

# REGISTRATION

## Assessing the Ethical Dimensions of Strategy and Execution

**Date:** Friday, June 2, 2006  
**Location:** Illinois CPA Society Education Center  
550 W. Jackson, Suite 900, Chicago, Illinois  
**CPE Credits:** 4 hours (also qualifies for 4 hours of Ethics CPE)  
**Time:** 8:00 AM Registration; 8:30 AM - 12:30 PM Program  
**Course Code:** C35698

**FEE: \$265 for Members/\$335 for Non-members.**  
**TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

**COMPLETE THE FOLLOWING:** (Please print or attach your business card below)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**PLEASE CHECK ONE BOX:** ☐ ICPAS Member ☐ Non-member  
**MEMBER I.D. #** \_\_\_\_\_ Are you a CPA? ☐ Yes ☐ No

**METHOD OF PAYMENT (Must be Included with Registration):**  
☐ Check (Payable to the Illinois CPA Society)  
☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_

**WEBSITE:** To register online, visit the Illinois CPA Foundation’s website at: [www.icpas.org](http://www.icpas.org).  
**MAIL:** Send the registration form with either a check payable to Illinois CPA Foundation or completed Visa, MasterCard, Discover Card or American Express information to the Illinois CPA Foundation, 550 W. Jackson, Suite 900, Chicago, IL 60661-5716.  
**PHONE:** To charge your registration with Visa, MasterCard, Discover Card or American Express call 800.993.0393, then dial 4 (in Illinois only) or 312.993.0393, then dial 4, 8 a.m. to 5 p.m., Monday through Friday.  
**FAX:** Send in your registration form with completed Visa, MasterCard, Discover Card or American Express information through our 24-hour fax hotline at 312.993.9432.

**All course information is subject to change, please verify upon registration.** B123

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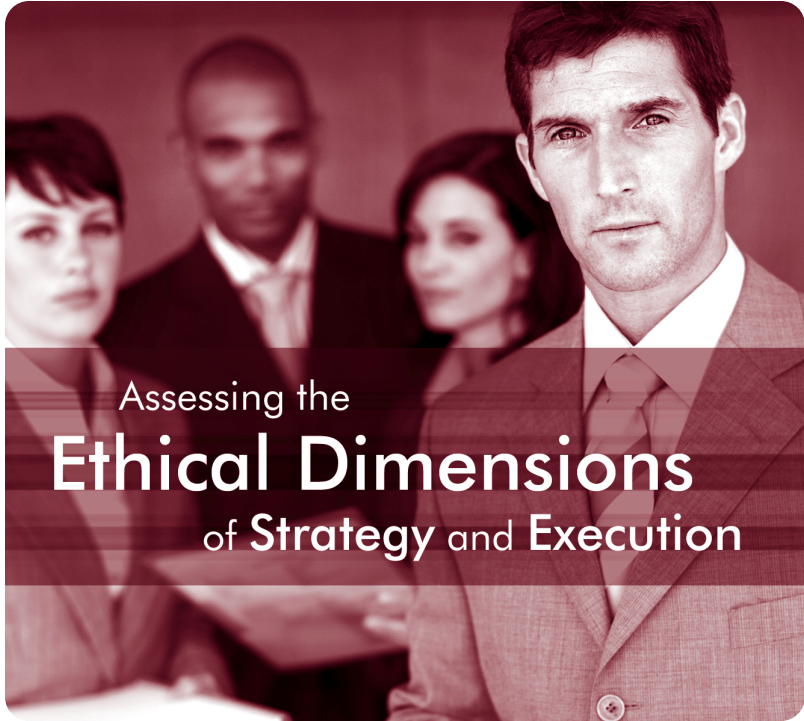
### Who We Are:

The Center for Corporate Financial Leadership (CCFL) currently serves over 34,000 corporate finance professionals across seven Midwest states through affiliation with participating state CPA organizations in Illinois, Indiana, Kansas, Kentucky, Minnesota, Missouri, and Wisconsin. Through membership in those organizations, finance professionals, both CPAs and non-CPAs, can avail themselves of CCFL services and benefits.

