

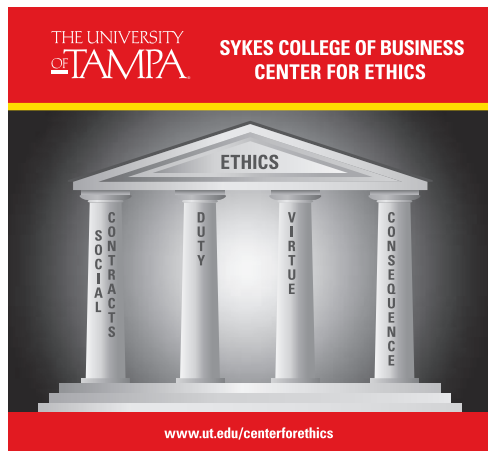


the center for ethics

"Trust in me in all you do / Have the faith I have in you / Love will see us through / If only you trust in me..."
— Famed blues artist Etta James song titled "Trust in Me" released in 1960.

WELCOME

On behalf of everyone involved with the preparation of this publication, it is our pleasure to provide you with this inaugural issue of the Center for Ethics newsletter. Our center is housed in the Sykes College of Business at The University of Tampa along with the TECO Energy Center for Leadership, the Lowth Entrepreneurship Center, and the Naimoli Institute for Business Strategy.



Dan Verreault, Ph.D.
Director, Center for Ethics



Robert Marley, Ph.D.
Associate Director, Center for Ethics

The Center for Ethics (CFE) focuses on critical aspects of academic, business, and civic life by involving our students, faculty, and business leaders. The CFE will publish a newsletter each fall and spring. Each issue features an important ethics-related theme, in addition to other center news. Our theme for this inaugural issue is "Trust." In the spring, the newsletter's theme will be "Narcissism in Society." We hope that you enjoy our newsletter and look forward to the many newsletters ahead.

TRUST, ETHICS AND CIVIL SOCIETY

by Dan Verreault, Ph.D.

Aristotle tells us that "...virtue is a mean state, but in reference to the chief good and to excellence it is the highest state possible." (1) He looked at trust as an important virtue that, among other things, encouraged social cooperation. For trust, as for all virtues, Aristotle would not encourage a blind trust outside the mean. Carolyn McLeod, author of "Trust," differentiates aspects of trust as follows:

"Trust is an attitude that we have towards people whom we hope will be trustworthy, where trustworthiness is a property, not an attitude. Trust and trustworthiness are therefore distinct although, ideally, those whom we trust will be trustworthy, and those who are trustworthy will be trusted."(4, p. 2)

So while extending trust may be important, it is also risky in an environment where many are

not trustworthy. The property of trustworthiness best describes the personal character trait that has eroded in our society. Lack of trust is, in some major part, a rational and reasonable response to an environment where so many are untrustworthy. However, we should be careful to avoid making an anthropomorphic error when we talk about levels of trust in institutions. People make up institutions, and it is some people in those institutions whose decisions and actions are untrustworthy. So, low levels of trust in an institution are attributable to some of those in that institution. As a corollary, many of the institutions whose people are in fact trustworthy will not be trusted. There is great harm to society from both the reluctance to trust, even though rational, and the difficulty in discerning who we should trust.

There is strong empirical evidence that the U.S. has low and decaying levels of trust in other persons and in institutions. For example, Gallup measures confidence in institutions.(2) Table 1 shows the change in trust levels over the last



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ten years. The military and police are the only institutions scoring greater than 50 percent. Only 1 in 5 of us trust the news we are told on television. Fewer than 1 out of 3 Americans trust the public schools.

In a longitudinal, large sample study, Twenge et al. extended the examination of trust in our society by looking at both trust in individuals and trust in institutions from 1972 to 2012. Using the General Social Survey and the MtF survey of 12th graders, the authors controlled for age cohorts, time period and generation. They found that:

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Trust, Ethics and Civil Society

continued from page 1

“Trust in others and confidence in institutions, two key indicators of social capital, reached historic lows among Americans in 2012 in two nationally representative surveys that have been administered since the 1970s. Social capital was lower in recent years than during the Watergate scandal of the early 1970s; the Iran hostage crisis and “national malaise” of the late 1970s and early 1980s; the height of the crime wave in the early 1990s; the Clinton impeachment of the late 1990s; the September 11, 2001, terrorist attacks; and the financial crisis and recession of the late 2000s.” (5, p. 12)

In a classic article, the late professor of corporate strategy and ethicist Larue Hosmer linked the concept of trust in organizational theory to moral philosophy where he noted that trust was generally little discussed across many of the great moral philosophers over two thousand years. He used Rawls’ view of a “good” society as one in which the members willingly cooperate for the ultimate benefit of all as clearly supposing trust as a prerequisite for cooperation (3, p. 394). Cooperation is a necessary condition for building social capital.

