



The 9th Annual
2017 GLOBAL 
OPPORTUNITIES CONFERENCE
Balancing People, Planet, & Profit

9:00 a.m.
Friday, April 7, 2017
Plemmons Student Union
Appalachian State University

Walker College
International Programs 

APPALACHIAN STATE UNIVERSITY



Balancing People, Planet, & Profit
9:00 a.m. – Grandfather Mountain Ballroom

WELCOME

Martin Meznar, Associate Dean
Walker College of Business

GREETINGS

Darrell Kruger, Provost
Appalachian State University

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

Heather Norris, Dean
Walker College of Business

INTRODUCTIONS

Meredith Pipes, International Programs Coordinator
Walker College of Business

STUDENT PERSPECTIVES:

**Seeking Sustainable Solutions in
Costa Rica, Belize and the Brazilian Amazon**

Dylan Turner, Marissa Schneider, Ali Moxley

MORNING ADDRESS

Victor Salviati, Senior Consultant, Sustainable Development Innovation
Sustainable Amazon Foundation

INTRODUCTION OF KEYNOTE SPEAKER

Lee Ball, Director of Sustainability
Appalachian State University

KEYNOTE ADDRESS

Gabriel Ribenboim, Innovative Solutions Coordinator
Sustainable Amazon Foundation

Appcard scanning is available for the morning session until 10:30 a.m.
Afternoon registrants, please join us for lunch and a panel discussion in the
Parkway Ballroom on the 4th floor.

GUEST SPEAKERS

KEYNOTE SPEAKER: GABRIEL RIBENBOIM



Gabriel Ribenboim is the innovative solutions coordinator for the Sustainable Amazon Foundation. He is a Biologist with over 10 years of experience. Developer of an array of qualified and innovative initiatives in sustainable development and inclusive economy within vulnerable communities in the Amazon, with a strong focus on multiple benefits. Effective fundraiser, securing multi-year, multi-million dollar resources from corporations, foundations and government institutions in the Americas, Europe and Asia. He currently works as an independent consultant for NGOs, including the Sustainable Amazon Foundation, where he develops projects related to Payment for Environmental Services, Innovation for Sustainable Development and Inclusive Economy.

MORNING SPEAKER: VICTOR SALVIATI



Victor Salviati is a senior consultant of sustainable development innovation with the Sustainable Amazon Foundation. He is a biologist with a Master's in Sustainable Development, and has been working with conservation and financing conservation in the Amazon since 2009. Victor currently manages the Innovative Solutions Programme at Sustainable Amazon Foundation (FAS). Among his duties are fundraising, forest monitoring, innovative arrangement for conservation, REDD+, R&D and public policies. As key ongoing projects, Victor is leading the first of its kind FSC certification for protected areas' management, designing FAS' strategy for climate adaptation in isolated riverine communities in the Amazon, and supporting the regulation of the Environmental Services Law in the State of Amazonas

SPECIAL GUESTS



**Dr. Darrell Kruger, Provost and Executive Vice Chancellor
Appalachian State University**

Dr. Darrell P. Kruger began his tenure as provost and executive vice chancellor at Appalachian State University in July 2015. Dr. Kruger came to Appalachian from the University of New Orleans, where he was dean of the College of Education and Human Development. Dr. Kruger holds a doctorate in geography from Louisiana State University. In addition to the University of New Orleans, he has held administrative and faculty posts at Illinois State University, the University of Louisiana at Monroe and Louisiana State University.



**Dr. Heather Norris, Dean
Walker College of Business**

Dr. Norris joined the Walker College of Business faculty in the fall of 2003 in the Department of Finance, Banking and Insurance. She was named assistant dean for undergraduate programs in 2005, associate dean for undergraduate programs and administration in 2008 and senior associate dean in 2012. She was named acting dean of the college in July 2014. Prior to her time at Appalachian, Norris served on the faculty at Bowling Green State University, Pennsylvania State University and West Virginia University. Norris earned her PhD at Pennsylvania State University.



**Dr. Jesse Lutabingwa, Associate Vice Chancellor of
International Education and Development
Appalachian State University**

Lutabingwa has over 20 years of experience in international education and development and is responsible for providing leadership in advocating for, supporting and pursuing the University's goals for international education and development. 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
Associate Dean of International Programs and Assessment
Walker College of Business**

For the past eight years, Meznar has been responsible for overseeing and expanding international programs for the College of Business, including leading four academic programs to Cuba. Dr. Meznar earned his PhD in Business Administration and International Management from the University of South Carolina.

SPECIAL GUESTS



**Dr. Lee F. Ball Jr., Director of Sustainability
Appalachian State University**

Dr. Lee Ball spent the past fifteen years teaching sustainability-related content in the Department of Sustainable Technologies and the Built Environment. Dr. Ball's research includes sustainability literacy, the valuation of green building, biophilic/ecophilic design, and change agency related to community engagement. Dr. Ball earned his doctorate in Sustainability Education, a master's degree in Environmental Education, and a Bachelor of Science degree in Natural Science.



**Ms. Meredith Church Pipes
International Programs Coordinator
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 numerous international programs for the Walker College of Business. She has served as the conference coordinator since 2010.

STUDENT PRESENTERS



**Ali Moxley, Management
Sustainability and Society
in the Brazilian Amazon**

Ali has traveled to Brazil with the Walker College, where she completed an independent study with the Foundation for Sustainable Amazon. She has also attended an International Leadership Conference in Barcelona, Spain. Ali volunteers at F.A.R.M. Cafe.



**Dylan Turner, Philosophy
iASE program to Costa
Rica**

Dylan traveled to Villas Mastatal as a participant on an international Alternative Service Experience (iASE) in 2016, and returned as co-leader over this year's Spring Break program. Dylan is an intern with Blue Ridge Women in Agriculture, assisting in their Food Hub project.



