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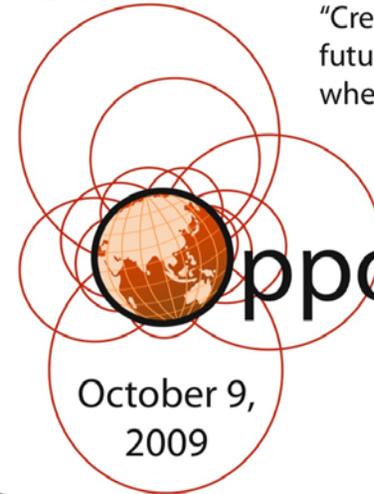
Grace and Tom Will



# 2009 High Country

## Global

"Creating your own global future: Exploring new frontiers when times are tough"



# Opportunities

October 9,  
2009

# Conference

**APPALACHIAN STATE UNIVERSITY**

**BROYHILL INN & CONFERENCE CENTER**

**10:30 am-3:00 pm**

Thank you to our sponsors for your support and a special thanks to Penny Kuzyszyn and Dr. Martin Meznar for all of their help.

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## CONFERENCE OUTLINE

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**10:30 Introduction**

**Dr. Randy Edwards**, Dean, Walker College of Business, ASU

**10:40-11:20 Green Opportunities in the International Arena**

**Jean Davis**, Director of International Trade, North Carolina Department of Commerce

**11:25-12:30 Panel A: International Job Market and Global Business Partners**

“Where are the jobs? Who’s getting hired? Who’s getting fired?”

(Helen Powers Ballroom)

**Panel B: International Environmental Sustainability**

“Planting the Seed: Green-collar jobs”

(room)

**12:30-1:15 Lunch** sponsored by Anvil Knitwear (Helen Powers)

**1:15-2:00 Introduction of luncheon speaker**

**Dr. Jesse Lutabingwa**, Vice Chancellor, International Affairs, ASU

**Opportunities in Africa**

**Jeannine B. Scott**, Senior VP Africare

**2:00-3:00 Panel C: Africa**

“Investing in the Future - Realizing the Potential and Shifting the Paradigm”

(Helen Powers Ballroom)

**Panel D: International Financial Investments**

“Finding Shelter in a Global Financial Storm”

(room)

**3:00 Dessert and networking** (Helen Powers Ballroom)

MC: Sarah Green and Josh Houser

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## PANEL SESSIONS

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Each panelist will have 15 minutes to speak on his or her topic. When all three panelists have presented, there will be a 15-minute period for Q & A.

### Panel A: International Job Market and Global Business Partners

“Where are the jobs? Who’s getting hired? Who’s getting fired?”

1. **Marjorie Ellis, Director of the Career Development Center, Appalachian State University**
  - Jobs being created in North Carolina by foreign investment. What jobs are likely to stay in NC?
2. **Frank Gentry, VP Human Resources, Commscope**
  - Details of Commscope’s criteria when selecting people to work abroad. What jobs are in greatest demand? What jobs are available abroad? Why? Which jobs have been shut down in NC and which have been outsourced? How likely is it that an American can be overseas working for Commscope?
3. **Preston Powell, President, MOAM Group**
  - What are global companies doing in NC? What do these companies look for in recent graduates? What was your strategy in pursuing your global career? What tips and selling points can you offer our students?

### Panel B: International Environmental Sustainability

“Planting the Seed: Green-collar jobs”

This is a new and very popular addition to the job market. The panelists will discuss opportunities that exist in international environmental sustainability and how this phenomenon will affect everyone, no matter what their industry.

1. **Joel Olsen, Director Business Development, Sencera International Inc.**
  - What is a green job? How do we create long-term sustainable green jobs in North Carolina? What green products and technologies do we have in NC that’s green that could be exported? What jobs are available in the governmental sector through the President’s plan?
2. **Ron Jarvis, Senior Vice President for Environmental Innovation, Home Depot**
  - What are the benefits of growing green? The panelist will discuss the ethics of sustainability and Home Depot’s goal in making every household product green and being environmentally conscious.
3. **Daniel Brookshire, Graduate of Appalachian State University**

- Aligning personal priorities with career options. What can you do while you’re still a student?

