

2016 GLOBAL  
OPPORTUNITIES CONFERENCE  
Problems to Possibilities

9:00 a.m.  
Friday, April 8, 2016  
Plemmons Student Union  
Appalachian State University

Walker College  
International Programs

APPALACHIAN STATE UNIVERSITY

**Problems to Possibilities**  
**9:00 a.m. – Grandfather Mountain Ballroom**

**Welcome**

Martin Meznar, Associate Dean of International Programs  
Walker College of Business

**Greetings**

Heather Norris, Dean  
Walker College of Business

Lee Ball, Director of Sustainability  
Appalachian State University

Jesse Lutabingwa, Vice Chancellor for International Programs  
Appalachian State University

**Student Voices**

Introduction

Meredith Church Pipes, International Programs Coordinator  
Walker College of Business

Coffee Supply Chain in Costa Rica

Amy Birner, Savannah Burns

Sustainable Energy & Architecture in Korea and Taiwan

Dan Stevenson

Social Entrepreneurship in Vietnam & Cambodia

Ashlyn Allen, Olivia Reed, Lucas Reed, Cameron Roten

**Idea Talks**

Introduction

Meredith Church Pipes, International Programs Coordinator

Waste into Resource in Latin America

Jeremy Ferrell, Assistant Professor, Department of Sustainable Technology  
and the Built Environment, Appalachian State University

Nature's Price

Dan Fogel, Director of Graduate Sustainability Programs, Wake Forest University  
& Founder, Chairman and CEO of SP3

**Keynote Address**

Introduction of Keynote Speaker  
Lee Ball, Director of Sustainability  
Appalachian State University

Erin Meezan, Vice President of Sustainability, Interface, Inc.

Appcard scanning will available in the corridor following the morning session.  
Afternoon registrants, please join us for lunch and a panel discussion in the  
Parkway Ballroom on the 4<sup>th</sup> floor.

# GUEST SPEAKERS



## KEYNOTE SPEAKER: ERIN MEEZAN

Erin Meezan is the Vice President of Sustainability for Interface. In that role she 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 by-product of sustainability thinking that has been critical in driving innovation and retaining and attracting talented employees.

Meezan and her team are focused on nourishing and reinforcing the unique culture, and also on documenting its evolution.

### About Interface:

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.



## IDEA TALKS: JEREMY FERRELL

Dr. Jeremy Ferrell is an Assistant Professor in the Department of Sustainable Technology and the Built Environment where he teaches courses in renewable energy and conducts a research agenda around biomass energy systems, industrial ecology, and appropriate technology in the lesser income countries. His academic training is in natural resource management, biosystems engineering, and renewable energy technology. He earned a PhD from North Carolina A&T State University in Energy and Environmental Systems. Jeremy has an extensive background living and working abroad as a Peace Corps Volunteer in Paraguay, working as a Natural Resources Consultant for GTZ, as a Fulbright Scholar in Sao Paulo Brazil, fostering a landfill gas to energy project in Ceara Brazil, and leading sustainability-focused study abroad programs in Nicaragua and Peru.



## IDEA TALKS: DAN FOGEL

Dr. Dan Fogel received his B.S. and M.A. from the Pennsylvania State University and his Ph.D. from the University of Wisconsin. He has held academic positions at the University of Houston, Tulane University, and the University of Pittsburgh and has been a senior manager at two oil companies and a hospital system. His international research and teaching had been conducted in several different countries in South America, Asia, and Central and Eastern Europe. His research and teaching areas are in environmental sustainability, global sustainable business and strategy including strategic change management and innovation for medium and large organizations. His current focus is on how organizations adopt sustainability practices and principles as part of their core strategies.

## SPECIAL GUESTS



Dr. Heather 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 is Associate Vice Chancellor of International Education and Development and Director of International Research and Development at Appalachian. 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 is Associate Dean of International Programs and Assessment for the 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.



Dr. Lee F. Ball Jr. is Director of Sustainability at Appalachian State University. He spent the past fourteen 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 is the International Programs Coordinator and Student Advisor for the Walker College of Business. 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



Amy Birner is an MBA candidate with a concentration in sustainability. She will be sharing about her experiences on the winter 2015-16 faculty-led program Coffee Supply Chain in Costa Rica.



