



**The Business Ethics Forum
College of Business
The University of Texas at Arlington
October 15 & 16, 2009**

**Our thanks to the Direct Selling Education Foundation
for all their efforts and support with this event.**



The Business Ethics Forum

The Ethics Forum is a program in the College of Business at The University of Texas at Arlington. The Forum emphasizes to our students the importance of ethics in business, providing an opportunity to bring the UT Arlington community together through a dialogue about this important topic. Our featured guests provide expertise on current issues facing leaders in the business world every day.

The Ethics Forum offers an ongoing venue to identify and understand critical ethics, corporate social responsibility, and sustainability issues. It's also an opportunity to review changing public policy, assess public expectations and contribute to the preparation of students for effective ethical decision-making and community involvement. Participation allows business professionals to lead discussions with a focus on questions such as:

- What are the most critical, emerging ethical challenges occurring in the area of corporate community involvement?
- What are the key opportunities for organizations seeking to increase their impact on these key challenges?
- What are the key drivers of these issues for society and for business?
- How can companies prioritize and focus ethics in business decision making efforts around these issues?

The business environment is changing dramatically. Global competition creates a marketplace in which the need for ethical business decision making has never been greater. Public confidence in business' ability to solve social problems is weaker. Yet the public demands that businesses take a more prominent role in solving those social problems. In this paradoxical environment, the Ethics Forum helps business students understand the need for ethical decision making and effective community involvement strategies for a dynamic world.

One goal of education is to provide a learning environment that illuminates the circumstances that students may confront after graduation. Students who believe that they should make ethical choices may find that making the best decisions sometimes prove to be difficult, complex and challenging....and the most rewarding.

The Fall 2009 Business Ethics Forum

The Fall 2009 Ethics Forum features business executives from the direct selling industry and consumer advocates who have worked in conjunction with direct sellers to promote ethical practice in the marketplace. As co-creator of this program, the Direct Selling Education Foundation has been instrumental in developing and very generous in its support of the Fall 2009 Business Ethics Forum.

The Direct Selling Education Foundation

The mission of the Direct Selling Education Foundation is to serve the public interest by advancing the direct selling industry's support of consumer rights and protection, education about the industry, ethical leadership, and individual economic empowerment.

The Direct Selling Education Foundation, created in 1973 by visionary leaders of the Direct Selling Association, serves the public as the industry's goodwill ambassador. Headquartered in Washington, D.C., the international non-profit organization offers unique and comprehensive programs on contemporary issues of importance to business executives, consumer advocates, academics, students, public policy officials, and members of the small business and entrepreneurship community here in the United States and abroad.

DSEF programs address contemporary topics such as ethical business practices, consumer protection and education, technology and e-commerce, sales and selling practices, women's health, marketing and entrepreneurship, and the opportunities and challenges of globalization. Thousands of industry and community thought leaders from diverse backgrounds and organizations have come together at DSEF sponsored programs to learn, grow and create a vital and healthy business climate. Our services include conferences, training sessions, publications, university campus visits, teaching and instructional materials, networking opportunities, grants to organizations, consultative assistance, and grants for research and case studies.

DSEF sponsors consumer protection and education initiatives of importance to the consumer movement attended by consumer advocates, federal, state, county, and city legislators, attorneys general, district attorneys, educators, and representatives of the media.

DSEF sponsors programs for university professors, business educators and students on the direct selling distribution system, a low-cost and low-risk entry into an entrepreneurial endeavor that is currently a \$100 billion industry worldwide.

DSEF sponsors programs in Central and South America, Europe, and Asia while working with the U.S. Departments of Commerce and State, the World Federation of Direct Selling Associations, the Asia Pacific Economic Cooperation, the Organization for Economic Cooperation and Development, the European Union, and many other domestic and international government and non-government organizations.

As the direct selling industry moves into the twenty-first century, DSEF is already developing programs to enhance its public service in a borderless marketplace. We're casting our net even wider, creating strategic partnerships with like-minded organizations while we cultivate new friendships with future consumer, education, and business leaders. We're expanding our use of technology, extending our global grasp to address issues of importance and urgency. And through our Institutes, we'll inspire intellectual curiosity and interest in the marketplace and direct selling industry as changing economic trends affect consumer values and buying habits.

Speaker Bios

Janine Avila, Vice President, Training & Distributor Services, Oxyfresh

Janine Avila is filled with a contagious spirit and boundless energy that nurtures and empowers others, which is what makes her such an exceptional — and highly respected — international speaker, author, trainer, mentor and coach. Over the past 25 years, Janine has become an icon in the Network Marketing industry, both in the field building huge organizations and at the corporate level.

