Mission: We strengthen ethical leadership to enhance civil society.

Leaders need the critical thinking and decision-making skills to create organizations in which ethical practice and behavior are second nature. The Institute for Ethical Leadership at Rutgers Business School provides research, education and practical training to business and government, nonprofit and philanthropic organizations, and the Rutgers University community. The Institute guides and supports leaders and emerging leaders, empowering them to improve the ethical culture at all levels of their organizations. Our mission goes beyond avoiding ethical breaches and sustaining reputations to helping organizations achieve their goals in a way that ultimately enhances civil society.
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Agenda

9:00 am Welcome Opening Remarks
James Abruzzo, Co-founder, Rutgers Institute for Ethical Leadership

9:15 am Framing of the Day’s Discussion

9:30 am Academic Keynote
Looking Back: The History of Corporate Social Responsibility (CSR)
Archie Carroll, PhD, Professor Emeritus, Terry College of Business, University of Georgia
Introduction by Ann K. Buchholtz, PhD, Research Director, Rutgers Institute for Ethical Leadership

10:30 am Break

11:00 am Business Keynote
CSR Today & Emerging Trends
Timothy J. McClimon, Vice President, CSR, American Express; President, American Express Foundation
Introduction by Paul J. Gennaro, Chief Communications Officer for AECOM Technology Corp. & Chairman of the Ethisphere Institute’s Communications Advisory Board

12:00 pm Address from Rutgers Business School (RBS) MBA Student & Net Impact Chapter President
Mark Boffa
Brief remarks followed by Lunch
1:00 pm **Special Guest**
Jim Berk, Chief Executive Officer, Participant Media

Introduction and interview by John Schreiber, President and CEO, New Jersey Performing Arts Center

2:15 pm **Panel**
Drivers, Challenges and Strategies for the Future of CSR
Michael Barnett, Vice Dean, RBS
Paula Luff, Vice President, Corporate Social Responsibility, Hess Corporation
Deborah A. Smith, Northeast Community Affairs Manager, Wells Fargo Foundation
David Stangis, Vice President, Public Affairs and Corporate Responsibility, Campbell Soup Company

3:45 pm **Call to Action**
Alex J. Plinio, Co-founder, Rutgers Institute for Ethical Leadership

4:00 pm **Conference Conclusion**

*Please excuse yourself during the event if you need to step out of the session for any reason, especially in the afternoon as there are no scheduled breaks. Food and drink are not allowed in the Billy Johnson Auditorium. Coffee and tea service may be enjoyed throughout the day in Engelhard Court.*
Get Social at *Ethics in Action*!

Rutgers Institute for Ethical Leadership will be hosting a **social media lounge**. A team of social media specialists will be on site to drive interactions and conversations between speakers, panelists, social media followers, and event attendees.

*We invite you to take part in the following opportunities while participating in the event:*

**Video Interviews**

Don’t be shy! During the conference stop by the social media lounge to share your experience at *Ethics in Action*. Social media specialists will be available at the lounge to capture and upload video clips of your comments and sentiments.

**Socialcasting**

Get social and publish your experience with tweets, photos, and video clips via Facebook, Twitter, and YouTube. Don’t forget to use #ethicsmatter.

**Event Experience**

Social media specialists will capture clips of speakers, participants, and the social media lounge via flip cam and upload, in real time, to the conference YouTube channel.

**Connect with the Institute**

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Archie Carroll served for 40 years on the faculty of the Terry College of Business, University of Georgia. He has served as Professor, Department Head, Associate Dean and Scherer Chair of Management. He retired from his full-time tenured position in 2005 and was named professor emeritus in 2006. He served as (part-time) Director of the Nonprofit Program from 2000-2012. Dr. Carroll received his three academic degrees in business and management from the College of Business, The Florida State University (Tallahassee).

Dr. Carroll is co-author of Business & Society: Ethics, Sustainability and Stakeholder Management, (2012), 8th edition with Ann K. Buchholtz—one of the leading books in the field. He is author of Business Ethics: Short Readings on Vital Topics (2009) and is co-author of the recently published Corporate Responsibility: The American Experience (2012), Cambridge University Press. His article “Corporate Social Responsibility: Evolution of a Definitional Construct,” (Business & Society, September 1999) continues as one of B&S’s most read and most cited articles of all time.

In 2012, Dr. Carroll was awarded the first ever Lifetime Achievement Award in Corporate Social Responsibility (CSR) by the Institute of Management, Humboldt University, Berlin, Germany. He is a Fellow of the Academy of Management, International Association for Business and Society and the Southern Management Association. He has received numerous awards and recognitions over the years for his teaching, research and service. He is former President of the Society for Business Ethics (1998-1999) and former chair (1976-1977) of the Social Issues in Management Division of the Academy of Management.

