

The University of San Diego's
Ahlers Center for International Business
Center for Peace and Commerce
and the
Joan B. Kroc Institute for Peace & Justice

are proud to present the third annual summit on

**PEACE AND PROSPERITY
THROUGH TRADE AND COMMERCE**



EVENTSCHEDULE

PEACESUMMIT September 17, 2010

8:00-8:45am	<i>Check-In and Seating</i>	IPJ Rotunda and Theatre
8:45-9:00am	<p><i>Welcome and Introduction</i></p> <p>Dr. Patricia Marquez, Director of the Center for Peace and Commerce at the University of San Diego</p>	
9:00-10:30am	<p><i>Panel 1: Towards Greater Sustainability: Entrepreneurship and Product Innovation</i></p> <p>Moderated by: Dr. Denise Dimon, Director of the Ahlers Center for International Business at the University of San Diego</p>	
10:30-10:45am	<i>Coffee Break</i>	IPJ Rotunda
10:45-12:05pm	<p><i>Panel 2: Triple Bottom Line in Product and Process Innovation</i></p> <p>Moderated by: Dr. Topher McDougal, Joan B. Kroc School of Peace Studies, USD</p>	
12:05-12:20pm	<p><i>Leaders as Designers for a Sustainable Future</i></p> <p>Dr. Jaime Alonso Gómez, EGADE Business School and the University of San Diego, Ahlers Center for International Business</p>	
12:20-2pm	<i>Networking Lunch</i>	IPJ A & B

INNOVATIVE PRODUCTS FOR SUSTAINABLE SOCIETIES

Innovation in products and processes has the power to realize a more peaceful and sustainable world. The 3rd annual summit on Peace and Prosperity through Trade and Commerce at the University of San Diego will explore how product innovations and processes can address some of the most threatening and complex social and environmental problems we face today. In the new millennium, we are witnessing creativity married to practical thinking, generating a wave of innovations with the goal of contributing to a more sustainable and socially just world. Future generations are dependent on our ability to capture the power of new ideas. This summit will address the following questions:

- In what ways are innovations contributing to increase prosperity and well being among the world's poor?
- In what ways can business support local innovations that represent good economic opportunities as well as vehicles for social change?
- What are stepping stone innovations for generating goods and developing processes for significantly reducing ecological footprints?
- How can innovations have the greatest impact on the triple bottom line—people, planet and profit?

Innovations in products and processes thrive on talent and creative thinking. Innovation is about the capacity to develop appropriate business models, creating new mindsets while producing a myriad of goods. From biodegradable medical technology to better sanitation mechanisms for the world's poor, innovation for solving intractable social and environmental problems has become ever more critical in designing, integrating and delivering products that advance global sustainability. It extends to our capacity to recognize and learn from creativity in any corner of the world, leading to local- global links for more multidirectional transfers of wealth and social value.

USD Faculty Participants and Organizers

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Patricia Márquez is an Associate Professor of Management at USD and the Faculty Director of the Center for Peace and Commerce. She is a former Cisneros Visiting Scholar at the David Rockefeller Center for Latin American Studies at Harvard University and Visiting Scholar at Harvard Business School. Her teaching and research is in the area of corporate social responsibility; social enterprise; organizational behavior and leadership. Since 2003 she is an active member of the Social Enterprise Knowledge Network (www.sekn.org), which encompasses 9 business schools in Latin America and Spain.



Marquez is the author of several articles and books and she is co-editor of a new book titled *Socially Inclusive Business: Engaging the Poor through Markets in IberoAmerica* (2010). She received her B.A. in Mathematics from Bowdoin College and her Ph.D. in Socio-Cultural Anthropology from U.C. Berkeley.

Denise Dimon is Director Ahlers Center for International Business and Professor of Economics at the University of San Diego. She has been a Fulbright Scholar in Uruguay and Argentina and is an international distinguished visiting faculty member at Tecnológico de Monterrey in Mexico. Previously she served as Director of MBA programs at USD, during which time the MBA program was ranked #36 globally for social responsibility and sustainability by Beyond Grey Pinstripes. In addition she spearheaded the School of Business Administration to become a founding signatory of the PRME (Principles of Responsible Management Education) and has presented at the Global Forum of the United Nations. She was selected Woman of the Year by the Women in International Trade (WIT, San Diego), recognized as one of the top 25 outstanding Women Business Leaders in San Diego (*San Diego Business Journal*) and is a currently on the Board of Directors of the World Trade Center San Diego. Her current research focuses on issues in international economics and business.



