

# Business Ethics Programs Speaker Series

## Spring 2005

Seminar	Event
1 Thursday March 24	<p><b>Chuck Goncalves</b> <b>Senior Manager of Global Compliance for the Americas, GAP Inc.</b></p>
3 <sup>rd</sup> Floor Exec. Center Dining Rm.  6-8pm	In 2004 GAP produced its first, widely acclaimed Corporate Social Responsibility report. The company frankly analyzed the impact of its operations from a triple bottom-line perspective (financial, environmental, and social) while highlighting areas where GAP had failed to live up to expectations. The company employs over 90 compliance officers charged with ensuring GAP's suppliers produce their products in an acceptable manner.
2 Thursday March 31	<p><b>Movie presentation of <i>The Corporation</i> and panel discussion:</b> Anita Cava, Associate Professor of Business Law and Co-Director, UM Ethics Programs Bill Werther, Professor of Mgt. and Co-Director, Center for Nonprofit Management Richard Brodsky, Attorney and Chair, Citizens Board Select Projects Fund</p>
Storer Auditorium  6-8pm	<i>The Corporation</i> is a documentary based on the book of the same name by Joel Bakan ( <a href="http://www.thecorporation.tv/">http://www.thecorporation.tv/</a> ). In his analysis, Bakan diagnoses the corporation as a pathological entity that pursues its own self-interest with blatant disregard for the consequences. Corporate Social Responsibility is a fig leaf, Bakan argues; the only way to curb the rise of the corporation is through greater government regulation.
3 Tuesday April 5	<p><b>Gene Gomberg</b> <b>CEO, The Continental Group</b></p>
3 <sup>rd</sup> Floor Exec. Center Dining Rm. 6-8pm	Gene Gomberg is a UM alumnus who has built his business into "the largest community association management company in Southern Florida." The Continental Group provides ancillary services (such as lawn care, painting and pest control) to condominiums and other real estate management organizations.
4 Thursday April 14	<p><b>Linda Alexander</b> <b>SVP Communications &amp; Public Affairs, MTV Networks Latin America</b></p>
3 <sup>rd</sup> Floor Exec. Center Dining Rm.  6-8pm	Linda Alexander oversees all media relations and corporate responsibility issues for the MTVN brands in Latin America—MTV, VH1 and Nickelodeon. She and her team develop and implement pro-social initiatives that empower youth in Latin America to have a voice and to make informed choices surrounding the issues that impact their lives. In addition, Ms. Alexander manages the company's community involvement and outreach programs via its offices in Miami, Mexico City, Buenos Aires and Sao Paulo.
5 Thursday April 21	<p><b>Ronald Alsop, in partnership with <i>Books &amp; Books</i>.</b> <b>Wall Street Journal News Editor, Author of the WSJ monthly column 'MBA Track,' and the book 'The 18 Immutable Laws of Corporate Reputation.'</b></p>
3 <sup>rd</sup> Floor Exec. Center Dining Rm.  6-8pm	Ron Alsop perceives a gap in the MBA curriculum at most business schools in the area of corporate crisis communications and reputation management. "Some schools have responded to the rash of scandals and plunge in corporate America's reputation with more classes on ethics, social responsibility and corporate governance. Yet ... few [are] teaching students about the critical role of strategic communications in managing corporate image."
6 Thursday April 28	<p><b>Karl Schulze, CPA</b> <b>Forensic Accountant, Schulze, Haynes &amp; Co.</b></p>
3 <sup>rd</sup> Floor Exec. Center Dining Rm.  6-8pm	Karl Schulze has become a key component of the drive to establish a permanent Business Ethics Programs within UM's School of Business. As sponsor of the initial Business Ethics Debate in 2004, he is determined to integrate ethics firmly within the undergraduate and graduate curricula. By introducing ethical issues to students while they are still in school, he hopes they can avoid some of the many ethical problems he is asked to sort out on a daily basis for his clients.