

The Third Annual
**BUSINESS
FOR GOOD**

Friday, September 8, 2017

9:00 a.m.

Chetola Resort & Spa

**APPALACHIAN
SUSTAINABLE
BUSINESS**



EVENT PROGRAM

Prior to today's program, new Walker College faculty and staff members participated in a special breakfast event to learn about existing sustainability initiatives in the college and university.

9:00 A.M. | CHETOLA EVERGREEN ROOM

Welcome

- Heather Norris, Dean
Walker College of Business
- Jim Westerman, Director of Sustainable Business
Walker College of Business
- Lee Ball, Director of Sustainability
Appalachian State University
- Martin Meznar, Associate Dean
Walker College of Business

Guest Speaker

Sarah Lewis, Managing Director of Members & Implementation
The Sustainability Consortium

Guest Speaker

Andrew Hutson, Senior Director, Fishery Solutions Center
The Environmental Defense Fund

Guest Speaker

Bob Inglis
Six-term U.S. House of Representatives
Executive Director, republicEN

EVENT PROGRAM

11:30 A.M. | CHETOLA LAWN

Lunch & Lightning Rounds

Net Impact Club International Food Solutions Challenge
Vixster
Impact Clinic
AppLab

12:45 P.M. | CHETOLA EVERGREEN ROOM

Guest Speaker

Roian Atwood, Director of Sustainability
VF Jeanswear

Guest Speaker

Philip Henson, Sr. Manager of Energy & Environmental Sustainability
Hanesbrands

Closing Remarks

Will Sears, Director of Development
Walker College of Business
Heather Dixon-Fowler, Asst. Chair of Management
Walker College of Business

Please join us for a reception at The Dunston Residence immediately following the program for heavy hors d'oeuvres, cocktails and a musical performance from the Worthless-Son-In Laws.

Shuttle service is provided to the reception site, returning both to Chetola and to the Peacock Hall Lot Bus Circle.

RECEPTION PROGRAM

2:30 P.M. | THE DUNSTON RESIDENCE

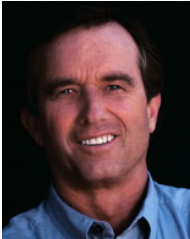
Green E Award Presentation

Jim Westerman

Guest Speaker

Robert F. Kennedy Jr.

American Radio Host, Environmental Activist, Author and Attorney



ROBERT F. KENNEDY, JR

Robert F. Kennedy, Jr. is the chief prosecuting attorney for the Hudson Riverkeeper and president of Waterkeeper Alliance. He is also a clinical professor and supervising attorney at Pace University School of Law's Environmental Litigation Clinic and is co-host of Ring of Fire on Air America Radio. Earlier in his career he served as assistant district attorney in New York City, and has worked on several political campaigns including the presidential campaigns of Edward M. Kennedy, Al Gore and John Kerry. His reputation as a resolute defender of the environment stems from a litany of successful legal actions. Kennedy was named one of Time magazine's "Heroes for the Planet" for his success helping Riverkeeper lead the fight to restore the Hudson River. The group's achievement helped spawn more than 130 Waterkeeper organizations across the globe. Kennedy earned his J.D. from the University of Virginia, a Master of Laws from Pace University, and a bachelor's in American History and Literature from Harvard University.

GREEN E AWARD

Economy, Environment and Equity

In recognition of outstanding accomplishments in Sustainable Business at Appalachian State University, two Walker College of Business Greene E Awards will be announced. The name of the honorees have not been disclosed prior to today's reception.

GUEST SPEAKERS



ROIAN ATWOOD

Roian Atwood is the director of sustainability for VF Jeanswear, which includes Wrangler and Lee Jeans, among other brands. Atwood leads brand sustainability strategy, engages suppliers globally to drive greater social and environmental performance, and works cross functionally with product development and marketing to create more sustainable products and share brand relevant stories. Atwood has 15 years of experience in footwear and apparel sustainability. His diverse project management background includes everything from implementing renewables and discovering energy efficiency measures, to managing materials innovation pilot projects and leading teams into an action-oriented, results-driven approach to corporate sustainability. Atwood earned his Master's in Environmental Management from the Nicholas School of the Environment at Duke University and a B.A. in Complex Systems from Naropa University.



PHILIP HENSON

Philip Henson is senior manager of energy and environmental sustainability for HanesBrands, a socially responsible clothing manufacturer and marketer based in Winston-Salem, NC. Henson, whose textile manufacturing career spans 25 years with HanesBrands and predecessor companies, helps lead engineering, energy demand, environmental sustainability and safety activities for Hanes. Henson has been involved in a breadth of traditional facility engineering functions at the site, regional and corporate level and is an ambassador for sustainability. Henson has helped elevate the level of energy management, energy data analysis and reporting, and environmental stewardship to internal and external stakeholders. He is an active participant within the ENERGY STAR industrial partner's network and has helped Hanes leverage this partnership to improve company energy performance and garner US EPA ENERGY STAR award recognition for the past eight years. Henson earned his Master of Arts in Sustainability from Wake Forest University and a B.S. in Industrial Engineering from Texas Tech University.