**Marissa Schneider,
Sustainable Development
iASE program to Belize**

Marissa co-led this year's iASE to Rancho Dolores, Belize, where the participants did service learning through agroforestry programs. Marissa has co-led an ASE to a Head Start program in New Jersey and participated in an ASE to Birmingham, AL.

PANEL MODERATOR



Dr. Tammy Kowalczyk is a Professor of Accounting in the Walker College of Business at Appalachian State University. She has a PhD in Accounting from Texas A&M University, and an MBA from the University of Texas at Austin. She is the first acting Sustainability Academic Fellow at Appalachian State University, serving for academic years 2015 – 2017. She teaches primarily in the area of sustainability accounting, and has developed both an undergraduate and graduate course in sustainability performance assessment, which emphasizes a triple bottom line perspective. Through the graduate course, she facilitates service projects in

which students assist community organizations with impact assessments and developing sustainable practices. She also participates in interdisciplinary research on sustainability issues, particularly on the importance of measuring the environmental and social impacts of business practices. Her research has been published in the Journal of Industrial Ecology and the Journal of Environmental Management, and prior accounting related research has appeared in Behavioral Research in Accounting, Advances in Management Accounting, and the CPA Journal. Prior to academia, she worked for Deloitte, a large international public accounting firm, and also as a financial analyst for an environmental consulting firm.

DISTINGUISHED PANEL



Gretchen Digby, CSM, ULE DfS G-CH
Director, Global Sustainability Programs Center for Energy Efficiency & Sustainability, Ingersoll Rand
Gretchen Digby establishes world-class internal and external energy efficiency and sustainability training curriculum for Ingersoll Rand's 47,000 employees. This includes leading global employee engagement activities to further integrate sustainability into the company culture. Gretchen also oversees the company's global network of employee volunteer Green Teams.



Michael Chenard, Affiliate Partner at HIRA Home Improvement Retail Advisors, LLC; Former Director, Corporate Sustainability Lowes Companies, Inc.
Michael Chenard began his work in the US Navy where he served for seven years and started his work in environmental management. Later he developed environmental management systems for Champion International and Pitney Bowes, which led to his position as the first sustainability director for Lowe's in 2002. where he served until the fall of 2016. Additionally, Mr. Chenard has become a recognized retail industry expert in dealing with issue-advocacy groups including Rainforest Action Network, PETA, and Greenpeace. Mr. Chenard is currently engaged with

Home Improvement Retail Advisors (HIRA) as an affiliate partner. He has a bachelor's degree in Foreign Affairs from the University of Virginia and a graduate degree in Environmental Management from Duke University. He and his wife have three children.



Rajat Panwar, Associate Professor of Sustainable Business Management

Appalachian State University

His research intersects corporate social responsibility, corporate sustainability, and innovation particularly in the natural resource sector. Rajat has earned two doctorate degrees- one in Forest Products Management from Oregon State University and the second in Strategic Management from Grenoble Ecole de Management in France. He publishes his research in both Business and Forestry journals, and his previous work has appeared in Business and Society, Business

Strategy and the Environment, Journal of Business Ethics, Organization and Environment, Journal of Public Affairs, Forest Policy and Economics, among others. He has co-edited two books: The Global Forest Sector: Changes, Practices, and Prospects published by CRC Press and Forests, Business, and Sustainability published by Routledge. Dr. Panwar is the Editor of the journal Bioproducts Business. He is also an affiliate faculty at School of Forestry and Environment Studies, Yale University. His non-academic experience includes working with the United Nations and the World Bank.



John Whitehead, Professor, Economics

Appalachian State University

Dr. John C. Whitehead is department chair and professor in the Department of Economics at Appalachian State University. He received his BA in economics from Centre College and PhD in economics from the University of Kentucky. Dr. Whitehead's research includes nonmarket valuation, primarily in the context of recreation and water quality. He has published over 100 peer reviewed articles and book chapters and co-edited two books. He is currently on

the editorial council of the Journal of the Association of Environmental and Resource Economists. He is a member of the Socioeconomic Panel (SEP) of the Statistics and Scientific Committee (SSC) of South Atlantic Fishery Management Council. He recently completed five years as chair of the SEP and 11 years as a member of the SSC.

Balancing People, Planet, & Profit
11:30 a.m. – Parkway Ballroom

Live music performed by Eya! Afrolachian Drumming

INTRODUCTIONS

Martin Meznar

PANEL DISCUSSION

Moderator

Tammy Kowalczyk, Professor of Accounting
Walker College of Business

Distinguished Panel

Michael Chenard

Affiliate Partner, HIRA Home Improvement Retail Advisors, LLC
Former Director, Corporate Sustainability, Lowes Companies, Inc.

Gretchen Digby

Director, Global Sustainability Programs
Center for Energy Efficiency & Sustainability at Ingersoll Rand

Rajat Panwar

Associate Professor of Sustainable Business Management
Walker College of Business

Gabriel Ribenboim

Victor Salviati

John Whitehead
Professor of Economics
Walker College of Business

DRAWING: PANEL QUESTION COMPETITION

Meredith Pipes

CLOSING REMARKS

Martin Meznar

2018 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. The 2018 Global Opportunities Conference is tentatively scheduled for Friday, April 13, 2018.

SPECIAL THANKS TO:

Our Sponsors:

The Walker College of Business,
Appalachian's Office of the QEP and the Holshouser Ethics Program.

Our Students:

Student representatives of the International Business
Student Association (IBSA) for assisting with today's events.

Our Musicians:

Eya! Afrolachian Drumming
Eya! performs traditional music from a variety of countries across the African continent, the Caribbean, and occasionally the Arabic world.



OUR SPONSORS

