

2018 GLOBAL

OPPORTUNITIES CONFERENCE

ALUMNI SPOTLIGHT:
See the World through a Global Lens

Event Program

Friday, April 13, 2018
Plemmons Student Union
Appalachian State University

Walker College
International Programs 

APPALACHIAN STATE UNIVERSITY

9:30 A.M. – GRANDFATHER MOUNTAIN BALLROOM CONFERENCE PROGRAM

Welcome

Martin Meznar, Associate Dean of Global and Civic Engagement
Walker College of Business

Greetings

Heather Norris, Dean
Walker College of Business

Jesse Lutabingwa, Associate Vice Chancellor
for International Education and Development
Appalachian State University

Darrell Kruger, Provost and Executive Vice Chancellor
Appalachian State University

How to Live Internationally

Introduction of Speaker: Heather Dixon-Fowler
Assistant Chair of Management, Walker College of Business

Tyler Norwood
General Partner, Antler Innovation
Via webconference from Hong Kong

Deepen Your Roots, Expand Your Vision

Introduction of Speaker: Travis Critcher
Director of International Field Support, Samaritan's Purse

Matt Cottrell
Senior Regional Director for Africa
Operation Christmas Child, Samaritan's Purse

Branches: Finding Your Career Path along the Way

Introduction of Speaker: Patrick Setzer
Executive Director of Alumni Affairs, Appalachian State University

Mehdy Ghannad
Owner and Operator, Free Road Entertainment

Declaring a Purpose and Pursuing Global Impact

Introduction of Speaker: Randy Edwards
Vice Chancellor for University Advancement, Appalachian State University

Sarah Freed
Manager of Community Impact, Uber Technologies

Afternoon registrants, please join us for lunch and a panel discussion in the
Parkway Ballroom on the 4th floor.

11:30 A.M. – PARKWAY BALLROOM LUNCHEON PROGRAM

Introductions

Martin Meznar

#Walker Abroad Photo Contest

Panel Discussion: The Importance for Future Business Leaders of Developing a Global Mindset

Moderator

Meredith Church Pipes, Global and Civic Engagement Specialist, Walker
College of Business, Appalachian State University

Panelists

Matt Cottrell

Mehdy Ghannad

Sarah Freed

Sam Trexler

Owner & Pilot

Precision Aviation, LLC

Prize Drawing

Closing Remarks

Martin Meznar

Join the Conversation

Share what you learn today with the hashtag #appstateGOC and follow the Walker College of Business International Programs @walkercobintl on Twitter and Instagram and @wcobinternational on Facebook.

About the 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 2019 Global Opportunities Conference is tentatively scheduled for Friday, April 5, 2019.

goc.appstate.edu

SPEAKERS



Matt Cottrell, '01 management alumnus, is the Senior Regional Director for Africa with Operation Christmas Child, covering 41 countries and impacting close to 4 million children each year on the continent. His team of 12 full-time staff and 20 part-time staff lead over 3,000 volunteers on 509 teams throughout the continent. Matt joined Samaritan's Purse in 2003, serving in both Sudan and Uganda, before relocating to international headquarters in Boone in 2009 where he currently resides. Matt holds a BA in Business

Management from Appalachian State University and an MA in Intercultural Studies from Fuller Seminary, Pasadena California (graduated in 2009). He and his wife are both from North Carolina and they live in Boone with their 5 year old daughter.



Sarah Freed, '09 international business and accounting alumna, is an international economic development leader dedicated to addressing systemic global sustainability challenges. As a student, she organized the first Global Opportunities Conference and, on the 10th anniversary of the event, her work and accomplishments inspired this year's conference theme. Twice recognized by President Obama for her work as a young leader in entrepreneurship, Sarah has worked in over 25 countries and her programs

have been featured in Forbes, MSNBC, ABC, and Fox Business. ASU Mountaineer Sarah Freed is returning to her alma mater to share the story behind her decision to follow her passion to make a difference in the world. While continuing to provide international corporate social responsibility consulting, she is currently the manager of community impact for Uber Technologies and resides in Seattle, Washington.



