



Center for Education on Social Responsibility (CESR)
Newsletter for students, alumni, and friends.



Message from CESR Executive Director

Greetings to CESR Friends and Family!



I am happy to report that with support from our talented communications consultant, Keith Decie, CESR's good work may no longer be Leeds' best kept secret. Increasingly, we are called by media, such as the **Denver Post**, the **Institutional Investor**, and even the **Texas Observer**, among other places, for comments on critical issues of social responsibility and ethics in business.

Not only is word getting out, but I am getting out, too! Thanks to our entire CESR family, but particularly to the outstanding leadership roles taken on by Associate Directors Francy Milner and Catherine Milburn, as well as our ace teacher, Kevin McMahon, I am able to spend some time attending conferences and engaging in other networking opportunities. Last month, I attended the the Third Annual Business Ethics Conference with Dean Ikenberry and Mike Leeds (see article below) and met many deans, program directors, and high level practitioners who now know about CESR. As I write this greeting, I am on the way to NYC to attend the Financial Times' Annual ODX Conference attended by members of the board of directors of Fortune 500 firms. What a thrill and the information I bring back will be ever so valuable for our courses!

And our students are getting out, too. Thanks to the creativity of Program Coordinator Colleen Seltz who reached out to Warren Buffet, 20 of our students have been invited by Mr. Buffet to Omaha in March for tours of his facilities and a lunch on him along with just eight other schools.

Here's hoping that each of you is enjoying the level of success that CESR is having, at the very least. As always, thank you so much for helping to make so many great things possible for us!

Kind Regards,

Donna Sockell

CESR Participates in Invitation-Only *Partners in Business Ethics* Conference

CESR's Executive Director Donna Sockell and Michael Leeds recently attended the "Partners in Business Ethics" 3rd Annual Conference hosted by

Young Alum Establishes Orphanage in Uganda



Andrea Pauline

The Leeds School of Business is known for preparing student leaders for the corporate world. However, Andrea Pauline ('11 Management) has used her degree in the poverty-stricken world of Uganda instead.

Andrea began her Leeds experience hoping to earn a degree that would help her open a coffee shop. But when she did a three-month microfinance internship in Uganda and was exposed to the atrocious conditions that many children suffer in orphanages, her goals quickly shifted from a coffee shop to making a societal difference in Uganda. "I had learned about microfinance in one of my classes at Leeds and became fascinated with the concept of using my business skills as a solution to global poverty," says Andrea.

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the University of Illinois at Urbana-Champaign's College of Business. The conference was put on by U of I's counterpart to CESR, the Center for Professional Responsibility, and lasted for an evening and a day in late September. The conference supports the ongoing collaboration between industry and academic leaders committed to preparing young professionals to lead with integrity in today's workplace. Donna shared, "This collaboration is essential to developing state-of-the-art pedagogy."



Michael Leeds

The conference included business leaders - mostly ethics and compliance executives - from a variety of companies including Shell, Deloitte, BP, Walmart and Lockheed-Martin. Deans and ethics leaders from well-known universities like Penn State, Dartmouth and University of Texas were also in attendance.

Michael Leeds was specifically impressed with a presentation by a professor who spoke about doing business in impoverished areas of the world. By producing products that bring value to these less-fortunate people, you not only utilize a "subsistence marketplace," but also "create tremendous value for those customers and learn an awful lot about things that could be carried to other parts of your business," Leeds believes.

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Warren Buffett Invites Leeds Students to Omaha



Warren Buffett

We are pleased to announce that Warren Buffett has invited CESR to send students to an event in Omaha, Nebraska in March of 2013. Twenty Leeds students will be able to attend this once in a life opportunity that includes visits to two Berkshire Hathaway companies, and a Q & A and lunch with Mr. Buffett himself. Since we are expecting a high demand from Leeds students for these 20 slots, we are designing a competitive application process, the details of which will be announced soon.

