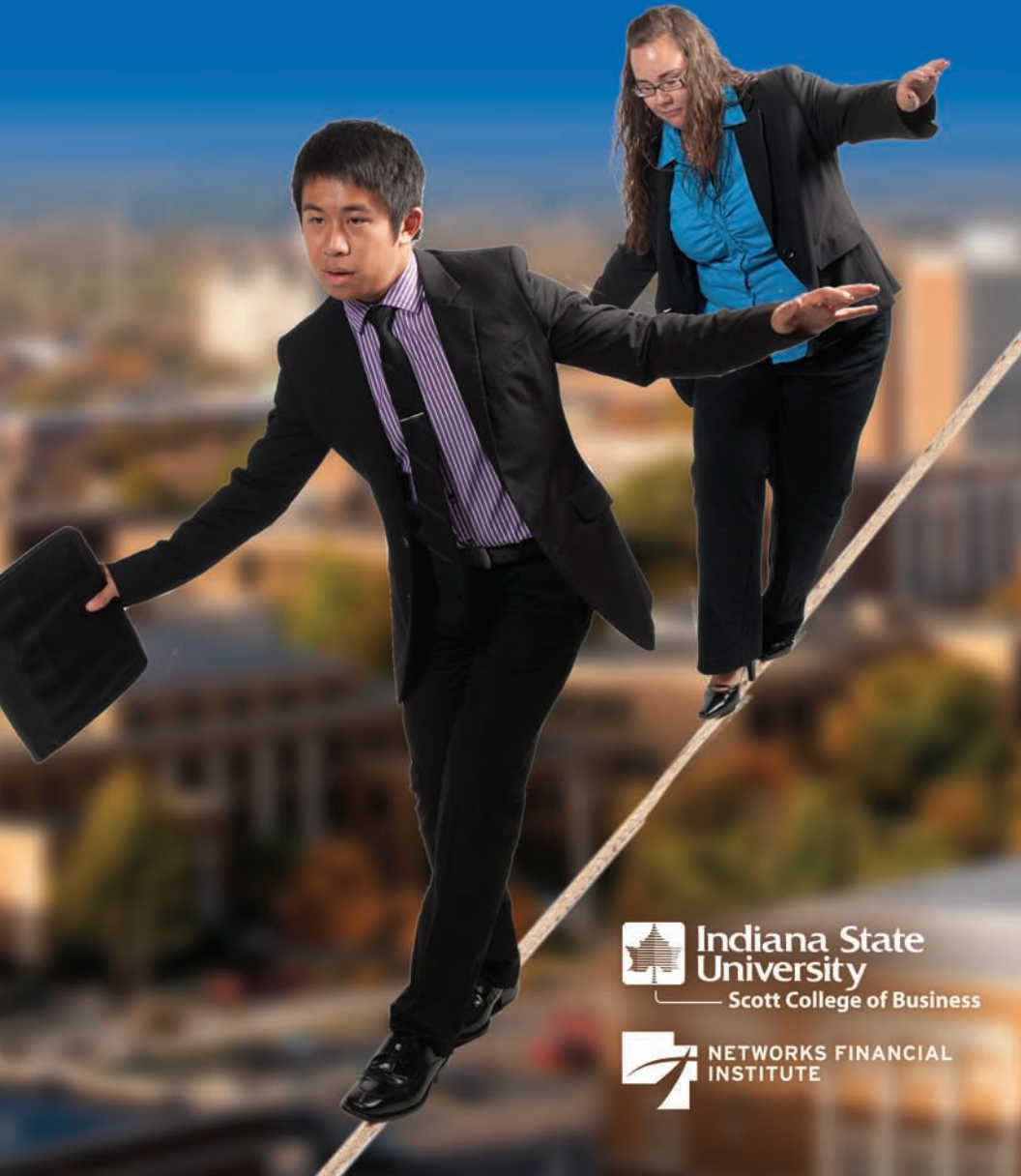


# ethics: IT'S A FINE LINE

Seventh Annual Ethics and Corporate  
Social Responsibility Conference  
Monday, March 26, 2012



