

University of Central Arkansas™

“Leaders of the World Conference 2015”

# Cities of the Future

April 8th, 9th, 10th



# Welcome to

University of Central Arkansas

# 2015

## LEADERS OF THE WORLD Cities of the Future™

[uca.edu/leadersoftheworld](http://uca.edu/leadersoftheworld)



@ucaie

Use the hashtag #lotw15

### About UCA:

The University of Central Arkansas, a leader in 21st-century higher education, is committed to excellence through the delivery of outstanding undergraduate and graduate education that remains current and responsive to the diverse needs of those it serves. The university's faculty and staff promote the intellectual, professional, social, and personal development of its students through innovations in learning, scholarship, and creative endeavors. Students, faculty, and staff partner to create strong engagement with the local, national, and global communities.

The University of Central Arkansas dedicates itself to academic vitality, integrity, and diversity. (AVID)

University of Central Arkansas™

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# Cities of the Future

April 8th, 9th, 10th

Share Your Thoughts

@ucaie #lotw15

## Wednesday April 8



Day 1

### The Role of Education in Building Cities and Nations

**1:00 pm** Shuttle departs from conference hotels to University of Central Arkansas Board of Trustees Conference Room, Wingo Hall

**1:15 pm** Registration

**1:30 -1:45 pm** **Welcome & Overview**

Jane Ann Williams, Associate Vice President and Associate Provost, Globalization & Enrollment University of Central Arkansas . United States

**1:45-2:05 pm**

**Opening Keynote**



### Leaders of the World: Envisioning Cities of the Future

**Vipp Jaswal**

Head of International Affairs  
FOX News Channel, United States

# Wednesday April 8

University of Central Arkansas  
"Leaders of the World Conference 2015"  
Cities of the Future

April 8th, 9th, 10th

**2:10-2:30 pm**

Introduction to  
Conway and UCA:  
Founding a City  
through Education

**Brad Lacy**

President, Conway  
Chamber of Commerce  
Chair, University of Central  
Arkansas Board of Trustees  
United States



**2:35-3:15 pm**

## Global Education Congress



### Moderated Conversation with University Leaders

- **Claudio Ruff**  
Rector, University of Bernardo O'Higgins,  
Chile
- **Steve Runge**  
Executive Vice President and Provost  
University of Central Arkansas, United States
- **Ahmed Legrouri**  
Vice President for Academic Affairs,  
International University of Grand-Bassam,  
Côte d'Ivoire
- **Tigran Alajayan**  
President, Armenian Global Response NGO  
Armenia

**Moderator: Vipp Jaswal**

Head of International Affairs  
FOX News Channel United States

**3:15-3:25 pm**

**Break**

3:25-3:30 pm

**Summary Introduction: Education for Global Scholars**  
Lara Bersano, Latin American Specialist  
University of Central Arkansas  
Argentina

3:30 - 3:50 pm

Education & Leadership Keynote

Notes: \_\_\_\_\_  
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## The Role of Education in Building Cities and Nations

**Rosalia Arteaga Serrana**  
Former President of Ecuador  
President, FIDAL Foundation  
Ecuador

4:00 - 4:45 pm

Roundtables

Option A  
Wingo 214

**Leading through Learning:  
A story from Quito**

Rosalia Arteaga Serrana,  
Former President of Ecuador  
FIDAL Foundation, Ecuador

Option B  
Wingo 315

**Quality by Design in International Programs:  
A story from Conway**

Ashley Pettingill, Interim Director of  
International Engagement, University of  
Central Arkansas, United States  
Guaracy Silva, UNIS. Brazil  
Eduardo Koppel, University of Cuenca,  
Ecuador

4:45-6:00 pm

Welcome Reception

Mirror Room, McCallister Hall

6:00 pm

Shuttle departs campus to conference hotels



**8:30 am** Shuttle departs from conference hotels to University of Central Arkansas Board of Trustees Conference Room, Wingo Hall

**9:00-9:15 am** Welcome and Introduction by UCA officials

**9:15-9:35 am**

## Environmental Planning Keynote Urban Planning Issues- A Global Perspective



**Jim McKenzie**  
Director  
Metroplan  
United States

Day 2:  
**Environmental  
Planning &  
Emergency  
Management**

9:35-10:05 am

## Moderated Conversation

Notes: \_\_\_\_\_  
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### Livable Cities: The Urban Environment

- **Jim McKenzie**  
Director, Metroplan, United States
- **Jeff Allender**  
Geography Department Chair  
University of Central Arkansas, United States

**Moderator: Jane Ann Williams**  
Associate Vice President & Associate Provost  
Globalization & Enrollment  
University of Central Arkansas, United States

10:05-10:15 am  
**Break**

# Thursday April 9

University of Central Arkansas  
"Leaders of the World Conference 2015"  
Cities of the Future  
April 8th, 9th, 10th

10:15 - 11:15 am

## Roundtables & Refreshments

Option A  
Wingo 214

### Mega Cities: A story from Wuhu

Ma Mei, Dean  
Anhui Normal University, China

Option B  
Wingo 315

### Coastal Cities: An Academic and Environmental Story from Necochea

Lara Bersano, Latin American Specialist,  
University of Central Arkansas  
Argentina

