

Ethics and Corporate Social Responsibility Conference

Because decisions aren't always black and white...

Monday, March 29, 2010; 9 a.m. – 3 p.m.
Hulman Memorial Student Union

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Ms. Kelsey Throckmorton, Executive Co-Director
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Ms. Katie Wheeler

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Mr. Cody Parks

Recruiting Team

Mr. Keith Gettelfinger



Hosted by the Networks Professional Development
Program and the University Honors Program

9 a.m. – 2 p.m. Registration and Check-in

10–10:50 a.m. General Session

ISU Graduate Finds International Banking Success – A discussion of the importance of ethical behavior in international business and how acting ethically and socially responsible helped Mr. Lo achieve international banking success. What can you do to achieve your own success?

Mr. Paul Lo, President, Paulink Co., Taiwan, Executive Director, Taurus Int'l Corp., Shanghai, Chairman, Cosmos Bank, Taiwan

Mr. Lo graduated from National Chengchi University in Taiwan and obtained his MBA degree from Indiana State University in 1970. Paul C. Lo began his banking career in 1970 with Citibank, New York. He served in various management positions in the United States for seven years and in Taiwan for another ten years. In 1992, the Taiwan government opened a window for a private banking license. With determination and vision, Mr. Lo successfully raised US\$400 million of capital and recruited a professional team to form Bank SinoPac in Taiwan, in which he was the founder.

After years of profitable growth, Bank SinoPac in 2002 was the first to establish a financial holding company merging commercial banking, securities (underwriting and brokerage) and insurance brokerage businesses. He retired from his CEO position at SinoPac Holdings in 2008. Presently, Mr. Lo has established Taurus Int'l Corp. and Paulink Co. to engage in various private investments and advisory businesses in Greater China.

Facilitator: Ms. Sarah Sallee, Financial Services and Business Administration Major

11–11:50 a.m. Concurrent Sessions

A. Buddy or Business? – How do you deal with the situation where your boss wants you to hire his buddy instead of the most qualified candidate?

- Ms. Sally Zuel, NE-C, MS, Vice President of Human Resources, Union Hospital
- Ms. Kimberly LaGrange, MBA, SPHR, Coordinator, CSPD and Instructor of Management, Indiana State University

Facilitator: Ms. Terri Ketzner, Insurance & Risk Management Major

B. Actuaries for Hire – Professionalism in the field of Actuarial Science.

- Mr. Chris Carlson, FCAS, MAAA, Consulting Actuary, Pinnacle Actuarial Resources, Inc.

Facilitator: Ms. Kali Diethrich, Insurance & Risk Management and Business Administration Major

C. How Close is Too Close? – An investigation of the ethical dilemmas associated with student-teacher relationships.

- Ms. Amy Bosley, 5th Grade Teacher, West Vigo Elementary School
- Mr. Terry McDaniel, Coordinator, Ed. S. Program in K-12 Administration, Coordinator, Director, Special Needs Program, Coordinator, Director of Career and Technical Needs Program, Assistant Professor, College of Education, Indiana State University

Facilitator: Ms. Katie Wheeler, Financial Services Major

D. Flying for Fun: A Pricey Pastime – Controlled air space may become a fee. How much more can you afford?

- Mr. Bill Foraker, President and Newsletter Editor, EAA Chapter 83, Member, EAA, AOPA, Warbirds of America, Young Eagles Flight Leader
- Mr. Alan Harder, U.S. Army Aviation Systems Control Headquarters
- Mr. Nick Mahurin, CEO, InfraWare

Facilitator: Mr. Keith Gettelfinger, Marketing Major

E. Mortgage Mayhem – The meaning behind the mortgage mess.

- Mr. David Sprigg, VP Commercial Lending/Business Development, Citizens National Bank
- Mr. David James, Home Mortgage Consultant, Wells Fargo

Facilitator: Ms. Tiffani Newlin, Management Major, Spanish Minor

F. Privacy, Property, and Power – The ethical dilemmas associated with Information Technology.

- Mr. Mark Brooks, CISM, CIPP, CCEP, CISA, Advisory Solutions Principal for Security and Compliance, RSA, the Security Division of EMC
- Dr. Joseph Harder, Associate Professor of Management Information Systems, Indiana State University

Facilitator: Ms. Kelsey Powell, Accounting and Management Information Systems Major, Operations Management & Analysis Minor

G. Winning at All Costs – In a competitive environment with constant pressure to win, how easily can a “win at all cost mentality” develop?

