



3RD ANNUAL

Global Opportunities Conference & Expo  
*Get Connected: Strategies for Going Global*

Friday, April 1, 2011

9:30 a.m. - 4:00 p.m.

Helen Powers Grand Hall  
Broyhill Inn and Conference Center



**WALKER**  
COLLEGE OF BUSINESS  
INTERNATIONAL PROGRAMS

# CONFERENCE PROGRAM

**Opening Remarks** ..... **9:30 am**

Dr. Randy Edwards  
Dean  
Walker College of Business

**Panel Discussions** ..... **9:45 am**

Moderator: Dr. Martin Meznar  
Assistant Dean for International Programs,  
Walker College of Business

**Panel I: Going Global for Businesses and Students...** **10:00 am**

*Thinking Entrepreneurially to Create Your Own International Job*

Sarah Green

*International Internships*

Erica Vass

*Be Who International Businesses Want to Hire*

Steve Jesseph

**Panel II: Trends in International Business** ..... **11:00 am**

*Keys for Success in an Intercultural Environment*

Al Ernest

*Global Supply Chain Management - Where do you fit in?*

Shannon Meadows

*Key Points to Marketing Internationally*

Grace Palacios-Will

**Luncheon** ..... **12:15 pm**

**Introduction of Keynote Speaker** ..... **12:45 pm**

Dr. Jesse Lutabingwa  
Associate Vice Chancellor of International Education  
Appalachian State University

**Keynote Address** ..... **1:00 pm**

**Closing Remarks** ..... **1:50 pm**

**Expo** ..... **2:00 pm**

## KEYNOTE ADDRESS

### **Global Success - Through Your Initiative & Resources**

Greg Raty, Vice President  
Domestic & International Sales, Slade Inc.

#### KEYNOTE SPEAKER



**Greg Raty** joined Slade Inc. (a manufacturer of highly specific devices and components to seal industrial fluids and gases) in 1996 and is currently Vice President of Domestic and International Sales. Slade currently exports to over 40 countries and 14 of their 27 employees' positions are attributable to exports. Exports account for over 65% of the firm's overall sales.

In the past 10 years, Mr. Raty has traveled to more than 40 countries developing Slade's global distribution system. Raty is a member of the North Carolina District Export Council (NCDEC). In that capacity he assists and advises North Carolina firms in their exporting efforts. In May of 2010, Slade Inc. received the prestigious Presidential "E" Award. The Presidential "E" Award was created by President John F. Kennedy in 1961 to recognize persons, firms or organizations that contribute significantly to increasing US exports.

In his keynote address, Mr. Raty will discuss the many obstacles small and medium enterprises face in pursuing international expansion. More importantly, he will discuss solutions and resources available to overcome these obstacles. Mr. Raty will accept questions from the audience, as time allows.

## PANELISTS



**Al Ernest** is a consultant with East West Associates. He has 30 years of domestic and international experience in technical, manufacturing and leadership positions with Owens Corning. During his career with Owens Corning, he held numerous position in the US and China. He was featured in an article in EIU Magazine for his ability to navigate in the Chinese environment.

Ernest retired from Owens Corning in 2005 and began consulting in China on operations and manufacturing.



**Sarah Green**, a recent Appalachian alumna, is the Director of Events and International Expansion and a partner with Extreme Entrepreneurship Education. She organized the 2008 and 2009 High Country Global Opportunities Conference. In 2009 she spent the summer teaching entrepreneurship in Kampala, Uganda. “The Sarah Green Scholarship for the Advancement of Social Entrepreneurship”

recognizes her achievement at Appalachian.



**Steve Jesseph** is President and Chief Executive Officer for Worldwide Responsible Accredited Production (WRAP), a nonprofit, international factory certification group based in Arlington, VA. Prior to joining WRAP, Jesseph was Vice President, Compliance and Risk Management at Sara Lee Branded Apparel (now Hanes Brands International), overseeing compliance in more

than 30 countries. He previously served as Executive Director for Sara Lee Corporation’s global health and safety group. Jesseph is a member of the Board of the International Apparel Federation, Chair of the Global Responsibility Committee, President of the AAFA Education Foundation and founding chair of the Social Responsibility Committee of the American Apparel & Footwear organization.