11:30 am-1:00 pm

## Lunch and Cultural Performance



Lunch sponsored by:  
University of Central Arkansas Confucius Institute  
Student Center Ballroom

Cultural Performance presented by:  
University of Central Arkansas Music Department  
Student Center Ballroom

1:00 - 1:50 pm  
& Coffee

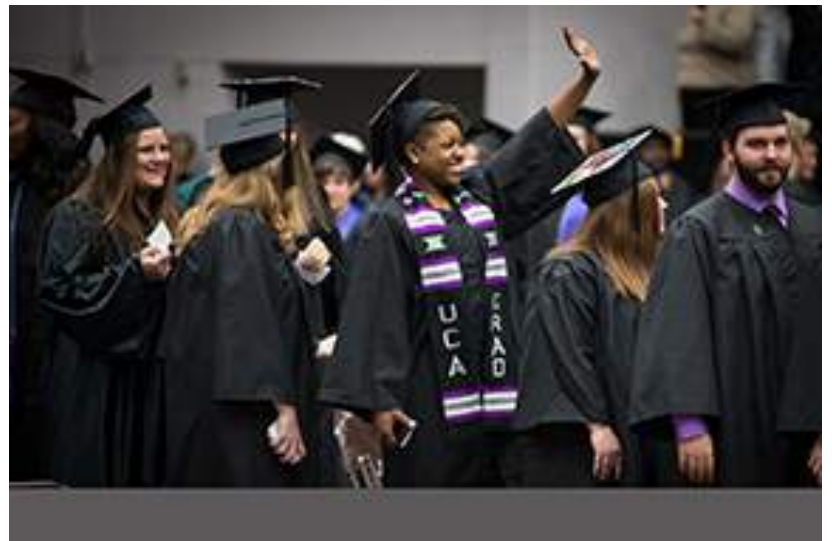
## College Symposium with Dessert

Student Center Ballroom

## AVID

### Academic Vitality, Integrity, Diversity

Visit with Academic Colleges,  
International Engagement, Admissions,  
Academic Advising, Confucius Institute,  
Honors College, Student Government  
Association, and Intercollegiate Athletics



2:10-2:15 pm

## Introduction: Emergency Management Destruction and Reconstruction

Christine Madsen, Vice President for Communications,  
Public Relations and Marketing  
University of Central Arkansas, United States

2:15 - 2:30 pm

## Emergency Management Keynote

### Global Concerns: Planning for the Unthinkable



#### David Scott Mann

Lieutenant Colonel (Retired)  
U.S. Army Special Forces  
Chief Executive Office, The Stability Institute  
United States

2:30-3:05 pm

## Moderated Conversation

### Cities Under Siege



- **Scott Mann**  
Lieutenant Colonel (Retired) U.S. Army Special Forces &  
Chief Executive Officer, The Stability Institute  
United States
- **Jim Firestone**  
Mayor of Vilonia, United States

#### Moderator: Christine Madsen

Vice President for Communications, Public Relations and  
Marketing University of Central Arkansas, United States

3:05-3:15

Break



3:15 - 4:00 pm

## Roundtables & Refreshments

Option A  
Wingo 214

### Boots on the Ground: A story of Resilience from Vilonia

Jim Firestone  
Mayor of Vilonia  
United States



Option B  
Wingo 315

### Diseases without Borders: A story from Guayaquil and Beyond

Tamara Contreras Jacome,  
MD, Medical Auditor Health  
Administration Programs,  
Guayaquil Welfare Board,  
Ecuador

Rochelle McFerguson,  
Director of Students Health  
Clinic, University of Central  
Arkansas, United States



## Spring at the University of Central Arkansas & Skybox Reception

4:10-5:20 pm

### Scenic Campus Tour

College of Business, HPER Center,  
Reynolds Performance Hall

5:30-6:00 pm

### Welcome Reception

Skybox, Bear Hall

6:00 pm

Shuttle departs from UCA campus to  
conference hotels

## Day 3 Economic Development & City Planning

Morning Sessions:  
Innovation &  
Entrepreneurship

Live Video Conference

Notes: \_\_\_\_\_

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8:30 am

Shuttle departs from conference hotels to University of Central Arkansas Board of Trustees Conference Room, Wingo Hall

9:00-9:15 am

Welcome and Introduction by UCA officials



9:10-9:15 am

**Innovation Ecosystems:  
What Cities in the Americas  
are Doing to Foster Entrepreneurship**

**Christina Lopes**

Professional Investor and Innovator  
United States



9:15-9:30 am

## Planning & Development Keynote



### **Entrepreneurs and Innovation:**

A Story of Comparison and Contrast from  
Santiago, Chile; Sao Paulo, Brazil;  
Philadelphia, Pennsylvania;  
and Palo Alto, California

**Benjamin Lewis**

Chief Executive Officer, Ethical Animal Research  
Start-up Chile Grant Recipient, United States

10:05-10:15 am

Break

# Friday

## April 10



12:00-1:15 pm

## Moderated Conversations



### Future Cities: Sustainable, Smarter Greener & Safer

- **Donald Fan**, Senior Director, Global Office of Diversity, Wal-Mart Stores, Inc., United States
- **Mark Stodola**, Mayor of Little Rock United States
- **Parnell Vann**, Mayor of Magnolia, United States
- **Matondo Filawo**, President, Transport Management Democratic Republic of the Congo

