6th Annual
GLOBAL OPPORTUNITIES CONFERENCE

CUBA TODAY

9:00 a.m.
Friday, April 11, 2014
Plemmons Student Union
Appalachian State University
**CUBA TODAY 9:00 a.m.**  
*Morning Session, Grandfather Mountain Ballroom*

**Introductions**  
Martin Meznar, Associate Dean of International Programs  
Walker College of Business

**Welcome**  
Randy Edwards, Dean  
Walker College of Business  
Jesse Lutabingwa, Vice Chancellor for International Programs  
Appalachian State University

**Appalachian State University in Cuba**  
Meredith Church Pipes, International Programs Coordinator  
Walker College of Business  
Garner Dewey, Director of Quality Enhancement Plan  
Appalachian State University

**How did we end up here?**  
*Cuba and the United States*  
Renee Scherlen, Professor  
Political Science, Appalachian State University

**Coffee Break**  
Live Cuban music provided by Shawn Roberts.

**What is going on? Economic and Social Dynamics in Strategic Change and the Challenges Faced**  
**Moderator**  
Garner Dewey  

**Panelists**  
Humberto Blanco, Director  
Center for the Study of the Cuban Economy, University of Havana  
Tania Garcia, Researcher  
Juan Marinello Cuban Institute for Cultural Research, University of Havana  
Alejandro Gumá, Researcher  
Juan Marinello Cuban Institute for Cultural Research, University of Havana  
Rosa Perelmuter, Professor  
Spanish American Literatures, UNC-Chapel Hill  
Renee Scherlen

Following the morning program, please join us for lunch and keynote address in the Parkway Ballroom on the 4th floor.
CUBA TODAY 12:30 p.m.
Keynote Address, Parkway Ballroom

Luncheon

Introductions
Meredith Church Pipes, International Programs Coordinator
Walker College of Business

Keynote Address
The Current Situation and the Challenges of Entrepreneurship in Cuba
Humberto Blanco, Director
Center for the Study of the Cuban Economy, University of Havana

HUMBERTO BLANCO

Dr. Humberto Blanco is the Director of the Center for Studies of the Cuban Economy at the University of Havana, Cuba. Dr. Blanco received his PhD in Business Management from the University of Havana, Cuba and at Carleton University in Canada. Since 1989, Dr. Blanco has worked as a professor, researcher and business management consultant for the Center for Studies of the Cuban Economy. He serves on the editorial board of the “Management Review,” published by the Higher Education Ministry of Cuba as well as the University of Havana’s magazine, “Economy and Development.” His research interests include economic reforms and business management as well as innovation and entrepreneurship. He has provided management consultation in the areas of manufacturing, retail and the software industry. He serves on the Council of Science and Technology as part of the Commission for Updating the Cuban Economic Model.

University of Havana

The University of Havana or UH (in Spanish, Universidad de La Habana) is located in the Vedado district of Havana, Cuba. Founded in 1728, the University of Havana is the oldest university in Cuba, and one of the first to be founded in the Americas. Originally a religious institution, today the University of Havana has 15 colleges at its Havana campus and distance learning centers throughout Cuba.

Live Cuban music provided by Shawn Roberts.

Following the luncheon, please join us for the afternoon session in Grandfather Ballroom on the 2nd floor.
CUBA TODAY 1:45 p.m.
Afternoon Session, Grandfather Mountain Ballroom

Introductions
Martin Meznar, Associate Dean of International Programs
Walker College of Business

The Forbidden Island? The International Dimension in Cuba’s Transformational Process

Moderator
Jesse Lutabingwa, Vice Chancellor for International Programs
Appalachian State University

Panelists
Humberto Blanco, Director
Center for the Study of the Cuban Economy, University of Havana
Tania Garcia, Researcher
Juan Marinello Cuban Institute for Cultural Research, University of Havana
Joseph Gonzalez, Assistant Professor
Cultural, Gender and Social Studies, Appalachian State University
Alejandro Gumá, Researcher
Juan Marinello Cuban Institute for Cultural Research, University of Havana
Saul Berenthal, Chief Operating Officer
Cuban Heritage Experiences

Drawing: Panel Question Competition Winner
Meredith Church Pipes, International Programs Coordinator
Walker College of Business

Remarks
Martin Meznar

CUBA TODAY 3:30 p.m.
Open Forum, Greenbriar Theater (2nd Floor)

Open Forum
Moderator
Martin Meznar

All panelists are invited to participate in the open forum.
Dr. Garner Dewey is the Director of Appalachian State University’s Quality Enhancement Plan, “Global Learning: A World of Opportunities for Appalachian Students.” He is also an associate professor of Technology and Environmental Design and an administrator for the College of Fine and Applied Arts. Dr. Dewey received his PhD in Occupational Studies from the University of Georgia. His teaching specialties include 3D modeling, drafting, animation, technology education and multimedia instructional design. He has led student academic programs to Cuba, Costa Rica and the Dominican Republic, focusing on design and culture, biomimicry in design photography, printmaking, sustainable technology and housing needs.

Dr. Jesse Lutabingwa is Associate Vice Chancellor of International Education and Development and Director of International Research and Development at Appalachian. Dr. Lutabingwa has more than 20 years of experience in international education and development. He is responsible for providing leadership in advocating for, supporting and pursuing the University’s goals for international education and development. Originally from Tanzania, Dr. Lutabingwa has traveled extensively in Africa, Asia, Central and Eastern Europe, Latin America and the Caribbean, and Western Europe. He holds a Bachelor’s degree in Business Administration and Economics with a Political Science minor, a Master’s degree in International Development Management and a PhD in Public Administration.

