The Second Annual
BUSINESS FOR GOOD

Friday, August 19, 2016
10:00 a.m.
Blowing Rock
Art & History Museum

Sustainable Business
Walker College of Business
APPALACHIAN STATE UNIVERSITY
EVENT PROGRAM

Prior to today's program, new Walker College faculty and staff members participated in a special breakfast event to learn about existing sustainability initiatives in the college and university.

10:00 A.M.

Welcome
Heather Norris, Dean
Walker College of Business

Greetings
Jim Westerman, Director
Walker College of Business Sustainable Business

10:15 A.M.

Guest Speaker
Dan Fogel, Author, Strategic Sustainability and Director, Graduate Program in Sustainability
Wake Forest University

Community Business Feature
Don Cox, Proprietor
Bald Guy Brew

11:15 A.M.

Keynote Speaker
Nicole Miller, Managing Director
Biomimicry 3.8

Community Business Feature
Danny Bock, General Manager and Chef
Coyote Kitchen

Community Business Feature
Zak Ammar, Founder
Vixster

Today's event is part of the university's efforts to become a zero waste campus. Through composting (the addition of organic material to soil to help plants grow) and recycling, we have reduced what Appalachian sends to the landfill.

PLEASE NOTE THE RECYCLING AND COMPOSTING BINS
12:15 P.M.
Lunch

12:45 P.M.
Guest Speaker
Brad Sparks, Executive Director, Global Corporate Citizenship
KPMG

Community Business Feature
Sean Spiegelman, CEO
Appalachian Mountain Brewery

1:45 P.M.
Closing Remarks
Heather Dixon-Fowler, Chair
Sustainable Business Events & Outreach Subcommittee

Reception
Please join us for a reception and awards presentation at
Leigh and Pam Dunston’s Residence immediately following the program
for heavy Hors d’oeuvres, cocktails and a musical performance
from the Worthless-Son-In Laws.

Shuttle service is provided to the reception site,
returning both to BRAHM and to the Peacock Hall Lot Bus Circle.

BUSINESS FOR GOOD

The Walker College of Business at Appalachian State University is
committed to advancing sustainable business practices that promote
responsible management of economic, social, and natural resources.
Business for Good is a one-day event for faculty, staff and invited guests to
learn and share how sustainable business practices relate to us all.

For more information, contact Walker College Sustainable Business
Director Jim Westerman, westermanjw@appstate.edu, 828-262-2057,
or visit us online at business.appstate.edu/sustainability
KEYNOTE SPEAKER

NICOLE MILLER

Ms. Nicole Miller is Managing Director of Biomimicry 3.8. She will speak on how biomimetic design in products, cities, and agriculture can bring about a new level of resilience to our economy and ecosystem, which in turn spur new levels of social equity.

Previously, Ms. Miller worked as managing director of the Montana World Trade Center to increase global business opportunities for Montana companies by developing and implementing programs to accelerate the transformation to globally recognized, export-oriented and innovation-driven businesses. She was also Director of International Sourcing for Overstock.com, where she built the global sourcing division from scratch into an integral role in the company contributing to more than $35 Million in sales. Through her work in sourcing she became dedicated to improving the company’s social and environmental compliance standards. In 2009, Ms. Miller created an internal standard and to reduce impacts of the company’s supply chain and private label products and provide transparency to Overstock.com customers.

BIOMIMICRY 3.8

Biomimicry 3.8 is the world’s leading bio-inspired consultancy offering biological intelligence consulting, professional training, and inspiration. A Certified B. Corp. headquartered in Missoula, Montana, we train, equip, and connect changemakers with nature’s 3.8 billion years of brilliant designs and strategies. Our founders developed the biomimicry methodology and training programs now employed around the world, allowing us to work with a diverse set of inspired clients, professional learners, and partner organizations to share the power of biomimicry. Learn more at Biomimicry.net
GUEST SPEAKERS

DAN FOGEL

Dr. Daniel Fogel, Executive Professor of Strategy and Director of the Graduate Program in Sustainability at Wake Forest University, recently published Strategic Sustainability: A Natural Environmental Lens on Organizations and Management. The book explores the marriage of sustainability and organization theory and practice and outlines how organizations can implement environmental sustainability science, theories, and ways of thinking to become more competitive.