**Moderator: Ashley Pettingill**, Interim Director of International Engagement, University of Central Arkansas, United States

10:15 - 11:00 am

## Roundtables & Refreshments

Option A  
Wingo 214

### Technology in Healthcare and Justice: A Story from Interconnected Cities

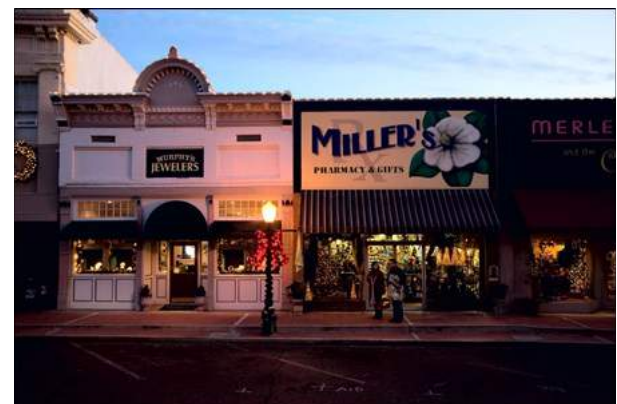
Joffre Moreira Pico, Information Technology Coordinator, Social Security Institute of the State of Manabí, Ecuador

Natalia Pérez Marín, Lawyer, Rotary Scholarship Recipient, University of Buenos Aires, Argentina

Option B  
Wingo 315

### A Tiny Town Blooms: A Story from Magnolia

Parnell Vann,  
Mayor of Magnolia  
United States



**Friday** April 10

11:05 - 11:35 am

Political Economy Keynote



**Brazil's New Cycle of Politics:  
Leaders Respond  
as a Growing Middle Class  
Changes Cities and the  
Political Landscape**

Joao Augusto de Castro Neves  
For Latin American Director  
Eurasia Group, Brazil

11:35-11:50 am  
11:35-11:50 am

Break  
Shuttle to Buffalo Hall

**Plated Lunch &  
Closing Awards  
Ceremony**

Buffalo Alumni Hall

**Closing Remarks**

Jane Ann Williams  
Associate Vice President &  
Associate Provost  
University of Central Arkansas  
United States



1:30 pm  
2:30 pm

Shuttle to conference hotels  
Shuttle departs to Little Rock

## Cultural Visit to City of Little Rock

3:15-4:00 pm

### Clinton Presidential Library

Experiencing the history associated with the Presidency in the Clinton Library and Presidential Center.



4:15-5:15

### Trolley Tour Arkansas State Capital & Supreme Court

Learn about the historic Arkansas State Capitol and downtown on a guided trolley tour.



5:30-8:00 pm

### River Market

Shop and dine in the vibrant River Market District.

8:00 pm

### Shuttle Departs Little Rock



Share Your Thoughts

@ucaie #lotw15



# Keynote Speakers



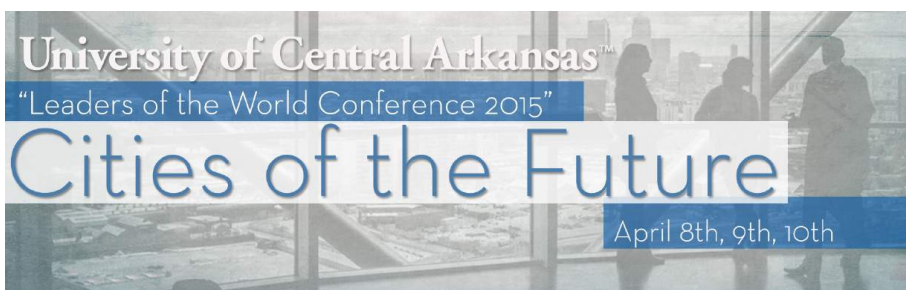
**Vipp Jaswal**  
Head of International Affairs  
FOX News Channel  
United States

Vipp joined the Fox News Channel in 2005 and now hosts the top rated weekly show on Fox News Radio, "The Vipp Jaswal Report". Vipp is regularly invited to speak on a variety of issues to the United States military academy at Westpoint, the United States National Guard and the Department of Defense. Prior to joining Fox News Channel, Vipp was an International Banker for over a decade where as part of senior management, he was in leadership roles in various parts of the world. He has worked and lived in Hong Kong, Indonesia, Japan, Thailand, Philippines, Dubai, Great Britain and the USA. Vipp's education has been in 10 schools in 5 countries namely, Japan, Australia, Korea, Singapore and Great Britain. Vipp is also an active contributor and participant of various local and national charities and cultural causes.



**Brad Lacy**  
President, Conway Chamber  
of Commerce & Chair  
University of Central Arkansas Board of Trustees  
United States

Lacy graduated from UCA in 1994 with a bachelor of science degree in geography. He is the immediate past president of the UCA Foundation Board. He also served on the UCA Alumni Board. Lacy is the president and chief executive officer of Conway Area Chamber of Commerce.



