



J. Mack Robinson College of Business  
UN Global Compact Academic Network

Communication on Progress: Academic Year 2007-2009

#### **Statement of Continued Support**

We believe that all of our business students should be educated about the content and application of the United Nations Global Compact Ten Principles. To that end, we have incorporated the principles into course offerings, extra-curricular events, and public programs. Led by the efforts of our Center for Ethics and Corporate Responsibility, the J. Mack Robinson College remains steadfastly committed to the U.N. Global Compact and to promoting business conduct that expresses the highest regard for these universal principles of human rights, workplace standards, environmental responsibility, and anti-corruption.

#### **About J. Mack Robinson College of Business and the Center for Ethics and Corporate Responsibility**

The largest business school in the South and the sixth-largest in the nation, the J. Mack Robinson College of Business at Georgia State University is located in Atlanta, an epicenter of business and a gateway to the world. Robinson conducts programs on four continents and educates students from 150 countries. The part-time MBA program is ranked number seven in the nation and has been in the top 10 for 14 consecutive years. The college has 200 faculty, over 8,000 students and 65,000 alumni. Noted for an emphasis on educating leaders, the Robinson College of Business and Georgia State University have produced more of Georgia's top executives with graduate degrees than any other school in the nation.

The Center for Ethics and Corporate Responsibility, formerly known as The Southern Institute for Business and Professional Ethics, is one of the nation's leading centers promoting professional integrity and global corporate responsibility. Founded in 1993 by leaders in business, education and the professions, the Center is making a meaningful difference in the lives of individuals, institutions and society. In addition to teaching courses and conducting research, the Center faculty also conducts corporate and public programs through its Atlanta Compliance and Ethics Roundtable, Executive Breakfast Forums, Leading with Integrity luncheons, and Summer Seminars.

On joining the Robinson College in 2007, the Center for Ethics and Corporate Responsibility established four (4) goals:

1. To become a U.N. Global Compact school
2. To create permanent courses in ethics and corporate responsibility
3. To earn recognition on the Aspen Institute's "Global 100" Beyond Grey Pinstripes program for the top 100 business schools in the world for teaching and research in ethical, social and environmental issues, and
4. To establish an MBA Concentration in Corporate Responsibility.

We have achieved the first three goals and plan to submit the Concentration for approval to the faculty and the Board of Regents in the fall of 2010.

## Curriculum

### Managerial Sciences:

#### **LEGAL/ETHICAL ENVIRONMENT: HUMAN RESOURCES MANAGEMENT**

Legal and Ethical Environment of Human Resource Management.

This course examines legal issues related to various aspects of human resource management. Students review legislation and case law related to discrimination, employment-at-will, negligence, contingent workers, safety, compensation, and labor. Emphasis is placed on avoiding unnecessary litigation.

#### **MANAGEMENT STUDIES ABROAD**

Management Studies Abroad.

Emphasizing a collaborative rather than competitive learning environment, this course examines the interrelatedness of economic, political, legal, social, and cultural factors on cross-cultural management issues. Concepts of human behavior, motivation, strategy, and labor/management relations are linked to practice in different national settings. An extensive international on-site program is an integral part of this program. Interviews are conducted at a broad range of organizations and industries. Objectives include cultivating a global mindset and developing a richer understanding of international business challenges relating to management. Company visits showcase evolving corporate profiles in the global marketplace.

### Professional MBA and MBA:

#### **MANAGING IN THE GLOBAL ECONOMY**

This cornerstone core course is aimed at providing an introduction to fundamental business concepts and their critical social, ethical and environmental dimensions from a global managerial perspective. Students will gain fundamental insights into key business activities during different stages of an industry's lifecycle through lectures, case analysis, team exercises, and critical evaluation exercises. The course is based on an integrative framework that especially emphasizes the relationships, connections and dependencies among functional areas in different life-cycle situations as well as the complex inter-dependencies between businesses and the societies in which they operate.

