



Center for the Study of Free Enterprise

Newsletter | Fall 2019

In the News

[NASA astronaut, 10th man on moon, to open Free Enterprise Speaker Series](#)

by Geoff Cantrell | Aug 21, 2019 | The Sylva Herald

[To reduce overdose deaths, start in the local jail](#)

by Albert Kopak | September 18, 2019 | Smoky Mountain News

[More than medicine needed to address opioid epidemic](#)

by Kae Livsey | September 25, 2019 | Smoky Mountain News

[Western Carolina University event ‘walks the walk’ on opioid crisis](#)

by Cory Vanillancourt | Sep 25, 2019 | Smoky Mountain News

[How Substance Abuse Issues Have Changed In WNC](#)

by Lilly Knoepp | September 30, 2019 | Blue Ridge Public Radio

[‘Releasing the Shame’: A story about opioids’ impact on individuals and communities](#)

by Lane Perry and Mandy Haithcox | Oct. 1, 2019 | The Waynesville Mountaineer

[We must be honest about adolescent addiction](#)

by Beth Young | October 2, 2019 | Smoky Mountain News

Conference and Research Snippets

Matthew Wilson (Political Science, Senior) attended “Public Choice Outreach” conference in Rosslyn, VA in July “I was exposed to the nuances of Public Choice Theory and educated on how economic mechanisms can be used to formulate solutions to issues facing the public, a task traditionally left to policy wonks and political scientists. Thanks to the CSFE, I will be able to synthesize what I have learned from the conference with my current studies and the knowledge awaiting me in graduate school. Thus, improving the aptitude and prospects of the public servant I hope to become one day.”

Alexia Bevers (Finance and Mathematical Economics, Senior) attended “The Future of Jobs: Obstacles and Opportunities in the Carolinas” conference in Winston-Salem in July. “My experience at The Future of Jobs conference showed me just how many people are passionately pursuing policy change in our region. It was reassuring and made me hopeful to see the economic impact of the ideas I study and love. Thanks CSFE!”

Drew Carnes & Todd Creasy (Summer Research Grant) for “The effects of workplace bullying on team learning, innovation and project success as mediated through virtual and traditional team dynamics.” One paper published in Science Direct journal within the project management domain

Robert Lahm (Summer Research Grant) “The Tax Cuts and Job’s Act’s (TCJA) impacts on small business.” Publication in the Journal of Finance and Accountancy.

Jim Deconick (Summer Research Grant) Antecedents and Outcomes of Servant Leadership. An article currently is under review at a leading marketing journal.

CSFE Issue Briefs

Hard Research, Easy Reading

This semester has been one of the most successful for CSFE, and that is evident by our ability to help our partners publish their work for the world to read. The goal of CSFE Issue Briefs is to provide an accessible educational resource on important issues and fundamental concepts. CSFE Issue Briefs are well grounded in sound scholarship, yet written in plain language for every day readers. Hence the tagline: “Hard Research, Easy Reading.”

All Issue Briefs are licensed under a Creative Commons, which allows for the work itself, adaptive or derivative works, to be republished by anyone, so long as CSFE is given attribution and the republishing is for non-commercial uses.

Our publications from this semester are below.

[What Do Film Incentives Mean for the North Carolina Economy?](#)

By JC Bradbury, KSU Economics | Published 7/15/19

[The Opioid Crisis in Western North Carolina: Opportunities for Adults in the Criminal Justice System.](#)

By Al Kopak, WCU Criminology | Published 9/2/19

[A Call for Empathy: Understanding the Neurobiology and Stigma of Addiction.](#)

By Beth Young, WCU Social Work | Published 9/3/19

[The Humanistic Perspective of Nursing and Its Potential to Address the Opioid and Addiction Crisis.](#)

By April Messer & Kae Livsey, WCU Nursing | Published 9/28/19

[Illicit Drug Trade and Drug Misuse: The Unintended Consequences of Well-Intentioned Policies.](#)

By Audrey Redford, WCU Economics | Published 10/1/19



Read each full issue brief at enterprise.wcu.edu

A Focus on Community

Our work to enrich lives in this region is, perhaps, most directly evident by our extensive offering of free educational activities. We work hard to put on events that are meaningful and memorable for the students, faculty, and broader community here in Western North Carolina, and this semester was no different. Whether you heard from one of the only astronauts to walk on the moon, or sat beside us as we focused on ways to heal the scars opioid addiction makes on our region, our impact this semester was heard far and wide.

EPIC Innovation's 5th Annual Fall Pitch Party

EPIC, which stands for Elevating Potential, Imagination, and Collaboration, held their annual pitch party on October 7, with over 100 in attendance. The pitch party offers an opportunity for existing and aspiring student entrepreneurs from all disciplines to present their business ideas for a panel of judges and a live audience. Before the event, students work with mentors to research relevant industry information, develop their pitch content, and improve their presentation techniques. At the competition, the participants have five minutes to present their ideas, followed by two minutes for questions and feedback from the judges.