Mehdy Ghannad, '99 computer information systems alumnus, is a producer, writer, entrepreneur and technical consultant who is dedicated to breaking down stereotypes and educating the western world on the diversity of cultures that make up our globe. He is the owner and operator of Free Road Entertainment. He was the former host and creator of The Hostel Life, a budget travel series broadcasted across multiple countries. He is also a freelance travel writer for the Huffington Post and Millennial

Magazine. In his technical consulting life, Mehdy has worked with fortune 500 companies including Cisco Systems, Hewlett Packard, and Motorola. Mehdy has lived, worked, studied and traveled in more than 50 countries across six continents. Mehdy was recognized by the 2015 White House Administration as one of the top 100 most important persons in the international online travel media space. Mehdy and his team at Free Road Entertainment have won two Telly Awards and have added Emmy-award-winning producers and cinematographers to their expanding team.

SPEAKERS



Tyler Norwood, '12 management alumnus, is a general partner at Antler Innovations, a Singapore-based company focused on launching tech funds in Sydney, Hong Kong, Oslo, Cape Town, San Francisco, Sao Paulo and Dubai. Tyler is responsible for investor relations, recruitment of new entrepreneurs and the successful launch of new funds and portfolio companies across the world. Tyler spent the past five years in Southeast Asia, India, and Europe working for some of the top investment firms and technology start-ups in the region. After his return to the United States, Tyler founded Warehouse Farms, an indoor farming company that he recently founded which provides sustainable and locally grown produce to restaurants in the Denver area. Serving as CEO until February of 2018, he now serves as chairman of the board.



Sam Trexler is a '15 international business alumnus from Appalachian State University and commercial pilot who is passionate about using aviation as a tool in the developing world to benefit people groups who are often isolated by geography, ethnicity, and extreme poverty. The Walker College of Business International Programs recognized him with the "Rugged Backpacker Award" in 2015 for his semester in Kenya interning with a missionary aviation organization that serves the East African region.

Sam currently serves as a corporate pilot and flight instructor in the greater Charlotte area, while also working towards obtaining his aircraft mechanic's license – a necessary step towards one day living and working abroad in that capacity full-time. He and his wife are active in organizing and leading international outreach trips with their church.

PANEL MODERATOR



Meredith Church Pipes, an '01 alumna is Global and Civic Engagement Specialist for the Walker College of Business, a role she's held since 2010. In addition to her other duties, Pipes has co-led study abroad programs to Costa Rica, Malawi, Turkey, Brazil, France and Cuba. Pipes was an adjunct instructor of Spanish at Appalachian State University for three years before joining the College of Business. She served as program coordinator for World Camp for Kids in Honduras, a not-for-profit providing HIV prevention education. Pipes was the Regional Programs Coordinator for the Programa Internacional de Estudios de Español in Ronda, Spain. Pipes earned her Master's degree in Latin America Studies from the University of Kansas.

SPECIAL GUESTS



Travis Critcher currently serves as Director of International Field Support for Samaritan's Purse and leads a team responsible for the international business services that support Operation Christmas Child, a project that impacts more than eleven million children annually in 110 countries. During his twenty years of consistent leadership with Operation Christmas Child, Travis has traveled to 50 countries, negotiated multi-million dollar international contracts, lead creative development teams to produce

new products, pioneered new technologies to streamline complex international operations, and produced multi-national, multi-lingual training conferences.



