

**7<sup>th</sup> Annual**  
**GLOBAL OPPORTUNITIES CONFERENCE**

***BUSINESS FOR  
A BETTER WORLD***



**9:00 a.m.**  
**Friday, April 10, 2015**  
**Plemmons Student Union**  
**Appalachian State University**

Walker College  
International Programs

APPALACHIAN STATE UNIVERSITY

# BUSINESS FOR A BETTER WORLD

9:00 a.m. – Grandfather Mountain Ballroom

## Welcome

Heather Norris, Dean  
Walker College of Business

## Greetings

Ged Moody, Director of Sustainability  
Appalachian State University  
Jesse Lutabingwa, Vice Chancellor for International Programs  
Appalachian State University

## Promoting Business for a Better World

Meredith Church Pipes, International Programs Coordinator  
Walker College of Business

Coffee Supply Chain in Costa Rica

Ashley Hawkins, Darin Hodges

Sustainable Cacao Farming in Belize

Kai Des Etages, Michaela Shenberger

Wine to Water Alternative Learning in the Dominican Republic

Connor Strand, Megan Wright

## Introduction of Speaker

Heather Dixon-Fowler, Assistant Professor of Management  
Walker College of Business

## **BANGS Shoes: A Bold Adventure**

Hannah Davis, Founder and CEO  
BANGS Shoes

## Introduction of Speaker

Whitney Hendley, Events Coordinator  
Wine to Water

## Keynote Address

### **Wine to Water: Ordinary People Can Do Extraordinary Things**

Doc Hendley, Founder and President  
Wine to Water

## Book Signing

Appcard scanning will be 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



### DOC HENDLEY

Doc Hendley is President and Founder of Wine to Water, a professional public speaker represented by See Agency, and a 2009 CNN Hero. In 2003, while bartending and playing music in nightclubs around Raleigh, NC, Hendley conceptualized an organization that would fight water related death and disease. In February 2004, the first fundraiser was held for what would become Wine To Water, and, by August of that year, Hendley was living in Darfur, Sudan installing water systems for victims of the government supported genocide. What he had seen in Darfur drove Hendley to continue building the organization he started two years prior, and, in 2007, Wine To Water became an official 501 (c) 3. Hendley now has projects in 9 different countries around the world and has saved thousands of lives by providing humanity's most basic need and right, clean drinking water. Today, Doc Hendley continues to travel to underdeveloped, war-ridden nations, working in the field to bring clean water to those in need.

Doc Hendley will be introduced by Whitney Hendley, the Events Coordinator for Wine To Water. She is a recent graduate of Appalachian, where she received her Bachelor of Science in Business Administration with a concentration in Marketing and a minor in Communications.

### 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. Wine to Water is devoted to fighting this epidemic. Wine symbolizes fortune in our society. Our goal is to give the fortunate population an opportunity to fight for those who can't fight for themselves.



### HANNAH DAVIS

Hannah Davis is Founder and President of *BANGS* Shoes: a canvas footwear company that helps people start businesses in the US + around the world. To date, *BANGS* has helped fund entrepreneurs in 19 countries. She has become a recognized advocate for social entrepreneurship, having spoken at two TEDx events over the past 6 months.

### BANGS Shoes

*BANGS* Shoes were inspired after discovering a pair of canvas work shoes while teaching English in China. *BANGS* means help in Mandarin. *BANGS* Shoes purchases helps entrepreneurs both domestically and around the world start new businesses.

## CONFERENCE ORGANIZERS



**Dr. Heather Dixon-Fowler** is an Assistant Professor of Management in the Walker College of Business, where she teaches a variety of entrepreneurship courses and supervises entrepreneurship summer internships. 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.



**Dr. Jesse Lutabingwa** is Associate Vice Chancellor of International Education and Development and Director of International Research and Development at Appalachian. Lutabingwa has 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.



**Mr. Ged Moody** is Director of Sustainability at Appalachian, where he works to further sustainability initiatives in a wide range of areas. Moody has 20+ years of business and graduate educational experience. He earned a bachelor's degree in economics and computer science from the University of South Carolina, a master's degree from Appalachian in appropriate technology, and studied management at the University of Alabama in Huntsville.



**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-lead numerous international programs for the Walker College of Business. She has served as the conference coordinator since 2010.

# STUDENT PRESENTERS

## BELIZE



**Ms. Kai Des Etages** is a sophomore Entrepreneurship major, with a dance minor, from Clayton, NC.

**Ms. Michaela Shenberger** is a senior marketing major and sustainable development minor from Fort Bragg, NC. She will graduate in December of 2015 and plans to take a semester off then begin a Masters in Higher Education or Student Development in the fall of 2016.



Kai and Michaela participated in the Walker College of Business faculty-led study abroad program, BUS 2536: Belize: A Glimpse of Culture and Issues, this past spring break.

