

# ROCHESTER BUSINESS ETHICS AWARD

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### **W. Michael Hoffman, a founder of the modern business ethics movement in the United States, to give keynote speech at the 2008 Rochester Business Ethics Award Luncheon**

W. Michael Hoffman, Ph.D., founder and executive director of the Center for Business Ethics and the Hieken Professor of Business and Professional Ethics at Bentley College in Waltham, Massachusetts will be the keynote speaker at the 2008 Rochester Business Ethics Award (RBEA) luncheon on Tuesday, September 23, 2008.

He'll deliver the keynote address to an expected 600 attendees who include sponsors, finalists, and many others interested in the topic of business ethics.

The RBEA luncheon - from noon to 1:30 pm at the Rochester Riverside Convention Center - is sponsored by the Rochester Area Business Ethics Foundation, a charitable 501(c)3 foundation that promotes business ethics in the Rochester region. Individual and group tickets are available via the RABEF website: [www.RochesterBusinessEthics.com](http://www.RochesterBusinessEthics.com) or by calling (585) 383-1060.

Previous luncheon speakers have been E.J. Butler, chief operating officer of Paetec (substituting for Arunas Chesonis, chairman and CEO) in 2007; John Bogle, the retired founder of the Vanguard Funds, in 2006; former NYS Attorney General and Governor Elliot Spitzer in 2005; former RG&E chairman Tom Richards in 2004; and the late Katherine Keogh, president of St. John Fisher College, in 2003.

#### **About Dr. Hoffman**

Dr. Hoffman is widely recognized as one of the founders of the modern business ethics movement in the United States. In 1976, he established the Center for Business Ethics (CBE) at Bentley College in Waltham, Massachusetts, one of the first institutes of its kind in the world.

Under his direction, CBE has convened many important international conferences on business ethics and has consistently shown leadership in promoting ethical business conduct, by the application of expertise, research, education and a collaborative approach to disseminating best practices. Dr. Hoffman co-founded the Ethics Officer Association (renamed the Ethics and Compliance Officer Association in 2006) at CBE in 1991; with more than 1,400 members, it is now the largest peer-to-peer, multi-industry organization for ethics and compliance practitioners. Dr. Hoffman was the Ethics Officer Association's first Executive Director and was Advisor to the Board for over a decade.

**About the RBEA**

The RBEA awards luncheon is the culmination of a 9-month process in which area companies submit detailed descriptions of their business ethics policies and practices.

Companies compete in one of three size categories – small company (up to 50 employees), midsize company (51-150 employees) and large company (more than 150 employees). Completed entries are reviewed by a panel of independent judges.

The Rochester Business Ethics Award is a program of the Rochester Area Business Ethics Foundation, sponsored by the Rochester Chapter of the Society of Financial Service Professionals, the Rochester Business Alliance, and St. John Fisher College. The awards program was established in 1994 by the National Society of Financial Service Professionals. The Rochester awards were initiated in 2003.

In addition to the awards program, the RABEF funds an annual scholarship for business students at St. John Fisher College and sponsors a variety of events throughout the year that promote business ethics, most recently a GEVA Comedy Improv production entitled *Risqué Business*.

**More About Dr. Hoffman**

Dr. Hoffman received his Ph.D. in Philosophy in 1972 at the University of Massachusetts in conjunction with Amherst, Hampshire, Mount Holyoke and Smith Colleges. He has authored or edited 16 books, including *Business Ethics: Readings and Cases in Corporate Morality* (now in its 4<sup>th</sup> edition), *Ethics Matters: How to Implement Values-Driven Management* (2000) and *The Ethical Edge: Tales of Organizations that Have Faced Moral Crises* (1995). He also has published over 70 articles.

Dr. Hoffman is the managing principal of The Ethics Trust ([www.ethicstrust.com](http://www.ethicstrust.com)), a strategic alliance of leading business ethics consultants. He is also senior partner of the business ethics consulting firm Hoffman Rowe.

He has been quoted extensively on business ethics in newspapers and magazines, including the *Boston Globe*, *BusinessWeek*, *Chicago Tribune*, *Christian Science Monitor*, *Financial Times*, *Industry Standard*, *Los Angeles Times*, *New York Times*, *Newsweek*, *Philadelphia Inquirer*, *San Francisco Chronicle*, *USA Today*, *U.S. News and World Report*, *Wall Street Journal*, and *Washington Post* and is interviewed frequently for television and radio programs around the country.

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Editors: Call Bob Loeb at (585) 586-8840 (office) or (585) 261-8840 (cell) or [rel@frontiernet.net](mailto:rel@frontiernet.net) for further information. Interviews with Dr. Hoffman and with RABEF committee members are encouraged.