# Keynote Speakers



**Rosalia Arteaga Serrana**  
Former President of Ecuador  
President, FIDAL Foundation  
Ecuador

Mrs Arteaga was the first Ecuadorian woman to hold the positions of Constitutional President and Vice President of Ecuador. She was former General Secretary of the Amazon Cooperation Treaty Organization, and Deputy Minister of Culture and Minister of Education. Until 2007 she served as a member of the Editorial Board of the Encyclopedia Britannica, and Regional Director of Fundación Natura. She is currently a member of the World Academy of Arts and Sciences. From 2007 until 2012 she was a member of the Steering Council of Agricultural Research and Higher Education Centre (CATIE) in Costa Rica. Arteaga is Chair of the Advisory Board of FIDAL Foundation and Executive President of A.S. Productions Cia. Ltda. Mrs Arteaga collaborates in publications in different countries and has written over a dozen books of her own. She is a lawyer, and holds a PHD in Jurisprudence and a BA in Political and Social Sciences, Journalism Studies and a master 's degree in Anthropology.

**Jim McKenzie**  
Director, Metroplan  
United States



Jim McKenzie has been Executive Director of Metroplan, a council of local governments in central Arkansas since 1988. Metroplan is also the designated metropolitan planning organization for the Little Rock-North Little Rock region. Jim has a Master's degree in Public Administration from the University of Arkansas at Fayetteville, as well as a Bachelor's degree in Political Science. He serves as an emeritus member of the Board of Trustees for the Little Rock Regional Chamber of Commerce Leadership Greater little Rock program, was one of the early founders of the neighborhood movement in Little Rock and twice served on the Board of the Quapaw Quarter Association, the area's premier historic preservation group. Mr. McKenzie served a single term on the Pulaski County Quorum Court from 1983-84. Mr. McKenzie served on the Board of Directors of the Association of Metropolitan Planning Organizations (AMPO) twice. In 2000, Metroplan was awarded the AMPO Outstanding Achievement Award for MPO's over 200,000.



# Keynote Speakers



**Benjamin Lewis**  
Chief Executive Officer  
Ethical Animal Research  
Start-Up Chile Grant Recipient  
United States

Ben is an animal lover and entrepreneur. He is the Founder of Ethical Animal Research, an innovative and humane animal testing company. Ben is also the Co-founder and serves as Board Director of 4Vets, Brazil's largest animal health distributor. 4Vets won numerous innovation competitions including Start-up Chile, The Latam Challenge, and has illustrious Venture Capital backers. Ben's first career was as a professional athlete, and in 2004 he Captained the US Olympic Team (K4) for Sprint Kayak and also trained competitively for cross-country skiing. Ben studied Bioengineering at Dartmouth College where he was inducted in the Dartmouth Hall of Fame (Wearer of the Green). Ben also studied Veterinary Medicine at the University of Pennsylvania School of Veterinary Medicine, and Health Care Management at The Wharton School of Business. Currently, Ben lives in Philadelphia with his wife, Christina, and daughter, Valentina, and they are expecting another baby very soon.

**Joao Augusto de Castro Neves**  
Eurasia Group  
Brazil



Joao Augusto de Castro Neves focuses primarily on Brazil, with an emphasis on political economy, politics, and foreign policy. His sectoral expertise includes energy and natural resources (power, oil and gas, and mining) as well as regional trade policies. Prior to joining Eurasia Group, Joao worked for ten years in political risk analysis and advisory for global markets, corporate, energy, and government clients, both in the US and in Brazil. Based in Washington since 2010, he has presented and collaborated with top international think-tanks and consulting firms, in addition to working as an editor for the periodical *The Brazilian Economy*, published by the Getulio Vargas Foundation. When in Brazil, Joao worked as a legislative adviser in the senate and as a senior analyst at Instituto Brasileiro de Estudos Politicos, one of the country's leading political think-tanks and consulting firms. In 2007, he co-founded CAC Consultoria Politica, a political risk and analysis shop in Brasilia, where he worked until 2010. He has lectured at top US and Brazilian universities and research institutes, including diplomatic academies; published articles on Brazil's foreign policy; and is widely cited in the media, including in *The Economist*, *Wall Street Journal*, *Financial Times*, *Le Monde*, and *The New York Times*. Joao holds a PhD in Political Science from the University of Sao Paulo. He is fluent in Portuguese and proficient in Spanish.

# Keynote Speakers



## D. Scott Mann

Scott Mann Lieutenant Colonel (Retired), U.S. Army Special Forces Chief Executive Officer, The Stability Institute, United States.

D. Scott Mann, has spent his twenty-three year Army Special Forces Career involved in Foreign Internal Defense, Counter-insurgency, and Stability Missions all over the world. Scott graduated from the University of Central Arkansas with a degree in Political Science. He has a Master's Degree in Operational Art and Science from the U.S. Air Force Air Command and Staff College. Scott has served in the Special Operations Community for over 18 years and has been a Green Beret for over 15 years. During that time Scott spent over 10 years in 7th Special Forces Group (Airborne) where he served in a variety of Foreign Internal Defense and combat deployments in Colombia, Ecuador, Peru, Panama, Iraq, and Afghanistan. In addition to commanding at a several levels, Scott was a three-time select for Battalion Command. Scott's specialties include complex stability operations, collaboration across organizational networks, and full-spectrum training in stability tradecraft. He currently advises Senior SOF Commanders in Afghanistan and the US and Federal Law Enforcement on bottom-up operations in outlying communities. Since retirement, Scott founded and is the Chief Executive Officer of the Stability Institute, a non-profit organization dedicated to brokering knowledge and connecting stability professionals on complex stability issues around the globe. Scott is also a real-estate entrepreneur of a multi-million dollar portfolio and Founder/CEO of Patriot Families, a non-profit organization committed to helping military families and wounded veterans at a grass-roots level cope with the rigors of military deployments and family stress.

