4th Annual Global Opportunities Conference
The Business of Building a Better World

Friday, April 13, 2012
9:30 a.m.

Helen Powers Grand Hall
Broyhill Events Center
CONFERENCE PROGRAM

Opening Remarks ........................................... 9:30 am
    Dr. Randy Edwards, Dean
    Walker College of Business

Introduction of Panelists ................................. 9:40 am
    Dr. Martin Meznar, Associate Dean for International Programs,
    Walker College of Business

Panel I: Students Making a Difference ................... 9:45 am

Panel II: Ways You Can Make a Difference ............... 10:45 am

Luncheon .................................................. 11:45 pm

Introduction of Luncheon Speaker ....................... 12:15 pm
    Dr. Heather Dixon-Fowler, Director
    Center for Entrepreneurship

Luncheon Address ......................................... 12:30 pm
    Mr. Matt Ellingson, Director of Program Development*
    Samaritan’s Purse

Introduction of Keynote Speaker ......................... 1:30 pm
    Dr. Jesse Lutabingwa, Vice Chancellor of International Education
    Appalachian State University

Keynote Address .......................................... 1:45 pm
    Isabel Richardson, Executive Secretary
    Madras Christian Counsel of Social Service

Closing Remarks ........................................... 2:45 pm
    Steve Jesseph, Founder and Former CEO
    Worldwide Responsible Accredited Production (WRAP)

Networking ............................................... 3:00 pm

*Due to an unexpected travel assignment, Ken Issacs will be unable to attend the conference. We are happy to welcome Matt Ellingson as our luncheon speaker.
PRESENTERS

LUNCHEON SPEAKER
**Matt Ellingson** is Director of Program Development at Samaritan’s Purse. He has worked in humanitarian assistance in countries throughout Africa, Asia, Europe and Latin America, serving in various roles including logistics, project management and program administration. Matt has worked with Samaritan’s Purse since 1999 and has also served as the Regional Director for Asia and Director of Relief for Food for the Hungry. He recently worked as Samaritan’s Purse Country Director for Haiti, shortly after the devastating earthquake in 2010. Matt is trained in Samaritan’s Purse’s DART emergency relief approaches and has responded to emergencies on behalf of Impact Teams International, Samaritan’s Purse or Food for the Hungry for more than 14 years. He has been involved in programming in North Korea and has made numerous trips there. Matt graduated with a B.A. from Trinity Western University in International Studies/Political Science and has an M.A. in Conflict Transformation and Analysis from Eastern Mennonite University with a focus on aid in contexts of conflict.

KEYNOTE SPEAKER
**Isabel Richardson** is the Executive Secretary of the Madras Christian Counsel of Social Service (MCCSS) in Chennai, India. Isabel has seventeen years of professional experience in social work primarily among women and in community development. She has worked tirelessly for women’s and children’s issues in India, through networking, women’s development, program coordination, lobbying and working directly with children and youth. She is active in addressing human rights issues such as human trafficking, sexual harassment, child abuse and violence against women. She is currently overseeing projects in Chennai focused on women in development, STI/HIV/AIDS intervention among slum dwellers and prevention of trafficking in women and children. Isabel received the Loyola College Best Social Worker Award in recognition of her achievements. She serves as a board member of the Ecumenical Advocacy Alliance in Geneva and is president of the National Christian Council of Churches in India. Isabel completed an M.A. in Social Work, P.G. Diploma in Public Relations, P.G. Diploma in Guidance & Counseling, L.Th in Counseling from St. John’s College, Nottingham, UK.
PANEL I: STUDENTS MAKING A DIFFERENCE

MALAWI
The Mchezi Maize Mill Project, devised by a group of eleven study abroad students in partnership with World Camp and along-side the village leaders of Mchezi in one of the poorest countries in the world (Malawi, Africa) will fund the construction of a corn mill in the village. The mill will in turn create employment and provide a source of funding for community development projects.

Panelists:
Ethan Herman, Entrepreneurship
Whitney Howard, Marketing

VIETNAM
During their time in Vietnam, students visited Streets International, a social enterprise with the goal of teaching disadvantaged youth the skills they need for careers in the hospitality sector. Students also worked with Reaching Out, a social enterprise with the goal of employing disabled Vietnamese.

