



**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

**J. Mack Robinson College of Business  
UN Global Compact Academic Network**

**Sharing Information on Progress (SIP): Academic Years 2010-2013**

**Statement of Continued Support**

We believe that all of our business students should be educated about the content and application of the United Nations Global Compact Ten Principles. To that end, we have incorporated the principles into our academic course offerings (see Curriculum, below), extra-curricular events, and public programs. Led by the efforts of our Center for Ethics and Corporate Responsibility, the J. Mack Robinson College remains steadfastly committed to the U.N. Global Compact and to promoting business conduct that expresses the highest regard for these universal principles of human rights, workplace standards, environmental responsibility, and anti-corruption.

Our goals for 2014-2015 include:

1. Integrating labor rights, workplace standards and environmental sustainability into the processes and practices of business innovation, through our Certified Professional Innovator Program.
2. Integrating the 10 U.N. Global Compact Principles into the education of executives, through our newly forming Center for Executive Leadership.
3. Continuing to refine our academic offerings, updating cases and refreshing topics related to the 10 Principles.

Support Needed:

- Cases
- Tools
- Best Examples

**About J. Mack Robinson College of Business and the Center for Ethics and Corporate Responsibility**

The largest business school in the South and the sixth-largest in the nation, the J. Mack Robinson College of Business at Georgia State University is located in Atlanta, an epicenter of business and a gateway to the world. Robinson conducts programs on four continents and educates students from 150 countries. The part-time MBA program is ranked number 17 in the nation and number 9 among public universities according to U.S. News & World Report. The college has 200 faculty, over 8,000 students and 65,000 alumni. Noted for an emphasis on educating leaders, the Robinson College of Business and Georgia

State University have produced more of Georgia's top executives with graduate degrees than any other school in the nation.

The Center for Ethics and Corporate Responsibility, formerly known as The Southern Institute for Business and Professional Ethics, is one of the nation's leading centers promoting professional integrity and global corporate responsibility. Founded in 1993 by leaders in business, education and the professions, the Center is making a meaningful difference in the lives of individuals, institutions and society. In addition to teaching courses and conducting research, the Center faculty also conducts corporate and public programs through its Atlanta Compliance and Ethics Roundtable, Executive Breakfast Forums, Leading with Integrity luncheons, and Summer Seminars.

## Curriculum

### Business and Law:

#### **MANAGING CORPORATE INTEGRITY**

Today's U.S. and international corporations must make business decisions in an increasingly complex global environment with greatly enhanced expectations and demands for ethical behavior and accountability. This course exposes business and law students to fundamental issues and current best practices in managing legal/ethical compliance, corporate social responsibility and business ethics issues. The class is structured to move the students from situations where the law may provide some guidance to where the law is less clear and the ethical dimensions of decision making become more important and more difficult. Special attention is given to preparing law and management students to understand and manage the demands on U.S and international corporations making complex business decisions in the face of increasing expectations for transparency and accountability and to understand the roles of business managers and lawyers working together on these issues.

#### **Course Description**

Course topics cover both domestic and international business issues, including anti-corruption, environmental crimes/compliance, child labor, employment discrimination, crisis management, whistleblowing, retaliation, fraud, privacy, sustainability and social enterprise. The class is open to 2L and 3L law students and MBA students and is designed to enhance the students' understanding of how legal and business issues interact and how consideration of both is essential to making sound business decisions in light of the legal and ethical considerations. Structured around real-world cases that simulate the challenges of today's domestic and global markets, the course equips students to manage and integrate the differing perspectives of lawyers and managers. Guest executives enhance the learning experience through the application of real-life, current business challenges.

#### **Course Objectives**

1. Knowledge of, and practical skills for dealing with, the legal, management and ethical issues based more specifically on compliance requirements, including the Foreign Corrupt Practices Act and other anti-corruption tools; and environmental statutes and management challenges
2. Knowledge of, and practical skills for dealing with, the legal, management, and ethical challenges based more specifically on ethical decision making, where the legal requirements

are present but become less clear, including international child labor practices; managing the effects of large discrimination cases on the corporate environment; retaliation; financial fraud; and privacy