A single mother of seven growing children, five natural and two adopted, Janine searched for a way to create financial security for her growing family without missing out on their lives. As a result, Janine developed simple and effective systems for team building and time management. Traveling the world as a motivational speaker, Janine has shared the stage with legends such as Richard Brooke, Les Brown, Jim Rohn, Brian Tracy, the late John Kalench, Dan McCormick, Sandy Elsberg and many other experts in the field of personal development.

In her private life Janine has overcome seemingly impossible obstacles such as a stroke that robbed her of her ability to speak. In the coming months Janine worked tirelessly to teach herself to speak once again by listening to her own voice on countless training programs she had previously recorded and repeating each syllable over and over again. Having regained her voice and with a renewed level of energy and enthusiasm, Janine delivered a memorable speech in front of thousands of her peers at the DSA leadership event in 2007.

When asked to comment on her secret to being successful in life and in business, Janine had this to say, “It’s not what happens in your life,” she adds, “it’s how you respond to it. You’re always going to have problems. It’s like Rocky Balboa: when you get knocked down you have to climb back up the ropes and keep on fighting — it’s a strong message for network marketers.”

Laura Beitler, Chief Counsel, U.S., Mary Kay Inc.

Born and raised in San Angelo, Texas, Laura Beitler graduated from Texas Christian University in 2005 with a Bachelor’s degree in Marketing. She then went on to obtain her Doctor of Jurisprudence and a Master of Business Administration degree from Texas Tech University in 1998.

After graduating from law school, Laura began her legal career as in-house counsel to a Dallas-based food brokerage company, where her primary focus became labor and employment matters. She joined Mary Kay, Inc.’s legal department as a staff attorney in 2000. After two years of primarily handling labor and employment issues, she then transitioned to overseeing legal matters relating to the Mary Kay independent sales force and the Mary Kay direct sales business model.

As Mary Kay’s Chief Counsel, U.S., Laura is currently responsible for overseeing the company’s compliance enforcement efforts as it relates to the 600,000 Mary Kay U.S. independent sales force members. Laura and her team also provide legal counsel to the Company on issues relating to the direct sales business model, the independent contractor status of the independent sales force and a multitude of other issues relating to the Independent Beauty Consultants who sell Mary Kay products as well as the end consumers who purchase them.

Stephen D. Hannan, Esq., Managing Executive, Maryland Money Team

Stephen Hannan holds a bachelor of science in history from Mt. Saint Mary’s College in Emmitsburg, Maryland. Mr. Hannan earned a Juris Doctorate from Georgetown University Law Center and currently is a member of the Bar of the State of Maryland. He is retired from the Howard County Maryland Government where he was the Administrator of their Office of Consumer Affairs from 1987 to 2007.

Currently he is the Managing Partner of the Maryland Money Team, L.L.C., which writes and develops materials on financial topics. He is a paid lecturer for the Better Living Institute of Connecticut on consumer and financial matters.

During his career in consumer protection, Mr. Hannan was a nationally recognized expert on senior scams. He currently serves on the Board of Directors of the National Consumers League, the oldest consumer membership non-profit in America.

In 2006 Mr. Hannan, on behalf of the U.S. State Department, traveled to Oman as an advisor to both the governmental and non-governmental consumer agencies regarding consumer and administrative issues.

Mr. Hannan has participated in the DSEF Consumer Advocates on Campus program at 12 land-grant universities.

Speaker Bios

Gary D. Kennedy, Senior Attorney, Federal Trade Commission

Gary D. Kennedy is a 33-year veteran of the Federal Trade Commission. He began his career in Washington D.C. and has been in the agency's southwest region since 1979, where he is a senior staff attorney. During his long tenure with the FTC, Mr. Kennedy worked on all types of consumer protection and antitrust matters.

In recent years, he has had extensive federal court litigation experience in the FTC's attempt to combat fraud and deception in the marketplace. He graduated first in his class from the University of Oklahoma Law School, where he was a member of both the Oklahoma Law Review and the American Indian Law Review as well as the Order of the Coif.

Clement Osimetha, Vice President & Associate General Counsel, Mary Kay Inc.

Clement Osimetha is employed by Mary Kay Inc. as Vice President and Associate General Counsel - Legal Resources. He has primary responsibility for overseeing the provision of legal support services for the Company's international operations and regulatory affairs.

Mr. Osimetha served on Mary Kay Inc.'s Culture Committee from 2004-2007, co-chairing the Committee in 2006. He received the Company's Star of Excellence Award in 2003, one of the highest honors bestowed on employees by the Company. Prior to joining Mary Kay Inc., Mr. Osimetha was Corporate Counsel for Accor North America where he handled real estate, franchise, and corporate governance matters.

Mr. Osimetha served six years on the State of Texas Board of Disciplinary Appeals, appointed twice by the Supreme Court of Texas. He is a member of the Executive Board of Southern Methodist University Dedman School of Law. He is a Fellow of the Texas Bar Foundation and the Dallas Bar Foundation.