Savannah Burns is an MBA candidate with a concentration in Business Analytics. She will be sharing about her experiences on the winter 2015-16 faculty-led program Coffee Supply Chain in Costa Rica.



Dan Stevenson is a junior Appropriate Technology major/ Evolutionary Anthropology and Primatology minor from the Hudson Valley in New York. He will be sharing about his experiences on the summer 2015 faculty-led program, Korea and Taiwan: Adventures in Sustainable Energy and Architecture.



Olivia Reed is a Management major with a minor in Sustainable Development. She will be sharing about her experiences on the summer 2015 faculty-led program, Social Entrepreneurship in Cambodia & Vietnam.



Ashlyn Allen is a senior Health Promotions major with a minor in Entrepreneurial Studies. She will be sharing about her experiences on the summer 2015 faculty-led program, Social Entrepreneurship in Cambodia & Vietnam.



Lucas Reed is a Senior Management Major and a Sustainable Business Minor. He will be sharing about his experiences on the summer 2015 faculty-led program, Social Entrepreneurship in Cambodia & Vietnam.



Cameron Roten is a business management major with a minor in entrepreneurship. He will be sharing about his experiences on the summer 2015 faculty-led program, Social Entrepreneurship in Cambodia & Vietnam.

# PROBLEMS TO POSSIBILITIES

11:45 a.m. – Parkway Ballroom

Live music performed by Shawn Roberts

## Luncheon

### Introductions

Martin Meznar, Associate Dean of International Programs  
Walker College of Business

### Sustainable Solutions to Global Problems through Business

### Moderator

Jim Westerman

Director of Sustainable Business, James E. Holshouser Distinguished Professor  
in Ethics, Walker College of Business, Appalachian State University

### Panelists

Jeremy Ferrell, Assistant Professor, Department of Sustainable Technology and  
the Built Environment, Appalachian State University

Dan Fogel, Director of Graduate Sustainability Programs, Wake Forest  
University & Founder, Chairman and CEO of SP3

Leigh Shamblin, Director, Master of Global Innovation Management Program,  
Poole College of Management, North Carolina State University

### Drawing: Panel Question Competition Winner

Meredith Church Pipes, International Programs Coordinator  
Walker College of Business

### Closing Remarks

Martin Meznar

## PANEL MODERATOR



Jim Westerman is Director of Sustainable Business in the Walker College of Business. Dr. Westerman holds the James E. Holshouser Distinguished Professorship in Ethics in the Walker College of Business. Dr. Westerman's research and consulting focus on sustainability, ethics, organizational behavior, and human resource management. His research includes over 30 peer-reviewed articles which have appeared in the *Journal of Organizational Behavior*; *Academy of Management Learning and Education*; *Group and Organization Management*; *Journal of Business and Psychology*; *Journal of Business Ethics* among others. Dr. Westerman earned his PhD in Management at the University of Colorado at Boulder, an MBA and BS in Finance at Florida State University.

## PANELISTS

Bios and photos for panelists Dan Fogel and Jeremy Ferrell are listed on page 2 of this program.



Dr. Leigh Shamblin is the Director of the Master of Global Innovation Management Program in the Poole College of Management at North Carolina State University. Dr. Shamblin is a dynamic and innovative international development and business performance professional with 20+ years of global leadership experience in education, international development, technology, and healthcare. She served as the Senior Program Manager for IntraHealth International, leading the US-based team that provides program management and technical support to IntraHealth's \$88m Kenya program. Shamblin served as a foreign service officer for USAID, working in Macedonia as Director of Education and in Jamaica as Director of Education & Health, where she represented US government interests while implementing programs in education, health and private sector development. Shamblin was a Country Representative for the Small and Medium Enterprise Development Project in Kazakhstan, where she trained over 4,000 SME owners and employees in the first year.

## 2017 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 2017 Global Opportunities Conference is tentatively scheduled for Friday, April 7, 2017 • [goc.appstate.edu](http://goc.appstate.edu)

# GLOBAL OPPORTUNITIES CONFERENCE

Special thanks to:

Our Sponsors: The Walker College of Business,  
Appalachian's Office of the QEP and University College, the Goodnight  
Family Sustainable Development Department and the Holshouser Ethics  
Program.

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

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



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