3. Knowledge of, and practical skills for dealing with, the legal, management, and ethical issues regarding ethics hotlines and whistleblower protection
4. Knowledge of international anti-corporate campaign tactics and counter-tactics
5. Knowledge of corporate sustainability strategies and social enterprise as emerging business imperatives
6. Knowledge of the management competencies required for international managers and legal counsel through an understanding of their differing roles and responsibilities and how they should each contribute to sound decision making and ethical outcomes

**SOCIAL ENTERPRISE:** One of the most exciting developments in corporate responsibility is taking place in "social enterprises," for-profit corporations with social, non-profit missions. Come learn about social enterprises and the entrepreneurial strategies that drive them. The course features visits by leading Atlanta social entrepreneurs and hands-on experience in the "iconic entrepreneurship" model.

### **Course Description**

Social enterprise is becoming a watchword in both nonprofit and business communities as a way of coupling the resources generated by market activities with the social ambitions of nonprofit organizations. This course will examine social enterprise from both the nonprofit and business perspectives to provide students with a broad overview of its purposes, forms, management approaches and impact. During the course, students will have the opportunity to assess a local social enterprise, visit several social enterprises in the Atlanta area and hear leading social entrepreneurs talk about their organizations.

### **Managerial Sciences:**

#### **LEGAL/ETHICAL ENVIRONMENT: HUMAN RESOURCES MANAGEMENT**

Legal and Ethical Environment of Human Resource Management.

This course examines legal issues related to various aspects of human resource management. Students review legislation and case law related to discrimination, employment-at-will, negligence, contingent workers, safety, compensation, and labor. Emphasis is placed on avoiding unnecessary litigation.

#### **MANAGEMENT STUDIES ABROAD**

Management Studies Abroad.

Emphasizing a collaborative rather than competitive learning environment, this course examines the interrelatedness of economic, political, legal, social, and cultural factors on cross-cultural management issues. Concepts of human behavior, motivation, strategy, and labor/management relations are linked to practice in different national settings. An extensive international on-site program is an integral part of this program. Interviews are conducted at a broad range of organizations and industries. Objectives include cultivating a global mindset and developing a richer understanding of international business challenges relating to management. Company visits showcase evolving corporate profiles in the global marketplace.

## **Professional MBA and MBA:**

### **MANAGING IN THE GLOBAL ECONOMY**

This cornerstone core course is aimed at providing an introduction to fundamental business concepts and their critical social, ethical and environmental dimensions from a global managerial perspective. Students will gain fundamental insights into key business activities during different stages of an industry's lifecycle through lectures, case analysis, team exercises, and critical evaluation exercises. The course is based on an integrative framework that especially emphasizes the relationships, connections and dependencies among functional areas in different life-cycle situations as well as the complex inter-dependencies between businesses and the societies in which they operate.

### **LEGAL ENVIRONMENT: ETHICS AND CORPORATE GOVERNANCE**

Companies that ignore their legal and ethical obligations to owners, customers and consumers open the door to parties who seek legal recourse that can limit their gain or even threaten their existence. Law and ethics, when incorporated properly into managerial decision making, provide strategic tools to facilitate growth, creativity, competitive advantage and legal certainty, and to reduce legal risk and liability. By examining the application of law and ethics to a variety of business and corporate governance issues, this course offers the master's student an understanding of how businesses can comply with the law and use an ethical culture as a positive strategy for making successful business decisions.

## **Executive MBA:**

### **CORPORATE RESPONSIBILITY**

This course focuses on the roles executives play in defining, leading, managing, and responding to the responsibilities of the corporation. Organized around the ten principles of the United Nation's Global Compact, the course uses simulations, interactive case-studies with the corporate executives who lived them, and ethical reflection exercises to teach executives to assess and respond to the social, ethical and environmental issues confronting global enterprises and to lead effective corporate policies and responses. Special attention is paid to building the four components of ethical behavior, namely, ethical sensitivity, judgment, motivation, and implementation.

## **Health Administration:**

### **HEALTH POLICY AND ETHICS**

This course concentrates on health policy issues in the planning, delivery and organization of health services. Examination of policy issues focuses on the relative roles of the public and private sectors and the control procedures used to implement these policies. Ethical issues and problems and their resolutions are presented within a decision-making framework.