CESR was specially awarded this opportunity after sending Mr. Buffett a CESR compass with these words of recognition: "You are an outstanding role model for our business students. Just as the compass always provides us with a true north, you have lived your life with a strong moral compass of integrity and honesty. Thank you for providing such a positive example to future business leaders." We have been told that Mr. Buffett treasures the compass and keeps it on his desk. Even though the waiting list for this event is over 200 schools long, Mr. Buffett instructed his assistant to reach out to CESR personally with this special invitation. We are honored and thrilled to be able to offer this unique opportunity to our Leeds students.

Meet CESR's Faculty Affiliates

CESR is proud to recognize two Leeds faculty members, Professors John Lynch and Russell Cropanzano, as new [CESR Faculty Affiliates](#) of our program. CESR Faculty Affiliates are Leeds Faculty

CESR STAMPEDE! Confirmed Speakers

Join CESR in April 2013 for **CESR Stampede Week**, featuring the 4th Annual [Conscious Capitalism Conference!](#) Mark Albion, Co-Founder and Managing Partner of **More Than Money Careers**, as well as Ralph (Bud) Sorenson, a Whole Foods Board Member, are confirmed to speak. Andrew Romanoff, former Speaker of the Colorado House of Representatives and Senior Advisor of International Development Enterprises (iDE), has graciously agreed to speak again this year. Stay tuned for more updates as CESR Stampede gets closer!

Donor Profile: Rich Hoops



Rich Hoops

Rich Hoops is a CESR board member and active contributor to CESR programs and classes. He believes that encouraging and investing in tomorrow's business leaders can have a substantial impact on societies as a whole. "Our current culture seems to raise the status of 'Social Entrepreneurs' or 'Teach for America' candidates to idolatry status when in



John Lynch

whose work is aligned with CESR's mission and values, primarily through their research or teaching but also because of their service interests.

Professor Lynch's current research focuses on the role of financial literacy in consumers' financial decisions. He is also the Director of the Center for Research on Consumer Financial Decision Making. Professor

Cropanzano's research focuses on fairness perceptions within work groups and what makes an action perceived as ethical. This is Professor Cropanzano's first year at Leeds - he comes to us from the University of Arizona where he was the Research Director at the Center for Leadership Ethics. Welcome on board, Professors Lynch and Cropanzano!



**Russell
Cropanzano**

fact, what I believe the world needs most are values-driven accountants, engineers, lawyers, and sales professionals who find meaning and impact working for 'values-driven' companies," says Rich.

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About CESR

The [Center for Education on Social Responsibility \(CESR\)](#) was established to help students become outstanding business leaders of tomorrow by preparing them to meet the ethical challenges posed by a highly competitive, globally-connected business world.

It is the purpose of CESR to oversee the inculcation of values discussions in classes throughout the undergraduate and graduate curricula at the Leeds School of Business, University of Colorado.

The [support](#) we receive from alumni, the business community, our board and friends is critical to the student experience. Thank you.

CESR Faculty Wins Outreach Award



Francy Milner

CESR is proud to announce that faculty member Francy Milner has been awarded the Outreach and Engagement Award for her project on Gender Equity in Clean Energy Development of the Navajo Nation, directed by professors in the Business, Law, and Theatre departments. Francy's project was one of two selected from 71 applications received this year and focuses on achieving gender equity through sustainable development projects.

Speaking of her project, Francy says, "Women living in poverty, whether on the Navajo Nation or in developing countries, are adversely affected by lack of access to clean energy - for heat, for cooking, for lighting in their homes. Yet they have incredible, untapped potential to promote clean energy technologies that can benefit themselves, their families, the community and the environment." With this energy project, the women are given the responsibility and power to address energy needs and stimulate the local economy by introducing solar-powered lights and exploring the creation of a Navajo-run-and-owned project.

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Leadership Challenges Kicks Off its Sixth Year

As another year began in the Leadership Challenges classroom, one could feel the anticipation and excitement of everyone in the room. This top-rated, signature course is based on an interactive model that brings in six high-level executives to share their experiences and present ethical dilemmas.



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Contact Us! We love hearing from you. For further information about CESR or to be involved in

the Center, please email us at cesr@colorado.edu, or call 303-492-3324. Join us on



and



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