The decline in levels of trust described above results in higher monitoring costs, less cooperation, and lower levels of societal well-

	June 2006	June 2016	Difference, 2006 to 2016
	%	%	pct. pts.
Military	73	73	0
Police	58	56	-2
Church or organized religion	52	41	-11
Medical system	38	39	+1
Presidency	33	36	+3
U.S. Supreme Court	40	36	-4
Public schools	37	30	-7
Banks	49	27	-22
Organized labor	24	23	-1
Criminal justice system	25	23	-2
Television news	31	21	-10
Newspapers	30	20	-10
Big business	18	18	0
Congress	19	9	-10

GALLUP POLLS, JUNE 1-4, 2006, AND JUNE 1-5, 2016

Gallup: Trust in Institutions – Percentage with “a great deal” or “quite a lot” of confidence in the institution.

being. Low levels of trust in other persons and in major institutions in the U.S. challenge the validity of our social contracts. Trust must be restored and to do that we must become more trustworthy, else we will be reduced to always striving for a short term gain or advantage, never trusting that the other side would act otherwise.

²Gallup poll accessed at <http://www.gallup.com/poll/192581/americans-confidence-institutions-stays-low.aspx> on August 22, 2016.

³Hosmer, L.T. “Trust: The connecting link between organizational theory and philosophical ethics”, *Academy of Management Review*, 1995, Vol. 20, No 2. 379-403.

⁴McLeod, Carolyn, “Trust”, *The Stanford Encyclopedia of Philosophy* (fall 2015 Edition), Edward N. Zalta (ed.), URL = <http://plato.stanford.edu/archives/fall2015/entries/trust/>.

⁵Twenge, J., Campbell, W.K., and Carter, N.: “Declines in Trust in Others and Confidence in Institutions among American Adults and Late Adolescents, 1972–2012”. *Psychological Science*, 2014. 1–12.

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¹Aristotle. *Ethics* (Kindle Location 804). Public Domain Books. Kindle Edition.

SUSTAINABLE BUSINESS AWARDS

by Dan Verreault, Ph.D.

On April 29, 2016, The University of Tampa CFE with its community partner, the Sustany Foundation, hosted the 8th Annual Sustainable Business Awards luncheon before a celebratory group of over 200 award winners and guests at The University of Tampa Vaughn Center. Sixteen businesses were honored for their contributions to building successful companies that positively impact the community. Over 100 businesses in Tampa Bay have been honored for their achievements. A unique aspect of the event is the central role of UT students. Over the eight-year period, 60 student volunteers, supervised by CFE Director Dan Verreault, have participated in the evaluation of nominees through research, interviews, site visits, scoring and selection. For more information go to www.ut.edu/centerforethics/sustainablebusinessawards.

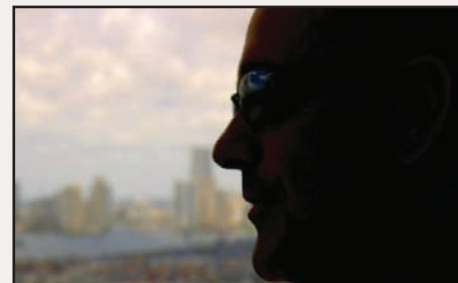


Graduate and undergraduate students from The University of Tampa participated in the evaluation of nominees for the Sustainable Business Award.

Pictured from left to right: Karan Walia, Nicholas Aliantro, Alana Boyles, Ylan Nguyen and Alexander Pichler. Not pictured: Mikala Zonsius

An Interview with The Infiltrator by Dan Verreault, Ph.D.

