

GLOBAL

OPPORTUNITIES CONFERENCE

2022 ● *A Business for Good Event*

Global Climate Change & Ideals to Impact Event Program

Friday, March 25, 2022
Plemmons Student Union
Appalachian State University

International Programs 

APPALACHIAN STATE UNIVERSITY®

WALKER COLLEGE OF BUSINESS

Morning Session: Global Climate Change Impact and Action Snapshot: Ocean, Amazon & Mountain

Via ZOOM - 9:30 AM

Welcome

Dr. Marty Meznar

Associate Dean of Global and Civic Engagement
Walker College of Business

Greetings

Dr. Lee Ball

Chief Sustainability Officer at Appalachian State University

Speakers

Introduction of Speaker: Lee Ball

Chief Sustainability Officer, Appalachian State University

Anton Seimon

National Geographic Explorer

Introduction of Speaker: Christine Mendonça '04

CEO and Founder, Shore to Shore Advisory

Sam Teicher

Chief Reef Officer and Founder, Coral Vita

Introduction of Speaker: Dr. Marty Meznar

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

Victor Salviati

Institutional Development and Innovation
Director for the Sustainable Amazon Foundation

Close of Morning Session

Luncheon Keynote: Moving from Ideals to Impact

**Blue Ridge Ballroom,
Plemmons Student Union/Zoom
12:00 PM**

Welcome

Dean Sandra Vannoy
Interim Dean
Walker College of Business

Greetings

Dr. Marty Meznar
Associate Dean of Global and Civic Engagement
Walker College of Business

Keynote Speaker Moving from Ideals to Impact

Introduction of Speaker: Meredith Church Pipes
Global and Civic Engagement Specialist,
Walker College of Business

Christine Mendonça '04
CEO and Founder, Shore to Shore Advisory

Q&A

**Conference Close
Networking with Christine Mendonça**

About the Conference

Each year, the Global Opportunities Conference highlights innovative and entrepreneurial ways of addressing global challenges with the goal of inspiring students, faculty and the local community to use their knowledge and skills in the business of building a better world.

A Business for Good Event

The morning session will provide a snapshot of global climate change impacts and actions through examples from the ocean environment, the Amazon region and the high mountain region. We will explore current impacts, climate resiliency efforts and innovative approaches to reducing environmental harm around the globe.

The luncheon will feature alumna Christine Mendonça '04 and her talk ``Moving from Ideals to Impact`` She will share her journey to working in impact investing after her years at Appalachian State University.

business.appstate.edu/goc

Speakers



Dr. Anton Seimon

A National Geographic Explorer, Seimon leads research programs on a diverse range of themes in the Earth, atmospheric and environmental sciences. He now holds adjunct faculty positions at Appalachian State University, the University of Maine and Bard College. With National Geographic Society funding, Seimon led a research program to catalog biodiversity in the high Andean watershed of Lake Sibilacocha in southern Peru at elevations up to 5,500 meters; this work included

installing the first Global Observation Research Initiative in Alpine Environments site in South America. He currently works with conservationists to plan for climate change in tropical Africa using Earth system model supercomputer simulations. Seimon is a research assistant professor in the department of geography and planning at Appalachian State University.



Sam Teicher

Sam Teicher is the Co-Founder and Chief Reef Officer of Coral Vita, a social enterprise that grows resilient corals in months instead of decades to restore dying reefs.

Coral reefs sustain up to one billion people's livelihoods and 25% of marine life while providing an estimated \$2.7 trillion of value per year through goods and services; but half of reefs are dead and over 90% are on track to die by 2050. Coral Vita

grows corals in months instead of decades while strengthening their resilience to climate change threats. Through a mission-based commercial model selling coral restoration as a service to reef-dependent customers, it works to unlock critically-needed funding for large-scale restoration. Their first coral farm is in Grand Bahama and they ultimately envision land-based facilities in every nation with reefs to preserve these ecosystems for future generations. In 2021, Coral Vita was the winner of Prince William's inaugural Revive Our Oceans Earthshot Prize.

Sam previously worked on climate resiliency initiatives at the White House and for the Global Island Partnership. He is a Forbes 30 Under 30 Social Entrepreneur, co-authored Sustainable Development Goal 14: Life Below Water, launched Coral Vita out of his master's program at Yale, and has been in love with the ocean since becoming a scuba diver as a child.

Speakers



Victor Salviati

Victor Salviati is the institutional development and innovation director with the Sustainable Amazon Foundation. He is a biologist with a Master's in Sustainable Development, and has been working with conservation and financing conservation in the Amazon since 2009. Victor currently manages the Innovative Solutions Programme at Sustainable Amazon Foundation (FAS). Among his duties are fundraising, forest monitoring, innovative arrangement for conservation, REDD+, R&D and public policies.

As key ongoing projects, Victor is leading the first of its kind FSC certification for protected areas' management, designing FAS' strategy for climate adaptation in isolated riverine communities in the Amazon, and supporting the regulation of the Environmental Services Law in the State of Amazonas.



Christine Mendonça

Christine Mendonça '04 is the CEO and Founder of Shore to Shore Advisory, providing strategic advisory services to businesses, organizations and UHNW individuals looking to expand operations and reach and in turn their positive social and environmental impact. Christine is also the founder and CEO of Humans on the Move, a firm focused on bringing together the public, private, and humanitarian sectors to address challenges and opportunities brought on by forced displacement.

Christine is an active international speaker on global forced displacement, refugee issues, impact investment and engaging women into the investment process. She has spoken at the United Nations in New York and Geneva, C20, Girls20, Nexus Global Youth, Columbia University, Conference Board, MaRSDD, Johns Hopkins University, NOEW, and Center for Social Innovation.

Christine received her MBA from Thunderbird School for Global Management (now apart of Arizona State University) in 2010, and her BS in Business Administration in International Business from Appalachian State University in Boone, NC in 2004. She has also studied at the ITSEM, American University in Paris, and the University of South Florida.

Special Guests



Dr. Sandra Vannoy

Dr. Sandra Vannoy has served as interim dean for the Walker College of Business since February 2020. Dr. Vannoy joined Appalachian's faculty in the Department of Computer Information Systems in 1998 and most recently launched the online MBA program and implemented the Master of Science in Applied Data Analytics program as associate dean for graduate programs and research. Dr. Vannoy is a two-time App State alumna, holding a BSBA and an MBA from Appalachian State University, as well as a Ph.D. from the University of North Carolina at Greensboro.



Dr. Martin Meznar

Martin Meznar serves as the associate dean for global and civic engagement for the Walker College of Business. 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



Dr. Lee F. Ball Jr.

Dr. Lee F. Ball Jr. is the Chief Sustainability Officer at Appalachian State University. Ball has a doctorate in Sustainability Education, a master's degree in Environmental Education, and a bachelor's degree in Natural Science. He spent fourteen years teaching sustainable building in Appalachian State University's Department of Sustainable Technologies and the Built Environment. Lee's scholarly work focuses on sustainability leadership, sustainability literacy, the valuation of sustainability, biophilic/ecophilic design, and change agency related to community engagement. He is also the co-chair and a founding member of Appalachian State University's Sustainability Council. Lee is an integral part of the university's leadership and is involved with many decisions related to campus master planning and strategic planning. He is also active globally and has led international programs to Peru, Columbia, Costa Rica, and Australia. In addition, Lee is heavily involved with numerous local and regional sustainability focused organizations.



Meredith Church Pipes

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.