Mr. Osimetha received a B.B.A. degree in Finance from the University of Texas at Arlington in 1992 and a J.D., with honors, from Southern Methodist University Dedman School of Law in 1995.

Elizabeth Owen, Executive Director, National Association Of Consumer Agency Administrators

Elizabeth Owen became the Executive Director of NACAA in the fall of 2003. She has been a member of NACAA since 1987, when she was Director of the Tennessee Division of Consumer Affairs. There she oversaw a staff of 20 and coordinated her work with the state attorney general as well as a number of federal agencies. During her nine-year tenure, she lobbied state government for better consumer protection laws, made presentations across the state, and served as media spokesperson.

Elizabeth's successful career as the top consumer expert for the state led to an opportunity with the CBS affiliate in Nashville where she became its consumer reporter, a first for the top-rated station. For the next six years, viewers depended on her for the latest in consumer protection advice, product recalls, and scam prevention. In 2001, Elizabeth formed her own consulting company to advise business clients on consumer negotiation strategies, how to handle consumer complaints, and manage business crises, as well as how to deal with the media. She also took on an adjunct professorship, teaching senior level consumer economics.

Program Schedule for Business Ethics Forum

Thursday October 15	Class	Instructor	Room	Students Enrolled
8:00a – 9:20a	3321 Principles of Marketing	Mike Dailey	245W	35
	3322 Professional Selling	Larry Chonko	256	42
	3360 Business Communications	Gary Lacefield	253	50
9:30a – 10:50a	3321 Principles of Marketing	Mike Dailey	245W	65
	4311 Marketing Research	Bob Rogers	256	40
	3360 Business Communications	Gary Lacefield	253	50
11:00a – 12:20p	3322 Professional Selling	Fernando Jaramillo	256	70
	4322 Marketing Planning	Sudha Mani	349	20
	3360 Business Communications	Gary Lacefield	253	50
12:30p – 1:50p	3321 Principles of Marketing	Elten Briggs	147	115
3:00p	Planetarium Show			
5:30p – 6:50p	3321 Principles of Marketing	Ritesh Saini	253	50
	4325 International Marketing	Chris Wallace	256	65
6:30p – 9:30p	Dinner and Reception, Olenjack's Grille			
Friday October 16				
8:00a – 8:50a	3321 Principles of Marketing	Dan Gossett	245E	30
9:00a – 9:50a	3323 Integrated Marketing Communications	Traci Freling	256	65
	3321 Principles of Marketing	Dan Gossett	245E	85
10:00a – 10:50a	4303 Retail & Services Marketing	Dan Gossett	253	45
10:00a – 11:45a	Panel Discussion		609	
11:45a – 1:45p	Casual Lunch		608	

About the College of Business Ethics Program at The University of Texas at Arlington

The Ethics Forum will contribute to the broader goals of the Ethics Program at UTA. As the program journeys towards excellence it pursues the following goals:

- Promote, support, and conduct cutting edge research with actionable implications that encourages further ethical inquiry which: 1) leads to business problem resolution, 2) creates business opportunities, 3) elevates the value of a focus on business sustainability, and 4) that fosters learning opportunities across the curriculum and moral reflection about business practices.
- Participate in and initiate scholarly activities/programs, which expand the business ethics field and our understanding of it.
- Promote innovation while enriching moral imagination in teaching ethics with particular attention to approaches that strengthen critical reflection.
- Develop and deliver innovative, effective curriculum through which students are provided opportunities to develop critical skills and analytical frameworks to identify, analyze, and resolve ethical business problems.
- Develop university-community partnerships and collaborations that address ethical business challenges.
- Provide learning resources to business and community leaders.
- Assist organizations in their endeavors to create long-term success, increase customer loyalty, and improve employee retention by collaborating with ethically effective leaders and managers.
- Advocate private sector initiatives that promote and support ethical business activity.

The Ethics Program at UT Arlington is unique in that it provides multiple bridges for student growth and development. Successful and sustained organizations, at their cores, share a common trait. They are focused on providing value and sharing those values in the communities in which they operate. We all have an obligation to embed ethics into the fabric of everyday life through the infusion of value into our organizations.

The magnitude of the task demands a broad-based enterprise ethics approach. The challenge of achieving the widespread support and participation for business, community, and academic leaders has reached a level of urgency

Will you accept this challenge and join our team at The University of Texas at Arlington?

Larry Chonko, Ph.D.
Professor and Chair, Department of Marketing
The Thomas McMahon Professor in Business Ethics
College of Business
The University of Texas at Arlington
701 S. West Street, Room 234
Box 19469
Arlington Texas 76019-0469
Phone: 817-272-0264
E-Mail: Larry.Chonko@uta.edu