## **UNIVERSITY OF BARCELONA PARTNERSHIP**

As part of a seven (7) year, ongoing collaboration the Center for Ethics and Corporate Responsibility and the Andrew Young School of Policy Studies partner with the University of Barcelona's Fundacion Centro de Investigacion de Economia y Sociedad (CIES) to host a week-long residence of the CIES Master's degree programs in Corporate Social Responsibility

Accounting and Social Auditing and Social Economy and the Management of Non-Profit Organizations. Past programs included:

- **“The Global Responsibility of Business: Response to Climate Change,”** which featured presentations, lectures and tours from Georgia State University faculty and from corporate responsibility managers from corporations like The Coca-Cola Company, Seagate Technology, The Home Depot, United Parcel Service (UPS), and Interface, Inc.
- **“Social Enterprise,”** which featured faculty lectures, graduate student presentations, and site visits and lectures by leading Atlanta Social Entrepreneurs such as the Habitat for Humanity Restore, the Atlanta Community Foodbank, Blue Earth Network, Grey Ghost Capital Management Social Venture Fund, and The Georgia Justice Project.
- Additional lectures include: **“New trends,”** by Ramón Mullerat, Former President of the Council of the Bars and Law Societies of the European Union (CCBE) and Former Co-chair of the Commission on Corporate Social Responsibility of the International Bar Association; **“Connected Capitalism: Corporate Responsibilities in Emerging Markets,”** by A. Wayne Lord, Ph.D., Professor of International Executive Education, J. Mack Robinson College of Business, and President, World Affairs Council of Atlanta; **“CSR and Philanthropy Management: REPSOL Case”** by María Eugenia de Barnola, Deputy Director, Repsol Foundation; **“Strategic CSR: Starbucks Corporation and Building a Sustainable Supply Chain,”** by Steven Olson, Ph.D., Director, Center for Ethics and Corporate Responsibility, J. Mack Robinson College of Business.

#### Center for Ethics and Corporate Responsibility

- **May 2, 2013:** True North of Leadership – Featured surprising lessons from the U.S. Marine Corps on ethics, values, courage and competitive advantage. The special conversation was with Marine & Businessman, Jack E. Hoban.
- **February 27, 2013:** The 2013 Edelman Trust Barometer event discusses the crisis due to the lack of confidence in leaders of business and government.
- **January 19, 2013 – January 22, 2013:** A three-day program held at the U.S. Marine Corps Base Quantico that includes simulated combat full of “safe but real” experiences that grow participants’ leadership abilities and values-based decision-making.

#### Corporate Programs

##### **ATLANTA COMPLIANCE AND ETHICS ROUNDTABLE**

The Atlanta Compliance and Ethics Roundtable (ACE) is a partnership between Georgia State University's Robinson College of Business, the College of Law and professionals in the ethics and compliance field. ACE is located within the Center for Ethics and Corporate Responsibility at the Robinson College.

ACE seeks to foster an attitude of commitment and continuous improvement among the Atlanta business community in the development of programs that promote integrity and ethical leadership. Members have access to the unique resources of the J. Mack Robinson College of Business and the College of Law.

Through its activities and knowledge sharing, ACE seeks to achieve several strategic objectives:

- Raise the standard for business ethics programs.

- Determine and publish best practices for implementation and management of compliance programs.
- Create a forum that provides members a networking opportunity with other compliance & ethics leaders.
- Provide continuing education on compliance and ethics topics and issues to its members.
- Promote the study of business ethics in colleges and universities

Past events include:

**October 24, 2013:** Over 60 ACE members and guests met at the Hilton Garden Inn Atlanta Perimeter Center for ACE's 6th Annual Compliance and Ethics Best Practices Workshop. The workshop included nationally known speakers and covered a variety of topics ranging from using humor to engage an audience to conflict minerals. This event offered both CLE and CCEP credit.

**September 17, 2013:** For the third consecutive year, ACE members went back-to-basics and gathered for a question and answer roundtable discussion. ACE members submitted questions anonymously prior to the event. Hosted by Lockheed Martin, this event allowed ACE members to freely ask questions about topics ranging from what specific changes have been made to the code of ethics to what keeps members up at night in relation to compliance and ethics. Participants were able to share suggestions, testimonials, triumphs, and concerns as well as follow-up questions. The session included a tour of the Lockheed Martin facilities.

