Thursday, May 2

Luncheon 12:00-1:00
Roger Blackwell- “Corporate Governance & Ethics Insights from the C-Suite” 1:15-2:30
Gretchen Winter- “Is the Legalization of Business Ethics Working” 2:30-3:45

Break 3:45-4:00
Terry Clark- “Conflict Between Ethics & Management’s Concerns for Profitability” 4:00-5:00

Reception 6:00-7:00
Dinner 7:00-9:00

Friday, May 3

Breakfast 7:30-8:30
Concurrent Sessions: (please choose 1 session in each time slot)

Session 1: Alfonzo Alexander, Linda Ferrell & O.C. Ferrell (UNM session) 8:30-9:30
“Ethical Leadership & NASBA Student Center for the Public Trust Programs”

Session 2: Yu-Feng (Winnie) Lee (NMSU session) 8:30-9:30
“International and Cross-Cultural Business Ethics”

Session 3: Tim Mazur (UNM session) 9:30-10:30
“Insights on Business Ethics from the Ethics & Compliance Officer Association”

Session 4: Cindy Seipel (NMSU session) 9:30-10:30
“Incorporating Ethics Cases into Accounting Courses”

Break 10:30-11:00

Session 5: Shawn Berman and Harry VanBuren (UNM session) 11:00-12:00
“Unique Approaches to Teaching Business Ethics”

Session 6: Grace Ann Rosile (NMSU session) 11:00-12:00
“Using Storytelling to Teach Ethics” (NMSU session)

Luncheon (program ends following lunch) 12:00-1:00
Alfonzo Alexander serves as Chief Relationship Officer of NASBA and President of NASBA’s Center for the Public Trust (CPT). As Chief Relationship Officer, Alexander is responsible for providing strategic leadership to NASBA’s Communications, Marketing and Human Resources departments. He also has oversight responsibility of leadership development for managers and supervisors, as well as a number of special projects working with the CEO. In his role as President of the CPT, Alexander oversees the day-to-day operations and the growing number of CPT programs, including the Ethics Network, the Being a Difference Award program and the Student Center for the Public Trust (SCPT), all of which position the organization to accomplish its mission to champion public trust. Alexander joined NASBA in 2006 as a staff director and Vice President of the CPT. Some of Alexander’s accomplishments with the CPT include development and implementation for CPT-hosted, leadership development conferences and the creation of a successful strategic plan within the CPT. Alexander has also served as a keynote speaker on multiple occasions for SCPT chapter meetings.

Shawn Berman is an Associate Professor of Management at the University of New Mexico’s Anderson School of Management, a Bill Daniels Business Ethics Fellow, as well as an ASM Foundation Fellow. He received his Ph.D. in Strategic Management from the University of Washington. Before coming to Anderson he served on the faculties at Boston University and Santa Clara University, where he was a fellow to the Markkula Center for Applied Ethics. His three main research interests are Corporate Social Performance, especially measurement issues; intra- and inter-organizational trust; and issues of corporate governance. His work has appeared in The Academy of Management Journal, The Academy of Management Review, Business & Society, Business Ethics Quarterly and Business & Society, as well as other outlets. He is currently on the editorial boards of the Strategic Management Review and Business & Society.

Roger Blackwell, Ph.D is a frequent speaker on marketing, corporate governance and ethics, strategic planning and health care topics for executive and business groups and a seminar leader for non-profit groups in education and business. Dr. Blackwell joined the marketing faculty at The Ohio State University after receiving his Ph.D. from Northwestern University and undergraduate and master’s degree at the University of Missouri. He was Visiting Professor at Stanford University, Cape Town University in South Africa, and Guelph University in Canada and lectured on six continents before retiring in 2005 from the Fisher College of Business at Ohio State. Roger received the Alumni Distinguished Teaching award and 26 other awards while teaching more than 65,000 students at Ohio State. He published over 100 articles in scholarly and trade journals and more than twenty-five books and research reports. He is co-author of Consumer Behavior, now in its 10th edition, used in several languages by universities throughout the world. Roger served on the boards of Abercrombie & Fitch, Airnet Systems, Applied Industrial Technologies, CheckFree, CheckPoint, Cheryl & Co., CompuServe, Intimate Brands, Diamond Hill Investments, Flex-Funds, Max & Erma’s Restaurants, Symix and Worthington Foods. He is currently marketing director for Cooper & Elliott law firm and a Principal of Blackwell Business Advisors assisting entrepreneurial firms.

