

# BUSINESS FOR GOOD

Friday, August 21, 2015

10:00 a.m.

Blowing Rock  
Art & History Museum

Sustainable Business  
Walker College of Business

APPALACHIAN STATE UNIVERSITY

# **BUSINESS FOR GOOD**

## **EVENT PROGRAM**

### **10:00 A.M. Welcome**

Jim Westerman, Director  
Walker College of Business Sustainable Business

### **Greetings**

Heather Norris, Dean  
Walker College of Business

### **10:15 A.M. Presenting**

Leith Sharp, Director of Executive Education for Sustainability  
Harvard University's Center for Health and the Global Environment

Lynn Mason, Owner  
Lost Province

Erin Meezan, Vice President  
Sustainability Interface, Inc.

Heather Van Dusen, Senior Associate  
B Lab

### **1:45 P.M. Skyping**

John Fullerton, Founder and President  
Capital Institute

Kim Jordan, CEO  
New Belgium Brewing Co.

### **3:15 P.M. Presenting**

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

David Cuthbert, CEO  
Wine to Water

Sean Spiegelman, CEO  
Appalachian Mountain Brewery

### **4:00 P.M. Closing**

Jim Westerman

### **Reception**

Please join us for a reception at Leigh and Pam Dunston's Residence,  
immediately following the program for Heavy Hors d'oeuvres,  
soft drinks and cocktails.

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

## GUEST SPEAKERS

### LEITH SHARP



Leith Sharp is the Director of Executive Education for Sustainability with Harvard University's Center for Health and the Global Environment. In this role, she launched a collaborative enterprise in executive education with a focus on core business integration of sustainability.

Ms. Sharp has spent 20 years driving sustainability into the core business of higher education. She established one of world's first campus sustainability programs in 1995 at the University of New South Wales (UNSW), Australia, and for nine years served as the founding director of Harvard's Office for Sustainability, leading Harvard to become a global leader in campus sustainability. She was the founding executive director for the Illinois Green Economy Network, a partnership of 48 community college presidents targeting green economic growth and the founding Chair of the Sustainability Futures Leadership Academy, an international collaboration driving executive leadership development for sustainability.

Ms. Sharp has consulted with more than 100 universities and organizations around the world, including the U.S. House of Representatives House Chief Administrative Office, The USA Association of Governing Boards, The Ministry for Science, Denmark and the World Student Environment Summit. Ms. Sharp has taught change leadership for sustainability at Harvard University for the last 12 years, earning numerous commendations for distinguished teaching performance.

For her work, Ms. Sharp has received numerous awards internationally including Young Australian of the Year, NSW Environment Category and a Churchill Fellowship. Ms. Sharp earned an environmental engineering degree from The University of New South Wales and a master of education in human development and psychology from Harvard.



## ERIN MEEZAN

In 1994, modular carpetmaker Interface shifted the vision and focus of its manufacturing to becoming a sustainable and ultimately restorative enterprise. This transformational shift changed the companies processes, products, but also its people. A by-product of the new thinking that this sustainability focus ushered in was a new way of doing business, a changed culture that took hold in all levels of the company from management teams to factory employees. Interface has acknowledged the importance of this unique culture of sustainability in driving innovation and retaining and attracting talented employees.

As Vice President of Sustainability for Interface, Erin Meezan gives voice to the company's conscience, ensuring that strategy and goals are in sync with the aggressive sustainability vision established almost 20 years ago. She leads a team that provides technical assistance and support to the company's global business, addressing sustainability at all levels— from operations and management, to employees and customers, and in policy forums. And she also keeps a finger on the pulse of the company's transformed culture, a byproduct of sustainability thinking that has been critical in driving innovation and retaining and attracting talented employees. Ms. Meezan and her team are focused on nourishing and reinforcing the unique culture, and also on documenting its evolution.

Ms. Meezan is a frequent lecturer on sustainable business to senior management teams, universities and the growing green consumer sector. She has spoken at a variety of conferences and forums including: Bioneers, Greenbuild, SXSW, Businesses for Social Responsibility and others. Ms. Meezan is a magna cum laude graduate of the Vermont Law School, where she earned her Masters Degree in Studies in Environmental Law and her Juris Doctor degree.



## HEATHER VAN DUSEN

Heather Van Dusen is the Director of Special Projects at B Lab, the nonprofit that supports a growing movement to use business as a force for good. Ms. Van Dusen has been a part of the B Lab team since its launch in 2007, and she has held positions in almost every area of the organization. She is currently launching the B Corps on Campus and B Corps Fellows initiatives to equip and inspire the next generation of business leaders in supporting this movement and encouraging all companies to measure what matters. Born and raised in the Philadelphia suburbs, Ms. Van Dusen holds a degree in religion from Amherst College and currently resides in Philadelphia, PA.



