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ETHICS, LEADERSHIP AND THE BOTTOM LINE FEATURED AT MAY 25 GMU EXECUTIVE FORUM

RESTON, VA. - May 3 - Dean of the School of Business at George Mason University, Coleman Raphael, today announced an exclusive one day executive forum (limited to thirty senior level executives) to be held at the Holiday Inn, Fair Oaks on Thursday, May 25 entitled "Ethics, Leadership and the Bottom Line."

Forum leaders will be Xerox training veteran Paul G. Wiegand and long time friend and associate Charles A. Veatch who, together, have developed this popular one day seminar for senior level business executives, according to the GMU dean.

Featured as luncheon keynote speaker, and long admired as former CEO of Atlantic Research Corporation, Raphael said "tragically, somewhere along the road to greatness, our country has taken a detour - one that strongly suggests that there has been a widespread breakdown in our basic values of honesty, integrity and character - values that have long formed the foundation of American society."

He said that making ethics and integrity a way of doing business requires a comprehensive ethical perspective that is understood and can be acted on at all levels of corporate America. "A code of ethics which hangs on an office wall

does not necessarily change the operations of corporate culture."

Raphael said that this Veatch/Wiegand program, which has been presented to Fortune 100 companies nationwide, was important because it helps small business and large corporations develop clear, practical codes and guidelines and helps build a model for putting ethics and integrity back to work in the management process.

Prior to forming this ethics program partnership, Paul Wiegand of Wiegand & Co., served as manager of international sales training for the Xerox Corporation. His own consulting firm has developed and delivered state-of-the-art sales training programs for major international organizations in Europe, Latin America and Australia.

A frequent guest lecturer at the GMU School of Business, Chuck Veatch is president of Reston-based Environmental Concepts, Inc., a real estate development and management firm which he formed in 1972.

Becoming concerned three years ago with what President Bush, in his January inaugural address, termed "the plague that is infecting America," Veatch and Wiegand formed their subsidiary company to help corporate America provide their executives and managers with a rational and practical method of making ethically sound business decisions.

Those interested in the ethics program should contact GMU Executive Programs Director Rowlan Miller by calling 703-764-6073, or writing him at the School of Business Administration, George Mason University, Fairfax, VA. 22030-4444. The all day program costs \$385/person, including lunch and all materials.

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FOR FURTHER INFORMATION CONTACT:

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