**July 16, 2013:** ACE had its Inaugural Film Festival. Members submitted videos used for compliance and ethics training in their organization. Each submission was preceded by an introduction from the member regarding how the company used the video and what feedback they received. Attendees were able to discuss all submissions at the end of the session, serving as a great opportunity to learn how different companies approach compliance and ethics.

**May 14, 2013:** Guest speaker, Eric Brothers of Ernst & Young LLP, discussed data protection and protecting your organization's most valuable assets. His presentation focused on understanding data loss requirements, designing a policy and program that works for your organization, and managing your compliance requirements.

**March 12, 2013:** Members and their guests met at Cox Communications Inc. for the first quarterly lunch and learn of 2013. The guest speaker, Jimmy Lin of The Network Inc., highlighted specific areas within an organization's ethics and compliance initiatives where integrated data can have the most impact.

**November 7, 2012:** Over 65 ACE members and guests met at the Georgia State University Buckhead Center for ACE's 5th Annual Compliance and Ethics Best Practices Workshop. This year's workshop included nationally known speakers and covered a variety of topics ranging from sustaining a global compliance program to avoiding technological security threats. This event offered both CLE and CCEP credit.

**September 18, 2012:** For the second consecutive year, ACE members went back-to-basics and gathered for a question and answer roundtable discussion. ACE members submitted questions anonymously prior to the event. Hosted by Troutman Sanders, this event allowed ACE members to freely ask questions about topics ranging from how to build culture within an organization to the structure and details of company gift and entertainment policies. Participants were able to share suggestions, testimonials, triumphs, and concerns as well as follow-up questions.

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**July 17, 2012:** ACE members met at the Home Depot headquarters for a complimentary, members-only Lunch & Learn entitled "From Risk Awareness to Risk Understanding." Lunch was followed with a presentation by professor Harold Weston of the J. Mack Robinson College of Business concerning how organizations can learn to co-exist in a world where the total elimination of risk is simply not a reality and ways in which organizations can continue to thrive despite this reality.

**March 16, 2012:** ACE members and guests met at the UPS headquarters for a complimentary lunch and learn entitled "**When you're hungry, tired, and least prepared...**" **Marine Officer Ethics Training for When Ethics Matters Most.** Presenters Col Alford, Col Lt. Col. Samarov, and Maj. Dowd, using real-time audience responses in response to organizational and battlefield situations, highlighted the necessity of ethics and character. The Marines' character- and values-based approach to ethics and compliance challenged the dominant corporate reliance on rules. Rules, the Marines argued, can never adequately anticipate or address the ethical challenges that face Marines and corporations alike. Full of lively and surprising exchanges, the program concluded with a standing ovation for the Marine instructors.

**November 8, 2011** Over 65 ACE members and guests met at Georgia Power Company for ACE's 4<sup>th</sup> **Annual Compliance and Ethics Best Practices Workshop.** This year's workshop covered issues by nationally known speakers on topics ranging from studying how individuals arrive at their personal ethics, to learning best practices from the world's most ethical companies, to considering the ethical implications of social media.

**September 20, 2011:** ACE members met at the Home Depot Store Support Center for a complimentary Members-Only Lunch & Learn entitled "**Yes, You Can Ask That.**" Lunch was followed by a vibrant and candid discussion of the participants' anonymously collected questions. Current ACE board members read each question and opened the floor for participants to share suggestions, testimonies, concerns and follow-up questions.

**June 22, 2011:** ACE members met at The Weather Channel Corporate Headquarters for a complimentary Members-Only Lunch & Learn entitled **Best Practices on Building Ethics & Compliance Hotline and Program Awareness.** Lunch was followed by a presentation on strategies for improving ethics and compliance hotline reporting. Tad Bixby, Practice Director at Global Compliance Services, discussed best practice tips for improving hotline reporting quality, volume and non-anonymous submissions through effective and persistent communications.

**April 12, 2011:** ACE members and guests met at Georgia Power Corporate Headquarters for a complimentary Lunch & Learn entitled: **Understanding the Dodd-Frank Whistleblower Provisions & Implications for Compliance Programs.** Presenter DeWitt Rogers, Partner at Troutman Sanders LLP, discussed the potential impact of the Dodd-Frank Wall Street Reform Act and the issues and challenges that may arise for compliance programs.