## JOHN FULLERTON

John Fullerton is the founder and president of Capital Institute, and a recognized New Economy thought leader and public speaker. He is also an active impact investor through his Level 3 Capital Advisors. Previously, he was a managing director of JPMorgan where he managed multiple capital markets and derivatives businesses around the globe and then ran the venture investment activity of LabMorgan as Chief Investment Officer through the merger with Chase Manhattan Bank in 2001. Mr. Fullerton served as JPMorgan's representative on the Long Term Capital Management Oversight Committee in 1997-98. He is a co-founder and director of holistic ranch management company Grasslands, LLC, a director of New Day Farms, Savory Institute, and the New Economy Coalition, a trustee of the V. Kahn Rasmussen Foundation, and an advisor to Armonia, LLC, the UNEP Finance Inquiry, and Richard Branson's Business Leader's initiative ("B Team"). Mr. Fullerton is the creator of the "Future of Finance" blog at CapitalInstitute.org, which is also syndicated with The Guardian, Huffington Post, CSRWire, the EcoWatch blog, and the New York Society of Security Analysts' Finance Professionals' Post. He has appeared on Frontline, and been interviewed by the New York Times, Bloomberg, Wall Street Journal, Barrons, WOR radio, Real News Network, INET, Think Progress, The Laura Flanders Show on GRITtv, Thom Hartmann, and The Free Forum Show with Terrence McNally. Mr. Fullerton earned an MBA in Finance from the Stern School at New York University, and a BA in economics from the University of Michigan.



## KIM JORDAN

Kim Jordan, co-founder and CEO of New Belgium Brewing, has cultivated her passion for social work, the environment and community to create one of the most respected craft breweries in America. After earning her master's degree in social work from Colorado State University, Ms. Jordan worked as an advocate for women's issues and family health at Project Self Sufficiency. Her lifelong commitment to developing healthy communities has informed New Belgium's culture through progressive policies like employee-ownership, open book management and philanthropic giving. Ms. Jordan is a Director on the Boards of 1% For The Planet and the Brewer's Association and is Ex Officio Board Member for the Beer Institute. Through her commitment to environmental stewardship, Ms. Jordan is a member of Colorado Governor John Hickenlooper's Renewable Energy Authority Board. She negotiated New Belgium's transition to wind powered electricity through an employee vote and has overseen the implementation of Colorado's largest private solar array at the Fort Collins facility. In her twenty years as an entrepreneur, Ms. Jordan has spoken to thousands about how to create a vibrant and rewarding work culture that enhances the bottom line. She famously called for craft brewers to double their share of U.S. beers sales to 10% in her keynote address at the craft brewer's conference in 2003.



## LOST PROVINCE

**Lynn and Andy Mason** opened Lost Province Brewing Co., a destination microbrewery and gastropub located in downtown Boone, in August 2014. Lost Province is a small, family owned and operated business that brews authentic and innovative craft beer and serves savory wood fired fare. The Masons are committed to the community, environment and its employees and strive above all to provide an experience of gracious hospitality for all Lost Province guests. Lost Province strives to be good stewards of the environment by: working to become a carbon neutral business through the use of green technologies and energy efficient appliances; practicing the principle of reduce, reuse and recycle in all aspects of our business; recycling all spent grain and pre-consumer vegetable waste for animal feed or to be made into compost and sourcing as much locally grown and organic food as possible.



## F.A.R.M. CAFE

F.A.R.M. Cafe, located in Boone, strives to be an all inclusive cafe, serving people from all walks of life with dignity. Through the cafe, General Manager Angie Pate and **Executive Chef Renee Boughman** are helping to build a healthy and inclusive community by providing high quality and delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means. With a 90% volunteer staff, anyone can work an hour in the cafe in exchange for a meal. In addition to its volunteers, F.A.R.M. has a "pay-it-forward" patrons who pay more than the suggested donation for their meal, which helps cover the cost of those who cannot pay at all.





## WINE TO WATER

Wine To Water is a non-profit aid organization focused on providing clean water to people in need around the world. Nearly 800 million people in the world today lack access to adequate water and

2.5 billion people lack access to improved sanitation. The organization is devoted to fighting this epidemic.

Wine to Water **CEO David Cuthbert** joined the organization after stints in Naval Special Ops and as an executive officer in Corporate America. Next mission...clean water. Mr. Cuthbert is passionate about working with a great team in this endeavor, and there are few things he will not try to find a better way of doing. Connecting dots and making order out of chaos is his focus. And, in an organization working in the far corners of the world, there is always quite a bit of chaos.



## 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.

## 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](mailto:westermanjw@appstate.edu), 828-262-2057, or visit us online at [business.appstate.edu/sustain-0](http://business.appstate.edu/sustain-0)



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