The first place winner of the All-Business track was Emily Tatum, the creator of Safe Locate. She pitched Safe Locate, a mobile app that could be used by emergency responders and bystanders in critical mass incidents, such as an active shooting. In the outdoor-business track, first place went to Juan Endara for his invention of a camp stove. The Campstove is a lightweight, foldable stove that burns hotter than other stoves currently on the market.

Opioid and Addiction Town Hall



The Opioid and Addiction Town Hall, born from a need to address the growing opioid crisis, was focused on tangible steps to make significant and lasting contributions to the well-being of the people affected by addiction in the Western North Carolina Region.

We welcomed representatives from across our area, state and the southeast to provide a forum for discussion and progress. The Town Hall featured a panel of 4 WCU faculty experts, 2 community members and 2 media moderators covering a wide variety of topics impacting these issues. The day concluded with breakout working sessions. It was held on WCU's campus on October 3, 2019 and welcomed over 170 participants including 51 WCU students. Our partners published 4 issue briefs, 4 op-eds, 1 photo essay, and 6 videos in support of this event. More on this event in the following pages.

An Out-of-this-World Chat with Charlie Duke: Apollo Astronaut, Christian Leader & Moonwalker

Part of our Free Enterprise Speaker Series, An Out-of-this-World Chat with Charlie Duke was held on September 11, 2019. Over 650 were in attendance and helped as we welcomed Charles Moss "Charlie" Duke Jr., an American former astronaut, retired U.S. Air Force officer and test pilot. As Lunar Module Pilot for Apollo 16 in 1972, Duke became the tenth and youngest person to walk on the Moon. During the event, Mr. Duke shared his experiences becoming an astronaut, walking on the moon, and his life after returning to Earth. He was joined by WCU Faculty member Amy Fagan and Edward Lopez, Director of CSFE. This event took place in the Bardo Arts Center Auditorium on the WCU campus.



For more information and watch a video of the full event visit speakers.wcu.edu/duke

One Book Author: Celeste Headlee

Celeste Headlee, author of "We Need to Talk: How to Have Conversations That Matter," visited Western Carolina University on Monday, October 28, 2019 for a facilitated conversation, book signing and reception as part of WCU's One Book Program. Over 315 WCU Students were in attendance.



In addition to being the author of "We Need to Talk," this academic year's One Book selection, Headlee is an award-winning broadcast journalist and professional speaker. In her 20-year career in public radio, she has been a program producer and host, interviewing hundreds of people from all walks of life and learning the power of conversation. She was joined by facilitator Edward Lopez, director of WCU's Center for the Study of Free Enterprise, and all first year students were provided a copy of Headlee's book through WCU's Division of Academic Affairs

To see more from this event visit speakers.wcu.edu/headlee

Town hall on opioid and addiction crisis opens doors to potential solutions

By Geoff Cantrell

A regional problem calls for a regional solution, Western Carolina University Chancellor Kelli R. Brown said in her opening remarks at an opioid and addiction town hall hosted by WCU on Thursday, Oct. 3.

The immediately recognizable fact is that Western North Carolina is under siege by substance abuse, with mountain counties facing escalating numbers of overdose deaths, overburdened jails and increasing demands on social services, event organizers said. Opioids are a class of drugs that include heroin, fentanyl and prescription pain relievers such as oxycodone, hydrocodone, codeine and morphine.

As a regional, comprehensive university, Brown said WCU "must collaborate on important matters, including economic development, work force enhancement and social issues" including drug abuse.

"Through our faculty experts, we also take a seat at that table, supplying workable ideas, public awareness and education," she said during introductory remarks to town hall attendees at A.K. Hinds University Center. "You'll be hearing from people who are at the front lines of the opioid crisis, including an Iraq war veteran who is himself in long-term recovery from opioid addiction. You will hear from faculty members who have studied the opioid and addiction crisis from the perspectives of criminology and criminal justice, nursing, economics and social work."

"As many of you may know, I have a background in public health. Opioid abuse and addiction is a major public health problem in the United States, and Western North Carolina is not immune from this problem," Brown said. "I am proud that Western Carolina University has convened this regional



The breakout session tackled four topics:

Assessment and Measurement: How can data-driven methods help better understand the nature of the problem and workable solutions for WNC?

Treatment Modes: What combinations of treatment plans are best for each kind of addiction scenario?

U.S. Sen. Shelley Moore Capito

town hall in an effort to identify tangible solutions to this epidemic."

