Thursday, May 8

*Reception & Dinner*  
6:00-9:00

Friday, May 9

*Breakfast-*  
7:30-8:15

Introduction and Welcome  
O.C. Ferrell, Linda Ferrell, and Bruce Huhmann  
Linda Childers, CEO and President of the Daniels Fund  
8:15-8:30  
8:30-8:45

“The Role of Professional Associations in Business Ethics Education”  
Dan LeClair, COO, AACSB International  
Alfonzo Alexander, President Student Center for the Public Trust  
Linda Ferrell, University of New Mexico  
8:45-9:45

“Crossing the Line: An Insider’s Perspective of the HealthSouth Fraud”  
Weston Smith  
9:45-10:45

*Break*  
10:45-11:00

“Business Ethics: Critical Steps You Need to Know to Protect the Business”  
Sheila Moran, CFE, CPA, CFO-Professional Power Products  
11:00-12:00

*Lunch*  
12:00-1:00

“Lessons Learned from a Career of Ethics & Compliance Experience”  
Anne Nobles, former Ethics Officer for Eli Lilly  
1:00-2:00

“Overcoming Stakeholder Barriers to Teaching Business Ethics”  
Bruce Huhmann, New Mexico State University-Moderator  
Shawn Berman, University of New Mexico  
Harry VanBuren, University of New Mexico  
Bella Galparin, University of Tampa  
2:00-3:00

*Break*  
3:00-3:15

“Innovative Approaches to Teaching Business Ethics”  
Pat Murphy, Professor of Marketing, University of Notre Dame  
O.C. Ferrell, University Distinguished Professor of Marketing, UNM  
3:15-4:15
Speaker Bios

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 Quarterly* and *Business & Society*, as well as other outlets. He is currently on the editorial boards of the *Strategic Management Review* and *Business & Society*.

Linda Childears, President and CEO, Daniels Fund

Linda Childears has served as President and CEO of the Daniels Fund since 2005. Bill Daniels appointed her as a trustee of his estate and named her to the Daniels Fund’s original Board of Directors. Linda’s leadership reflects her strong dedication to preserving and honoring the philanthropic intent of Bill Daniels. The Daniels Fund carries forward Bill Daniels’ legacy by providing grants to nonprofit organizations and college scholarships to deserving students in Colorado, New Mexico, Utah, and Wyoming. With approximately $1.1 billion in assets, the Daniels Fund is one of the Rocky Mountain Region’s largest foundations. The Fund was named *Outstanding Foundation* in 2008 during National Philanthropy Day in Colorado.

**Banking** Linda originally met Bill Daniels when he hired her company, The Financial Consortium, to help overcome the unprecedented operational, legal, and regulatory challenges of launching Young Americans Bank, his bank for kids. By the time of the bank’s grand opening in August 1987, Linda had accepted Bill’s offer to become its President and CEO. Since the organization began in 1987, Young Americans has reached nearly half a million young people.

Prior to Young Americans, Linda spent several years in “adult” banking. She served as President of Equitable Bank of Littleton, and Vice President of First National Bancorporation. She also served the industry as a board member of Colorado Bankers Association, Graduate School of Banking at Colorado, Colorado Student Loan Program, and as Chairman of the American Bankers Association Education Foundation.

**Community** Linda is active in the Denver community. She currently serves on the boards of Cheyenne Capital Fund, Mile High Banks of Colorado, Denver Metro Chamber of Commerce, Mountain States Employers Council, and American Red Cross Mile High Chapter. She serves on the Public Policy Committees of the Council on Foundations and the Alliance for Charitable Reform, and is a member of Mayor Hancock’s Denver Education Compact. Linda is past Chairman of National Assembly, National Camp Fire, and Cherry Creek Arts Festival. Past board positions include Alliance for Choice in Education, Cherry Creek Business Improvement District, CollegetInvest, Colorado Association of Funders, Colorado Meth Project, Daniels College of Business, Denver Metro Chamber Leadership Foundation, Denver Public Schools Foundation, DU Bridge Project, Foundation for Teaching Economics, Johnson & Wales University – President’s Advisory Board, Junior Achievement, Mile High United Way, National Foundation of Dentistry for the Handicapped, OpenWorld Learning, and Young Americans Bank and Center for Financial Education.

**Awards and Recognition** In January of 2014, Linda was chosen as one of the 25 Most Powerful Women by The Colorado Women’s Chamber of Commerce. Linda was awarded an Honorary Doctorate of Business Administration in Financial Services Management from Johnson & Wales University in July 2010, and was named National Philanthropy Day’s
Outstanding Professional in Philanthropy in 2010. Other honors include Colorado Bankers Association Banker of Distinction, Girl Scouts of Colorado Woman of Distinction, the Athena Award in 1998, and an Honorary Lifetime Membership in Camp Fire.

Linda Ferrell, Ph.D. is Professor of Marketing and Bill Daniels Professor of Business Ethics at the University of New Mexico. Her research interests include marketing and society, social responsibility and business ethics education. She has published in the Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, AMS Review, Journal of Business Research, Journal of Personal Selling & Sales Management, Journal of Macromarketing, Journal of Business Ethics, Journal of Teaching Business Ethics, European Journal of Marketing, Case Research Journal as well as others. She is co-author of Business Ethics: Ethical Decision 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.

Bella Galparin is an Associate Professor of Management at the University of Tampa.

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,
Dan LeClair, COO AACSB International

Sheila Moran, CPA, CFE, Chief Financial Officer, Professional Power Products, Inc. Sheila is a CPA and fraud examiner dedicated to helping organizations pinpoint areas of waste and abuse, resolve problems, implement solutions, promote a positive work environment, and provide a higher level of stakeholder confidence. Sheila earned her CPA while working at PricewaterhouseCoopers and holds an accounting degree from the Wharton School of Business and an MBA from the Wisconsin Business School at the University of Wisconsin-Madison. As the Founder and Principal with BDR Advisors, Sheila used the best forensic accounting methods to advise businesses and boards on how to identify areas of waste, reduce risk, free up cash, and implement ethical risk policies to better position themselves for further growth. Sheila now serves as the Chief Financial Officer for Professional Power Products, Inc., a Midwestern manufacturer, where Sheila has enjoyed the opportunity to apply best practices to the benefit of owners, employees and other stakeholders.

Patrick Murphy, Professor of Marketing, University of Notre Dame.

Westin Smith, former CFO for Fortune 500 company, Health South.

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.