### Our Mission:

The Center for Corporate Financial Leadership is dedicated to meeting the needs of corporate finance professionals through high-quality executive education, knowledge resources and networking communities.

[www.CCFLinfo.org](http://www.CCFLinfo.org)



**June 2, 2006**  
Illinois CPA Society Education Center  
Chicago, Illinois

featuring:

**Mark L. Frigo, PhD, CPA, CMA**  
Director, The Center for Strategy, Execution, and Valuation, Kellstadt Graduate School of Business, DePaul University

**8 CPE Credit Hours**  
(also qualifies for 4 hours of Ethics CPE)

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## INTRODUCTION

### Assessing the Ethical Dimensions of Strategy and Execution

Ethically maximizing owner/shareholder wealth is the overriding objective of any business. But getting there is another thing. How can executives develop, execute and communicate strategic initiatives that will drive maximum value without compromising their high standard of ethics?

Using diagnostic tools and case studies, you will learn how to evaluate the ethical issues that can surface in a broad range of areas facing every business, from financial reporting and supply chain management to employee engagement and strategic communications. You will walk away with the ability to identify the questions every business should ask regarding ethical issues in business strategy and execution.

### Who Should Attend:

CFOs, Controllers, Finance Directors, VPs of Finance or other finance professionals with the responsibility of designing, implementing or evaluating business strategies.

## PROGRAM HIGHLIGHTS

- ▶ Discuss how your company assesses the ethical dimensions of its business strategy and its execution including performance measures
- ▶ Understand the areas of business activities in which your company should look closely at ethical considerations
- ▶ Learn why the consideration of ethical business activities must be at the forefront of strategy and execution, rather than an after thought.
- ▶ Understand the challenge of identifying unethical activities and how it can come up anywhere in your business strategy and its execution
- ▶ Learn to identify when management is “pushing the envelope” on ethics
- ▶ Review the financial case for business ethics
- ▶ Understand why the financial impact of ethics issues surmounts any other type of analysis management can do.
- ▶ Review best practices from the **Return Driven Strategy Initiative** relating to the superior financial performance and business ethics of some of the best companies in the world

## ABOUT THE PRESENTER

### Mark L. Frigo, Ph.D., CPA, CMA



Mark L. Frigo, Ph.D., CPA, CMA is the Director of The Center for Strategy, Execution and Valuation in the Kellstadt Graduate School of Business and Eichenbaum Foundation Distinguished Professor of Strategy and Leadership in the School of Accountancy at DePaul University. Dr. Frigo has extensive experience as a management consultant with KPMG and in the corporate sector where he was responsible for strategic planning. He has helped many organizations to design and execute strategy for maximum value creation. Dr. Frigo is a leading expert in strategy design and execution, including Balanced Scorecard initiatives and has helped participants from CCFL seminars to lead successful strategic planning and Balanced Scorecard initiatives. A dynamic speaker, Dr. Frigo was presented the Economos Award for Outstanding Teaching in the Kellstadt Graduate School of Business at DePaul and was the recipient of the 2002 Illinois CPA Society Outstanding Educator Award. The author of five books and over 60 articles, his work is published in leading business journals including Harvard Business Review. He is a consultant to executive teams and boards of directors. Dr. Frigo is co-creator of the Return Driven Strategy framework with Joel Litman.

### Some of the hundreds of companies that have attended a CCFL Executive Education program:

Blue Cross & Blue Shield	Great Lakes Chemical Corp.
Carhartt, Inc.	Harris Bank
Cinergy	John Deere & Company
Clifton Gunderson LLP	McDonalds Corp.
Conseco Services, LLC	Midland Manufacturing Corp.
Crowe Chizek & Co. LLP	Siemens Building Technologies, Inc.
Discover Financial Services	Usher Oil Company
Downers Grove National Bank	Wabash National Corp.
Ernst & Young LLP	Weyerhaeuser
Federal Home Loan Bank	Whirlpool Corporation
Follett Corporation	World's Finest Chocolate