The town hall, with panel discussions, speakers and a breakout session, was a partnership between WCU's Center for the Study of Free Enterprise and the Jackson County Community Foundation, which launched a monthlong opioid and addiction awareness campaign in September leading up to the forum.

More than 200 people attended, including WCU faculty, staff and students, government officials, health professionals and health care advocates, law enforcement, journalists and community members.

"We want to do more than talk about the problem, or just recognize what a big problem it is," said Edward Lopez, center director. "The purpose of this town hall is to develop tangible ideas for solutions, advocate for ways to alleviate the opioid crisis, and collaborate and provide leadership in moving forward."

The monthlong lead-up to the town hall included the Jackson County Board of Commissioners passing a proclamation declaring September as "Opioid Awareness Month," with the county health department sending an expert to speak at high school assemblies. Also, WCU's Department of Social Work received a \$1.35 million Opioid Workforce Expansion Program grant through the U.S. Health Resources and Services Administration for experiential training for students who are preparing to become behavioral health professionals, with a focus on opioid use disorder and other substance use disorders prevention, treatment and recovery services.



From left, Al Kopak, WCU associate professor of criminology and criminal justice, and Holly Jones, community partnerships and outreach coordinator with the N.C. Department of Justice, listen to WCU alumnus Kevin Rumley, coordinator for the Buncombe County Veterans Treatment Court, along with moderator Lily Knoepp of Blue Ridge Public Radio.

Public Policy: What federal, state and local policy changes will help in opioid treatment?

Social Marketing: How can we improve awareness and understanding be improved across wide populations?

The opening session keynote speaker was U.S. Sen. Shelley Moore Capito (R-W.Va.), who highlighted the struggles of an impoverished Appalachian state in dealing with the highest rate of opioid abuse, deaths and related crime in the nation. The closing session keynote speaker was state Sen. Jim Davis (R-Macon), who represents Cherokee, Clay, Graham, Haywood, Jackson, Macon and Swain counties in the General Assembly. He told attendees legislative measures could help, but action from all stakeholders would produce the better outcome.

Panel member Al Kopak, WCU associate professor of criminology and criminal justice, spoke about his studies in local jails of inmates with addictions, data recorded from incarcerated populations, and the opportunities for intervention and recovery at that stage of an individual's life. Following the town hall, he expressed confidence the town hall was a good point of progress in addressing the opioid crisis.

"I left the event most impressed with the variety of new initiatives being started in our communities," Kopak said. "From introducing medication-assisted-therapy in the Haywood County Jail to new programs in Macon County, everyone is working hard to realize positive changes. I see the stats as demonstrating needs, and I learned about the effort being put forth to address them. I left inspired and motivated to forge ahead."

Lopez said the dialogue throughout the day was productive and showed the importance of a diversity of thought being brought together in an accessible format.

"The ideas for next steps are more abundant than resources to fund those steps," Lopez said. "So, some kind of prioritization needs to happen. And, I think it's important we all strive to use vocabulary that recognizes the gravity of substance use issues, while also treating people with respect."

Lopez said take-aways included the need to avoid the unintended consequences of state and federal policies and to keep legal alternatives on the table, such as needle exchanges, and the need to track the performance of experimental treatment and prevention programs.

Examples of immediate actions to be taken by attendees, as determined by a post-event survey, included advising stakeholders in the legal community about available resources; sharing data collected by Kopak with the local public health department and opioid response team; and identifying atypical areas to provide outreach and education.

Future steps could be groups and individuals taking a more active role to implement policy changes, gaining funding to start a drug court in the seven westernmost counties, and aiding other counties in replicating successful treatment options and programs.

Want more information?

More information, including videos of each of the events, is available online.

go.wcu.edu/Townhall

About CSFE

Founded in 2015 as a part of Western Carolina University, The Center for Study of Free Enterprise (CSFE) supports the University's economic development missions through scholarly inquiry and community engagement in the areas of economic development, applied research, and free enterprise. The Centers' Advisory Board consists of WCU faculty and community members from the private and public sectors, and a Director within the School of Economics, Management, and Project Management and is housed within the College of Business with a direct report to the Dean.

At the CSFE, our mission is to provide economics research and thought leadership on issues pertaining to economic development in North Carolina, the region, and beyond, by conducting scholarly inquiry, policy analysis, educational activities, and community outreach on the role of free enterprise in a flourishing society. We seek to involve students and faculty from every college and discipline on campus and support their work that improves understanding of economic development in the region, state, and beyond. The Center will be an interdisciplinary forum for WCU faculty, students, and community members to exchange ideas, engage in mutual outreach, and collaborate on applied research.



Edward Lopez, Director

CONTACT US

828.227.3300 | csfe@wcu.edu | Forsyth Building Room 223

enterprise.wcu.edu