GUEST SPEAKERS



ANDREW HUTSON

Andrew Hutson is senior director of the Fishery Solutions Center at the Environmental Defense Fund (EDF), where he leads the Oceans program's science, fisheries management design, capacity building, and market-based interventions work. Before joining the Fishery Solutions Center, Hutson spent eight years with EDF's Corporate Partnerships Program, where he opened the organization's office in Bentonville, Arkansas. As the director of global value chain initiatives, he led the development and implementation of value chain strategies to reduce the impacts of trade and commerce on ecosystems. Hutson received his Ph.D. in Public Policy from UNC-Chapel Hill and holds a Master's in Environmental Management (MEM) from Duke University. He graduated from Michigan State University with a B.A. in International Relations.



BOB INGLIS

Bob Inglis is executive director of RepublicEn, and in this role he leads education efforts on free-enterprise solutions to climate change. Inglis served in the U.S. Congress, representing Greenville-Spartanburg, SC, from 1993-1998 and 2004-2010. Inglis then launched the Energy and Enterprise Initiative at George Mason University, and, in 2015, earned the John F. Kennedy Profile in Courage Award for his work on climate change. Inglis has served as a resident fellow at Harvard University's Institute of Politics, a visiting energy fellow at Duke University's Nicholas School of the Environment and a resident fellow at the University of Chicago's Institute of Politics. Inglis earned his Juris Doctor from the University of Virginia School of Law and a B.A. in Political Science from Duke University.

GUEST SPEAKERS



SARAH LEWIS

Sarah Lewis is a managing director with The Sustainability Consortium (TSC) where her work focuses on directing research projects, developing implementation programs, and building stakeholder relationships in order to drive the development and use of TSC products and services. A leader in the field of sustainability, Lewis is on the board of directors of the International Society of Sustainability Professionals and an author on topics related to ecological integrity, ecosystem valuation, and improving supply chain sustainability.

Lewis holds a Ph.D. in Environmental Dynamics, a Master of Arts in French, and a Bachelor of Science in Biology and French Secondary Education. An award-winning educator, having received a NASDAQ National Teaching Award, Sarah is an Adjunct Professor, having taught Environmental Sociology and currently serving on a number of graduate student committees. She is an active and recognized leader in her community. She has served as a board member of the Illinois River Watershed Partnership, served a 4-year term as an elected official on the Fayetteville, Arkansas City Council, and is currently a board member of the Walton Arts Center.

BUSINESS FOR GOOD

The Walker College of Business at Appalachian State University is committed to advancing sustainable business practices that promote responsible management of economic, social, and natural resources. Business for Good is a one-day event for faculty, staff and invited guests to learn and share how sustainable business practices relate to us all.

For more information, contact Walker College Sustainable Business Director Jim Westerman, westermanjw@appstate.edu, 828-262-2057, or visit us online at business.appstate.edu/sustainability

COMMUNITY PARTNERS

APPALACHIAN MOUNTAIN BREWERY



Appalachian Mountain Brewery's business model is built on sustainability, community and philanthropy. CEO Sean Spiegelman believes that every company has a duty to be conscious, ethical entities within the community they serve. He understands how important the ecology and environment are to the people of the High Country and employs cutting-edge and tried-and-true technologies, such as solar panels, rain garden, grain exchange and bike stations to protect the natural environment. Through initiatives such as Pints for Non-Profits, ASU Fermentation Sciences and AMB Venture Capital Fund, the organization is developing the local High Country community into a more verdant, healthy and exciting place to live and visit.

VIXSTER



Vixster is a trash and recycling service company that provides a peer-to-peer waste removal service for commercial and residential customers on-demand or by subscription. Founder Zak Ammar, who recently earned his MBA from the Walker College of Business, launched Vixster with support from the Transportation Insight Center for Entrepreneurship, while a student at Appalachian.

APPALACHIAN FOOD SERVICE



Appalachian Food Services is self-operating making them "local" in every sense of the word. They do not contract out food services but rather are self-operating and employ a local staff to prepare the food that is served on campus. All sales and excess funds benefit the local economy and the university.

PAST BUSINESS FOR GOOD SPEAKERS

Keynote

Dan Fogel
Author, Strategic
Sustainability

John Fullerton
Founder & President,
Capital Institute and
Former Managing
Director, J.P. Morgan

Kim Jordan
CEO, New Belgium
Brewing

Erin Meezan
Vice President of
Sustainability, Interface

Nicole Miller
Managing Director,
Biomimicry 3.8

Brad Sparks
Executive Director
of Global Corporate
Citizenship, KPMG

Leith Sharp
Director of Executive
Education for
Sustainability
Leadership,
Harvard University

Heather Van Dusen
Senior Associate,
B-Lab

Community

Zak Ammar
Founder, Vixster

Danny Bock
General Manager and
Chef, Coyote Kitchen

Renee Boughman
Executive Chef,
F.A.R.M. Cafe

Don Cox
Proprietor,
Bald Guy Brew

David Cuthbert
CEO, Wine to Water

Lynn and Andy Mason
Owners, Lost Province
Brewing Company

Sean Spiegelman
CEO, Appalachian
Mountain Brewery

SPONSORSHIP OPPORTUNITIES

Multiple sponsorship opportunities are available for our sustainability initiatives. For information, please contact Will Sears, searswill@appstate.edu, 828-262-6231.



Sustainable Business
Walker College of Business

APPALACHIAN STATE UNIVERSITY