Panelists:
Michael Pournaras, Management/Economics
Javier Medrano, Political Science

UGANDA
Appalachian students have traveled to Kitoola, Uganda for the past four years to work with a non-profit organization called YOFAFO, the Youth Focus on Africa Foundation. This organization is a grassroots effort to empower and educate the women and children of the Kitoola area. Our students have witnessed first-hand the Ugandan value of community and the relating positive impact on the people of Kitoola.

Panelists:
Anne Traister, Elementary Education
Laura Martin, Social Work

BRAZIL
Sixteen business students spent the recent spring break in the Amazon studying economic development and sustainability. Activities ranged from planting Açaí trees in native communities to studying the creation and exchange of carbon credits.

Panelists:
Dillon Thilo, MBA candidate
Bennett Daley, MBA candidate
Amy Holway is a graduate assistant in the ACT office and a former participant in two international service-learning experiences. She spent three weeks in South Africa studying the Apartheid in comparison with the Civil Rights Movement and two weeks in Bolivia learning about leadership for social change, volunteering at Manos con Libertad, a UK non-profit providing vocational training for women in prison.

Chris Guttenberg shares first-hand information about Peace Corps and his experience volunteering in the Solomon Islands, providing technical assistance in six program areas: education, youth and community development, health, communications technology, agriculture, and environment.

Erin Mitchell is Co-founder and President of Stand as One, Inc. He has more than 10 years of experience working in Latin American countries as part of medical teams assisting the impoverished areas of the region. Along with his wife, Erin started a sustainable children’s home and leadership development center for youth in Honduras. He earned both a Doctor of Veterinary Medicine and a Master of Business Administration degree from Texas A&M University.

Jessica Mitchell, Co-founder of Stand as One, has more than 12 years of experience working in community development, sustainability and public health programs. Jessica was born in Costa Rica and raised in Nicaragua. She holds a Medical Doctorate degree as well as a Master’s in public health.

Jesse Pipes is the Co-founder and Director of Operations for World Camp. As a student at UNC, he and nine friends drove through South Africa, Botswana, Zambia and Malawi, testing out ideas for a life-skills program. Visiting schools, they exchanged lodging for their program curriculum. World Camp grew out of this passion and vision for what young people can do.
HEATHER DIXON-FOWLER is the Director of the Transportation Insight Center for Entrepreneurship and Assistant Professor of Management at Appalachian. She developed the Social Entrepreneurship course in the College of Business and an Applied Social Entrepreneurship study-abroad program in Vietnam. Dixon-Fowler earned a PhD in Business Administration from the University of Arkansas.

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.

STEVE JESSEPH is Founder and former CEO of Worldwide Responsible Accredited Production (WRAP). 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.

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. Lutabingwa is a native of Tanzania and has more than 20 years experience in international education and development.

MARTIN MEZNAR is Associate 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 ORGANIZERS

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 and serves as this year’s conference organizer. Church received her bachelors degree in Spanish from Appalachian and a masters degree in Latin American Studies from the University of Kansas.

Tran Tang is a graduate student working toward a Master of Business Administration degree with a concentration in International Business. She received her bachelor’s degree in Marketing from Appalachian State in 2010. She studied a semester abroad in Taiwan and has an interest in east Asian countries. Tang has assisted in organizing this year’s conference.

CONFERENCE SPONSORS

Worldwide Responsible Accredited Production (WRAP)
WRAP is an independent, non-profit organization dedicated to the certification of lawful, humane and ethical manufacturing throughout the world. WRAP has regional offices in Hong Kong and Bangladesh with staff in the UK, Mexico and Ethiopia. WRAP is the world’s largest labor and environmental certification program for labor-intensive consumer products manufacturing and processing. Supported by 25 international trade associations, including the International Apparel Federation, WRAP is a standards-setting and certification body. 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 markets.

WALKER COLLEGE OF BUSINESS
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 John A. Walker College of Business is to offer high quality educational experiences preparing our students to be responsible, effective leaders and professionals in a rapidly changing, global environment. All undergraduate students are encouraged to commit to action six learning goals, available in detail on our website, and simplified as Walker students are: Analytical, Articulate, Ethical, Global, Skilled and Tech-savvy.
Special Thanks:
AIESEC Appalachian
Walker Fellows
Aurora Balliu, Vietnam Program
Chris Desmond, Vietnam Program
Blake Fortner, Malawi Program
Lindsey Ricker, Uganda Program
Virginia Parker, Uganda Program