

**Ethics at The Beach**  
**November 4, 2011 – 8:45 a.m.-1 p.m.**  
**The Pointe at the Walter Pyramid**

**Benefits**

- **Free continental breakfast**
- Program materials
- Certificate of completion signed by Dean of College of Business Administration

**Description of Presentation by Keynote Speaker: Dr. Vicki Halsey, The Ken Blanchard Companies**

Your ability to influence others and achieve your goals may very well be dependent on your capacity to build ethical relationships. Join Dr. Vicki Halsey as she shares stories and gives you an opportunity to analyze situations that reveal many common sense (but unfortunately not common practice) ethical models. Specifically, you will:

- Learn the 5 P's of Ethical Power and the 3 Ethics Check questions to help your decision making
- Hear how to balance your need to succeed with your need to conduct yourself in an ethical manner
- Take the "Person in the Mirror" test and explore how to determine, build and apply your ethical practice
- Discover how to weigh alternatives where there are two or more clear choices and all seem reasonable
- Practice resolving ethical issues when you find yourself being pressured to do the wrong thing
- See how you can feel good about yourself (build self-esteem) as you withstand external demands and step into your power

You will walk out with a new lens with which to view ethics and increase your ability to make the best decisions for you and the people around you, so as to be perceived as a truly ethical person.

**Panel Topic: Ethical Leadership, Behavior and Consequences: Real Life Results**

Moderator: Zien Halwani, Editor-in-Chief, *Daily 49er*

Damon Dunn, Co-Founder and Partner, Tricor Corporation, and Former NFL football player

Patrick McClenahan, President and CEO, 2015 Special Olympics World Games and Former President, CBS/KCAL TV

Sandra Evers-Manly, Vice President, Corporate Responsibility, Northrop Grumman

**To register, please RSVP to Jane Roeder, Ukleja Center Managing Director, at [jroeder@csulb.edu](mailto:jroeder@csulb.edu) by 10/28.**