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# Speaker Profiles



**Dr. Ahmed Legrouri**  
Vice President of Academic Affairs  
International University of Grand-Bassam

Dr. Ahmed Legrouri holds a BS in Chemistry from Mohammed V University in Rabat, a Doctorate in Materials Science from the National Polytechnic Institute, Toulouse, France, and a Ph.D. in Materials Chemistry from Glasgow University, UK. In 1994, he joined Al Akhawayn University in Ifrane (AUI) as a professor, where he later served as Academic Coordinator, Dean of the School of Science and Engineering, and most recently as Vice President for Academic Affairs. He is member of several scientific advisory committees, including the Global Engineering Dean's Council, the Board of Governors of the Arab Water Council, the Board of Advisors of the Arab Water Academy, the Advisory Board of Arab Knowledge Report, and the Network of Experts on Water and Environment. He is a former Fulbright , DAAD (Germany) and TWAS (Italy) scholar.

**Alajajyan Gayane**  
Director of Christian Charitable NGO  
Armenia



Mrs. Alajajyan is currently the Director of the Christian Charitable NGO in Armenia. She previously worked at Kilikia LLC. Mrs. Alajajyan's educational focus is in law. She is married and has two children.



**Christina Lopes**  
Professional Investor and Innovator

Christina is a professional investor and innovator. Currently she is working on a new social venture to revolutionize the paradigm of biomedical research and is Senior Advisor for Global Strategic Associates. Previously Christina was Managing Director of Cerberus Capital Management, a NY based private equity firm, where she led the Latin America practice. Christina worked on major deals in energy, greentech, agribusiness and in the financial sector. Christina also served on the board of International Planned Parenthood for the Western Hemisphere, a non-profit organization that provides health services 30 million for women in Latin America per year. Christina received a BA from the University of Massachusetts, attended Princeton University Graduate School and received a Masters in International Affairs from Columbia University.

# Speaker Profiles



Claudio Ruff Escobar  
Rector  
University Bernardo O Higgins  
Chile

Mr. Ruff Escobar, holds a degree in Management Sciences, and Commercial Engineer with a major in Management, Master in Finance and PHD in Engineering Sciences. He studied in various Universities in Chile, Switzerland, USA and Peru. Over the past decade, he served as Vice President of Administration and Finance at the University Bernardo O'Higgins, and has developed consultancy in the field of management and higher education quality in Chile, Ecuador, Bolivia, Colombia and Peru. He is also a professor of Economy, Macroeconomics and Corporate Finance. Since 2011 he has served as Rector of the University Bernardo O'Higgins in Santiago de Chile, and during 2014 he served as President of the Corporation of Private Universities and currently integrates its Board of Directors. He is also a philanthropist and he serves as board member of the Educational Corporation "Alliance Française Traiguen" serving vulnerable students in Elementary Schools and High Schools in the Araucanía Region in Chile.

Donald Fan  
Senior Director of Global Office of Diversity  
Wal-Mart Stores, Inc.  
United States



Donald Fan currently serves as senior director in the Global Office of Diversity of Walmart Stores, Inc., responsible for strategy development, marketing, communications, and reputation management. Prior to his current role, Donald worked in Walmart's Information System Division with various technical and analytical positions. Donald serves as a board director of Global Diversity and Inclusion Foundation, also as a member of the Wharton Advisory Panel of Executives, University of Pennsylvania, Cornell University Executive Thought Leader Advisory Board, and Leadership Advisory Board of Diversity MBA magazine. Donald taught college in China before coming to the United States for graduate studies in 1990. Donald earned a Bachelor in English Literature and Master Degrees in Education.

# Speaker Profiles



Eduardo Antonio Koppel Vintimilla  
Legal Adviser of the President  
University of Cuenca  
Ecuador

Eduardo Koppel Vintimilla has a Degree in Legal, Social and Political Sciences and a Law degree from the Catholic University of Cuenca. He holds a specialization degree in Administrative Law and a Master of Law from the Universidad Andina Simón Bolívar. He was a faculty member of the University of Ecuador, and has been Legal General

Coordinator and Secretary General of the Council of Evaluation, Accreditation and Quality Assurance in Higher Education. He is a team member of the Union of Universities of Latin America -UDUAL- creating a regional system of evaluation and accreditation for academic institutions in Latin America.

