

The University of Toledo
College of Business Administration

BUSINESS ETHICS AND CORPORATE GOVERNANCE PROGRAM
2009 BUSINESS ETHICS WORKSHOP FOR FINANCE PROFESSIONALS

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TO: Invited Professionals in Financial Services, Corporate Finance and Banking
FROM: The Business Ethics and Corporate Governance Program
RE: 2009 Interactive Workshop on Business Ethics for Finance Professionals
Date: Friday, April 3, 2009 – 8 am to 1 pm, Libbey Hall on the UT Campus

Please carefully review the accompanying brochure which outlines our upcoming 2009 Interactive Workshop on Business Ethics. This year, our focus is on the ethical dilemmas faced by professionals in the discipline of Finance. **This Interactive Workshop is sponsored by The Business Ethics and Corporate Governance Program.**

Ethical issues have been catapulted to the forefront of the list of problems that business organizations face. Almost daily, the print and broadcast media report on unethical behavior by business executives. Individual and organizational reputations are often irreparably stained or ruined. Tragically, this happens after years of effort have been spent cultivating a positive reputation in the business community. In the discipline of finance this has erupted into a problem of epic proportions, with the highly publicized Madoff scandal, the recent Stainbrook scandal, the situations at AIG, Merrill-Lynch, Citibank, Lehman Brothers, Bank of American and Countrywide Financial Services – just to name a few in the last six months! The field of finance struggles with whether to enact a code of ethics in an attempt to ward off new government regulations being contemplated. So what are the ethical issues in finance? There are several!

1. **Fairness in financial markets:** fraud, manipulation, inequalities in information, inequalities in bargaining power and inefficient pricing.
2. **Duties and obligations in financial relationships:** those of fiduciaries, agents and professionals
3. **Managing conflicts of interest:** actual and potential, personal and impersonal and individual and organizational

IS THERE AN ANALYTICAL FRAMEWORK ONE CAN LEARN THAT CAN HELP TO ADDRESS THESE ISSUES AND CHART A COURSE OF ACTION THAT IS ETHICAL AND JUSTIFIABLE IF LATER CONFRONTED ABOUT YOUR DECISION? **YES, AND THAT IS EXACTLY WHAT THIS SEMINAR IS ABOUT.**

Plan on attending this innovative interactive workshop that will show finance professionals about how to understand, address, then resolve ethical dilemmas in finance. **Imagine learning how to analyze and resolve ethical questions positively with confidence. We will provide you with the necessary knowledge and skill-based tools.** The workshop will focus on the precise types of dilemmas that the finance discipline frequently faces.

This seminar is provided at no-cost to your organization. It is one of the educational services provided by the Business Ethics and Corporate Governance Program and is part of our mission in the College of Business Administration. In addition to the workshop, there will be a continental breakfast, buffet luncheon and a variety of take-away educational materials for future reference.

Seminar participants will: **(1) Learn to identify the personal core values that bias their ethical choices, often resulting in poor decisions, (2) Learn the tools for making far more defensible ethical business decisions and (3) resolve finance-specific ethical dilemmas and formulate optimal defensible positions.**

Because of the structure of the workshop, attendance must be limited. PARTICIPATION IS ON A FIRST COME –FIRST SERVED BASIS. YOU HAVE BEEN IDENTIFIED AS AN APPROPRIATE CANDIDATE FOR THIS EDUCATIONAL OPPORTUNITY. If you are unable to attend, please tell someone within your organization about this opportunity. Please feel free to pass this invitation on to the appropriate person within your organization. Again, please carefully review the accompanying brochure and then RSVP quickly by either emailing your response to: Denise.Turk@utoledo.edu or by telephone at (419) 530-2366.

(OVER)

We look forward to working with you on Friday, April 3, 2009. **PLEASE PLAN ON ATTENDING, OR IF YOU ARE UNAVAILABLE THAT DAY, PLEASE CONSIDER SENDING A FINANCIAL EXECUTIVE FROM YOUR ORGANIZATION. FEEL FREE TO SHARE THESE MATERIALS WITH THE APPROPRIATE PERSON IN YOUR ORGANIZATION. DO NOT PASS UP THIS UNIQUE OPPORTUNITY THAT WE ARE PROVIDING FOR YOU.**

Last year's program focused on the ethical issues faced by sales and marketing professionals. Following are a number of the participant's testimonials about the quality of the workshop:

- I have learned not to make decisions solely based on my first "gut instinct". I have learned to examine issues from different ethical perspectives before making a decision. Dr. Post's lecture and explanations were full of information and presented in a clear manner which I understood and will take back to the office.
Ivan Behrman, President, Behrman Printing
- Ethic workshops are a common continuing education course. My expectations of this course (presentation) were that it would be: some material, some message, and common end result. Dr. Post, you have exceeded my expectations. There is so much more to this subject matter. So many more perspectives! "The right questions lead to the right answers".
Tim Guitteau, Vice-President, Brooks Insurance Agency
- Very well done and relevant to our company's core values. Never knew there was a process to think through a situation to identify/formulate an ethical decision.
Dave Waldock, Director of Sales Administration & Customer Service, Owens-Illinois, Inc.
- This program gives participants specific tools to use in the daily analysis of ethical dilemmas that assist in business processes. Excellent use of time!
Ryan Haywood, Assistant General Counsel, Owens-Illinois, Inc.
- The matrix-based ethical decision making process makes all the sense in the world to me. After being exposed to this process, I am convinced that application of the process will enhance my personal decisions to achieve my goal of being an ethical person...morning, noon and night.
Bob Pinkston, Vice-President – Team Leader, Fifth Third Bank
- I believe this will be very useful to companies. It opened my eyes to the fact that there are many ways to view an issue. Four hours was just the right amount of time.
Jesse Davila, Manager, Special Projects, Cooper Tire & Rubber Company
- This enlightened my understanding of how I have made ethical decisions in the past. More importantly, I learned tools to make better ethical decisions in the future.
Gary Stevens, Manager, All-Phase Electric

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AS THE ABOVE WORKSHOP TESTIMONIALS INDICATE – THIS IS A VERY UNIQUE LEARNING EXPERIENCE, UNLIKE ANYTHING YOU HAVE EVER EXPERIENCED, THAT YOU SHOULD FIT INTO YOUR SCHEDULE.

THE KNOWLEDGE AND TOOLS YOU GAIN FROM THIS WORKSHOP WILL POSITIVELY IMPACT YOUR ORGANIZATION'S DECISIONS, YOUR PERSONAL DECISIONS AND YOUR REPUTATION.

IN THE PRESENT BUSINESS CLIMATE – THERE PROBABLY AREN'T MANY OUTCOMES THAT ARE MORE IMPORTANT!