Topher McDougal is an economic geographer in his last year of a PhD in International Economic Development from MIT. He holds a Master of City Planning from MIT, as well as an MS in Geography from the University of New Mexico.



Topher is currently a faculty member in Economic Development and Peacebuilding at the Kroc School of Peace Studies (KSPS) at the University of San Diego, where he directs the Development Concentration for graduate students. He is also a Research Fellow at the Centre on Conflict, Development and Peacebuilding at the University of Geneva, Switzerland. Topher has consulted for various organizations including the World Bank, Humanitarian Policy and Conflict Research (HPCR) International, and the International Rescue Committee (IRC), on private sector development, urban economics, and public finance in postwar and developing countries. He has conducted field work in Liberia and Sierra Leone and along India's Red Corridor, where the Maoist insurgency is based, and is in the process of writing up his doctoral dissertation, which he hopes to publish as a book on insurgencies and the rural-urban divide.

Jaime Alonso Gómez has a 25 year extensive international career as a consultant, researcher, guest professor, and board member across the Americas, Asia, Africa, and Europe. He has also served as the Dean of the Graduate School of Business Administration and Leadership (EGADE) at Tec de Monterrey campuses in Mexico City, Monterrey, and National level for the EGADEs of the Tec de Monterrey System. Under his leadership as the Founding Dean of the Monterrey campus, EGADE was recognized as one of the top business schools in the world (Financial Times, Wall Street Journal, the Aspen Institute, etc.) and in Latin America (América Economía). He was recognized as "Dean of the Year" in 2005 by the prestigious Academy of International Business (AIB) for his



work in international education. For the Tec de Monterrey system he simultaneously led their Top Management programs and Family Business Institute by designing and delivering executive education programs in Mexico and around the world. He holds positions on the board of AACSB International and on the Accreditation board of Equis.

Currently he is serving as Professor of Strategy at EGADE - Tec de Monterrey, Mexico City and Ahlers Center Distinguished Professor of International Business at USD.

Towards Greater Sustainability:

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Mark Bowles is the Chief Marketing Officer and Founder, ecoATM, Inc. Mr. Bowles has more than 20 years in the semiconductor and wireless industries. He has been involved in the formation and funding of five technology start-ups and has successfully raised 14 rounds of Venture Capital financing totaling more than \$140 million; he has been part of some successful financial exits for these investors.



Mr. Bowles has been an invited speaker, keynote, or panelists in dozens of industry conferences on DSPs, wireless, UWB, and social networking. He has also been a guest lecturer on entrepreneurship and innovation at Duke, Stanford, UCSD, and Harvard. He has also authored more than a dozen published articles in the past decade.

Mr. Bowles has been an active IEEE member in 802.15.3a, 802.15.4a, 802.11n, and a founding member of MBOA (marketing chair), Board member of WiMedia Alliance (Liaison to China Chapter), and key contributor to Certified Wireless USB. He also has 3 pending patent applications in UWB technology, and 2 pending in kiosk technology.

Mr. Bowles holds an undergraduate degree in Industrial Distribution from Texas A&M, and a Master of Science in Technology Management (eMBA) from Pepperdine University.



Edward “Ned” McMahon is the founder, President and Chief Operating Officer of Malama Composites. He developed the formulas and manufacturing processes that produce our bio-based rigid polyurethane foams, and has been a tireless promoter of its adoption by major manufacturers in the construction, transportation, packaging, renewable energy and recreational industries. Prior to Malama, Ned was Senior Vice President of Sole Survivor Corporation, a \$30 million lifestyle company that owned Gramicci (natural apparel for hiking), with fifteen licensees including Duke Kahanamoku, Teva and Mysterioso, and distributors that included REI. He is a renowned shaper and boat builder, having studied



Marine Engineering at Texas A&M and attended Sloan Graduate School of Business at Rice University.



