

Yes, they're real

The Denver Business Journal - January 5, 2007

by Bruce Goldberg

Do the right thing



The failure of boards of directors to rein in CEOs and to practice tougher corporate governance is one of the main reasons behind the business scandals of recent years.

The University of Denver Daniels College of Business stresses the practice of good ethics in business. It's taken a big step to reinforce that, partnering with the Colorado chapter of the National Association of Corporate Directors (NACD) to offer training for board members.

"NACD is the only organization I know of that's doing training for potential board members, and certify that a board member has been trained," says Sam Cassidy, director of the Daniels' Voices of Experience series and a former lieutenant governor of Colorado. "The VOE program is world-class quality; this is cutting-edge education for people who sit on boards."

The NACD tie-in also means that VOE programs will offer continuing education credits.

"It's really the hottest thing going for business professionals," Cassidy says. "You get a crowd of 200 or 300 people, and you'll have CEOs, members of boards of major corporations. It's not a lightweight crowd."

The insights are valuable, says Julie Lucas of Daniels College. "They [the speakers] talk frankly about what they've dealt with, at a point in their life when they want to share some of the difficult times and what they've learned from them," she says. "We're trying to create a new generation of boards of directors that will do the right thing. We're trying to educate their members about the ethical issues that come into play when you sit on a board of directors, and educate them about the most ethical ways of dealing with business situations."

The VOE program is free and open to the public. The next program is from 1-3 p.m. Friday, Jan. 19, at The Cable Center on the DU campus. Gen. John Chain Jr., retired from the U.S. Air Force and former head of the Strategic Air Command, will be the guest speaker. His topic is titled "Lessons Learned from 35 Years in the Air Force and 15 Years in the Corporate World."

Info: www.daniels.du.edu or 303-871-3868. Registration is required.

Julie Lucas
Public Relations
Daniels College of Business
p: 303.871.3379 e: julie.lucas@du.edu