



WHICH WAY FORWARD?

The Future of the Ethics and Compliance Profession in North Carolina and America

WEDNESDAY // MAY 13, 2009 // 11:30^{AM} – 3:15^{PM}

Rand Classroom
Fuqua School of Business, Duke University

Please join us for a half-day conference for ethics and compliance professionals from North Carolina along with academic researchers with expertise in this area.

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| 11:30^{AM} | Meet & Greet |
| Noon | Keynote Address (with lunch)
Alan Yuspeh, Senior VP and Chief Ethics & Compliance Officer for HCA, "A Report from the Trenches: Learning from the past and looking to the future for ethics and compliance programs" |
| 1:00^{PM} | Presentation and analysis of the 2008 Survey of the Members of the Ethics and Compliance Officers Association led by Tim Mazur, Chief Operating Officer, ECOA, and Dr. Bob Olson, Director of Member Services and Education, ECOA |
| 2:15^{PM} | Discussion led by Wayne Norman, Mike and Ruth Mackowski Professor of Ethics at Duke University: What are the most difficult challenges facing ethics and compliance officers? Where is the profession headed? How can academics and practitioners collaborate in mutually beneficial ways? |
| 3:15^{PM} | Conference Ends |

This event is cosponsored by the Ethics and Compliance Officers Association (ECOA), the Fuqua/Coach K Center on Leadership and Ethics, and the Center for Professional and Applied Ethics at UNC-Charlotte.

The conference (with lunch) is **free of charge**, but **pre-registration is necessary**. To register, or for more information, contact Doris Jordan at the Kenan Institute for Ethics: call 919-660-3137, or e-mail db.jordan@duke.edu.