

The Norman M. Lorentzsen Lecture Series on Business Ethics

CONCORDIA COLLEGE
MOORHEAD MINNESOTA

*The Center for Ethical Leadership and the Department of Business, Accounting
and Economics are pleased to announce*

The Norman M. Lorentzsen Lecture Series on Business Ethics



Ken Goodpaster

You (and your associates) are invited to be our guest.

SPEAKER: Ken Goodpaster

TOPIC: Conscience and Corporate Culture: Developing a moral agenda for corporate leadership

Ken Goodpaster is professor of Business Ethics at the University of St. Thomas. He is a nationally known and respected author and speaker, and is known for being insightful, instructive, and thought-provoking. He will speak on the role of moral reflection (conscience) in the lives of each of us as individuals and the corresponding role it plays in developing the culture of an organization. The problems with Enron, WorldCom, and others relate to their unbalanced pursuit of goals without the concern for other values. He offers practical advice to leaders and an agenda for shaping corporate culture.

His new book, "Conscience and Corporate Culture," will be the basis for his presentation and discussion.

DATE: Friday, Sept. 28, 2007

TIME: 10:30 a.m. to 1:30 p.m.
(Presentation 10:30-11:45 a.m., Lunch noon-12:45 p.m., Discussion 12:45-1:30 p.m.).

LOCATION: Courtyard by Marriott, Moorhead, Minn.

R.S.V.P. by returning enclosed card, email legler@cord.edu, phone 218.299.3928 or fax 218.299.4277, no later than Sept. 24.

If you are unable to attend, please notify us as we are billed for all reservations.

This event is no charge to participants and includes lunch.