### **LEGAL ENVIRONMENT: ETHICS AND CORPORATE GOVERNANCE**

Companies that ignore their legal and ethical obligations to owners, customers and consumers open the door to parties who seek legal recourse that can limit their gain or even threaten their existence. Law and ethics, when incorporated properly into managerial decision making, provide strategic tools to facilitate growth, creativity, competitive advantage and legal certainty, and to reduce legal risk and liability. By examining the application of law and ethics to a variety of business and corporate governance issues, this course offers the master's student an understanding of how businesses can comply with the law and use an ethical culture as a positive strategy for making successful business decisions.

### **MANAGING CORPORATE INTEGRITY**

The course exposes business and law students to fundamental issues and current best practices in managing legal/ethical compliance and corporate social responsibility. Course topics cover both domestic and international business issues, including child labor, environmental sustainability, anti-corruption, and human rights. Special attention is given to preparing law and management students to understand and manage the demands on U.S and international corporations making complex business decisions in the face of increasing expectations for transparency and accountability. Structured around real-world cases that simulate the challenges of today's domestic and global markets, the course equips students to manage and integrate the differing perspectives of lawyers and managers.

### **CORPORATE ENVIRONMENTAL SUSTAINABILITY**

This introduction to the "greening" of corporate strategy and operations uses a variety of methods, including case-studies, business simulations, individual and group reflection to teach key the concepts and corporate best practices. Emphasis is placed on applying scientific concepts of environmental sustainability to corporate functions and operations and on developing managerial competencies that drive sustainable enterprises.

### **SOCIAL ENTERPRISE**

Social enterprise is becoming a watchword in both nonprofit and business communities as a way of coupling the resources generated by market activities with the social ambitions of nonprofit organizations. This course will examine social enterprise from both the nonprofit and business perspectives to provide students with a broad overview of its purposes, forms, management approaches, and impact. During the course, students will have the opportunity to assess a local social enterprise, visit several social enterprises in the Atlanta area, and hear leading social entrepreneurs talk about their organizations.

## **Global Partners MBA**

### **LEADERSHIP PRACTICES**

The GMBA leadership theme explores the practices associated with exercising leadership, defined as "mobilizing people to meet their most significant challenges." The intentions of the course are:

1. To give students a fundamental and practical understanding of leadership;

2. To increase significantly their capacity to sustain the demands of leadership;
3. To strengthen their ability to exercise both leadership and managerial authority, especially their interpretive and diagnostic skills and;
4. To provide students with the tools and techniques for their development as global managers and leaders.
5. To teach students their legal and ethical responsibilities as managers and leaders, especially in light of evolving global standards (e.g. United Nations Global Compact).
6. To teach students the four systems conditions for environmental sustainability and a working understanding of leadership for corporate sustainability and the responsible management of corporate stakeholders.

The course is designed for people from many backgrounds and cultures in order to aid them in leading teams, business units, and corporations, with an emphasis on global enterprise managed in ethical & environmentally sustainable ways. By studying the practice of leadership, students gain experiential knowledge of effective and ineffective practices and an understanding of the impact that individuals and groups exercising leadership can make on the performance of an organization. The theme includes activities and exercises designed to enable participants to gain greater insight into their own leadership strengths & weaknesses.

**Executive MBA:**

**CORPORATE RESPONSIBILITY**

This course focuses on the roles executives play in defining, leading, managing, and responding to the responsibilities of the corporation. Organized around the ten principles of the United Nation\*s Global Compact, the course uses simulations, interactive case-studies with the corporate executives who lived them, and ethical reflection exercises to teach executives to assess and respond to the social, ethical and environmental issues confronting global enterprises and to lead effective corporate policies and responses. Special attention is paid to building the four components of ethical behavior, namely, ethical sensitivity, judgment, motivation, and implementation.

**Health Administration:**

**HEALTH POLICY AND ETHICS**

This course concentrates on health policy issues in the planning, delivery and organization of health services. Examination of policy issues focuses on the relative roles of the public and private sectors and the control procedures used to implement these policies. Ethical issues and problems and their resolutions are presented within a decision-making framework.

