

**PROVIDING PRACTICAL ADVICE  
AND THEORETICAL TOOLS FOR  
CREATING AND MANAGING AN  
EFFECTIVE ETHICS, COMPLIANCE,  
OR BUSINESS CONDUCT PROGRAM**

**Travel Information**

MEO sessions are held on the campus of Bentley University, located approximately 10 miles west of Boston's Logan Airport. Arrangements for rooms at a discounted rate have been made at two hotels located in Waltham, two miles from campus. Please contact the Hilton Garden Inn at 781-890-0100 or the DoubleTree Guest Suites at 781-890-6767 and ask for the "Bentley Ethics Course" to receive the discounted rate. Reservations must be made no later than May 15 to receive the reduced room rate.

Attendees explore the complexities and nuances of their work. A typical session may include a short presentation, a case study with a role-play, and a question-and-answer or dialogue period.

For additional course information, please contact the Center for Business Ethics at (781) 891-2981 or by e-mail at [cbeinfo@bentley.edu](mailto:cbeinfo@bentley.edu).

**ABOUT THE CO-SPONSORS**

The **Ethics & Compliance Officer Association (ECO)** is a non-consulting, member-driven association exclusively for individuals who are responsible for their organization's ethics, compliance, and business conduct programs. ECOA pioneered the ethics and compliance field and remains the premier group for practitioners across the globe. The ECOA is a non-profit, 501(c)(6) association, which derives its revenue primarily from members' dues, conferences and other meeting fees, and financial contributions.

The ECOA gathers people who are new to the field as well as those with years of experience to share with each other. Through the ECOA, practicing ethics and compliance officers address the tough issues they face every day. Members learn from one another and, in turn, help to foster a global commitment to ethics and integrity.

For membership information, an overview of member benefits, or information regarding upcoming programs, please call the Ethics and Compliance Officer Association at (781) 647-9333 or visit its website at <http://www.theecoa.org>.

Founded in 1976, the **Center for Business Ethics (CBE)** at Bentley University is one of the world's oldest and leading research and educational institutes in its field. CBE continues to serve the business and academic communities in a leadership role, heightening ethical awareness, developing knowledge and skills, and promoting organizational cultures that foster accountability and trust.

CBE's unique value is in providing a bridge between theoretical research and the application of ethical principles in business. It maintains an impressive multimedia library and research facilities; it hosts major conferences, a prestigious CEO lecture series and a visiting professorship. CBE runs executive and graduate education programs, and leads the integration of business ethics across the Bentley curriculum. CBE has cultivated a vast network of business and academic contacts and collaborators around the globe.

For more information on CBE, including membership, please call (781) 891-2981 or visit <http://www.bentley.edu/cbe>.

CENTER FOR BUSINESS ETHICS  
Bentley University  
175 Forest Street  
Waltham MA 02452-4705

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Waltham, MA

**Managing  
Ethics in  
Organizations**

June 8 -12, 2009

Bentley University  
Waltham, Massachusetts

**Co-Sponsored by:**

**Ethics & Compliance Officer  
Association and**

**Center for Business Ethics at  
Bentley University**

# Learn from Experts

**Managing Ethics in Organizations** is taught on the Bentley University campus and serves practicing ethics and compliance officers as well as industry experts and academicians. The course offers a unique and time-tested approach to addressing the issues facing ethics, compliance, and business conduct managers.

## Current and Past Speakers Include:

Jim Berg, Director, Ethics and Business Practice, International Paper

Keith Darcy, Executive Director, ECOA

Joan Dubinsky, Ethics Officer, International Monetary Fund

Patti Ellis, Vice President Ethics & Compliance, Raytheon Company

W. Michael Hoffman, Executive Director, Center for Business Ethics at Bentley University

Robert Holmes, Jr., Senior VP, Ethics & Business Practices, Alabama Power

Jeffrey M. Kaplan, Partner, Kaplan & Walker LLP

Jeff Oak, Vice President, Corporate Responsibility Officer, Bon Secours Health System, Inc.