Indiana State  
University

— Scott College of Business



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# ethics: IT'S A FINE LINE

**Seventh Annual Ethics and Corporate  
Social Responsibility Conference  
Monday, March 26, 2012**

**9:00 a.m.-2:00 p.m. Check-in and Registration**

*HMSU, main vestibule*

**10:00-10:50 a.m. General Session**

*Location, HMSU Dede I*

**Five Keys to Success:** Learn important tools to help you be a successful professional.

**Denny Sponsel** purchased RJE Business Interiors in 2000 with more than 30 years experience in the furniture industry. RJE is a contract office furniture dealership representing over 100 lines of furniture and office accessories, the primary vendor being Knoll and Knoll Studio. For the past eight years RJE has provided design services, consultations, sales expertise, exemplary customer service, and furniture for the business community located throughout central Indiana. In addition, RJE also offers warehousing and storage services, reconfiguration, removal of existing furniture, furniture restoration, and 24-hour on-call emergency service to all of its customers.

Sponsel serves on the United Way of Central Indiana Board and was the 2007 Campaign Co-Chair and Chair of Resource and Development Committee. He is on the Community Board for the IUPUI Library, IU School of Informatics Advisory Board, the Indianapolis-Marion County Public Library Foundation Board of Directors, the Mother Theodore Catholic Academies Board of Trustees (Chair), Indianapolis Downtown, Inc. Board of Directors (Chair), and the Rotary Club of Indianapolis (2008-09 President), Board and Program and Membership Committees, Board of Trustees for Harrison College (Chair), Methodist Health Foundation Board, Indiana Historical Society Board, Chair of Division 8 2012 Super Bowl Committee, Big Ten Football Championship Committee, and Indiana State University School of Business Dean's Advisory Board. Sponsel has received the IUPUI Spirit of Philanthropy Award, Rotary Paul Harris Fellow, Indiana University Partners in Philanthropy Keystone Award, Indiana University Foundation President's Award, finalist for Ernst & Young Entrepreneur of the Year, and American Business Ethics Award.

*Facilitator: Riley Christy, Insurance and Risk Management Major*

## 11:00-11:50 a.m. Concurrent Sessions

**A. Clever Accounting or Fraud?:** How has forensic accounting caught numerous fraudulent actions created by top executives?

**Dr. Thomas D. Harris**, Professor of Accounting, Indiana State University

*Facilitator: Brandon Kerker, Marketing Major*

**B. Insurance Ethics:** How far will insurance companies go in order to make their businesses succeed?

**Dondra Wininger**, Indiana Insurance, Commercial Lines Underwriter

*Facilitator: Kristen Hurt, Insurance and Risk Management Major, Spanish Minor*

**C. Climbing the Corporate Ladder Without Falling:** How to work your way up in a company the ethical way?

**Brian McLeish**, State Farm, Agency Field Executive

*Facilitator: Jaclin Huxford, Financial Services Major, Insurance and Risk Management Minor*

**D. Not on the Same Sheet of Music:** What are the consequences of music piracy?

**Dr. Ted Piechocinski**, Associate Professor, Coordinator and Director of Indiana State University's Music Business Program

*Facilitator: Jenna Vaal, Accounting Major, Forensic Accounting Minor*

**E. Corporate Ethical Values:** How do you incorporate ethical values into the culture of a company?

**Chris Bulger**, Farmers Insurance, Claims Records Manager

*Facilitator: Riley Christy, Insurance and Risk Management Major*

**F. Law and Ethics:** What are the challenges to making ethical decisions in the criminal justice system?

**Judge Mark Shaner**, Circuit Judge, Crawford County, Illinois

*Facilitator: Logan Eitel, Management Major*

**G. NCAA: A Full-Time Employer?** How much should students receive to play sports? Is it a "full-time" job?

**Angie Lansing**, Assistant Athletic Director of Business Operations, Indiana State University

*Facilitator: Wade Bush, Marketing Major, Sport and Recreation Management Minor*

**H. Ethics in Politics:** How does campaigning work and how do you go about it ethically?

**Bob Heaton**, Indiana House of Representatives, 46th district; ISU Alumnus.

*Facilitator: Miguel de la Rosa, Marketing Major, Communications Minor*

**I. Streamlining, Outsourcing, and Ethics:** How much is too much?

**Mike Wood**, Director of Procurement, Sony DADC

**Dr. Kuntal Bhattacharyya**, Operations Management and Analysis Professor, Indiana State University

*Facilitator: Allison Stearley, Accounting Major, Forensic Accounting Minor*

**J. Is That All I Get? Ethical Issues of "Oversize" Packaging:** What is packaging? What is ethical oversize packaging? Are packages deceptive? What should consumers do?