**UNIVERSITY OF BARCELONA PARTNERSHIP**

As part of an ongoing collaboration, the Center for Ethics and Corporate Responsibility and the Andrew Young School of Policy Studies partner with the University of Barcelona’s Fundacion Centro de Investigacion de Economia y Sociedad (CIES) to host a week-long residence of the CIES Master’s degree programs in Corporate Social Responsibility Accounting and Social Auditing and Social Economy and the Management of Non-Profit Organizations. Past programs included:

- “The Global Responsibility of Business: Response to Climate Change” (2008), which featured presentations, lectures and tours from Georgia State University

faculty and from corporate responsibility managers from corporations like The Coca-Cola Company, Seagate Technology, The Home Depot, United Parcel Service (UPS), and Interface, Inc.

- “Social Enterprise” (2009), which featured faculty lectures, graduate student presentations, and site visits and lectures by leading Atlanta Social Entrepreneurs such as the Habitat for Humanity Restore, the Atlanta Community Foodbank, Blue Earth Network, Grey Ghost Capital Management Social Venture Fund, and The Georgia Justice Project.

## Corporate Programs

### **ATLANTA COMPLIANCE AND ETHICS ROUNDTABLE**

The Atlanta Compliance and Ethics Roundtable (ACE) is a partnership between Georgia State University's Robinson College of Business, the College of Law and professionals in the ethics and compliance field. As of January 1, 2009, ACE is located within the Center for Ethics and Corporate Responsibility at the Robinson College.

ACE seeks to foster an attitude of commitment and continuous improvement among the Atlanta business community in the development of programs that promote integrity and ethical leadership. Members have access to the unique resources of the J. Mack Robinson College of Business and the College of Law.

Through its activities and knowledge sharing, ACE seeks to achieve several strategic objectives:

- Raise the standard for business ethics programs.
- Determine and publish best practices for implementation and management of compliance programs.
- Create a forum that provides members a networking opportunity with other compliance & ethics leaders.
- Provide continuing education on compliance and ethics topics and issues to its members.
- Promote the study of business ethics in colleges and universities

Past events include:

- "Hot Topics in Compliance." With Jack Williams, Professor, Georgia State University College of Law
- "Advanced Best Practices for the Compliance and Ethics Professional."
- Conversation between Mr. Aaron Beam, former CFO of HealthSouth and Mr. Oliver Halle. Mr. Beam spent three months in a federal prison for financial fraud at HealthSouth, and Mr. Oliver Halle is a former FBI investigator with a wealth of insight into corporate crime. The two sat down to discuss with each other and ACE members how otherwise good people get caught up in unexpected misconduct, and what we can do to prevent it in our own organizations.
- Best-practice session led by Cisco and The Home Depot and discussed their companies' initiatives around Innovative Communication Methods.
- Best practices in engaging a company's board. What does the board need to know, and when? How much should a company rely on its board for direction and support? The

conversation was led by a panel of knowledgeable experts: DeWitt Rogers (Troutman Sanders), Allen Johnson (Georgia Power), Mark Snyderman (formerly of Coca-Cola), and David Forquer (Board of Directors, American Proteins).

- "Surveys and Certifications: Best Practices." ACE members from Cox, The Home Depot and Cisco guided the conversation.

### **SUMMER SEMINAR SERIES**

The Center for Ethics and Corporate Responsibility offers a Summer Seminar Series featuring informative workshops on timely management concerns. These programs are open to members and non-members of the center. Customized workshops also are available for businesses and other organizations. Past programs have included:

- ***Partnering for the Global Good: How Corporations, Universities and the United Nations Are Joining Hands to Tackle Tough Issues***, where participants were inspired by visionary projects that already are becoming reality. The evening involved learning from some of the innovators who are shaping the ethical face of global commerce, from the halls of the United Nations, to corporate boardrooms, to classrooms and beyond. Seminar presenters included leaders from the United Nations, The Coca-Cola Company, Coles College of Business at Kennesaw State University, LaGrange College and the J. Mack Robinson College of Business at Georgia State University.
- ***Water: Corporate Responsibility for a Resource in Peril***, a 1-day seminar that brought together highly knowledgeable experts from industry, government, research institutions and advocacy groups to share their perspective on this growing concern. Participants learned how several local corporations are leading the way in addressing this crucial supply challenge; considered how regulations will affect Georgia businesses; and learned how businesses, governments and other institutions are collaborating to address the worldwide water problem. The keynote address was presented by Dr. David Orr, the Paul Sears Distinguished Professor of Environmental Studies and Politics at Oberlin College and the James Marsh Professor at Large at the University of Vermont.
- ***Beyond Greening: Transforming Your Company For Environmental Sustainability***, which introduced participants to the lessons and best practices of the world's leading environmental companies in an unforgettable way – by transforming a simulated company into an environmentally sustainable enterprise. By playing the role of an executive in an auto-manufacturing company, participants formed and executed strategies while engaging and stakeholders and competing against other live and simulated companies. Used by such leading-edge companies as Intel, Dow Chemical, and S.C. Johnson, the Business Transformation Laboratory was designed by environmental management experts to teach managers the best practices of environmental sustainability quickly and effectively.
- ***Doing Business in China: The Ethical Landscape***, which examined the economic transformation of China is affecting the world's markets in unprecedented ways. Today, it is likely that almost any business with an international dimension will be touched by this change. This seminar gave an overview of the challenges of operating ethically in China through presentations and discussions by business people and scholars with first-hand experience. Participants gained a greater understanding of the difficulties that may arise when moving into this fast-developing market to tap its enormous potential.

### **Ethics Advocate Award**

The Ethics Advocate Award is a prestigious recognition of an individual who has been an effective agent of change - in a particular field or in the business community at large. The award is presented at a gala at which the honoree gives an acceptance address. Unlike ethics and leadership awards that recognize individuals for leading exemplary lives, the Ethics Advocate Award was created to recognize specific acts of ethical advocacy.

The selection criteria are based on Aristotle's three components of ethical action: **Perception**, to recognize what needs to be done; **Reason**, to formulate and put forth practical solutions; and **Desire**, to persevere in bringing about positive change. The selection committee evaluates the following characteristics of nominees, who must have demonstrated leadership by:

- Perceiving and raising awareness of a need, problem or opportunity that should be addressed
- Advocating a practical solution or course of action to benefit the common good
- Inspiring others to share his or her vision and goals

Nominees may reside in any geographic region. Posthumous nominations are considered only in special circumstances. A volunteer committee of business and community leaders evaluate the nominations and recommend an honoree to the board of directors of The Center for Ethics and Corporate Responsibility.

The 2008 honoree, Neville Isdell, former chairman of the Board of Directors of The Coca-Cola Company, exemplifies the award's principles. Chosen for his advancement of corporate social responsibility and environmental sustainability within The Coca-Cola Company, Neville Isdell inspires business leaders around the globe to address their firms' responsibilities.

### **GoodBusiness**

*GoodBusiness* is the online journal of The Center for Ethics and Corporate Responsibility, featuring expert articles on timely management topics. Members receive a summary of each new issue by e-mail.

*GoodBusiness* provides a forum for considering a wide range of viewpoints. It helps support the mission of The Center for Ethics and Corporate Responsibility by addressing the complex challenges of the global business environment. Past issues have addressed the ethics of CEO compensation, corporate responsibility for water resources, and the ethical aspects of doing business in China.

### **2008 National Survey of CEOs on Business Ethics**

Close to 300 CEOs from U.S. corporations were asked to participate in the National Survey of CEOs on Business Ethics. The nationwide survey covered a wide range of topics from practices in ethics management to current ethical issues in business to corporate social responsibility. Made possible through the generous support of the project's corporate sponsor, UPS, the survey was able to identify top ethical concerns for the general business community and specific

industries. The J. Mack Robinson College of Business's Center for Ethics and Corporate Responsibility collaborated with Clemson University's Robert J. Rutland Center for Ethics to complete the research.