**February 22, 2011:** The Atlanta Compliance & Ethics Roundtable hosted its first kickoff meeting of the 2011 year. Over 35 guests met at the United Parcel Services (UPS) headquarters for the complimentary Lunch & Learn seminar entitled **Risks, Initiatives and Reporting: Challenges for 2011.** Presenter Anne Tkacs, Executive Director of Ethics and Compliance at AGL Resources and ACE Board member, outlined the significant changes made in the 2010 Federal Organizational Sentencing Guidelines and discussed how AGL is implementing changes in response. In addition, Debra Curtis-Magley, Public Relations Manager at UPS discussed the changing demands in Social Media and how UPS is applying social media tactics within its own communications strategies to meet the new demands.

**November 3, 2010:** Over 40 ACE members and guests met at Georgia Power for ACE's **Annual Compliance & Ethics Best Practices Workshop.** The all-day workshop featured nationally recognized

speakers and relevant topics to the ethics & compliance professional. First, Rebecca Walker, Esq., Partner, Kaplan & Walker LLP, spoke on "Challenges to Compliance and Ethics Programs in Tough Economic and Changing Regulatory Times: Lessons Learned and Mistakes Made." Then, Adam Turteltaub, CCEP, CHC, Vice President of Membership Development, The Society of Corporate Compliance and Ethics and The Health Care Compliance Association, led an interactive workshop entitled "Defining a Social Media Policy." Finally, Carol DiBattiste, S.V.P. Privacy, Security, Compliance and Government Affairs, LexisNexis, presented on the topic of "Building a Privacy, Security, and Compliance Framework." This event offered both State of Georgia CLE and CCEP credit. [Click here to view the agenda and more information on the sessions and speakers.](#)

**September 14, 2010:** ACE members met at Georgia Power, Plant McDonough, for a complimentary Members-Only Lunch & Learn entitled **How Operations Compliance Supports Corporate Compliance at Georgia Power**. Lunch was followed by a history of Georgia Power generation and Plant McDonough, presented by Alan Reeves, Maintenance Manager. Next, Kay Farner, Compliance Team Leader at Plant McDonough, and Helen Nalley, Southern Company Generation Compliance Director, discussed the compliance function at the plant and how it relates to generation compliance and corporate compliance. Finally, participants took a tour of the plant.

**May 4, 2010:** On May 4, ACE members met at Troutman Sanders for lunch to discuss **The Foreign Corrupt Practices Act & Anti-Bribery Concerns**. Joel Rogers, Senior Counsel at The Home Depot, led the discussion. A business update on the state of ACE was also provided.

**March 16, 2010:** Over 40 ACE members and guests met for a lunch & learn seminar entitled: **Widening the Lens of Compliance and Risk: New Directions and Research**. Distinguished faculty of the Robinson College of Business, Tamer Cavusgil, Fuller E. Callaway Professorial Chair and Director, Institute of International Business, and Wayne Lord, Clinical Professor, Executive MBA Program, discussed their soon-to-be released World Markets Risk Index. Participants learned about this groundbreaking effort that The J. Mack Robinson College of Business at Georgia State University is undertaking to help companies measure and understand the contextual drivers of risk, in order to develop strategies to mitigate those risks and become more resilient. Lockheed Martin Aeronautics kindly hosted the event.

**January 26, 2010:** The Atlanta Compliance and Ethics Roundtable hosted its first kickoff meeting of the year. ACE members from Cox Communications, Georgia Power and The Home Depot guided the timely discussion: Setting 2010 Compliance & Ethics Goals. A quick business update on the state of ACE also was provided.

**November 3, 2009:** Over 50 ACE members and guests met for an all-day, Annual Compliance and Ethics Advanced Best Practices Workshop where experts shared new and applicable practices to enhance compliance and ethics programs. The first session was entitled **Twitter, Facebook and YouTube - Social Media Policies to Protect Your Company** and consisted of a panel discussion featuring Lynn Goodendorf, CEO of Good Security Consulting LLC; Randy Cadenhead, Privacy Counsel at Cox Communications; and John P. Hutchins, Partner at Troutman Sanders LLP. Courtney McBurney and Mitch Mitchelson, Partners at Alston & Bird LLP, led the second session entitled **New Leaders and New Laws - Key Legal Developments Impacting Compliance**. The third session, called **Shaping the Middle - Leveraging Line Leadership to Promote Ethics & Compliance**, featured Jacki D. Trevino, CCEP, Assistant Director, Global Ethics & Compliance, at Dresser, Inc. Finally, Marty Taylor, Director of the Center for Corporate Ethics - a Division of the Institute for Global Ethics, presented on the topic of **Ethical Decision-Making (EDM) Model - Understanding the Purpose, Expectations and Best Practices of Deploying an EDM**. This event offered both CLE and CCEP credits to participants.

