chancellor for
University Advancement

Action Requested:

Information

Notes:

BOT Advancement Update

April 2, 2020



Fundraising Report

As of March 1, 2020

- East Campus Totals \$ 18,391,659
- West Campus Totals \$ 5,532,753
- Athletics \$ 8,263,222
- Total \$ 32,187,634

- Campaign Total: \$267,000,000



Economic Downturn and Our Endowment

As of March 23, 2020

- Projections on loss of 20% in endowment value in the ECU Foundation. *Does not include Pirate Club, M&HS Foundation, nor ECU Endowment. This is just a snap shot for discussion purposes.*
- On February 29, 581 endowments could have dispersed funds. As of March 23, only 222 could disperse.
- Market value of the ECU Foundation (endowments and investable assets) on Feb 29, \$137.7M. Value as of March 23, \$109.5M.
- On February 29, 63 endowments were “underwater”. As of March 23, 345 endowments were “underwater”.



Economic Downturn and Our Endowment

As of March 23, 2020

- We will capture the value of the endowment on June 30, 2020.
- ECU Foundation will cover promised distributions for FY21. Future years are uncertain.
- Fundraisers will contact donors to update them and to seek support in the form of new gifts that are equal to the anticipated endowment payout.