Specializing in strategic management, especially innovation processes in firms, including those located in emerging and transition economies and in emerging industries, Dr. Fogel’s research and teaching focuses on environmental sustainability, global sustainable business and strategy, strategic change management, and innovation for medium and large organizations. He encourages organizations to adopt sustainability practices and principles as part of their core strategies.

BRAD SPARKS

Mr. Brad Sparks is an Executive Director with KPMG Global Corporate Citizenship, where he focuses on integrating corporate responsibility across the KPMG global network, developing Corporate Citizenship strategies, representing KPMG at global sustainability events and reporting progress to KPMG leadership. Mr. Sparks works closely with KPMG’s Global Climate Change & Sustainability Services, which provides client services on a range of sustainability issues. Brad serves as KPMG’s Liaison Delegate to the World Business Council for Sustainable Development and the project manager for KPMG’s involvement with the International Integrated Reporting Council’s Business Network.

KPMG

KPMG is a professional service company, one of the Big Four auditors, along with Deloitte, EY and PwC. Seated in Amsterdam, the Netherlands, KPMG employs 174,000 people and has three lines of services: audit, tax, and advisory. KPMG, working alongside clients, aims to find solutions to pressing global issues of poverty, environmental sustainability, education and equality. The company asserts that businesses have a role to play in making the world a better place. Commitment to communities is one of the company’s core values.
COMMUNITY PARTNERS

APPALACHIAN MOUNTAIN BREWERY

Appalachian Mountain Brewery’s business model is built on sustainability, community and philanthropy. **CEO Sean Spiegelman** believes that every company has a duty to be conscious, ethical entities within the community they serve. He understands how important the ecology and environment are to the people of the High Country and employs cutting-edge and tried-and-true technologies, such as solar panels, rain garden, grain exchange and bike stations to protect the natural environment. Through initiatives such as Pints for Non-Profits, ASU Fermentation Sciences and AMB Venture Capital Fund, the organization is developing the local High Country community into a more verdant, healthy and exciting place to live and visit.

BALD GUY BREW

Local resident and [java entrepreneur Don Cox](#) goes by the nickname “Bald Guy.” Cox, a 1993 Appalachian alumnus, has been active in university activities, having most recently traveled with students to Costa Rica for a deep-dive into the workings of the coffee industry. Cox envisions a world where all goods are truly ethically sourced, where no human is enslaved to labor, and where justice holds every business decision.

Rooted in North Carolina’s High Country, Bald Guy Brew has a mission to empower coffee growers, working directly with the hands that make your morning cup-o-don possible. The company’s core philosophy includes three tenets: Do Good, Love Coffee and Walk Dirt. Do Good embodies the “hands” of Bald Guy Brew.

COYOTE KITCHEN

Located in the heart of the NC High Country, Coyote Kitchen specializes in Southwest Caribbean Soul food. Coyote Kitchen offers antibiotic and hormone free meat options, eco-friendly ocean fishes and vegetarian and vegan dining options. A family owned business, Coyote has two locations - the original Boone, NC kitchen and a restaurant in Jefferson, NC. **General Manager Danny Bock** will share how Coyote Kitchen is sustainable in their business practices.
VIXSTER

Vixster is a trash and recycling service company that provides a peer-to-peer waste removal service for commercial and residential customers on-demand or by subscription. **Founder Zak Ammar**, who recently earned his MBA from the Walker College of Business, launched Vixster with support from the Transportation Insight Center for Entrepreneurship, while a student at Appalachian.

Vixster serves the Western North Carolina High Country, including Boone, Blowing Rock, Banner Elk, Valle Crucis, and other rural areas in Watauga County and offers trash and recycling removal, junk hauling, and waste management services. Vixster invests the proceeds into community projects that are geared toward reducing the overall amount of wastes and recyclables in High Country landfills.

ADDITIONAL VENDORS

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. The organization is devoted to fighting this epidemic.

APPALACHIAN FOOD SERVICES

Appalachian Food Services is self-operated making us “local” in every sense of the word. We do not contract out our food services but rather are self-operated and employ a local staff to prepare the food that is served on campus. All sales and excess funds benefit the local economy and the university.
In recognition of outstanding accomplishments in Sustainable Business at Appalachian State University, one individual has earned the inaugural Walker College of Business Green E Award. The name of the honoree has not been announced prior to today's reception.