Bob Mazur served undercover for five years investigating the cartels and the banks that handled their money. Mazur infiltrated both the Medellin Cartel and the Cali Cartel, two of Colombia's deadliest criminal organizations. He also infiltrated what was the seventh largest privately-held bank in the world, and gathered evidence that led to both the bank's demise and imprisonment of senior bank officials for laundering drug proceeds. He wrote a terrific book, *The Infiltrator*, that has recently been released as a movie and is currently on the *New York Times* bestseller list in two categories. He runs a consulting business, provides expert witness testimony and speaks about money laundering and security. He has spoken at Sykes College of Business where his technical expertise, clarity of explanation and compelling examples held audiences in rapt attention. Mazur will be a guest speaker at the Center for Ethics Hot Seat event in the Spring 2017 semester.



Author photograph by Tjardus Greidanus, Universal Pictures.

Verreault: When you were undercover and set up an appointment with Bank of Credit and Commerce International (BCCI) in Tampa to set up a laundering account, what happened?

Mazur: I called first and said that I would like to arrange an appointment, that I was a businessman, that I assisted clients outside the United States and that I wanted to talk to them about the possibilities of establishing an account relationship. They asked me to provide them with some background before I had a meeting with them. They wanted three bank references, three business references, copies of bank statements to confirm that I had at least \$1 million that potentially was in play, and a resumé. At the meeting, I sat down and explained to the officer that I was a financial advisor for some clients of mine all of whom were located in Colombia, and that I had the responsibility of assisting them in transferring funds from Panama and in acquiring property in the United States. I told the banker that we were in need of assistance to move funds for these clients in a highly discreet manner. The banker asked me if I would have a need to transfer funds in the opposite direction — that meaning from the U.S. I told him that my clients were in a business that generated huge amounts of capital here in the U.S., and that they would also need to move money out of the U.S. The banker said he knew exactly what I was talking about — the black money market. He said he could help in all aspects that we needed. We were now into the seventh largest privately-held bank in the world. I was stunned at this and subsequent meetings that the banker spoke so openly about this business.

Verreault: What did the bank get for this?

Mazur: No bribes, no kickbacks, just deposits to support their lending. They asked that, on two specific days each year, June 30 and Dec. 31, we leave on deposit with them as much as we could, even if it was only for that day. These days were the dates on which the bank's auditors compiled their semi-annual financial statement. The bankers told me it was window dressing for the balance sheet, but if I and my clients (high-level members of the cartel) did this, it would improve their position in the international banking community and their ability to borrow yet more funds from major institutions, including central banks.

Verreault: OK, the drug dealers I get, I think. But how do people in positions of authority and responsibility in major banks make decisions to support the drug business that causes so much personal and societal harm?

Mazur: They don't think of it that way. The bankers we dealt with did not grow up in a cartel or a mob. We can't even say that it was the bad culture of one of the several banks we dealt with. Most of the bankers at BCCI started their careers with other major financial institutions. When the arrests happened, the biggest being the wedding reception sting in Tampa, the bankers were upset they were singled out for doing what was commonplace in the financial institutions they knew. For them, the techniques they used were well known and applied to customers who needed discretion and privacy. If some clients were from Colombia, so be it.

Verreault: We know we can't trust the drug dealers; can we trust the banks now?

Mazur: As I said before, the bankers we dealt with used techniques they learned from various other institutions and used them at BCCI. If you look at the different prosecutions that have been returned in the last seven years against banks committing criminal offenses in connection with the movement of illicit funds, and that includes banks such as HSBC, Wachovia Bank, Union Bank of California, UBS, Credit Suisse, Deutsche Bank and Standard Charter, then maybe what the arrested bankers said has a basis in fact. A segment of the banking community will deal with illicit funds whether from illegal drugs, prohibited arms deals, white collar fraud, income tax evasion, etc.

Verreault: How big is the problem?

Mazur: If you look at credible reports that attempt to measure illicit funds seeking secrecy from governments, the number is very large. Probably one of the reports that's most often cited is a United Nations Office on Drugs and Crime report (UNODC at www.unodc.org/unodc/en/data-and-analysis/). The UN — with the help of their member banks — attempt to identify and classify into categories not just drugs but all the money-hiding that was generated from various illegal activities; you put all that money together and the report suggests that it approaches \$2 trillion a year of money seeking secrecy from governments.

Verreault: Is it something about bankers?