**Marion Schafer**, Professor, Applied Engineering and Management, Indiana State University

*Facilitator: Andrew Graman, Insurance and Risk Management Major, Marketing Minor*

**K. What's Not in the Playbook:** How do you create a successful team?

**Trent Miles**, Head Football Coach, Indiana State University

*Facilitator: Rebecca Hallisey, Marketing and Management Major*



*Location, HMSU Dede I*

**Setting the Bar: How to Create and Sustain an Ethical Work Environment:**

Ethics has two forms—the philosophical and the practical. This isn't the usual presentation. It blends both because the philosophical without the practical is lost. The practical without the philosophical is rote. To understand ethics is to stand in both places. Hopefully, I can add to your personal understanding of both.

**Dr. Gene Crume**

Dr. Crume is the President of the Indiana State University Foundation. He reports to the Foundation Board of Directors and is responsible for leading a separately incorporated, non-profit organization with 45 full-time team members, an annual budget of over \$4 million, annual distributions of \$8 million, and over \$50 million in total assets. The Foundation is responsible for leading Indiana State's resource development and constituent relations efforts. The Foundation team successfully completed *MARCH ON!*, the first comprehensive campaign in Indiana State's history. The campaign raised \$86.7 million over six years exceeding the \$85 million goal. Crume has a bachelor of arts degree in public relations with a minor in psychology and a master of arts in organizational communication from Western Kentucky University. He has a doctorate of education from the University

of Virginia. His academic research is focused on the personal and organizational aspects of visionary leadership. Crume has held the faculty rank of assistant professor at three institutions, and his classroom experiences include teaching leadership, communication, business, and public relations courses at Western Kentucky University, Mars Hill College and the University of Virginia. He is currently an affiliate faculty member in the Department of Communication at Indiana State. Before coming to Indiana State in 2007, he served as Executive Vice President at Midland Lutheran College, and he has worked at Western Kentucky University, the University of Virginia, Mars Hill College, Tidewater Community College, and the Boy Scouts of America—Circle Ten Council (Dallas, Texas).

Crume's leadership experiences include participation in Leadership Bowling Green (Kentucky), Leadership Kentucky, and the U.S. Army War College National Security Seminar as a civilian appointee. He has also been involved in developing Leadership Fremont (Nebraska), Leadership Wabash Valley (Terre Haute), and Leadership Indiana State University. He has fashioned an eclectic writing portfolio with features or research in *Cigar Aficionado*, *Omaha World-Herald*, *Charlottesville (Virginia) Daily Progress*, *CASE Currents*, and *Psychology: A Journal of Human Behavior*. Crume has consulted with numerous non-profit organizations and businesses around the county on leadership development, strategic planning and organizational structure, and he is actively involved in volunteer work in the Wabash Valley.

*Facilitator: Miguel de la Rosa, Marketing Major, Communications Minor*



## 1:00-1:50 p.m. Concurrent Sessions

**M. Airplane! Ain't So Funny:** What are the extra pressures being put on pilots with the current job cuts?

**Nate Brown**, Owner, Pimanco, Inc.

*Facilitator: Wade Bush, Marketing Major, Recreation and Sport Management Minor*

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**N. Marketing Mix-Up:** How do marketers balance ethics and effectiveness?

**Sara Williams**, Instructor of Marketing, Indiana State University

*Facilitator: Brooke Knight, Insurance and Risk Management Major*

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**O. My Boss Likes to Play Favorites:** Managing employees by eliminating favoritism and tension in the workplace.