Entrepreneurship and Product Innovation

Jules Pieri founded Daily Grommet Inc. in 2008 and serves as its Chief Executive Officer. Ms. Pieri serves as the President and Chief Operating Officer of Ziggs, Inc. Ms. Pieri has been building leading brands and developing innovative products for over twenty years. Her consulting practice in both countries was devoted to consumer facing enterprises such as Hasbro, Smirnoff, and Eircom. Ms. Pieri's expertise and enthusiasms span retail, brand, and product strategy, and leading multi-functional teams on new and challenging expeditions. She held positions as Vice President of Strategic Planning at Stride Rite Corporation and Director of Strategic Marketing and Licensing at Keds Corporation. Ms. Pieri served as a Vice President of Design Continuum, a leading international product design and engineering consultancy. During her career she worked as an industrial designer at Sagem S.A. (Paris), and Burroughs (Detroit). She served as a graphic designer at Data General (Boston). Ms. Pieri studied Industrial Design, Graphic Design, and French at the University of Michigan. Ms. Pieri holds an MBA degree by Harvard University, where she was selected by faculty to receive the Ellis-LeBaron Fellowship.



Steven Wright, President and Co-founder of 4Walls International, resides in San Diego, California. Steven's field research in the rainforests of Malaysia fueled his will to co-create 4 Walls International, a nonprofit organization dedicated to providing bio-shelter, clean water harvesting, thermoregulation and access to food to people living just South of the San Diego, U.S. border. His time in Southeast Asia exposed him to the combination of environmental and humanitarian crises, each feeding each other. Steven and his partners, Christian Husband and Waylon Matson, have developed a strategy to the use bi-products of society to build homes that care for people in impoverished communities as well as reduce impact on the environment. Steven holds a Bachelor of Science in Evolution and Ecology from the University of California Riverside.



Diego Bolson Diego Bolson is the founder of the “Food Design” group in PepsiCo Americas Foods. (PAF)



With a background in Industrial design, Diego started his career in scenario design and long term innovation for Marcopolo in Brazil, as the leader of the “mobility 2030” project: Transportation design. With a strong passion for innovation and trend hunting Diego moved to Italy to pursue further specialization. In June 2006, with a Food design specialization under his belt, he returned to America to join the food industry. His journey in PepsiCo has been full of critical experiences in various departments, varying from R&D, breakthrough innovation to marketing and financing. Diego is currently leading a new generation of designers into a new role for the industry, spearheading a strategic approach to innovation. The food design groups today serves as an internal example for a sustainable innovation model that fully impersonates the PepsiCo vision: Performance with purpose. Currently, Diego Bolson works as the leader of innovation for Gamesa, Quaker and Sabritas for Central and South America.

Food design is a new branch of design that specializes in the eating experience; such approach is mostly applied in the restaurant and catering industry. Diego is a pioneer in the application of Food Design for an actual industrial process, bringing consumer focus design with a multidisciplinary approach to shape PepsiCo’s innovation strategy. Leading the creation of new food products for developing countries is a major responsibility in which the understanding the role of food products and the psychological meanings of eating is fundamental for success.



Product and Process Innovation

Sarah Severn is the Director of Stakeholder Mobilization, Sustainable Business and Innovation at Nike. Severn has an extensive background in consumer research and advertising prior to joining Nike where she has spent the last 14 years in a variety of roles.



In June 2000 Sarah was appointed Director of Sustainable Development. In this role she focused primarily on stakeholder engagement, corporate responsibility reporting and the identification of emerging issues.

In 2005 Sarah took on the newly created role of Director of Horizons within the Corporate Responsibility team. The Horizons function has responsibility for “looking long” and identifying future trends, opportunities and issues at the intersection of business and sustainability. For the past 10 years she has lead Nike’s efforts around climate change and is also now focused on developing Nike’s climate change advocacy strategy.

In 2009, Nike transitioned its focus from corporate responsibility to Sustainable Business and Innovation (SB&I). The increased focus is more seamlessly integrated across the company’s business strategies, creating a more sustainable approach aimed at providing greater returns to Nike’s business, communities, contract factory workers, consumers and the planet. Sarah’s role as part of the SB&I team is as the Director of Stakeholder Mobilization.



Bill Snyder, Commercialization Strategist for PATH and Founder of Sustainable Business Development, LLC.



PATH is an international nonprofit organization that creates sustainable, culturally relevant solutions, enabling communities worldwide to break longstanding cycles of poor health. By collaborating with diverse public- and private-sector partners, PATH helps provide appropriate health technologies and vital strategies that change the way people think and act to improve global health and well-being.

