

## About The Institute

Through activities uniquely designed to link leadership and ethical behavior, the RTM Institute for Leadership, Ethics & Character is focused on a mission of teaching, research and service. An array of programs and activities have been produced at the Institute including a Luncheon/Discussion Series; Northwest Crescent Student Leadership Alliance meetings; Ethics Orientations for many of the Governor's appointed boards; a national ethical leadership conference; and the annual Summit Conference. Other milestones include the *Journal of Ethics In Leadership* and the introduction and implementation of the KSU Model of Ethical Leadership Certificate Program. The name of the Institute, which was initially chosen to honor a significant gift from the RTM Corporation, will soon be changed. At the request of the RTM Foundation, the university has begun the process of renaming the Institute "The Betty L. Siegel Institute for Leadership, Ethics & Character" to honor her accomplishments over the 25 years she has led as President of Kennesaw State University.

## Sponsoring Partners

We are grateful to the following sponsors whose support makes this year's Summit possible.

University of West Georgia

KSU Center for Student Leadership

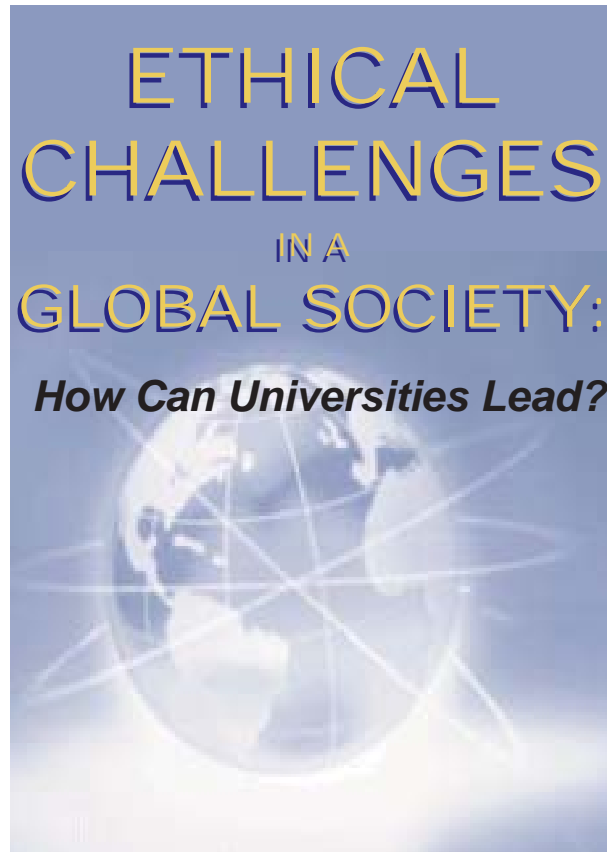
City University of New York, Staten Island

University of North Dakota

Utah Valley State College

KSU Center for University Learning

Arby's



Hosted by the RTM Institute for Leadership, Ethics & Character

The 4th Annual Summit Conference

April 6, 2006  
KSU Center



## Global Ethical Challenges and the Need for Leadership

The complex challenges of a global society are testing the capacities of leaders in every sector – from governments to businesses to social services. Many thinkers now contend that effective leaders in the 21st century must have greater skills, knowledge and vision than their predecessors.

*What, then, are the opportunities and obligations of higher education to prepare leaders capable of understanding and navigating the difficult ethical waters of today's global society?*

This conference will consider this question in the context of trends shaping future society in areas including population; resource management; technology; knowledge; economic integration; conflict; and governance. Prompted by expert presentations and informative resource materials, participants will join break-out groups to discuss higher education's response to these trends.

## Part of a Nationwide Initiative by University Leaders

This conference is part of a new initiative that was launched in September 2005 when leaders of six American universities gathered at England's Oxford University for a four-day conclave on the responsibilities of higher education in addressing the global ethical challenges of the 21st Century. An important outcome of the conclave was a Statement of Beliefs and Responsibilities based on a strong imperative for global ethical leadership and the obligation of higher education to collaborate with other sectors of society, such as business and non-profit agencies, to produce ethical leaders who can make a positive difference in a more complex, global world.

To implement these beliefs and responsibilities, a movement has been launched by leaders of the American Association of State Colleges and Universities to investigate higher education's role in today's global society, focusing on the need to produce a generation of ethical leaders capable of functioning effectively in an increasingly complex world. The ideas and perspectives generated by delegates to the April 2006 Summit Conference will be shared with other university leaders across the United States as part of the ongoing dialog on the future of higher education.