Dr. Martin Meznar is Associate Dean of International Programs and Assessment for the Walker College of Business. For the last seven years, Dr. Meznar has been responsible for overseeing and expanding international programs for the College of Business, including leading three academic programs to Cuba. Dr. Meznar earned his PhD in Business Administration and International Management from the University of South Carolina. He was born and raised in Brazil.

Ms. Meredith Church Pipes is the International Programs Coordinator and Student Advisor for the Walker College of Business. Ms. Pipes earned a bachelor’s degree in Spanish from Appalachian and a master’s degree in Latin American Studies from the University of Kansas. She has spent extended time in Mexico, Spain, Uruguay and Honduras and has co-led three academic programs to Cuba. She has served as the conference coordinator since 2010.
Mr. Saúl Berenthal was born in Cuba and came to the US in 1960. Dr. Berenthal earned his bachelor’s degree in Physics and Math from Long Island University and was employed by IBM, first as a specialist in the retail industry, and then in second generation point of sale implementation for the world market. In 1983, Berenthal started his own software development business and successfully developed two other point of sale ventures in a variety of industries. After selling these, he has devoted his time to a variety of projects, including the creation of the Cuban Heritage Experiences-People to People Cuba Initiative, which works to facilitate connections between Cuba and the US. Through this organization, he has led several groups back to the island, especially to allow them to experience his “Jewish Cuba.”

Dr. Tania Garcia is a researcher for the Juan Marinello Cuban Institute for Cultural Research and is the vice president of the Center for Caribbean Studies at the University of Havana. She received her PhD in Economics from the University of Havana. Additionally, she has served as a researcher at the Economic Research Institute of the Universidad Nacional Autonoma de México (UNAM) in Mexico as well as the University of California-Riverside. Her research includes international economic relations, in particular Caribbean economic integration and the economic dimensions of culture in Cuba and the hemisphere. She was a researcher for FLACSO-Dominican Republic, is a member of the CRIES network for the Integration of the Caribbean Basin and the CLACSO work group for the Caribbean. She was a visiting professor for the Sustainable Development Program at the INTEC University, Dominican Republic.

Mr. Alejandro Gumá is currently completing his master’s degree in Political and Social Studies at the University of Havana and is a researcher for the Juan Marinello Cuban Institute for Cultural Research. He is compiling a book titled “Raúl Cepero Bonilla and the subversion of history” and has published in the Gaceta de Cuba, a cultural publication of the Cuban Writer’s and Artist’s Union. His research includes exploration of hegemonic thought in Cuban culture and challenges to hegemony. Mr. Gumá has presented his research at the 10th International Conference in Political and Social Studies as well as at other national conferences.
Dr. Joseph J. Gonzalez is an assistant professor in the Department of Cultural, Gender and Global Studies at Appalachian State University, where he teaches in the Global Studies and Interdisciplinary Studies Programs. A specialist in the history of US-Cuban relations, Dr. Gonzalez is finishing a book-length manuscript for publication titled, “Inventing the Cuban Republic: Conflict and Collaboration Within the American Empire, 1898-1909.”

Dr. Rosa Perelmuter was born in Cuba, completed high school and college in Boston and received her Ph.D. in Romance Languages from the University of Michigan. As a professor of Spanish American literature at UNC-Chapel Hill, she writes and teaches about Colonial authors ranging from Columbus to Sor Juana Inés de la Cruz. She is the author of two books on the latter, the acclaimed “Tenth Muse” of seventeenth-century Mexico: Noche intelectual: La oscuridad idiomática en el “Primero sueño” (1982) and Los límites de la femineidad en Sor Juana Inés de la Cruz: Estrategias retóricas y recepción literaria (2004). Dr. Perelmuter’s research agenda includes two very different book-length studies. One centers on a celebrated sixteenth-century epic poem written in Chile, tentatively entitled “The Rhetoric of Space in Alonso de Ercilla y Zúñiga’s La Araucana: Nature, Science and Ideology.” The other connects with what she will share with us today and is a study—part history, part personal memoir—of the Jewish community in Cuba. Its working title is “Jewish Cuba: Culture, Identity, and Community (1920-1960).”

Dr. Renee Scherlen is a professor of political science in the Government & Justice Studies Department. She has taught at Appalachian since 1992. Dr. Scherlen earned a master’s degree in Latin American Studies and a PhD in Political Science from the University of Texas at Austin. Her research is on Latin America and US foreign policy, with a special emphasis on the drug war; her most recent publication, co-authored with Dr. Matthew Robinson, is “Lies, Damned Lies, and Drug War Statistics, 2nd Edition” (SUNY Press). In 2001, Dr. Scherlen began traveling to Cuba with students, faculty and administrators from Appalachian.
Global Opportunities Conference

The annual Global Opportunities Conference highlights innovative and entrepreneurial ways of addressing global challenges. Our goal is to inspire students, faculty and the local community to use their knowledge and skills in the business of building a better world. This year’s conference is sponsored by the Walker College of Business with additional funding provided by University College and the Appalachian State University Quality Enhancement Program.

Special thanks to the Walker Fellows for assisting with today’s events.

The 2015 Global Opportunities Conference is tentatively scheduled for Friday, April 10, 2015.

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