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**September 10, 2009:** The roundtable hosted a discussion on the timely topic of **Surveys and Certifications: Best Practices**. ACE members from Cox, The Home Depot and Cisco guided the conversation.

## **SUMMER SEMINAR SERIES**

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The Center for Ethics and Corporate Responsibility offers a Summer Seminar Series featuring informative workshops on timely management concerns. These programs are open to members and non-members of the center. Customized workshops also are available for businesses and other organizations. Past programs have included:

- ***Beyond Greening: Transforming Your Company For Environmental Sustainability***, which introduced participants to the lessons and best practices of the world's leading environmental companies in an unforgettable way – by transforming a simulated company into an environmentally sustainable enterprise. By playing the role of an executive in an auto-manufacturing company, participants formed and executed strategies while engaging and stakeholders and competing against other live and simulated companies. Used by such leading-edge companies as Intel, Dow Chemical, and S.C. Johnson, the Business Transformation Laboratory was designed by environmental management experts to teach managers the best practices of environmental sustainability quickly and effectively.
- ***Doing Business in China: The Ethical Landscape***, which examined the economic transformation of China is affecting the world's markets in unprecedented ways. Today, it is likely that almost any business with an international dimension will be touched by this change. This seminar gave an overview of the challenges of operating ethically in China through presentations and discussions by business people and scholars with first-hand experience. Participants gained a greater understanding of the difficulties that may arise when moving into this fast-developing market to tap its enormous potential.
- The 2011 Summer Seminar **Marine Corps Lessons on Leadership and Ethics: What Every Organization Needs to Know** offered a once-in-a-lifetime opportunity to spend two days with the Marines aboard Parris Island Marine Corps Recruit Depot. Through this hands-on program, participants learned how the United States Marine Corps trains its recruits to behave ethically when facing incredibly high-pressure decisions of great importance. Corporate leaders learned the Marine Corps lessons that can help them instill organizational ethics in the 21st century workforce. Starting with a recruit's welcome at Parris Island's famous "yellow footprints," participants learned about the Marine Corps' Values-Based Training Program, which prepares recruits to act ethically as warriors and as citizens. Led by Marine Corps Officers, this unique program included an in-depth view of the Core Values training, discussions with officers and experts on ethics and leadership, "live-fire" exercises, and visits to the extreme "Crucible" events.
- **Transformational Leadership the Marine Corps Way: How Values-Based Training and Ethics Makes Marines** was a unique, two-day program that taught participants, first-hand how the Marines employ the principles of Transformational Leadership to make Marines of 22,000 men and women each year. Taught by Marine Corps Officers at the Marine Corps Recruit Depot at Parris Island and by Dr. Steven Olson, ethics advisor to the Marine Corps' leadership and ethics academy, on July 25, 2012 through July 26, 2012 this dramatic program will teach you the what, why and how of Transformational Leadership that delivers best-in-industry results.
- **Transformational Leadership the Marine Corps Way: How Values-Based Training and Ethics Makes Marines** was repeated on 24 July 2013 through 25 July 2013 due to its great success. Participants experienced, firsthand, how the Marine Corps Officers teach Marine Corp Values to

new recruits, training the broadest cross section of American men and women to respond ethically in extreme situations and learned how these lessons apply to business.

## International Leadership

### THE WORLD AFFAIRS COUNCIL

The World Affairs Council of Atlanta (the Council) is a non-profit, non-partisan organization affiliated with Georgia State University and the Robinson College of Business through its status as a designated organization and fund of the Georgia State University Foundation. The Council works closely with Center for Ethics to promote good practices and corporate responsibility world-wide.

The Council is a member of the Washington, D.C.-based World Affairs Councils of America (WACA), which currently has more than 90 member councils across the country. WACA affiliates are invited to participate in a wide range of programs offered by the national organization and are offered access to a network of world and national leaders.