Results from the survey indicate that:

- There is a generally accepted ethical standard that most business people agree and act upon.
- The standard of ethics in corporate America has improved in the last five years.
- Backdating stock options is unethical.
- University business schools should require ethics instruction.

Respondents to the survey include chiefs of corporations with minimum annual revenue of \$10 million in a range of industries, including manufacturing, hospitality, banking, utilities, construction and healthcare. Most have between 100 and 1,000 employees and about 23 percent are publicly-held companies.

The survey is the first conducted by the Center for Ethics and Corporate Responsibility on a national level. A 2005 regional survey was conducted by the center's predecessor, the Southern Institute for Business and Professional Ethics.

### **Net Impact at Georgia State University**

Net Impact, a graduate student organization, is a community of graduate business students, alumni, professionals and faculty interested in the intersection of business and society. Net Impact covers a wide range of issues often forgotten in conventional coursework, but increasingly essential in modern business practice. They include corporate social responsibility, non-profit management, environmentally sustainable business, social enterprise and international and community economic development. Net Impact at Georgia State University provides opportunities for business leaders to learn more about ethics and corporate responsibility. Net Impact supports the UN Global Compact and helps students find ways to use the power of business to create a better world.

Net Impact at Georgia State University brought several speakers to students and the campus community in 2008. The list of events includes:

- Net Impact's "Off the Record" discussion with Victor Zamudio, Senior Manager for Social and Environmental Responsibility, The Home Depot.
- Net Impact's "Off the Record" discussion with Robert Del Bueno, Founder, Refuel Bio Deisel.
- Net Impact's "Off the Record" discussion with Bill Bolling, Founder and Executive Director of the Atlanta Community Food Bank.
- Net Impact's "Off the Record" discussion with KC Boyce, Senior Project Manager for Atlanta BeltLine Inc. and Townsend Bailey, Associate with Damespoint.
- Net Impact in collaboration with GSU's Society for Human Resource Management "Off the Record" discussion with Linda K. DiSantis, Executive-in-Residence at The Center for Ethics and Corporate Responsibility.



## Timeline of Events

### October 2007

October 10	Presentation by Dr. John Knapp to Georgia Power Company Compliance Conference
October 14	"The Dr. Earl H. Hess Lecture on Ethics" by Dr. John Knapp at the annual meeting of American Council of Independent Laboratories
October 17	Presentation by Dr. Knapp to Atlanta Chief Audit Executives Roundtable
October 19	Conference on a Fair and Impartial Judiciary, co-sponsored by The Southern Institute, five Georgia law schools and the Georgia Committee for Ethical Judicial Campaigns
October 25	Keynote speech by Dr. Knapp at GSU Alumni Association Board of Directors meeting
October 25	Net Impact's "Off the Record" discussion with Mark Snyderman, Chief Ethics and Compliance Officer of The Coca-Cola Company

### November 2007

November 14	Presentation by Dr. John Knapp to Birmingham Society of Human Resource Management
November 28	Annual Ethics Advocate Award presentation and gala, the Carter Presidential Center
November 29	Presentation by Dr. Knapp at Federal Reserve Diversity Conference
November 29	Net Impact's "Off the Record" discussion with Frank McCloskey and Dr. Shelton Goode, Vice President of Diversity and Diversity Manager, respectively, of Georgia Power
November 30	Presentation by Dr. Olson at annual meeting of The Georgia Consortium for Personal Financial Literacy

### January 2008

Wednesday, January 30	Net Impact in collaboration with GSU's Society for Human Resource Management "Off the Record" discussion with Linda K. DiSantis, Executive-in-Residence at The Center for Ethics and Corporate Responsibility.
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### February 2008

Wednesday, February 27	Net Impact's "Off the Record" discussion with KC Boyce, Senior Project Manager for Atlanta BeltLine Inc. and Townsend Bailey, Associate with Damespoint.
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### March 2008