## COSTA RICA



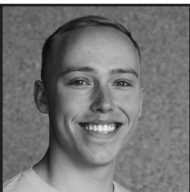
**Ms. Ashley Hawkins** earned her MBA in Sustainable Business and a Masters in Cell and Molecular Biology at Appalachian. She is from Walnut Cove, NC. She plans to bridge science and business through continuing to work closely with education.



**Mr. Darin Hodges** is a senior accelerated admissions student completing his undergraduate degree in Computer Information Systems and Supply Chain Management while working on an MBA with a concentration in Business Analytics. He is from West Jefferson, NC.

Ashley and Darin participated in the Walker College of Business Study Abroad program, SCM 3690 Coffee Supply Chain in Costa Rica in January of 2015.

## DOMINICAN REPUBLIC



**Mr. Connor Strand** is a senior accounting major with an international business minor from Charlotte, NC. He plans to pursue a Masters of Accounting at Appalachian.

**Ms. Megan Wright** is a senior Hospitality and Tourism Management Major from Greensboro, NC. After graduation she hopes to work for a non-profit agency in community outreach or at a university in student development.



Connor and Megan participated in an Appalachian Alternative Service Learning Experience in the Dominican Republic working with Wine to Water.

# BUSINESS FOR A BETTER WORLD

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

### ***Innovative Solutions to Social and Environmental Issues in a Changing World***

#### Moderator

Jesse Pipes

Co-Founder and Executive Director, World Camp  
Entrepreneurship Lecturer, Walker College of Business

#### Panelists

Jonathan Carpenter

Assistant Director Transportation Insight Center for Entrepreneurship  
Former Director of Sales and Marketing, Cross Trade International

Don Cox, CEO

Bald Guy Brew Coffee Roasting Co.

Landon Pennington, Founder and President

Collaborative Solar, LLC

Chancey Rouse, Program Director

Nourish International

### **Drawing: Panel Question Competition Winner**

Meredith Church Pipes, International Programs Coordinator  
Walker College of Business

### **Closing Remarks**

Martin Meznar

## PANEL MODERATOR



**Mr. Jesse Pipes** is a lecturer of entrepreneurship at Appalachian and co-founder and executive director of World Camp. World Camp, which offers simple and sustainable solutions to the problems of poverty and disease through education and capacity-building initiatives, grew out of his passion and vision for what young people could do. Pipes earned an MBA with concentrations in sustainability and international business from Appalachian.

## PANELISTS



**Mr. Jonathan Carpenter** is assistant director of the Transportation Insight Center for Entrepreneurship at Appalachian. While studying abroad in South Africa as a student, he was astounded at the impact business could have in impoverished countries. This began his journey to discover how he could be part of a movement of individuals and businesses focused on making an impact to fight poverty through well run, producer minded business. He recently worked with Cross Trade, an international business

based in Blowing Rock that promotes artisans and producers in impoverished countries by connecting their handmade goods to customers in new markets. Carpenter earned his bachelor's degree in economics and entrepreneurship and an MBA in international business from Appalachian.



**Mr. Don Cox** is the CEO of Bald Guy Brew Coffee Roasting Co. While working on a postgraduate degree in Pittsburgh, Cox frequented a shop in the city's Strip District that sold green coffee, and it first piqued his interest in coffee roasting. When he moved back to North Carolina in the early 2000s, Cox created the Bald Guy Brew Java Buggy, which became the first mobile roasting and coffee vehicle registered with the Department of Agriculture in the state of North Carolina. Add solar panels, bio-diesel, a coffee roaster,

compostable cups, and organic coffee - there you have it, Bald Guy Brew! Now operating from his international headquarters in historic Valle Crucis, Cox distributes his coffee around the U.S. and sells exclusively out of three coffee shops in the High Country.



**Mr. Landon Pennington** is the founder and president of Collaborative Solar, LLC and program director for Climate Voices US, a 501(c)3 organization. As a cofounder of the Appalachian Institute for Renewable Energy, he and his colleagues pioneered approaches for nonprofits to go solar across NC. Today, he directs a local, Boone-based campaign to maximize residential rooftop solar systems in our region. Landon also teaches at Appalachian and Caldwell Community College. He

holds degrees in Biology and Spanish from UNCW and graduate degrees in Spanish and Appropriate Technology from Appalachian.



**Ms. Chancey Rouse** is the program director for Nourish International, a not for profit, student-run organization that partners with communities to make a lasting impact on extreme poverty. Chancey graduated from UNC-Chapel Hill in 2012 with a B.A. in history and political science.

# GLOBAL OPPORTUNITIES 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 2016 Global Opportunities Conference is tentatively scheduled for Friday, April 11, 2016. • [goc.appstate.edu](http://goc.appstate.edu)

Special thanks to:

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

Student representatives of the International Business Student Association (IBSA) and the Walker Fellows assisting with today's events

Eya! Afrolachian Drumming

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

*Today they are demonstrating Yanvalou drumming from Haiti.*

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