The purpose of the council is to provide a forum for discussion and a source of knowledge and expertise on international and global issues for the corporate community, government leaders and the general public. A further objective is to support the economic development of Atlanta, the state and the region. The council maintains close relationships with corporate leaders, government officials, the diplomatic corps and relevant international organizations. The council will contribute greatly to the community by providing access to high-profile American and international leaders who can deepen our understanding of critical world issues and how our country can best respond to the challenges it faces.

#### The council's outreach to the public includes:

presentations and discussions with diplomats, global business leaders and country experts

- Young Leaders monthly briefings and other events
- Annual conference on international topics organized by the Young Leaders

#### The council's outreach to the business community includes:

- The Global Strategic Leadership Forum
- **December 3, 2013:** There was a briefing on the Brazilian economic outlook. This event featured Hermano Telles Ribeiro, Consulate General of Brazil as well as a host of other phenomenal speakers.
- **November 6, 2013:** There was an afternoon briefing expanding participants' knowledge on US-EU trade and investment with five knowledgeable guest speakers.
- **October 31, 2013:** The Industrial America & Global presentation and dinner featured Doug Oberhelman, chairman & chief executive officer of Caterpillar Inc. Participants also engaged in discussion with the Chairman & Chief Executive officer of JI Ventures Inc., Director of KBR, Director of Alcatel-Lucent, Director of Entergy and the former Lead Director, Caterpillar Inc.
- **October 16, 2013:** There is more to Oktoberfest than pretzels and beer! The true meaning of this famous German tradition was celebrated with Atlanta's leading nonprofit organizations, Young Leaders of World Affairs Council and Go Eat Give. Participants explored German

traditions, cuisine, and music in an intimate Bavarian-style setting right here in Georgia. The Oktoberfest themed event featured food, a speaker, and music.

- **October 9, 2013:** Ambassador Luncheon Series-Chile was a briefing featuring Felipe Bulnes, Ambassador of Chile and the President of the Federal Reserve Bank of Atlanta.
- **August 19, 2013:** Annual World Affairs Council of Atlanta Founders Day
- **September 17, 2013:** Global Movement of Ideas: Social Media, Cable News, and the Changing World Politics was a briefing featuring professionals from CNN, Twitter and Morehouse College.
- **May 9, 2013:** Annual Europe Day Celebration Luncheon- Featured Hans-Joachim Otto, Parliamentary State Secretary in the Federal Ministry of Economics and Technology in cooperation with the European Members of the Atlanta Corps.
- **April 3, 2013:** Young Leaders Evening Briefing- Featured UPS Supply Chain Solutions' Global Solutions and Implementations Vice President, Jan Macaulay and Falcone Global Solutions' Chief Solutions Officer, John Falcone as guest speakers.
- **March 27, 2013:** Presentation and Book Signing for The Future of the Jews: How Global Forces are Impacting the Jewish People, Israel, and Its Relationship with the United States.
- **March 21, 2013:** Young Leaders Evening Briefing- Featured Bekaert Corporation's Innovations Manager, Chris Pickens to discuss the DNA of Innovation.
- **March 2, 2013:** 7<sup>th</sup> Annual Metro Atlanta Academic WorldQuest Competition- A flagship program of the World Affairs Councils of America. Held in collaboration with Georgia State University's Office of International Initiatives and College of Education. The competition was open to teams of four high school students (grades 9-12), accompanied by a faculty coach.
- **November 19, 2012:** Ambassador Forum Luncheon (United Kingdom)- Featured Sir Peter John Westmacott of Her Britannic Majesty's Ambassador to the United States. It included a discussion around cliffs, crises and the global growth challenge.
- **November 15, 2012:** Operation HOPE's 2012 Financial Dignity Summit- U.S. Federal Reserve Chairman Ben Bernanke headlined this vitally important Global Financial Dignity Summit; helping America and the world to begin the process of effectively "turning the page," towards viable long-term, systemic and sustainable solutions to our economic problems. The summit framed the issue of financial dignity, financial literacy, possibly for the first time, not as a soft and ancillary economic tool, nor as an option, but as an essential, core ingredient to mid- to long-term economic recovery and stability.
- **October 30, 2012:** Special Co-sponsored Germany Program- The founding fathers of the European Union celebrated the Euro's 10th birthday in 2012. Bankers and business representatives from Europe and the U.S. discussed and analyzed the Euro-U.S.-Dollar relationship, the effect of the Euro crisis on the U.S.-Dollar, and the future of the Euro.
- **October 19, 2012:** Special Briefing on Liechtenstein- Featured a discussion with Foreign Minister of the Principality of Liechtenstein, Dr. Aurelia Frick.
- **June 6, 2012:** Global Executive Dialogue Series- A leadership forum that provided an opportunity for cross-dialogue between young professionals and a featured senior global executive. This forum featured Suntrust's Chairman & CEO, William Rogers.
- **May 20, 2012:** Atlanta Summit on Global Health and Hunger- Keynoted by Senator Johnny Isakson and other prominent figures in government, business, and global health — was an important follow-up and expansion of the discussions held in May 2012 at the Atlanta Summit on Global Health and Water. It focused on the critical connecting points between food security and achieving sustainable health and nutrition outcomes in some of the world's most challenging places.