### Panel C: Opportunities in Africa

“Investing in the Future - Realizing the Potential and Shifting the Paradigm”

1. **Eric Biribuze, Product Line Manager- Plug and Play Products, Corning Cable Systems and Claudine Uwimbabazi, Graduate Student, Gardner-Webb University**
  - Discuss the challenges, responsibilities, and opportunities of our generation in the continent of Africa.
2. **Alex Ayalew, President, Joint International Business Group**
  - Success story detailing obstacles overcome while doing business in Africa.
3. **Sarah Green, Student at Appalachian State University**
  - Personal experience with entrepreneurship and micro-credit/finance opportunities in Uganda and Rwanda.

### Panel D: International Financial Investments

“Finding Shelter in a Global Financial Storm”

Due to the recent financial and economic crisis, the job market will never be the same in this particular field. Panelists will discuss strategies for those already in this field or students studying it. They will also discuss how this crisis affects us all and our global careers.

1. **Ron Reighter, VP Global Trade Solutions, SunTrust Bank**
  - International financial transactions in the current economy and risk reduction.
2. **Jason Roof, VP Currency Risk Management, SunTrust Bank**
  - Sun Trust’s foreign exchange expert in NC.
3. **ASU student**

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## SPEAKER PROFILES

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**Jean Davis, Director of International Trade Division, NC Department of Commerce**

Jean Davis serves as Director of the International Trade Division at the North Carolina Department of Commerce and directs the Division's efforts to increase exports of North Carolina products and services in all industry sectors to global markets. She oversees two domestic offices as well as 7 international offices staffed with a team of foreign trade consultants.

Prior to joining Commerce, Jean was the co-owner of Serentec Inc, an international pharmaceutical consulting company which was sold to Lloyd's Register in 2003. Jean's early career included progressive international positions at IBM, Computer Digest Magazine and McGraw Hill. Jean spent eight years living and working in Europe, speaks French and Portuguese and has extensive experience in building business operations in Asia, Europe and South America.

Jean is a 2005 Eisenhower Fellow, received her undergraduate honors degree in Political Science and Business Administration at New England College, Arundel, England and her Master's degree from the Fletcher School of Law and Diplomacy at Tufts University, Boston.

### **Jeannine B. Scott, Senior VP, Africare**

Jeannine B. Scott has been the Vice President of Africare since May 2003. Ms. Scott brings over 25 years of experience in the field of African development to the position, spanning the private, non-profit, multi-lateral agency and government sectors, both in the U.S. and abroad. As Senior Vice-President, Ms. Scott is responsible for Africare's operations of over 200 projects in 23 countries. She provides strategic guidance and direction to the organization.

Prior to joining Africare, Ms. Scott founded America to Africa Consulting, LLC, providing business development and advisory services. From 1998-2001 Ms. Scott held an appointment from the U.S. Department of Treasury as Advisor and Alternate to the U.S. Executive Director at the African Development Bank Group (ADB), where she helped to shape U.S. positions on Bank Group policy and programs. Before receiving this appointment, Ms. Scott served as a staff member of the African Development Bank from 1992-1998. Initially she worked on economic programs in Southern Africa, including special initiatives to promote cross-border trade and regional economic integration. Later she worked on sustainable development issues, working with Bank management to shape its then heightening focus on combating poverty while ensuring enhanced stakeholder participation and attention to gender and environment.

Ms. Scott's early professional career (1985-1992) was spent with Africare in several ascending capacities, beginning as a Program Manager at headquarters in Washington, DC, and culminating in the appointment as Country Representative to Senegal (1990-

1992), with simultaneous responsibilities in Mauritania, Cape Verde and The Gambia. She was officially recognized by the Government of Senegal for her service in 1992.

