Doing Well by Doing Good:
Sustainable Entrepreneurs and Small Business Owners Panel

Christina Degreaffenreidt
Owner/Creator of Multifaceted, Greensboro NC

Bio:
Multifaceted is for the health-conscious shopper who desires luxurious safe products in their home, our candle line is better for you, your air quality & the environment. We started in April 2020 as a way to bring creative goodness to the community of Greensboro. Multifaceted offers a transparently safer creative candle line built with the best intentions for you, your family, your home and our planet.

Matthew Mullins
Owner/Creator Empasta Cheeze Vegan Products, Greensboro, NC

Bio:
Through many failures and some success, Matthew enjoys utilizing his passion for sustainability along with his drive for problem solving to have a positive impact on the world. In 2019 he founded Empasta, a plant-based cheese alternative. Empasta strives to make healthy options satisfying and accessible by producing a multipurpose cheese sauce that will make you reconsider your perception of vegan cheeses! The whole-food based recipe is free from dairy, soy, nuts, and gluten, while remaining delicious. Learn more at Empastafood.com. Matt currently lives in Greensboro, NC and spends his free time in nature, reading about topics he's interested in, and cooking food that most people dislike.
Beth Stewart  
Executive Director, Redress Raleigh, Raleigh, NC

Bio: 
Beth Stewart engages with people to create new mindsets about fashion and encourages them to #GiveADamn through their own personal style. As a passionate advocate for a more environmentally and ethically minded fashion and textiles industry, she loves finding new ecochic designers to support and questioning the status quo of apparel production. A strong believer that we all have a responsibility to make the world a better place, she also volunteers with organizations working with individuals with special needs or helping alleviate hunger.

Andrea Crouse  
Designer/Founder, Gaia Conceptions, Greensboro, NC

Bio: 
Andrea Crouse is the founder of Gaia Conceptions, located in Greensboro, NC. Andrea is from Lewisville, NC and founded Gaia Conceptions in 2003 out of a deep desire to make the most eco friendly clothing possible, Gaia Conceptions garments are made to order in Greensboro from organic materials.
Bio:
Since founding Happy Dirt (formerly Eastern Carolina Organics) in 2004, Sandi Kronick has been one of the leaders working to build a sustainable organic food system in North Carolina and the US. Owned through a unique partnership between Sandi and 16 organic farms, Happy Dirt has paid hundreds of regional organic farmers over $40M in its 17-year history. Sandi received her B.A. in Environmental Studies from Oberlin College, and currently serves as the Agribusiness representative and Chairperson Southern SARE Administrative Council of the USDA, as well as serving on the Boards for The Black Farmers Market and SEEDS. She has given hundreds of workshops about the sustainable food movement; integrity and transparency in the supply chain; as well as on all aspects of the Happy Dirt business model including financing, marketing, employee engagement, and grower-ownership.

Melanie Carrico
Moderator

Bio:
Melanie Carrico is an Associate Professor in the Department of Consumer, Apparel, and Retail Studies and teaches apparel design courses. Her creative scholarship focuses on zero waste pattern cutting, and she has started using 3D visualization to create some of her work. Professor Carrico shares her knowledge of sustainable ways to create apparel with students in garment construction and patternmaking courses.