Friday, March 7	Executive Breakfast Roundtable with Wes Cantrell, retired CEO of Lanier Worldwide and author of the new book, High-Performance Ethics. The Capital City Club, downtown. 7:30 a.m.
Tuesday, March 11	Presentation by Dr. John Knapp to the Andrew Young School of Policy Studies lunch series on non-profit management.
Wednesday, March 26	Net Impact's "Off the Record" discussion with Bill Bolling, Founder and Executive Director of the Atlanta Community Food Bank.
Thursday, March 27	"Ethics and the Blogosphere: How New Media are Impacting Business and Journalism," an evening forum in collaboration with Atlanta Press Club. The Commerce Club, downtown. 5:30 reception, 6:30 program.
Friday, March 28	Seminar by Dr. John Knapp for Practising Law Institute's Corporate Ethics and Compliance Conference.

April 2008	
Thursday-Friday, April 17-18	Program on corporate social responsibility for the University of Barcelona.
Tuesday-Sunday, April 22-27	"The Stellenbosch Seboka on Higher Education and Ethical Leadership," a conference of African university leaders at South Africa's Stellenbosch University. Conducted in collaboration with Stellenbosch University and the Siegel Institute for Leadership, Ethics and Character at Kennesaw State University.

May 2008	
Wednesday, May 7	Presentation by Dr. John Knapp to Jefferson County Personnel Board (AL) supervisory certificate program.
Thursday, May 8	Presentation by Dr. John Knapp for the annual conference of Public Relations Society of America, Georgia Chapter.

June 2008	
Monday, June 9	Presentation by Dr. John Knapp to Atlanta Kiwanis Club.
Thursday, June 12	<p><b>Summer Seminar:</b> New Training Techniques That Drive Ethical Performance</p> <p>This hands-on learning experience featured a full day of sessions led by experts and executives from leading employers, including <b>AGL Resources, Georgia-Pacific LLC, Georgia Power Company, The Coca-Cola Company</b> and <b>UPS</b>. Participants explored today's best practices through demonstrations of creative simulations, training techniques and employee engagement methods.</p>
Thursday, June 12	Ethics Orientation Workshop for Department of Community Health

July 2008	
Thursday, July 17	<p><b>Summer Seminar:</b> Water: Corporate Responsibility for a Resource in Peril</p> <p>In this seminar, participants learned from corporate, government and environmental experts who are creating innovative solutions to water management and the growing problem of scarcity of this precious resource.</p>
Tuesday - Friday, July 22 - 25	Dr. Steve Olson co-leads the second session of the 2008 Institute for Georgia Environmental Leadership in Albany, Georgia. The session focused on agriculture and water and land use. Linda DiSantis, Executive-in-Residence with the center, presents to the group as part of an expert panel.

August 2008	
Thursday, August 21	<p><b>Summer Seminar:</b> Partnering for the Global Good: How Corporations, Universities and the United Nations Are Joining Hands to Tackle Tough Issues</p> <p>Participants were inspired by visionary projects that already are becoming reality. The evening involved learning from some of the innovators who are shaping the ethical face of global commerce, from the halls of the United Nations, to corporate boardrooms, to classrooms and beyond. Seminar presenters included leaders from the <b>United Nations, The Coca-Cola Company, Coles College of Business at Kennesaw State University, LaGrange College</b> and the <b>J. Mack Robinson College of Business at Georgia State University</b>.</p>

## September 2008

Friday, September 5	Presentation by Dr. Steve Olson to the J. Mack Robinson College of Business Faculty regarding the new MBA Concentration in Corporate Responsibility and Environmental Sustainability.
Wednesday - Friday, September 10 - 12	Dr. Steve Olson co-leads the third session of the 2008 Institute for Georgia Environmental Leadership at Sapelo Island, focusing on coastal issues.
Monday, September 15	Net Impact's "Off the Record" discussion with Robert Del Bueno, Founder, Refuel Bio Deisel.