Bill advises PATH on public-private partnership strategy, including segment analysis, partner selection, collaboration frameworks and related global access commitments. Current projects include point of use water treatment, water quality testing, sanitation, vaccine delivery, rice fortification and woman initiated contraception.

A lawyer by training, Bill’s career focus has been business development strategy in emerging market segments.



UPCOMINGEVENTS

The Ahlers Center for International Business

“Changing the Global Entrepreneurship Paradigm: Innovations in Affordable Healthcare Solutions”

Dr. Bala Manian, founder of ReaMetrix

Tuesday, November 16th, 2010

Located in the Institute for Peace & Justice, rooms A & B

5:00pm – 7:00pm including a networking reception

Dr. Manian has been an entrepreneurial innovator, investor and a mentor in the Silicon Valley community for the last three decades. In 2003, Dr. Manian founded ReaMetrix, which focuses on bringing affordable and yet economically attractive solutions to address the needs of developing nations. ReaMetrix is using this activity as a means to evolve out-of-box innovations to address global healthcare needs. During this talk, Bala Manian will describe his trials & tribulations as an entrepreneur in Silicon Valley throughout several decades. He will articulate not just the thrill of his successes in each journey but, more importantly, share the agonies of his failures in specific detail and the lesson he learned through those failures. For more information and to RSVP, please contact Tara Jankowski at tjankowski@sandiego.edu

The Center for Peace and Commerce

“All Profits to Charity and the Role of Luck”

Bob Haggett, COO of Newman’s Own

Thursday, October 14th, 2010

Located in the Institute for Peace & Justice Theatre

4:30pm with a reception to follow

In the presentation entitled, “All Profits to Charity and the Role of Luck” Mr. Haggett will discuss Newman’s Own dual value—social and economic—creation model, as well as future challenges and opportunities.

For more information and to RSVP, please contact Nadia Auch at nauch@sandiego.edu

The Joan B. Kroc Institute for Peace & Justice

“Stirring the Fire”: Photography and Film by Phil Borges

August 15 – December 15, 2010

Joan B. Kroc Institute for Peace & Justice Fine Art Galleries

The exhibition, “Stirring the Fire: a global movement to empower women and girls,” is a call to action and a celebration of the women and girls – mostly in developing countries – who have broken through barriers of tradition and oppression to become catalysts for change in their communities. The exhibit is open Monday through Thursday 12 - 7 p.m., Friday 10 a.m. - 3 p.m. and during Institute events.

A Talk by Social Documentary Photographer Phil Borges

October 6, 2010, 7 p.m.

Joan B. Kroc Institute for Peace & Justice

Peace & Justice Theatre

In his slideshow and lecture, Borges will explain why he has come to believe the worldwide empowerment of women and girls is so essential to our prosperity and peace, and how university and college students can play an important role in this crucial endeavor.

For more information and to RSVP, please visit <http://www.sandiego.edu/ipi>

PEACE SUMMIT September 17, 2010

Organizers and Supporters of Today's Event

The Ahlers Center for International Business in the School of Business Administration at the University of San Diego provides opportunities for faculty, students and the business community to develop and broaden their international business expertise and cross-cultural understanding. A strong focus of the Center is responsible and sustainable international business practices. Under this theme the Center supports faculty research, workshops, conferences, speaker events, and student consulting projects. For more information, please visit <http://www.sandiego.edu/ahlers>

The Center for Peace and Commerce

A collaboration between the Joan B. Kroc School of Peace Studies and the School of Business Administration, our mission is to prepare new generations of “change-agents” building a sustainable world through innovative thinking and action, integrating business principles and effective management with unique ideas for peace building and poverty alleviation. For more information, please visit <http://www.sandiego.edu/cpc>

The Joan B. Kroc Institute for Peace & Justice

Fostering peace, cultivating justice and creating a safer world

The IPJ's mission is to build peace with justice by strengthening women peacemakers, youth leaders and human rights defenders; broadening constituencies for peace and justice by convening a wide range of stakeholders and serving as a resource to local communities, students, academics and practitioners; and developing, distilling and disseminating innovative approaches to peacebuilding leadership, policy, practice and advocacy. For more information, please visit <http://www.sandiego.edu/ipj>

To watch video of today's event, please visit <http://www.sandiego.edu/ahlers/peace>
The videos should be posted within four to six weeks of the event.