## PANELISTS



**Shannon Meadows** is a Manager of Business Development with UTi Worldwide in Charlotte, NC. She received a BS in Marketing from Appalachian in 2005. She has been active in the Supply Chain field for 5 years and has spent the majority of her career in international transportation and logistics. Meadows is an active member of the Council of Supply Chain Management Professionals (CSCMP) as the Academic Relations Chair and currently serves as Vice Chairperson of the Appalachian State University Supply Chain Management Board of Advisors.



**Grace Palacios-Will** co-founded Charney/Palacios & Co, a Miami firm that grew to become the leading and largest print media representative company in the US. The firm was acquired in 1991 by Publicitas, a Swiss-based global media representation network. She served from 2004 to 2006 as CEO of Publicitas Leading Hispanic Media. In 2008, she became responsible for overseeing all business units in Canada, the US and Latin America until December 2010. She now is CEO of International G.O.A.L.S. working with companies in their international expansion. She has appeared for two consecutive years in the “Who’s Who in International Business in South Florida” as well as the “Top 101 Global Leaders” published by South Florida CEO. She was named “International Business Woman of the Year” by Women in International Trade and is listed among the “Top Latinas in the US” by Hispanic Magazine.



**Erica Vass** is Vice President of Finance for Appalachian’s chapter of AIESEC, the world’s largest student-run organization. As the former Vice President of Business Development, she is well-versed in international internship opportunities through this organization. She is a junior pursuing a finance degree and plans to intern abroad through AIESEC.

## OTHER PARTICIPANTS



**Meredith Church** is the International Programs Coordinator and Student Advisor for the Walker College of Business. She has spent extended time working in cross-cultural settings overseas in Mexico, Spain, Uruguay and Honduras. Church received her bachelors degree in Spanish from Appalachian and a masters degree in Latin American Studies from the University of Kansas.

She has served as this year's conference organizer.



**Dr. Randy Edwards** is Dean of the Walker College of Business. Edwards chaired the college's Accounting Department for 13 years prior to being named dean. Previously, he was a senior auditor with Ernst and Whinney and an instructor at Appalachian. Edwards earned his bachelor and master degrees from Appalachian and a Ph.D. in Accounting from the University of Tennessee-Knoxville.



**Dr. Jesse Lutabingwa** is Associate Vice Chancellor of International Education and Development and Director of International Research and Development. He is responsible for overall development and implementation of Appalachian's internationalization efforts. Dr. Lutabingwa is a native of Tanzania and has more than 20 years experience in international

education and development.



**Dr. Martin Meznar** is Assistant Dean of International Programs in the Walker College of Business. He received a master of science degree in Management from the University of Texas and a PhD in Business Administration and International Management from the University of South Carolina. He was born and raised in Brazil.

## CONFERENCE SPONSORS

### WRAP



Worldwide Responsible Accredited Production (WRAP) is an independent, non-profit organization dedicated to the certification of lawful, humane and ethical manufacturing throughout the world. Headquartered in Arlington, Virginia, WRAP has regional offices in Hong Kong and Bangladesh with staff in the UK, Mexico and Ethiopia.

WRAP was established in January 2000 and is today the world's largest labor and environmental certification program for labor-intensive consumer products manufacturing and processing. WRAP enjoys the support of 25 international trade associations including the International Apparel Federation which represents 36 national associations and over 180,000 individual companies.

WRAP is a standards-setting and certification body. It has no members nor does it rely on government funding or foundation grants. Facilities benefit from WRAP certification by demonstrating compliance with buyer Corporate Social Responsibility (CSR) requirements. This certification allows firms to distinguish themselves in today's highly competitive global export markets.

### **WALKER COLLEGE OF BUSINESS (WCOB)**

The Walker College of Business offers undergraduate and masters level business programs at Appalachian State University, a public, comprehensive university in the University of North Carolina system of higher education.

The mission of the Walker College is to offer high quality educational experiences preparing students for life-long learning and leadership responsibilities in a dynamic, global environment. To accomplish this, the College's focus is on instructional excellence, complemented by diverse research and service activities that contribute to progress in the business discipline and the broader community.



WALKER COLLEGE OF BUSINESS

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