## October 2008

Monday, October 6	Workshop by Dr. Steve Olson and John Truslow at the Governor's Leadership Summit for the leaders of Georgia's state agencies.
Tuesday, October 14	Presentation by John Truslow to the University of Georgia Board of Regents on the adoption of the newly minted Code of Ethics and Statement of Values. Dr. Steve Olson served on the committee that developed the Code and Statement.
Wednesday, October 22	Net Impact's "Off the Record" discussion with Victor Zamudio, Senior Manager for Social and Environmental Responsibility, The Home Depot.

## November 2008

Thursday, November 6	<b>2008 Ethics Advocate Award Gala and Celebration</b> <b>Neville Isdell</b> , chairman of the Board of Directors of The Coca-Cola Company, received the 2008 Ethics Advocate Award from The Center for Ethics and Corporate Responsibility.  Mr. Isdell was selected for his advancement of corporate social responsibility and environmental sustainability within The Coca-Cola Company, as well as for inspiring business leaders around the globe to address their firms' responsibilities. He has challenged his company and his corporate peers to engage stakeholders in their firms' initiatives to create healthy, sustainable communities.
Tuesday, November 18	<b>Advanced Best Practices for the Compliance and Ethics Professional Workshop</b>  John Truslow and Steve Olson presented at the annual Atlanta Compliance and Ethics (ACE) Roundtable Seminar. For more information, see <a href="http://aceroundtable.org/">http://aceroundtable.org/</a> .

## January 2009

Friday - Saturday, January 23 - 24	Dr. Steve Olson delivered a Leadership and Ethics Program for the Cal Turner Program on Moral Leadership in the Professions at Vanderbilt University.
Friday - Saturday, January 26	John Truslow delivered a guest lecture to the "Public Relations Principles and Practices" class offered by the Communications Department at Kennesaw State University. The title of his presentation was: "Ethical Decision-Making and You." He engaged the students in a discussion of the pitfalls commonly encountered when making ethical decisions as part of a business setting.

## February 2009

Thursday, February 19	<b>Executive Breakfast Forum</b> At 7:30 a.m. at the Capital City Club in downtown Atlanta, Aaron Beam, co-founder and former CFO of HealthSouth, shared his experiences and perspectives on ethics in business. Beam was convicted of bank fraud for his role in the company's fraudulent accounting practices.
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## March 2009

Thursday - Sunday,  
March 5 - 8

John Truslow attended the annual meeting of the Association for Practical and Professional Ethics (APPE) in Cincinnati, Ohio. APPE is an organization generally comprising university educators who teach some form of ethics in the professions (business, law, journalism, medicine, etc.). The annual conference is an opportunity to learn about the ethics subjects being addressed in professional schools, the techniques used to teach them and the individuals who are focused on these topics. John chaired a session covering topics in political science and social issues, and also spent one full day judging the National Ethics Bowl competition.

## April 2009

Tuesday,  
April 21

### **Executive Breakfast Forum**

"Managing Integrity Inside and Out" took place from 7:30-9:00 a.m. at the Capital City Club, downtown Atlanta. David Ratcliffe, chairman, president and chief executive officer of the Southern Company provided his view on the ethical role of senior management, both inside and outside the corporation. Mr. Ratcliffe explored how leaders can guard a corporation's integrity and protect its reputation, especially when thrust into issues where passions run deep. No stranger to such situations, Mr. Ratcliffe addressed the "C-Suite" challenges facing the Southern Company in balancing environmental concerns and the growing energy needs of its 4.4 million customers.

Friday - Sunday,  
April 24 - 26

Presentation by John Truslow at the annual National Institute for Teaching Ethics and Professionalism (NIFTEP) conference held at Red Top Mountain State Park in Cartersville, Georgia. The conference, a gathering of legal practitioners, educators/scholars and administrators of legal associations, focused on pedagogical theory describing how students learn (and how teachers should teach) about ethics in the legal profession. John provided the participants with a parallel model for how business practitioners learn ethics in applied settings.