Guaracy Silva  
Superintendent, Grupo Educacional UNIS  
Brazil



Mr. Silva holds a PhD in Education from the Methodist University of Piracicaba -UNIMEP and has also studied at the University of Lisbon. He graduated in Business Administration from Riopretense Society for Teaching and Education and holds an MBA from the University Center of Franca. He is currently a corporate superintendent of UNIS Educational Group and professor of the MBA program. He is also a researcher in the areas of higher education institutions management, higher education

academic programs, public policies in education and human resources.



Jeferson Vinhas  
Executive Superintendent  
Grupo Educacional UNIS  
Brazil

Mr. Vinhas is currently finishing a PhD in Business Administration (PUC-SP), and holds a Masters degree in Business Administration (PUC-MG), an MBA in Business Management (FGV), and is also a Specialist in Accounting and Corporate Finance (UFLA) and Bachelor in Business Administration (UFMG). He attended a course about Leadership in Higher Education at Harvard University (USA). Now he is Executive Superintendent at Grupo UNIS and professor of undergraduate and graduate courses in Corporate Finance. Before joining Grupo UNIS he worked at Abn Amro Bank.

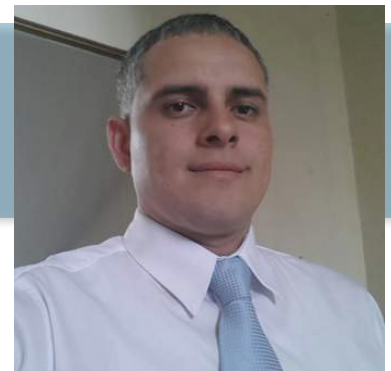
# Speaker Profiles



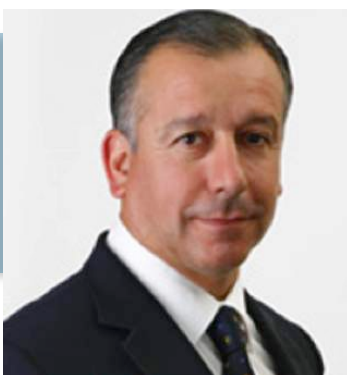
Jim H. Firestone  
Mayor, City of Vilonia  
Arkansas

Mr. Firestone is currently the Mayor of the City of Vilonia, Arkansas. He has held this position since 2008. Mr. Firestone also served as an Alderman for the City of Vilonia from 1998-2008 and also on the Board of Directors of the Vilonia School Board from 1986-1995. He became the Director of Operations at the Little Rock Port Authority in 2006 and currently holds this position. Mr. Firestone's other professional involvement includes Metroplan, Board of Directors; Faulkner County Solid Waste Management District, Board of Directors; Arkansas Area Maritime Security Committee; and Union Pacific Community Advisory Panel. Mr. Firestone has been married to his wife, Diane, for 42 years. They have two daughters: Tina McHenry and her husband Mark, who live in Vilonia with granddaughter, Lauren. Jamie Farley and her husband, Doug, live in Vilonia with granddaughter Lily.

Joffre Moreira Pico  
Information Technology Coordinator  
Social Security Institute of the State of Manabí  
Ecuador



Mr. Moreira Pico believes in mainstreaming information; he holds a Masters Degree in Computer Management and Information Technologies, from the University Federico Santa Maria of Valparaíso, Chile. He was a keynote speaker at the Second and Third International Meetings about "The University in the XXI Century" conferencing about "The Application of Ethical Standards in Ecuadorean Software Companies"; and "The Implementation of Telecommunication Telemedicine: Tele-radiology". Currently, Mr. Moreira is also a Computer science Professor at the Polytechnic Agricultural University of Manabí.



Jorge Arias Garrido  
Academic Affairs Vice President  
Bernardo O'Higgins University  
Chile

Mr. Arias Garrido is a Lawyer and holds a Diploma in Security and Defence from the National Academy of Political and Strategic Studies and also in International Humanitarian Law (ICRC Italy). He has a Masters Degree in Public Law, majoring in Constitutional Law and a Masters Degree in Education with a major in Business Administration from the Catholic University of Chile. He served as General Counsel in different institutions and has completed professional duties in the fields of academic management and quality certification. He served 30 years as higher education professor.

# Speaker Profiles



Katherine Ligon  
College and Career Coach  
Arkansas State University

Katherine Ligon is a student in the Interdisciplinary PhD in Leadership program at the University of Central Arkansas. Her tentative plan is to graduate in the Spring of 2016. Her research interests are leadership, exemplary followers, and management. Currently, she is employed by Arkansas State University, where she is College and Career Coach. In addition, Ms. Ligon has been an adjunct instructor at Arkansas State

University since 2009, where she has taught eight various classes. Ms. Ligon is an active member of the Rotary Club of Cleburne County and a past President (2010-2011) of the club. In March 2014, she received the Daughters of American Revolution Americanism Medal Award. Ms. Ligon is passionate about her new home country and wants to make a difference with her expertise and education in the higher educational system.

Mei Ma  
Dean of The School of Journalism and Communication  
Anhui Normal University  
China



Dr. Ma is a scholar of journalism theory and practice, specializing in broadcast journalism. She graduated from the College of China in 2000 with a journalism degree and began teaching in the Department of Journalism at Anhui Normal University. In 2010, she became the Dean of the Department of Journalism in School of Media and Communications, which was recently renamed as the School of Journalism and Communication. She has served as the head of the first level master degree program in drama and film studies at Anhui Normal University. She received her Ph.D. in Broadcasting Journalism from the Communication University of China, an M.A. in Ancient Chinese Literature from Anhui Normal University, and B.A. in Journalism from Journalism College of China. She has published more than 30 research papers and three books in Journalism and Communication.