- Mr. Trent Miles, Head Football Coach, Indiana State University
- Mr. John McNichols, Coordinator, Cross Country, Men’s Track and Cross Country Head Coach, Indiana State University
- Mr. Ron Prettyman, Director of Athletics, Indiana State University
- Ms. Angie Lansing, Assistant Athletic Director, Business Operations, Senior Administrator, Indiana State University

Facilitator: Ms. Casey Clark, Financial Services Major

H. Creative Accounting or Fraud: One Person Can Make a Difference – An exploration of how one person can uncover and prevent white collar crime – such as money laundering and fraud.

- Dr. Thomas Harris, CPA, Accounting Professor, Indiana State University

Facilitator: Ms. Stephanie Flora, Accounting Major, Forensic Accounting Minor

I. Reporting to Bloggers – How social media is influencing on-the-record/off-the-record reporting.

- Ms. Rachel McClelland, Assistant Director, Media Relations, Instructor of Journalism, Indiana State University

Facilitators: Ms. Alexa Larkin, Journalism Major, Spanish Minor
Ms. Kaelynn Hayes, History Major

J. No Thrill to Your Pills? – The ethical implications of placebo usage.

- Dr. Steven Lucas, MD, Indiana University School of Medicine

Facilitators: Ms. Kelly Loman, Physics and Chemistry Major
Ms. Elizabeth Neeley, Chemistry Major, Biology Minor
Ms. Leslie Brown, Biology Major, Chemistry Minor
Ms. Meredith Lewis, Biochemistry Major
Ms. Tiffany Brewer, Nursing Major, Psychology Minor

K. If You Only Knew... – Hidden clauses in contracts that give recording companies the upper-hand.

- Dr. Theodore J. Piechocinski, Director, Music Business Program, Associate Professor of Music Business

Facilitator: Mr. Kyle Courtney, Music Business Administration Major

L. Does it Pay to Pay? – Does CSR improve a company’s reputation ultimately leading to long-term sustainability and profitability?

- Ms. Constance E. Lund, SVP Corporate Finance, and Treasurer, OneAmerica Financial Partners Inc.

Facilitator: Ms. Abigail Carver, Management Major, Social Welfare Minor

12–12:50 p.m. Keynote with Lunch

From Prominence to Prison: Why Smart People Do Dumb Things.

Mr. Patrick Kuhse, International Speaker, Trainer & Consultant on Business Ethics

Mr. Kuhse shares lessons learned and observations made in his journey from prominence as a successful stockbroker in San Diego to his involvement in a financial fraud scheme, flight from the US to avoid prosecution, life as an international fugitive for four years and his subsequent self-surrender and incarceration for several years in both a foreign jail and U.S. prisons. He is uniquely qualified to share techniques on dealing with moral and ethical dilemmas as well as recognizing key warning signs and the critical thinking errors that lead to all forms of unethical behavior and criminal activity. In addition to his speaking commitments, Mr. Kuhse is establishing an Institute for International Corporate Ethics in Costa Rica to aid in the recognition and strategies of dealing with the ethical challenges of international business. He holds a BA in Liberal Arts from Western Illinois University and is currently working on his Masters in Organizational Behavior.

Mr. Kuhse works with major universities and businesses in the development and education of their students and staff on how to recognize ethical dilemmas and implement effective critical thinking skills. He has spoken on and conducted “*Ethics in Leadership*” presentations to rave reviews for such diverse groups including Harvard, Stanford, MIT, UCLA, civic groups, businesses, international professional associations and law enforcement agencies.

Facilitator: Ms. Terri Ketzner, Insurance & Risk Management Major

1-1:50 p.m. Concurrent Sessions

M. Mega Meltdown Leads to New Beginnings – An overview of financial bailouts and how insurance companies overcome negative publicity, false accusations and bad image.

- Mr. Brian Dunn, E-Commerce Development Manager, Chartis
- Dr. Terrie Troxel, CPCU, CLU, Executive Director, Gongaware Center, Professor of Insurance & Risk Management, Indiana State University

Facilitator: Ms. Sara Mays, Insurance & Risk Management Major

N. Promise 'em Everything, Give 'em Nothing, and Watch 'em Smile! – Does higher education truly follow through with the “promises” they use to lure potential students to their respective institutions?