Terry Clark, Ph.D. is a Professor of Marketing at Southern Illinois University-Carbondale. Clark earned his bachelor’s degree in 1980 and his master’s in 1982, both from SIU, and a doctorate in 1987 from Texas A&M University. After holding faculty positions at University of Notre Dame and Emory University, Clark joined the SIU teaching staff in 1999. He specializes in marketing strategy and international marketing. Clark received the College of Business Undergraduate Teacher of the Year Award in 2003, Outstanding Graduate Teacher of the Year in 2010 and Teaching Honor Roll in 2004 and 2010.

Making and Cases, Business and Society and Business in a Changing World. She is President Elect of the Academy of Marketing Science and on the Ethics Committee of the American Marketing Association. She is on the Cutco/Vector College Advisory Board, a member of the Direct Selling Education Foundation Board, a member of the NASBA Center for the Public Trust board and is on the Board of Visitors of the University of Central Florida’s Nicholson School of Communication.

O.C. Ferrell, Ph.D. is a University Distinguished Professor, Professor of Marketing and Bill Daniels Professor of Business Ethics at the University of New Mexico. He is Past President of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is a Society for Marketing Advances Fellow and Vice President for Publications for the Academy of Marketing Science. He received the Academy of Marketing Science Harold Berkman Service Award in May of 2011. He serves on the NASBA Center for the Public Trust board and the Board of Visitors for the University of Central Florida, Nicholson School of Communication. His academic research focuses on ethical decision making, stakeholder relationships and social responsibility. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, AMS Review, Journal of Public Policy & Marketing, and Academy of Management Executive as well as other journals. He is co-author of several leading textbooks, including Marketing, 16th edition, Introduction to Business, 8th edition, Business Ethics: Ethical Decision Making and Cases, 9th edition, and Marketing Strategy, 4th edition. He also writes the Wall Street Journal weekly business ethics reviews and summaries with over 6,000 subscribers to this feature. He is also co-editor of www.e-businessethics.com, www.e-businessethics.net and http://danielsethics.mgt.unm.edu.

Bruce A. Huhmann is the Daniels Fund Ethics Initiative Chair and Associate Professor of Marketing at New Mexico State University. He oversees NMSU’s Bill Daniels Fellows in Ethics; serves on the board of NM EDGE, which collaborates with the College of Business on ethics training for public officials; and speaks to various groups to promote business ethics. He is also a well-respected researcher. His publications have appeared in top marketing journals, such as the Journal of Business Research, Journal of Public Policy & Marketing, Journal of the Academy of Marketing Science, Journal of Advertising, and Journal of Consumer Research.

Yu-Feng (Winnie) L. Lee is currently the Associate Professor of Economics at the Department of Economics, Applied Statistics, and International Business, New Mexico State University. She has been a proud Daniels Fund fellow since 2011. Through this fellowship, Lee has learned a lot and has been able to prepare various case studies of international business ethics for academic use. Recently, in addition to exercising the case studies in her class, she has developed a couple research projects (papers) in the analysis of East Asian/Chinese corporate leadership, ethical structure and managerial philosophy, with one currently under review by the Journal of Business Ethics. She enjoys her teaching in the international business field and plans to continue incorporating the case studies developed by her peer-fellows (and herself) in class to enrich her students' learning experience.