He has published over 100 articles in leading management journals and over 20 books including multiple editions of several. He has taught extensively in Executive Development Programs in both the U.S. and abroad. He remains actively-retired in writing, speaking and consulting.
Timothy J. McClinton
Vice President, CSR
American Express
President
American Express Foundation

Timothy J. McClinton is vice president for corporate social responsibility at American Express and president of the American Express Foundation. In this job, Mr. McClinton has responsibility for the firm’s corporate citizenship programs including philanthropy, employee engagement activities, and environmental programs. He has been with American Express for five years.

Prior to American Express, Mr. McClinton spent portions of his career as an attorney specializing in not-for-profit law, a grants specialist with the National Endowment for the Arts, the executive director of the AT&T Foundation, and the executive director of Second Stage Theatre, a nonprofit theater in New York City.

Mr. McClinton has served on numerous boards of directors and committees, including organizations like the Council on Foundations, Independent Sector, Americans for the Arts, Philanthropy New York and the Conference Board. Mr. McClinton also has written for a number of publications as well as authoring a widely-read corporate blog, CSR Now!, which highlights and engages readers into a dialogue of what is happening in CSR today.

Mr. McClinton is also an adjunct professor at New York University where he teaches graduate level courses in nonprofit management and arts administration.
Jim Berk is Chief Executive Officer of Participant Media, a Los Angeles-based entertainment company that focuses on socially relevant, commercially viable feature films, documentaries and television, as well as publishing and digital media. Jim is responsible for leading the company’s day to day operations, content, overall strategy and expanding the company’s reach beyond motion pictures into other forms of entertainment, extending the brand identity, enhancing social action and advocacy capabilities, and overseeing all media investments and acquisitions.

Prior to Participant, Jim was Chairman and CEO of Gryphon Colleges Corporation, where he was responsible for the formation, platform acquisition, and establishment of a private company operating for-profit post education schools. Before Gryphon, Jim served as President and CEO and Board Director for Fairfield Communities, Inc., America’s largest independent vacation ownership and resort companies. He oversaw all aspects of the publicly traded company’s operations including new resort development, sales and marketing, financial operations, consumer financing, and resort management services, as well as strategy, branding, and mergers and acquisitions.

Prior to Fairfield, Jim was President and CEO of Hard Rock Cafe International, a global entertainment and leisure company in which Hard Rock Cafe is the core business. Jim focused on food quality, increased service standards, refurbished the estate, and modernized retail operations while expanding to 104 Cafes in 29 countries. During his tenure, he led the creation of a music label, critically acclaimed weekly music TV series, live music venues, hotels, and the NBA City. Jim also served as CEO of the Hard Rock Foundation, which provided education, social action grants, and thousands of hours of employee volunteer services to local charities and schools. He was served as a member of the Executive Board and a Divisional Managing Director of Hard Rock Cafe’s parent company, Rank Group Plc. Prior to joining Hard Rock, Jim was the founding executive of
the National Academy of Recording Arts & Sciences Foundation. Creating a non-profit, entertainment production company, he produced live concerts, festivals, television programs, and records and led the creation of national programming, including GRAMMY Showcase, GRAMMY in the Schools, GRAMMY Festivals, and GRAMMY Records.

Jim enjoyed similar success as the youngest principal in the history of the 725-school Los Angeles Unified School District, when he was appointed Principal of the Alexander Hamilton High Schools Complex in 1990. During his tenure, he increased the funding base, attendance improved from 72 to 94 percent and state assessment scores moved from the 34th to 81st percentile. Prior to his principalship, Jim founded the Hamilton Academy of Music in Los Angeles, creating the largest comprehensive performing arts magnet in the western United States. Jim instituted an interdisciplinary curriculum that linked academic studies with the arts that resulted in 96 percent of graduating seniors continuing on to higher education. His first job upon graduation—at the age of 21—was as a music teacher at a public high school. There, at Carson High, he reopened the music department and built the program to one of the largest music programs in California.