Mark Stodola  
Mayor  
City of Little Rock, Arkansas

Mr. Stodola was elected as Mayor for the City of Little Rock, beginning his term in January 2007 and re-elected with an overwhelming majority of the vote to a 2nd term beginning in 2011. The Mayor has partnered with the State Arkansas Economic Development Commission and the Chamber of Commerce to bring over \$1 billion in new capital investment to the City and more than 4,100 new jobs since taking office. In 2009, he crafted a major bond initiative that resulted in \$6.9 million dollars in improvements to the City's park system. Mayor Stodola has been key in promoting the revitalization of Little Rock's Main Street, resulting in the City having been awarded a "Greening of America's Capitals Grant" from the Environmental

Protection Agency and an "Our Town Grant" from the national Endowment for the Arts for the creation of an Arts District in the heart of the downtown core.

# Speaker Profiles



**Tigran Alajajyan**  
President of Armenian Global Response NGO  
Armenia

Mr. Alajajyan is the President of the Armenian Global Response NGO. He established Kilikia LLC, which later grew and turned into a Concern involving seventeen organizations. In 2008, He launched Christian Charitable NGO in which he serves as the founding president. In 2011, he founded "International Academy" Educational NGO and in 2012 he created the "Armenian Global Response"

Rescue Service, both of which he serves as the President. Mr. Alajajyan studies include Geology, Finance and Theology.

**Tamara Lissette Contreras Jácome**  
Medical Auditor  
Guayaquil Welfare Board  
Ecuador



Mrs. Contreras Jácome is a Medical Doctor graduated at the State University of Guayaquil Medical School and has graduate studies in Management and Health Services from ISalud University in Argentina. She worked as Administrative Doctor at the Luis Vernaza Hospital and as practicing doctor at Guayaquil Clinic. Her professional career is dedicated to promoting health care quality programs, management and budget planning in hospitals and specialty centers.



**Vahan Vardanyan**  
Vice President International Academy EDU.NGO  
Armenia

Mr. Vardanyan serves as the Vice President of the International Academy NGO of Armenia. He also serves as the Deputy's Assistant in the National Assembly of the Republic of Armenia. Mr. Vardanyan has won various awards including an award from the Minister of Sport and Youth for his contribution toward promotion of sports and healthy lifestyle among the young population. Mr. Vardanyan's

education background includes Law and Radiophysics.



# UCA Speaker Profiles



Tom Courtway  
President  
University of Central Arkansas

President Tom Courtway was appointed the 10<sup>th</sup> president of the University of Central Arkansas by the UCA Board of Trustees in December 2011. Courtway was serving as interim president when appointed. UCA first hired Courtway as general counsel in 2002. He left in late 2003 to serve as interim director of the Arkansas Department of Education and returned to UCA as general counsel in 2004. In December 2005, Courtway became vice president of Hendrix College in Conway until August 2006, when he returned to UCA as vice president and general counsel. Courtway practiced law for several years in Arkansas. He worked with the Wright, Lindsey, & Jennings Law Firm in Little Rock from 1986 to 1993, when he moved to Conway to establish his own practice. In 1995, he joined the Brazil Law Firm in Conway, and in 2000, opened the Courtway & Osment Law Firm in Conway where he remained until 2002. Courtway served in the Arkansas House of Representatives from 1995 to 2001. During his time representing District 45, he chaired the Revenue and Tax Committee. He also served on the Agriculture & Economic Development Committee, the Judiciary Committee, and the Insurance & Commerce Committee. He worked in Washington D.C. as a legislative aide for U.S. Senators Dale Bumpers and David Pryor from 1979 to 1982 and from 1983 to 1986 respectively. Courtway earned a bachelor of arts degree in economics and business from Hendrix College in 1974, a juris doctorate with honors from the University of Arkansas School of Law in 1978, and an M.L.T. from Georgetown University in 1983.

Christina Madsen  
Associate Vice President for Communications,  
Public Relations and Marketing  
University of Central Arkansas



Christina (Muñoz) Madsen is the associate vice president of communications, public relations, and marketing for the University of Central Arkansas. She made the switch from television news to higher education in March 2014. Prior to joining UCA, Christina spent 11 years at KATV Channel 7 where she was the evening anchor alongside Scott Inman for nine years. Throughout her time at KATV, Christina covered a variety of stories and events which took her all over the state, nation, and even to Mexico to highlight the work of Arkansans there. She covered presidential campaigns, sporting events, and her favorite - feature stories about Arkansans overcoming adversity. Christina received her Bachelor of Arts degree in Mass Communications with an emphasis in Broadcast Journalism and a minor in Spanish from the University of Minnesota. She started out as a musical theater major and performed professionally in Minneapolis theaters for four years while pursuing her degree. Christina is also a published author. She and her former news director, Randy Dixon, created a book in memory of Anne Pressly, a KATV anchor/reporter who was murdered in her own home. The proceeds will go to a scholarship in Anne's name.