Tim Mazur is COO of the Ethics & Compliance Officer Association (ECOA), the world’s largest, oldest and most-prominent association of ethics and compliance officers. Previously Tim was vice president, ethics, at Countrywide Financial Corporation. Tim joined Countrywide after serving as regional ethics and compliance officer and regional privacy officer for Blue Cross Blue Shield. He is an ethicist with 20 years experience managing ethics, compliance and social responsibility issues in corporations, nonprofits and other organizations. During his career, Tim has taught in the M.B.A. programs at six universities; helped 44 clients turn their law-based compliance programs into effective, values-based ethics and compliance programs; served as executive-in-residence at a nationally recognized business school; appeared on national television as a business ethics commentator as well as in print, radio and on the internet; worked in the U.S. Congress; and served as an expert witness approved by the U.S. Department of Justice for judging the effectiveness of a corporate ethics program. Tim earned his M.B.A. degree in business economics and public policy at The George Washington University and a B.A. degree in political science from San Diego State University.
Grace Ann Rosile is an Associate Professor of Management at New Mexico State University with research in storytelling and ethics, including “Cheating: Making it a Teachable Moment” in the *Journal of Management Education*.

Cindy Seipel is a Professor and Director of the Master of Accountancy Program in the Department of Accounting and Information Systems at New Mexico State University. She began her career as an auditor with Coopers and Lybrand, now known as PwC. In 1990, she earned a Ph.D. from Oklahoma State University. She has been a licensed CPA for over 20 years and became licensed as a Certified Fraud Examiner in 2007. Her areas of research include education, auditing and taxation. She has published in journals such as the *Journal of Accountancy, The CPA Journal, Oil Gas & Energy Quarterly* and *The Journal of International Accounting, Auditing, and Taxation*.

Harry Van Buren is an Associate Professor of Business and Society and a Bill Daniels Business Ethics Fellow, in addition to holding an Albert and Mary Jane Black Professorship in Economic Development. He teaches courses in business and society, business ethics, strategy, government regulation and organizational power. He is a graduate of the University of Illinois at Urbana-Champaign (M.S. in Finance), Princeton Theological Seminary (M.Div.) and the University of Pittsburgh (Ph.D. in business environment, ethics and public policy). His research has been published or is forthcoming in *Academy of Management Review, American Journal of Economics and Sociology, Business & Society, Business and Society Review, Business Ethics Quarterly, Journal of Business Ethics, Journal of Corporate Citizenship, Journal of Management Education, Philosophy of Management* and other journals.

Gretchen A. Winter, J.D. is the Executive Director of the Center for Professional Responsibility in Business and Society at the College of Business at the University of Illinois at Urbana-Champaign (the "Center"). Her office is located at the Illini Center in Chicago, and she spends time each week during the semester in Urbana-Champaign. She is a frequent speaker on professional responsibility, ethics, corporate social responsibility and legal matters for university classes, professional associations, governments and corporate as well as not-for-profit organizations within and outside of the United States. As part of her role as the Center’s Executive Director, Ms. Winter also serves as a member of the Steering Committee for the National Science Foundation’s National On-Line Ethics Center project, as a Visiting Professor at the Universite de Cergy-Pontoise College of Law and as Program Director for the Conference Board Council on Global Business Conduct. Ms. Winter chaired the Ethics and Compliance Officer Association Board of Directors, and she has been on professional responsibility, business conduct and ethics committees for the Conference Board, the American Bar Association and DePaul University. She co-authored an article—“International Business Standards: The Competitive Imperative”—that appeared in the *Thunderbird International Business Review* as well as an article—“Breathing Life into Your Company’s Code of Conduct”—that appeared in the ACCA Docket. Prior to joining the Center in 2007, she worked for 18 years at Baxter International Inc. in Deerfield, Illinois. She served for more than a decade as Vice President and Counsel, Business Practices/Ethics and Compliance, and in that role developed the company's global ethics program and provided guidance to those who saw ethical dilemmas in their work.