**Kevin Kelly**, Regional President, State Auto Insurance

*Facilitator: Miguel de la Rosa, Marketing Major, Communications Minor*

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**P. Ethics and Global Supply Chains—A Tale of Contrast:** How do ethics in global supply chain management work?

**Dr. Kuntal Bhattacharyya**, Assistant Professor of Operations Management Analysis, Indiana State University

**Taysha Jelks**, Management Major, Indiana State University

**Halee Myers**, Marketing Major, Accounting Minor, Indiana State University

**Braulio Martinez**, Management Major, Indiana State University

**Jade Conrad**, Marketing Major, Communications Minor, Indiana State University

*Facilitator: Kristen Hurt, Insurance and Risk Management Major, Spanish Minor*

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**Q. Push and Shove:** When do auditors dig too deep?

**Dr. Jeff Decker**, Associate Professor of Accounting, Indiana State University

*Facilitator: Allison Stearley, Accounting Major, Forensic Accounting Minor*

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**R. The Importance of Ethics in Today's Times:** How do you define ethics? How has ethics been covered in the news the past few years? How do companies deal with ethics?

**Richard Dubé**, Corporate Compliance and Ethics Head Officer, Old National Insurance

*Facilitator: Andrew Graman, Insurance and Risk Management Major, Marketing Minor*

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**S. Ethical Decision-Making:** This is an interactive case study on how to make decisions in an ethical manner.

**Dr. William Wilhelm**, Program Coordinator and Professor of Business Education, Information, and Technology, Indiana State University

*Facilitator: Rebecca Hallisey, Marketing and Management Major*

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**T. Equity Inside the Classroom:** Are classroom settings fair for all students? How can you make your classroom fair?

**Dr. Linda Luebke**, Assistant Professor of Music Education, Indiana State University

*Facilitator: Jenna Vaal, Accounting Major, Forensic Accounting Minor*

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**U. One Nation Under God?** Should prayer and religion be allowed in public schools?

**David Hickox**, Biology Instructor, Casey-Westfield High School and Pastor, Church of Christ

*Facilitator: Michael Hickox, Finance and Management Major*

**V. Surprise! Take a Risk...** This “surprise” interactive session will focus on team leadership.

**Dr. Arthur Sherwood**, Associate Professor of Management, Indiana State University

**Wesley Fishero**, Business Administration Major, Indiana State University

**Stephen Gregg**, Business Administration Major, Indiana State University

**Kelsey Kellett**, Management Major, Indiana State University

**Braulio Martinez**, Management Major, Indiana State University

**Michelle McCammack**, Management Major, Indiana State University

**SangEun Shin**, Management Major, Indiana State University

*Facilitator: Logan Eitel, Management Major*

**2:00-2:50 p.m. General Session**

*Location: HMSU Dede I*

**Servant Leadership:** What are the ethical dilemmas facing local businesses and how can you give back to the community?

## Bob Baesler

Bob Baesler earned his degree in business administration from Indiana State in 1972. From there, he became a partner with his father at Baesler's Market, making him the fourth generation to operate the area's oldest local retail grocery store. As a business owner, Baesler has encouraged many young adults to pursue their education at Indiana State, offering them financial reimbursement for grades as well as adjusting their work schedules so they could meet classroom obligations. Baesler has given back to his community by donating food to Harmony Haven, supporting the Spay-Neuter League, Terre Haute Boys and Girls Club, and the Boy Scouts of America. He has also supported his alma mater as a Sycamore Athletic Booster, a member of the Vigo County Alumni chapter and supporter of Indiana State's Alpha Tau Omega chapter. In 2008, he was appointed by the governor to the ISU Board of Trustees.

He currently serves as a member of the board of directors for many organizations, including Wabash Valley Crime Stoppers, Terre Haute Savings Bank, Terre Haute Chamber of Commerce, as well as past chairman of the board for the Indiana Retail Grocers.


*Facilitator: Riley Christy, Insurance and Risk Management Major*

## Notes




## Sponsors

The junior class of the Networks Professional Development program would like to thank the following organizations and businesses that contributed to the Ethics and Corporate Social Responsibility Conference. The conference would not have been possible without the generous support from the following sponsors:



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## Notes

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