Ms. Scott holds an A.B. degree from Vassar College in Political Science and Africana Studies and a Master's degree in International Relations from Yale University. Ms. Scott's current memberships and affiliations include: The Council on Foreign Relations; The Women's Foreign Policy Group; the Society for International Development; Women Impacting Public Policy; and the Partnership to Cut Hunger and Poverty in Africa. She also serves as a board or advisory member to the following organizations: North Carolina Central University; Howard University Law School - World Food Law Institute; Chairman, African American Unity Caucus (AAUC); Co-chair, Inter-Action Humanitarian Partners Working Group with UN Agencies; Friends of the University of Johannesburg; and the Center for Global Development – AfDB Working Group and the African-American Partnership for Global Enterprise and Commerce.

**Marjorie Ellis, Appalachian State University**  
**Frank Gentry, VP Human Resources, Commscope**  
**Preston Powell, President, MOAM Group**

### **Joel Olsen, Director of Business Development, Sencera**

Mr. Olsen brings 15 years of International Distribution and Channel Marketing experience to Sencera. After interning at the political section of the Embassy of Japan in Washington, D.C., he began his professional career in the public sector working for a local government office in Hiroshima Japan. Subsequently, Mr. Olsen served as Asia Pacific Regional Manager for ASK, an Oslo, Norway based LCD display and projector manufacturer. Here he built a distribution network of over 60 partners, 3 OEMs, and established representative offices in Singapore, Hong Kong, Sydney and Tokyo.

He established partnerships with Japanese manufacturers of amorphous and polysilicon thin film displays as well as with strategic optics and lighting suppliers. After a successful acquisition of a US competitor, he returned to the United States as the Senior Product Marketing Manager for ASK-Proxima. Before a merger with the industry leader, In focus, Mr Olsen returned to Norway to consult for clients, building international distribution networks for their products and services.

Mr. Olsen's responsibilities at Sencera include cultivation of distribution and installation partner, strategic technology suppliers as well as government relations. He works with local, state and national policy makers to promote the growth of the solar industry and is frequently asked to speak at public and private events about the solar market. In addition to his role at Sencera, Mr. Olsen serves on the board of the North Carolina Sustainable Energy Association and is the American commercial board member for the U.S. - Norway Fulbright Educational Foundation. Mr. Olsen earned a B.A. in International Relations from the University of North Carolina, Chapel Hill, NC and is fluent in Japanese and Norwegian.

## **Ron Jarvis, Senior Vice President of Pro Business, Tool Rental and Environmental Innovation, Home Depot**

Ron Jarvis joined The Home Depot in February 1995 as a Product Merchandise Manager of Lumber and Building Materials for the Southeast Division in Tampa, Florida.

In November of 1998, Ron was promoted to Divisional Merchandise Manager responsible for Lumber, Building Materials, Millwork, Plumbing, Kitchen, Fashion bath, Garden and Hardware.

In June of 2000, Ron was promoted to the Environmental, Global Product Manager. In this newly created position, Ron's focus was to partner with vendors and merchants across all Home Depot departments companies including International, to develop and enforce our environmental policies.

In July of 2001, Ron was promoted to Merchandising Vice President, responsible for lumber and building materials, his area of responsibility includes vendor selection, retail price points, marketing and in store design for these departments. Ron also had the responsibility for guiding the company on all environmental purchasing policies.

In 2006 Ron was named the VP- Environmental Innovation as a dual role to the merchandising VP position. In this new role Ron is responsible for leading The Home Depot's overall environmental sustainability practices and policies, with an emphasis on making The Home Depot the world leader in offering green building products to our consumer and pro customers. In addition, Ron coordinates closely with our operations, real estate, facilities and supply chain teams, as well as the chairman of the Home Depot Environmental Council, to ensure that Home Depot business practices meet the highest standards of environmental sustainability compliance. Ron is also the central liaison on all discussions with environmental non-government organizations.

In 2007 Ron was promoted to Senior Vice President of Pro Business, Tool Rental and Environmental Innovation. In this position he oversees the strategic development and direction of the businesses.

Ron is a member of the Yale Forest Forum and a Board member of The Home Depot Foundation.

A native of North Carolina, Ron holds a BA degree from North Carolina State University in Business Management/Economics. Currently, Ron resides in Alpharetta, Georgia with his wife Stacy and four children: Clint, Nicole, Paul and Emily.

