

CONTENTS

Adolfo E. Gutierrez <i>Chairman of the Board and CEO,</i> Falcon International Bank <i>TREATING YOUR BUSINESS AS YOU WOULD YOUR FAMILY</i>	7
Knight Kiplinger <i>Editor in Chief and President,</i> Kiplinger Washington Editors Inc. <i>THE CEO'S ROLE IN CREATING AN ETHICAL CORPORATE CULTURE</i>	15
Daniel J. Elsener <i>President, Marian College</i> <i>MISSION-DRIVEN LEADERSHIP: RESPONDING TO ETHICAL CHALLENGES</i>	23
Dr. Adam Kolawa <i>CEO, Parasoft Corporation</i> <i>NOTHING BUT THE TRUTH: HONESTY AS A BUSINESS IMPERATIVE</i>	31
Thomas de Petra <i>President and CEO, Winland Electronics Inc.</i> <i>BUILDING WORLD-CLASS CORPORATE ETHICS: A TOP-DOWN PROCESS</i>	35
Michael Friedenber <i>President and CEO, CXO Media Inc.</i> <i>INTEGRATED IN THE COMPANY'S DNA: THE GOLDEN RULE AT WORK</i>	43

Michael Hannigan <i>President and Co-founder, Give Something Back Inc.</i> <i>ENCOMPASSING ENVIRONMENTAL AWARENESS, TRANSPARENCY, AND ACCOUNTABILITY</i>	51
Jeff Kahn <i>President, Whiting Corporation</i> <i>IMPARTING A POSITIVE MESSAGE: INTEGRITY IS THE HIGHEST VALUE</i>	63
Donald P. Johnson <i>President and CEO, American Business Bank</i> <i>NO SHORTCUTS: ETHICS ENSURE EXCELLENCE IN YOUR FIELD</i>	73
Amy B. Mansue <i>President and CEO, Children's Specialized Hospital</i> <i>MISSION, VISION, AND VALUES: ETHICAL BEHAVIOR FOR HOPE AND HEALTH</i>	79
Christine Curry Freeland <i>CEO, Riverstone Residential Group</i> <i>CONSTRUCTING A REPUTATION OF HIGH INTEGRITY</i>	85
Michael S. Bassis <i>President, Westminster College</i> <i>HIGHER EDUCATION'S ETHICAL OBLIGATION TO STUDENTS AND SOCIETY</i>	95