Jim currently serves on the Boards of Me to We, Cineflix Media, The Documentary Channel, the UCLA School of Theater, Film and Television, and the USC Rossier School of Education.
Facilitator & Panelist

Michael Barnett

Vice Dean for Academic Programs and Professor, Management and Global Business Department
Rutgers Business School—Newark and New Brunswick

Mike Barnett is Professor 1 in the Management and Global Business Department and Vice Dean for Academic Programs at Rutgers Business School—Newark & New Brunswick. Mike’s research focuses on the firm-stakeholder interface. In particular, he studies how firms individually and collectively manage their relationships with stakeholders and how their efforts at stakeholder management, through acts of corporate social responsibility and via communal institutions such as industry trade associations, influence their reputations and financial performance. Mike’s work has been published in myriad scholarly journals, such as Academy of Management Journal, Academy of Management Review, Business & Society, Industrial & Corporate Change, Journal of Economic Behavior & Organization, Journal of Management, Journal of Management Studies, and Strategic Management Journal. He edited The Oxford Handbook of Corporate Reputation and has guest edited special issues of scholarly journals. Mike’s scholarship has won numerous honors, including the Academy of Management Journal Best Paper Prize, the Best Article Award from the International Association for Business & Society, and Finalist for the Aspen Institute Faculty Pioneer Award. Mike serves on the editorial boards of Academy of Management Journal, Academy of Management Review, Academy of Management Perspectives, Business & Society, Long Range Planning, and Strategic Management Journal. He also serves in leadership roles for the Social Issues in Management, Organizations & Natural Environment, and Business Policy & Strategy Divisions of the Academy of Management, as well as for the Stakeholder Strategy Interest Group of the Strategic Management Society.
Paula Luff is vice president of Corporate Social Responsibility for Hess Corporation, a global integrated energy company based in New York City. Luff, who joined Hess in August 2007, established and leads formal Social Responsibility and Philanthropy functions for the company.

Prior to joining Hess, she was senior director of Global Philanthropy for Pfizer Inc., where she set strategy and led the teams that developed flagship programs in global health for the company and its foundation: the International Trachoma Initiative, the Diflucan Partnership Program, Global Health Fellows, the Infectious Diseases Institute, Connect HIV, Community Health Ventures, and Regional Health Partnerships. She also represented Pfizer on philanthropy and global health issues with the media, public officials, bi-lateral and multi-lateral organizations, and other external stakeholders. Luff was previously with CARE, the humanitarian organization fighting global poverty.

Luff holds a bachelor’s degree from the University of Wisconsin and master’s degrees from New York University and the New School University.

She has served on the boards of Grantmakers in Health and Accordia (formerly the Academic Alliance Foundation for AIDS Care and Prevention in Africa).
Deborah is the Community Affairs Manager for the Wells Fargo Foundation in The Northeast Region which includes Connecticut, New Jersey, and New York. Deborah joined Wells Fargo five years ago, bringing 29+ years of knowledge related to non-profits and communities.

Deborah’s current role is to review and provide recommendations on grant applications submitted for consideration and responsible for the management of the Banks’ relationships with non-profits located in the Northeast Region. Deborah serves and co-chairs the contribution committee for each of the respective regions.

In addition, Deborah is responsible for shaping Wells Fargo’s policy, community initiatives, community commitments, and team member activities for the Northeast Region.

Deborah is the board chair for Working in Support of Education (W!SE), a financial literacy non-profit.
David Stangis was named Vice President-CSR and Sustainability in September 2008. In 2011, his role was expanded to include oversight of Community Affairs and the Campbell Soup Foundation. Dave designs Campbell’s overarching CSR, sustainability and community affairs strategy, including its efforts to drive environmental sustainability and make a measurable impact on the health of young people in Campbell communities. Working closely with other senior leaders, he is advancing Campbell’s operational and communication strategies in these areas and oversees the development of CSR and sustainability goals, policies, and programs for the Company.

Dave has helped the company achieve its place on the Dow Jones Sustainability Indexes, the 100 Best Corporate Citizens List, The Global 100 Most Sustainable Corporations, and recognition as one of the World’s Most Ethical Companies. Since 2009, the company has implemented projects to save more than 4 billion gallons of water, lead the sector in leveraging renewable options, and deliver more than $40 million in energy and water savings.

Prior to joining Campbell, Dave worked for 12 years at Intel, where he created and led the corporate responsibility function.

In 2008, Dave was named one of the 100 Most Influential People in Business Ethics by Ethisphere Magazine. Trust Across America has named Dave one of the Top 100 Thought Leaders in Trustworthy Business Behavior for 3 years in a row. He is on the advisory boards of the Graham Sustainability Institute at the University of Michigan, Net Impact, The University of Detroit College of Business, and the board of the United Way of Greater Philadelphia and Southern New Jersey.

Dave earned his B.S. degree from the University of Detroit, his M.S. degree in occupational and environmental health from Wayne State University in Detroit, and his M.B.A. degree from the University of Michigan.
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Action Steps

What 2-3 things will you do on an individual basis with what you learned today?

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What 2-3 things will you do within your organization to help it move forward with a focus on CSR and ethics?

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Thank you for attending and joining us in strengthening ethical leadership to enhance civil society.
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