## **Marcus Taylor, Senior, Appalachian State University**

Marcus is pursuing a B.A. in Sustainable Development with a concentration in Renewable Energy Technologies, a B.S. in Appropriate Technology, a minor in

Spanish, and certification for Teaching English as a Second Language (TESL). He is a part of the Heltzer Honors Program and an alumnus of Watauga College.

Marcus was a foreign exchange student in central Thailand and has traveled extensively in the country, taught English in the Argentinean Patagonia, traveled to Paraguay and Uruguay, worked on an organic shrimp farm in Ecuador and helped to install a micro-hydro electricity generation system in the Bolivian Amazon. Recently, he represented the U.S. at the Asia-Pacific Economic Cooperation Youth Forum on the Sustainability of Water resources, and was a student of linguistics as well as a guest speaker on sustainable building practices at the Pontificia Universidad Católica de Valparaíso in Chile. He was also a founding member, caretaker, and teacher of the Edible Schoolyard project here at ASU and has been active in the Environmental Affairs Committee, recycling programs, composting at the Living Learning Center, and has frequently represented ASU at conferences and expos.

After graduation Marcus hope to install and perform maintenance on utility scale wind turbines here in the U.S. or possibly in Europe or China, and is working to get a grant to perform research in Brazil on the relationship between multilateral lending institutions, the Brazilian economy and government, and the deforestation of the Amazon.

## **Eric Biribuze, Product Line Manager of Plug and Play Products, Corning Cable Systems**

Eric is currently the Product Line Manager of the Plug and Play Products for Optical Connectivity in the lucrative and growing Data Center Market at Corning Cable Systems, headquartered in Hickory, North Carolina. In this position, he oversees all the operations of this \$50M product line.

Eric is originally from Burundi, Africa, where he grew up. He left Burundi 22 years ago at the age of 19 to attend college in China. He graduated from Northeastern University in Shenyang, China, with both Bachelor and a Masters in Industrial Engineering in 1992 and 1995, respectively. He received an MBA from the Walker College of Business here at Appalachian State University in 1997. At Appalachian, he was the President of the International Friendship Association and was named in the 1997 Edition of Who's Who in American Universities and Colleges. Eric was also inducted in the Beta Gamma Sigma Society.

After earning his MBA, Eric joined Corning Cable Systems (it was named Siecor then), where he has held a number of different position, in Finance, Manufacturing, and now in the Product Line Management in several locations in North Carolina and Texas. In my

current position, he has had opportunities to travel around the world visiting Corning locations, Corning customers and suppliers, including most of the major North American Cities, Latin America (Mexico and the Caribbean region), and the Far East Region (China & Japan).

Eric is fluent in five languages, including Kirundi, Swahili, French, English and Mandarin Chinese. He is actively involved in several community activities and organizations, including the Hickory International Council, a running community in Hickory (doing marathons), Appalachian Alumni Association and St. Aloysius Church. He is a member of the Appalachian MBA Advisory committee and supports various charities benefiting Burundian development and education. He currently reside in Hickory, North Carolina with his wife, Claudine Uwimbabazi and baby boy, Eric Prince, born on July 18, 2008. He became a naturalized US citizen in January, 2009.

### **Claudine Uwimbabaze, Graduate Student, Gardner-Webb University**

Claudine Uwimbabazi has an extensive international experience. Born in Burundi of Rwanda parents, she returned to her homeland, following the Genocide of 1994. After graduating from high school, she went onto to India where she earned a Bachelor degree of Arts with concentration in Economics, Insurance, and Sociology from Bangalore University in Bangalore, India. After a couple of years back home to Rwanda, where she worked as a lecturer at the upstart Kigali Institute of Technology, she decided to further her education and headed to South Africa, where she earned a Master's degree of Arts in Development Studies from Mandela Metropolitan University, in Port Elizabeth, South Africa. She has recently moved to the US, where is the MBA class of 2009 graduate from Gardner-Webb University in Boiling Springs, North Carolina. While at Gardner-Webb University, Claudine has specialized in International Business.