## Ethics Advocate Award

The Ethics Advocate Award is a prestigious recognition of an individual who has been an effective agent of change - in a particular field or in the business community at large. The award is presented at a gala at which the honoree gives an acceptance address. Unlike ethics and leadership awards that recognize individuals for leading exemplary lives, the Ethics Advocate Award was created to recognize specific acts of ethical advocacy.

The 2010 honoree, David M. Ratcliffe, chairman and chief executive officer of Southern Company, selected for his leadership in raising and addressing the issues of workplace ethics, trust and diversity, has forged practical solutions to the long-standing issues that have inspired corporate leaders across the nation;

The 2011 honoree, Ambassador Andrew Young, founding principal and chairman of GoodWorks International, was honored for his lifetime of leadership for civil rights and human rights, and his tireless service to the human dignity and empowerment in Atlanta, across America and around the world.

The selection criteria are based on Aristotle's three components of ethical action: **Perception**, to recognize what needs to be done; **Reason**, to formulate and put forth practical solutions; and **Desire**, to persevere in bringing about positive change. The selection committee evaluates the following characteristics of nominees, who must have demonstrated leadership by:

- Perceiving and raising awareness of a need, problem or opportunity that should be addressed
- Advocating a practical solution or course of action to benefit the common good
- Inspiring others to share his or her vision and goals

Nominees may reside in any geographic region. Posthumous nominations are considered only in special circumstances. A volunteer committee of business and community leaders evaluate the nominations and recommend an honoree to the board of directors of The Center for Ethics and Corporate Responsibility.

## Timeline of Center News, Events, and Publications

### Nov-Dec 2009

December 9: "[Helene Gayle Wins GSU Ethics Award.](#)" Atlanta Business Chronicle December 9, 2009

December 11: "[Bono salutes Gayle.](#)" Atlanta Business Chronicle, December 11, 2009.

*\*article located at bottom of page*

December 12: "[CARE Package May Get a Second Life.](#)" David Beasley, Global Atlanta, December 12, 2009

### Jan-Dec 2010

February 8, 2010: "[Center for Ethics and Corporate Responsibility names J.R. Hipple Chairman of the Board.](#)" Robinson College of Business news release.

May 28, 2010: [Georgia State launches Atlanta World Affairs Council](#)  
Atlanta Business Chronicle

June 2, 2010: [Atlanta Fed's Lockhart Chairs World Affairs Council](#)  
GlobalAtlanta

July 15, 2010: "The Center for Ethics and Corporate Responsibility Presents Lessons from the Vanguard: What Every Organization Can Learn from Marine Corps Ethics Training," Robinson College.

August 2, 2010: [U.S. Policy Should Spur Private Investment in Africa](#)  
GlobalAtlanta

September 21, 2010: "[Southern Company chairman, CEO to receive 2010 Ethics Advocate Award.](#)" Robinson College of Business news release

October 26, 2010: [Robinson College launches World Affairs Council: WAC of Atlanta brings together leaders, businesses and NGOs](#)

November 18, 2010: "[Value-Based Management Lessons from the Marines.](#)" J.R. Hipple and Dr. Steve Olson, Harvard Business Review.

### Jan-Dec 2011

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