# UCA Speaker Profiles



Steven W. Runge, Ph. D.  
Executive Vice President and Provost  
Academic Affairs  
University of Central Arkansas

Dr. Steven Runge joined the University of Central Arkansas as an Assistant Professor in the Department of Biology in 1991, earning the rank of Associate Professor in 1995 and the rank of Professor 2004. Dr. Runge served as Chair of the Department of Biology from 2004 to 2009 when he was appointed as Interim Dean of the College of Natural Sciences and Mathematics (CNSM) He served as Dean of the College from 2010 to 2012, Dr Runge now serves as Provost and Vice President for Academic Affairs. Dr. Runge holds an undergraduate degree from University of Wisconsin-Green Bay where he majored in Biology, Chemistry and Human Adaptability (Humans in the Environment); and a PhD from Ohio State University in Biochemistry. Dr. Runge has developed and taught courses in molecular and cellular biology and he maintains an active research program studying cell death mechanisms in cultured breast cancer cells. He currently serves as Vice-Chair of the Arkansas STEM Coalition, as the UCA representative on the Arkansas INBRE Steering Committee and as a member of the Board of Directors for Life Long Learners, Inc.

Jane Ann Williams  
Associate Vice President and Associate Provost  
Globalization and Enrollment  
University of Central Arkansas



Williams is responsible for all aspects of internationalization of the university including: International Student Services, Study Abroad, Global Partnerships, international collaboration and recruitment, grants, and the Confucius Institute. In addition, she oversees Admissions and Enrollment Management, Academic Advising, Athletic Academic Advising, the Testing Center, and 2+2 Partnerships. Previously, as executive director of international education at Miami Dade College, Williams established the Center for Latin American and Caribbean Initiatives and the Confucius Institute. She also developed dual diploma programs; served as the project director for the US-Indonesia Capacity Building Grant and the Fulbright Gateway Program; established partnerships with numerous international institutions; and developed intensive English and leadership programs in the US and abroad. Williams' academic background spans liberal arts to informational technology with appointments as dean of academic affairs and titled professor of Cap Cana Heritage School and Universidad Iberoamericana in the Dominican Republic; director of multicultural education, community engagement and outreach at Virginia Tech, Director of Information Technology and Professor of IT at Mercer University where she established graduate programs, an advanced technology center; and a department chair of communications and foreign languages. Williams has directed grant, study abroad and research programs throughout Europe, Asia, and the Americas. She holds a bachelor's degree in International Studies from Virginia Tech, a master's degree in Publication and Writing from the University of Baltimore, and is completing her dissertation for a Ph.D. in Policy, Governance, and Globalization at Virginia Tech. Williams has published over 250 articles in journals, magazines and newspapers; produced news for NBC and documentaries, and won awards for international sustainable development projects.

# UCA Speaker Profiles



Ashley Pettingill  
Interim Director, International Engagement  
University of Central Arkansas

Ashley Pettingill currently serves as the Interim Director of International Engagement at the University of Central Arkansas (UCA). Prior to this appointment, Pettingill served as the Associate Director of International Engagement. She is responsible for the management and oversight of International Student Services, International Admissions, Office of Study Abroad and the Confucius Institute. She is also responsible for the financial oversight of the division and has over 10 years of experience in this capacity. Pettingill has a B.S. in Public Administration and a Master of Business Administration from the University of Central Arkansas.

Lara Bersano Calot  
Latin American Specialist  
University of Central Arkansas



Lara is an International Relations and Communication specialist. She graduated in Public Policy and Communication Sciences at the University of Buenos Aires. She is an invited professor at The George Washington University's Governance Program in Latin America and at the Governance Masters at Universidad Católica de Guayaquil. She is a frequent lecturer at multiple global events including the Mayor's Conference of FIU. Previously she worked as communication advisor for the Chief of Staff of the of the Governor of the City of Buenos Aires and in 2005 she was awarded the Golden Circle Award for Excellence in "Journalism For Peace."



Jeff Allender  
Interim Chair and Assistant Professor of Geography  
University of Central Arkansas

Dr. Jeff Allender is currently the Interim-Chair of the Department of Geography at the University of Central Arkansas. He is also the Director of the GIS Master's Program, Co-Coordinator of the Environmental Science: Planning & Administration track, and Coordinator of the Arkansas Geographic Alliance. His research specialties are Tourism Development, Urban Planning and Environmental Education. Dr. Allender has a B.S from the University of Wisconsin - Whitewater in Political Science & Geography. He also has a M.A. and PhD in Geography from the University of Wisconsin - Milwaukee, with specialties in urban air pollution, tourism development & urban planning.

# UCA Speaker Profiles

Rochelle McFerguson, University of  
Central Arkansas Student Health,  
Director



Rochelle McFerguson is a native of Little Rock Arkansas and graduated from the University of Central Arkansas in 1988 with a Bachelor of Science in Nursing. Currently, she is the Director of the University of Central Arkansas Student Health Clinic. She has held this position for 4 years. She has over 25 years of nursing experience ranging from acute care nursing to management. Prior to accepting her role at UCA she was the Nursing House Supervisor at St. Vincent Hospital in Little Rock.

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