In her short but diverse career, Claudine has worked in various development projects in Rwanda as well as in South Africa as a UN Volunteer. In 2007, she was responsible for coordinating a Rural Mobile Telephone Project through a joint Transfer of Knowledge through Expatriate Nationals (TOKTEN) and the United Nations Development Program (UNDP). Upon graduating from South Africa in 2005, Claudine worked as a trainer and Information Expert in Technology and Business Incubation, dealing with graduates to create their own enterprises by transforming their ideas into business and assisting them to sustain their businesses. During her tenure in South Africa, she worked as a Research Assistant for Regional Economic Development Project, Kwazulu Natal, South Africa, facilitating with the collecting of data, analysis and presentation, maintaining a computer-based file of researchers, and assisting in follow-up procedures for researchers. Her interests are sharing her knowledge and experience and attending and participating in various conferences of integrating Africa into global business. She has spoken to high school colleges, churches, Gardner-Webb University and Harvard Business Conference.

She is fluent in five languages English, French, Swahili, Kinyarwanda, and Kirundi. Currently, she resides in Hickory, North Carolina with her husband Eric Biribuze and her son Eric Prince

### **Alex Ayalew, President, Joint International Business Group, LLC**

Alex Ayalew was born and raised in Ethiopia until the age of 19. Subsequently, he lived in the Philippines working in the film industry and doing volunteer work for UNICEF.

He moved in 1987 to Toronto, Canada where he worked in the international division of Toronto Dominion Bank. Building on this experience, he later worked from 1995 until 1999 at Southern California Savings Bank in Los Angeles as registered representative in the investment banking division. When he moved to Charlotte, North Carolina in 2000, he broadened his financial services experience by working as a representative of Mass Mutual Insurance Company and, later, of MetLife Insurance Company. In 2004, he capitalized on his entrepreneurial skills by opening Meskerem, a highly successful Ethiopian restaurant in downtown Charlotte.

In 2007, he started Joint International Business Group, LLC, a Charlotte-based export company focused primarily on African markets, but not limited to these. With support from the U.S. Department of Commerce, the Small Business Administration and the Commodity Credit Corporation, he developed partnerships with overseas buyers and quickly expanded his company's business. To date, he has successfully completed several challenging projects that involve exporting U.S.-made transportation and heavy machinery products to Africa.

As a result of his integrity, business skills and ability to develop constructive relationships with foreign executives and traders, he was awarded, in 2008, an Export Achievement Certificate by the U.S. Department of Commerce. The award honors small and medium-size U.S. enterprises that have successfully entered the international marketplace.

As a result of his achievements, he has become a role model for other minority entrepreneurs who strive to export profitably.

### **Ronald Reighter, VP Global Trade Solutions, Sun Trust Bank**

Ron Reighter is Vice President, Global Trade Solutions for Sun Trust Bank, and has over 30 years experience in international logistics and supply chain management. He holds an MBA from Syracuse University and spent the first part of his career with Sea-Land Service, the premier ocean carrier, working in pricing, sales, marketing and logistics, including six years living in Asia. Ron was also the Director of Transportation at Wellman, Inc., and Vice

President of Supply Chain at Drexel Heritage Furniture. Both of these positions provided insight from a manufacturer's perspective on the complexities of international and domestic transportation, logistics and distribution. Ron developed an expertise in international Ocean and Air forwarding, as well as Customs Brokerage and Customs Compliance, as Vice President of CV International.

Ron is Past-President and Marketing Chair of the Council of Supply Chain Management Professionals Charlotte Roundtable, General Chairman of the South Carolina International Trade Conference, and Treasure and Executive Board Member of the North Carolina District Export Council. He is also an Adjunct Professor of supply chain and project management at Central Piedmont Community College.

### **Jason Roof, VP Currency Risk Management, SunTrust Bank**

Mr. Roof joined the Currency Risk Management Team of SunTrust Robinson Humphrey in 2005 and serves the bank's Commercial and Middle Market clients in North Carolina, South Carolina, Georgia and Tennessee. Prior to SunTrust, he was formerly with the Foreign Exchange Department of The South Financial Group, whose footprint covers Florida and the Carolinas. Mr. Roof holds Series 7 & 63 Licenses and is a two-time graduate of the University of South Carolina with a B.S. in Civil Engineering and an International Masters of Business