## May 2009

Wednesday,  
May 20

### **Executive Breakfast Roundtable**

Executive Breakfast Roundtable with Martin Melaver, CEO of Melaver, Inc. and author of the new book *Living Above the Store: Building a Business That Creates Value, Inspires Change, and Restores Land and Community*. The Capital City Club, downtown. 7:30 a.m. Book signing followed the program.

## June 2009

Tuesday,  
June 2

Briefing for a delegation of international officials from eight countries. At the request of the U.S. State Department, the Center conducted a session on the role and structure of ethics in government and business institutions in the United States, and explored the differences in ethical standards between government and the private sector. Countries represented at the briefing were Algeria, Argentina, Bangladesh, Greece, Kosovo, Mozambique, Syria and Zimbabwe. These visitors are invited to the United States under the auspices of the Department of State's Interantional Visitor Leadership Program.

## July 2009

Thursday,  
July 30

### **People Wisdom for Difficult Times A Dialogue Among Leaders**

Attendees joined in conversation with experienced leaders as we prepare for the challenges of tomorrow by exploring the lessons of the past and best practices of today. Amidst near-historic levels of unemployment and widespread reductions in force, these corporate leaders and HR professionals shared their unique perspectives on the challenges of our times.

October 2009	
Thursday, October 8	<p><b>GEWN Leadership of Tomorrow Scholarship Luncheon</b></p> <p>Dr. Steve Olson moderated a lively panel discussion on "Organizational Sustainability, The Triple Bottom Line" with experts including Kate Brass, Ecomagination Program Manager, GE Energy and GE Oil and Gas; Jim Hartzfeld, Managing Director of InterfaceRAISE; Marika McCauley Sine, Manager of International Government Relations for The Coca-Cola Company; and Lynnette W. Young, CEO of Damespointe Consulting - the management entity for Sustainable Atlanta. The event was held at the Atlanta Fish Market from 11:30 a.m. - 1:30 p.m.</p>
Wednesday, October 14	<p><b>Balanced Growth for Land, Air and Water</b></p> <p>The Urban Land Institute suggests that 70 percent of future building will occur on <i>greenfield sites</i>. And, thus, we are faced with this increasingly critical issue. How can we accommodate our growing population while developing in the most responsible way, ensuring the health of our environment, our bodies and our wallets? At this Executive Breakfast Forum, Steve Nygren shared the story of Serenbe and the Chattahoochee Hill Country, along with their lessons of balanced growth that preserve land and protect air and water quality. An optional breakout session for further discussion of the issues raised by Steve Nygren took place immediately following the regular program.</p>
October 21- November 4	<p><b>"Slavery: Not Just a Thing of the Past,"</b> a three-week speakers series hosted by the Center for Ethics and Corporate Responsibility at Georgia State University, in collaboration with the Public Interest Law Association (PILA), the Child Advocacy Society (CAS), the Hispanic Student Bar Association (HSBA), Law Students for Reproductive Justice (LSRJ) and the Association of Women Law Students (AWLS).</p> <p>The series was organized around the United Nations' Anti-Trafficking Protocol agenda of "3 Ps": Prosecution/Punishment, Protection, and Prevention. Each week, a different speaker discusses his or her work in a particular area.</p> <p>The first week of the series focused on prosecution/punishment with Mark Hoerrner, Southeast Regional Director of the Not For Sale Campaign, a US-based organization which seeks to end slavery in our lifetime by equipping and mobilizing activists "in our own backyards and across the globe." Hoerrner's lecture focused on the rise in human trafficking and how pervasive it is, especially in the Atlanta area.</p> <p>The second week of the series focused on protection of those who are vulnerable to forms of trafficking such as forced labor. Ivan Vera discussed the protective anti-slavery efforts of multinational companies in the increasingly complex international labor law environment, stressing the importance of corporate social responsibility.</p> <p>The third week focused on prevention and was led by Georgia State Law School professor Jonathan Todres, a regular advisor to non-governmental organizations working to combat commercial sexual exploitation of children. Professor Todres has held several leadership posts within the ABA Section of International Law, including Chair of the Section's International Health Law Committee and Vice-Chair of its International Human Rights Committee.</p>