Heather Dixon-Fowler is an Assistant Professor in the Management Department at Appalachian State University. She teaches a variety of entrepreneurship courses and supervises the entrepreneurship summer internships. She developed the first undergraduate Social Entrepreneurship course in the College of Business and has co-developed and led entrepreneurship Study-Abroad Programs in Vietnam, Panama, Spain and Malawi. She served as Director for the Center for Entrepreneurship for two

years. She earned a PhD in Business Administration with an emphasis in corporate strategy from the University of Arkansas where she also worked as part of the founding team at the Applied Sustainability Center. She is particularly interested in bridging relationships between representatives from corporations, NGOs and the academic community. Her research on corporate social and environmental responsibility has been published in academic journals and has been recognized by Forbes and Business Week. Heather lives in Boone with her husband, two children, dogs, and horse.



As vice chancellor for university advancement, **Randy Edwards** oversees development operations, the Appalachian State University Foundation, Inc. and alumni affairs. An Appalachian alumnus, he earned his bachelor's and master's degrees in accounting at Appalachian in 1977 and 1978, respectively. In 1988, he received a Ph.D. in business administration, majoring in accounting, from the University of Tennessee. Edwards joined the faculty of Appalachian's Walker College of Business in 1981.

He was chair of the Department of Accounting for 13 years and dean of the Walker College of Business for nine years. Prior to his current position as vice chancellor for university advancement, Edwards served as vice chancellor and chief of staff in the Office of the Chancellor for two years.

SPECIAL GUESTS



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 and been on the faculty at the University of Louisiana at Monroe and Louisiana State University.



With more than 20 years of experience in International Education and Development, **Jesse Lutabingwa** is responsible for providing leadership in advocating for, supporting and pursuing the university's goals for international education and development. In this regard, his most important priorities include: collaborating with faculty to further internationalize the curriculum; advocating for programs of study that prepare students to be globally competent; identifying opportunities for

faculty to acquire international education experiences; serving the large and diverse population of international students and visiting scholars; and expanding the boundaries of Appalachian's community engagement beyond the U.S. borders. Originally from Tanzania, Jesse has traveled extensively in Africa, Asia, Central and Eastern Europe, Latin America and the Caribbean, and Western Europe. 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 Ph.D. in Public Administration. He finds fulfillment in making a difference in the lives of people, especially in developing countries.



Martin Meznar was born and raised in Brazil. He holds a Ph.D. in International Business from the University of South Carolina. Much of his research centers on public affairs management in multinational corporations and on corporate social issues management. Prior to joining Appalachian State he taught at Arizona State University and before that at the University of Victoria, in British Columbia. His research has been published in a variety of academic journals, including the Academy

of Management Journal, Human Relations, Business & Society, Journal of International Management, Journal of Public Affairs and Latin American Business Review. He has led numerous student academic programs abroad, including three programs to Cuba in partnership with the University of Havana.

SPECIAL GUESTS



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, senior associate dean in 2012, acting dean in 2014, and interim dean in 2015. In July 2016, following a national search, Norris was named permanent dean of the Walker College of Business. Norris was drawn to the Walker College of Business

because of its clear mission and achievement of offering transformational educational experiences to students. As dean, she will guide the vision of the college and actively pursue financial support to achieve it.



A 28-year veteran in higher education administration, **Patrick Setzer** ('90, '98) has dedicated his career to helping build, promote, and seek support for the Appalachian State University brand. A two-time graduate of Appalachian, Patrick earned his B.S. degree in Communication/Public Relations in 1990 and his M.A. degree in Higher Education-Administration in 1998. Patrick was named Appalachian's fifth Alumni Director in 2010. As Executive Director of Alumni Affairs, he oversees

all alumni relations programs: alumni events and activities, alumni volunteer and leadership endeavors, alumni awards and alumni travel tour programs. He serves as a member of the senior leadership team in the Division of University Advancement.

Special Thanks to:

Our Sponsors, the Walker College of Business
and the Holshouser Ethics Program

Student representatives of the International Business Student Association, student members of AIESEC and Lydia Trexler, Appalachian alumna and Senior Technical Recruiter at Verigent, for assisting with today's events

Eya! Afrolachian Drumming, for today's live music
*Eya! presents contemporary musical works in a Pan-Global style,
deriving and most often combining world influences.*