Carrie Penman, Ethical Leadership Group

Jacquelyn Gates Shipe, Associate Vice President, Development, UA Huntsville

Linda Klebe Trevino, Professor of Organizational Behavior and Cook Fellow in Business Ethics, The Pennsylvania State University

Coeni van Beek, Global Leader, Ethics and Business Conduct, PricewaterhouseCoopers

Gretchen Winter, Executive Director, Center for Professional Responsibility in Business and Society, University of Illinois at Urbana-Champaign

## Agenda (subject to change)

### Monday, June 8

Morning Sessions, 8:30 a.m. - 12:00 noon  
**Creating an Ethics Office and Building Partnerships**

Afternoon Sessions, 1:00 - 5:00 p.m.  
**Ethics Principles: Searching for the Moral Point of View**

**Two Ethical Styles: An Interactive Exercise**

### Tuesday, June 9

Morning Session, 8:30 a.m. - 12:00 noon  
**Ethics and the Law**

Afternoon Sessions, 1:00 - 5:00 p.m.  
**Helplines, Investigations, and How to Prevent Retaliation**

**Ethics and Compliance Training**

### Wednesday, June 10

Morning Sessions, 8:30 a.m. - 12:00 noon  
**Communications, Codes, and Policies**

**Measuring Program Effectiveness**

Afternoon Sessions, 1:30 - 4:15 p.m.  
**Ethics and Compliance Risk Assessments**

**ECOA Survey**

### Thursday, June 11

Morning Session, 8:30 a.m. - 12:00 noon  
**"Managing" to Be Ethical: Understanding What Drives Employee Ethical Behavior**

**Lunch Speaker, Michael Zychinski, Chief Ethics Officer, Deloitte LLP, 12:00 noon - 1:30 p.m.**

Afternoon Session, 1:30 - 5:00 p.m.  
**Ethics, Globalization and CSR**

### Friday, June 12

Morning Sessions, 8:30 a.m. - 12:00 noon  
**Developing an Ethical Culture**

**Governance and Leadership**

**Certificates**

Afternoon Session, 12:00 - 1:00 p.m.  
**Unanswered Questions**

## Who Should Attend

*Managing Ethics in Organizations* is designed primarily for managers of ethics, compliance, and business conduct programs who are preparing to assume additional responsibilities or who already serve in the position but without the benefit of formal training. This course is also appropriate for individuals who are considering becoming an ethics and compliance officer and for consultants and professors who work in the field. Managers whose organizational function requires them to work closely with the ethics and compliance office, such as auditors and human resource specialists, are also invited to attend.

## Registration Fee

\$4,000 Standard Registration Fee  
\$3,500 Members of the ECOA

A reduced registration fee for academicians and others is subject to conditions and space availability.

The registration fee includes all course materials, continental breakfasts, coffee breaks and lunches each day, a reception on Monday evening, and a dinner event Wednesday evening.

Transportation, lodging, and meals, other than those listed above, are not included in the registration fee. Participants are responsible for making their own travel and housing arrangements.

Pre-course readings are sent to all participants, with the expectation that each attendee will read the materials in advance of the program. Participants are expected to attend all program sessions. Enrollment in *Managing Ethics in Organizations* is limited to 50 participants.

## Cancellation Policy

Participants who cannot attend the course must notify the Center for Business Ethics no later than Monday, May 25. Tuition will be refunded on receipt of returned pre-course materials.

## Managing Ethics in Organizations

June 8-12, 2009 Bentley University  
Waltham, Massachusetts

### REGISTRATION FORM

- |  |             |
|--|-------------|
| <input type="checkbox"/> Standard Registration | \$ 4,000.00 |
| <input type="checkbox"/> Member of the ECOA    | \$ 3,500.00 |

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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| <input type="checkbox"/> Visa   | Customer ID _____ |

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Signature \_\_\_\_\_

Payment must be received prior to the start of the program. Please send payment and completed registration form to:  
Center for Business Ethics, Bentley University,  
175 Forest Street, Waltham MA 02452-4705