

High Country GLOBAL OPPORTUNITIES CONFERENCE

Globalization is Knocking. Are you Ready to Open the Door?

Date: Friday, October 10, 2008

Time: 1:00-3:30 pm

Location: Broyhill Inn & Conference Center: Helen Powers Grand Hall South, Appalachian State University

Reception: Immediately following in Alumni Hall

The conference is targeted to students, regional businesspeople, and anyone interested in learning more about global opportunities in our rapidly changing world.

This event is organized by AIESEC Appalachian in partnership with ASU's Center for Entrepreneurship. Please RSVP early to <http://aiesec.appstate.edu> as seating will be limited. Free parking is available behind Broyhill Inn & Conference Center.

Speakers and Topics

Ron Reighter: VP of Global Trade Solutions, SunTrust Bank - Introduction and Overview: Why should you go international? Mr. Reighter will provide an overview of international opportunities.

Greg Sizemore: Director of Charlotte U.S. Export Assistance Center - How to go Global: What are the opportunities available and what are the first steps? Mr. Sizemore will address these questions and also speak on the import/export side of going global and the importance of learning about other cultures.

Panelists will provide a summary of their international endeavors, successes and challenges. Afterwards, there will be a question and answer period.

Panel I: Doors Successfully Opened with a Global Key

Grace Palacios-Will: President/CEO Publicitas Americas - Ms. Palacios-Will will provide details on how her small international marketing and advertising business expanded into a global one.

Freddie and Teresa Davis: Owners of Global Shippers Association, Lenoir, NC - Mr. and Mrs. Davis will talk about importing and exporting in North Carolina.

Kerron Stokes: Regional Vice President of RE/MAX Central Atlantic and RE/MAX Carolinas - Mr. Stokes will give details and insight on opportunities for foreign investment in the U.S. housing market brought about by the weakening dollar.

Panel II: Opening the Doors Wider to Expand International Opportunities

Dr. Marty Meznar: Assistant Dean of International Programs and Assessment, ASU's Walker College of Business - Dr. Meznar will speak on his international experiences and the importance of corporate and social responsibility in a global context.

Sandra Maxey: Director of Economic Development and Public Policy, Asheville Sustainability Center - Ms. Maxey will be discussing international sustainability and green economy opportunities.

Dr. Mark Pruett: Assistant Professor, Department of Management, ASU's Walker College of Business - Dr. Pruett attended a conference and workshop on Social Entrepreneurship in Denmark in July and will tell about his experiences and ideas from the conference.