- Dr. Mark Fredrick, Assistant to the President, Student Affairs, Indiana State University

Facilitator: Mr. David Walters, Insurance & Risk Management Major

O. 3371 – How will these numbers affect you?

- Mr. Ted Green, Manager, Terre Haute Air Center
- Mr. Stephen Shure, Assistant Professor of Aviation Technology, Indiana State University

Facilitator: Mr. Cody Parks, Management Major

P. Money, Media, and Motorsports – Examining corporate sponsorships, media relations, and community outreach by drivers.

- Mr. Fred Nation, Executive Vice President, Communications, Indianapolis Motor Speedway
- Mr. James Exline, Partner, Wabash Capital, Inc., and Team Owner, Team Apex Racing
- Dr. Joseph Harder, Associate Professor, Management Information Systems, and Motorsport Curriculum Coordinator of the Scott College of Business, Indiana State University

Facilitator: Ms. Kelsey Throckmorton, Financial Services Major, Economics Minor

Q. Hocus Pocus in Banking – Responsibilities of fraud prevention and bank securities.

- Mr. Don Penn, CFSSP, First Financial Bank
- Mr. Joe Zachery, Director of Operations, Networks Financial Institute

Facilitator: Ms. Sarah Sallee, Financial Services and Business Administration Major

R. Not-for-Loss – An investigation of the “excess benefits” in nonprofit organizations.

- Ms. Linda Edwards, CFRM, MSM, Professor of Communications, Indiana State University
- Dr. Debra Worley, Coordinator of Public Relations, Professor of Communications, Indiana State University

Facilitator: Ms. Brittany Faulkner, Accounting and Management Major

S. A Dollar for Every Answer – Ethical dilemmas marketing research companies face.

- Dr. Amro Maher, Assistant Professor of Marketing, Indiana State University
- Ms. Sara Williams, Instructor of Marketing, Indiana State University

Facilitator: Ms. Marah Butler, Marketing Major

T. Madoff with Your Money – An examination of the greatest Ponzi scheme in history.

- Dr. William Svihla, D.B.A., CPA, Assistant Professor of Accounting, Indiana State University

Facilitator: Ms. Madison Kirchner, Accounting Major, Forensic Accounting Minor

U. Revenge of the Nerds – Putting a stop to cyber bullying.

- Dr. Bridget Roberts-Pittman, HSPP, LMFT, Assistant Professor of Counseling, Indiana State University
- Dr. Kathryn Bauserman, Professor, Department of Elementary, Early, and Special Education, Bayh College of Education, Indiana State University

Facilitator: Mr. Andrew Schroeder, Accounting Major, Forensic Accounting and Criminology Minor

V. What Would You Do? – A practical review of ethical situations that can occur in a corporate environment.

- Mr. Nathan Hunt, CFE, Ethics and Compliance Manager, Anthem Blue Cross Blue Shield

Facilitator: Ms. Abigail Carver, Management Major, Social Welfare Minor

Ms. Rachel Rose, Liberal Studies Major, History and Women's Studies Minor

2-2:50 p.m. General Session

Employees, Expectations, and Ethical Leadership – A discussion on establishing and maintaining an ethical focus, what programs can and cannot be expected to do, and developing relationships that support an internal ethical culture.

Mr. Jim Bixler, Vice President, Ethics & Compliance, Wellpoint, Inc.

Jim Bixler leads WellPoint's enterprise-wide ethics and compliance program focused on maintaining a highly ethical business culture. He conducts sensitive ethics and compliance investigations, is responsible for maintaining the Standards of Ethical Business Conduct (Code of Conduct), manages all ethics and compliance training, and he is also responsible for the ethics and compliance toll-free helpline. In addition, Mr. Bixler prepares summary documents for WellPoint's Compliance Committees and Audit Committee. Mr. Bixler is also WellPoint's Privacy Officer ensuring compliance with all federal and state privacy requirements.

From 1999 to 2001, he was the Director of Ethics and Compliance at Anthem Alliance Health Insurance Company, where he led efforts ensuring compliance with all Federal procurement laws and regulations, promoting ethical conduct, advising on all compliance and ethical matters and maintaining a high integrity business culture. Mr. Bixler earned his undergraduate degree in Business from Indiana University and his master's degree in Management from Troy State University. He is a member of the Health Ethics Trust, National Contracts Management Association and the Ethics Officer's Association.

Facilitator: Mr. Andrew Schroeder, Accounting Major, Forensic Accounting and Criminology Minor

Sponsorships

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 help of the following sponsors:



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Notes

Notes

Ethics Week

March 29-April 2, 2010

Professionals speaking about business and ethics

All events will be held in HMSU

Ethics Zone in the Scott College of Business



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