# AGENDA

8:30 – 9:00 am  
**Registration and Networking**

9:00 – 9:15 am  
**Welcome**  
**President Betty Siegel**

9:15 – 10:15 am  
**The Blackwell Lecture**  
**Dr. Beheruz N. Sethna**

10:30 – 12:00 noon  
**Roundtable Discussions**

12:00 – 1:00 pm  
**Special Luncheon Program**

1:00 – 1:45 pm  
**Reports from Roundtable Discussions**  
**Facilitated by Dr. John Knapp**

2:00 – 3:00 pm  
**Panel Discussion**  
**Ms. Ann Helm, Dr. Greg Weisenstein**  
**and Mr. Brian Wooten**

**Panel Moderator**  
**Dr. William Sederburg**

3:00 – 3:15 pm  
**Wrap-up**  
**President Betty Siegel**



**Ann Helm is the Executive Director of the Center for International Services at the City University of New York, Staten Island.** The College is known for its commitment to international education and has the only comprehensive "international center" within the CUNY system. In 1980 she received a Fulbright grant to study higher education reform in Germany. She co-authored a book on student cultural adjustment published in 1997 and was awarded the 1997 Marita Houlihan Award "in recognition of significant initiative and commitment in international educational interchange" by NAESA: Association of International Educators.



**Dr. William A. Sederburg, President of Utah Valley State College** since 2003, has spent much of his time in the pursuit of excellence in education. As a Michigan state senator and university president, Dr. Sederburg has tackled education issues with various state initiatives and involved academic administrators in state-wide economic, employment and technological issues. He also served on myriad educational boards, including Chair of the Midwest Higher Education Commission, where he worked to increase educational opportunity in the Midwestern states.



**Dr. Greg Weisenstein, University of North Dakota's Provost and Vice President for Academic Affairs,** has written four books, over 80 articles, and given 150 major presentations on scientific and management topics. In addition to serving on state and national committees in the United States, Weisenstein is an experienced international negotiator and facilitator and served as lead negotiator for negotiations with former President Gorbachev in developing an agreement to serve the educational and scientific communities in Russia and the United States.



**Brian M. Wooten, Director of the Kennesaw State University's Center for Student Leadership and Instructor for University Studies,** was part of the team that developed the curriculum for the KSU Model of Ethical Leadership and a member of the Oxford Conclave on Global Ethics and the Changing University Presidency. He has written articles in the *Programming Magazine* and the *National Association of Colleges and Employers (NACE) Journal* addressing the need for integration of ethical leadership training with curricular work. Wooten has been the recipient of numerous awards including Kennesaw State University's Betty L. Siegel award in 2005.

## Registration Information:

**Conference Fee: \$45 per registrant**

**Register Online at:  
[www.kennesaw.edu/ilec/summit](http://www.kennesaw.edu/ilec/summit)**

**To Register by Phone or  
Obtain More Information:  
Call 678-797-2000 or  
E-mail [ilec@kennesaw.edu](mailto:ilec@kennesaw.edu)**

**Registration Deadline: March 17, 2006**

*Conference registration includes continental breakfast, lunch and a free copy of the new Journal of Ethics in Leadership.*

## Goals of the Conference

- To explore the ethical challenges facing leaders in 21st-century global society
- To consider how higher education might better prepare leaders to meet these challenges
- To involve administrators, faculty and students from universities across Georgia in a national dialog on these issues
- To develop ideas and recommendations to be shared with university leaders across the nation

## About Our Keynote Speaker



**Dr. Beheruz N. Sethna is a Professor of Business Administration and President of the University of West Georgia .** He received his Ph.D. in Business at Columbia University; his Master of

Philosophy at Columbia University; his M.B.A. at the Indian Institute of Management in Ahmedabad, India; and his Bachelor's degree in Electrical Engineering at the Indian Institute of Technology in Bombay, India. He also has had training at the Advanced M.I.S. Institute at Indiana University and the Institute for Educational Management at Harvard University. He served in an interim capacity as Senior Vice Chancellor of the University System of Georgia and also served in 2000-2001 as the President of the Georgia Association of Colleges. Dr. Sethna was named the Honors Professor of the Year by the Student Honors Council in 1999; the Carroll County Citizen of the Year by the Chamber of Commerce in 1999; an Honorary Alumnus of the University of West Georgia in 1999; and Distinguished Alumnus of the Indian Institute of Technology in 2000. Dr. Sethna has made over 200 regional, national and international media appearances, on television, radio, and in the press. These include the CBS Early Show with Bryant Gumble and CNN's American Stories. He has been a Rotarian for more than 22 years and has served on the boards of several Chambers of Commerce and other organizations at the local, region, and state levels.

## Participating Exhibitors

### Women's Action for New Directions (WAND)

WAND empowers women to act politically to reduce violence and militarism and redirect excessive military resources toward unmet human and environmental needs.

### Students Take Action for New Directions

STAND empowers young women to act politically; to vote and connect with legislators across the country; to promote peace, equality, and progressive social change. STAND offers a community of active young leaders united in the commitment to peace and justice.

### Cobb Citizens for Peace

This organization is dedicated to the promotion of peaceful alternatives to war through patient diplomacy, dialogue, understanding and respect for other cultures. It advocates and supports humanitarian efforts and active nonviolence to compel necessary change and peaceful resolution to conflict.

### The Southern Center for International Studies

The Southern Center for International Studies (SCIS), founded in 1962, is a non-profit educational institution based in Atlanta, Georgia. The primary mission of SCIS is to internationalize the thinking of the American public. In accomplishing this mission, SCIS seeks to inform. It does not take political positions or attempt to influence policy.