Mazur: I think we must recognize that greed is a characteristic of the human race, and we know the bell curve so there will be people within the international banking and business community who will rationalize their involvement in money laundering. However, I do think that the extent of the problem raises doubts about self-regulating bodies within the international banking community including the likes of the Wolfsberg Group (see en.wikipedia.org/wiki/Wolfsberg_Group). If you look at that list of member banks, the majority of them have admitted criminal offenses in connection with the movement of illicit funds.



Robert Mazur (pictured on right) in front of the Cessna Citation II jet used during the undercover operation.

continued on page 4

I'm not so sure that's the type of body we need to be turning to for solutions. Unfortunately, it seems that the greatest majority of information about this type of conduct in the international banking community is unearthed by regulators who sift through records that relate to transactions that are many years old. In my view that's not the best way for us to be attempting to identify the threat and deal with it in a timely fashion. We have a Drug Enforcement Administration that constantly addresses a threat of illegal drug dealing, a joint terrorism task force continually attempting to identify and neutralize terrorism threat, and ATF that identifies and goes after illegal arms dealers continually, so maybe money laundering deserves that kind of effort. Money laundering should be a high priority, not just an add-on charge levied far after it may have occurred. A law enforcement agency should be continually doing a list of things I know aren't being done, in order to identify and prosecute the biggest money laundering threats on the planet.

Verreault: You are a hero who sacrificed a great deal, whose family sacrificed a great deal, in the dangerous pursuit of those who would break our laws and harm us. Over the years undercover, were there times when you almost walked away? Why didn't you?

Mazur: I had been an agent for 14 years before I undertook the assignment to be a long-term undercover agent. We spent a year and a half setting up the front. Once it was operational, I can generally describe it as climbing through the portal of reality into the underworld at a level that completely mesmerized me. I had convinced myself that I had climbed through this portal and into the underworld at such a level that no agent was ever to get there again. I am also a person who is driven, as I think 99 percent of the law-enforcement officers are, to try to make a difference. In five or six meetings inside, I gained enough information so that we were able to seize more than a ton of cocaine in a warehouse in downtown New York. That type of powerful information — that type of actionable information that no one else could get — became my heroin. The mission became so important to me that I was willing to risk losing my family, my career, or under the worst of circumstances, if the mission necessitated it, my life. That is not necessarily a good place for long-term undercover agents to be mentally. And then the really tough work started after the arrest, spending two years preparing for and testifying at the trials. One trial lasted six months, and I was on the witness stand for three months from March to June every single court date. If you added up the other trials, I probably spent over six months on the witness stand.

Verreault: Bob, from all of us at UT, thank you for your important and enduring service to our country. Best of luck!

Contact Robert Mazur at www.robertmazur.com

CONTEMPORARY ETHICS RESEARCH

by Robert Marley, Ph.D.

Even ethical individuals can unwittingly make decisions that are contrary to their values. Fortunately, an entire field of research, known as *behavioral ethics*, has emerged to explore how individuals end up making decisions that contradict their ethical principles. Research finds that individuals often fall prey to four ethical blind spots, leading them to make decisions that are inconsistent with their values.

Ethical Blind Spot #1: Ethical Illusions

Individuals frequently believe they are more ethical than they actually are. When asked to predict how they will act in an ethical dilemma the individual's core values dominate, causing them to predict that they will behave in a manner consistent with their values. Unfortunately, when an individual actually make decisions, self-interest generally dominates without the individual even being aware of it.

Ethical Blind Spot #2: Ethical Fading

The human mind is complex, essentially hardwired for self-preservation. Accordingly, the mind tends to frame situations in a manner that makes it harder for decision makers to see when an ethical issue is present. Euphemisms can facilitate ethical fading by making it more difficult for decision makers to consider the outcome on those affected. For example, when considering a course of action that involves mass layoffs, framing the situation as "rightsizing" can make it harder for decision makers to recognize that they should consider how the terminated employees will be affected.

Ethical Blind Spot #3: Dangerous Reward Systems

Research demonstrates that individuals behave in ways that permit them to attain incentives. While incentivizing individuals to attain goals can certainly help to align the interest of employees with shareholders, overly aggressive incentives can pressure individuals to do "whatever is necessary" to attain the reward.

Ethical Blind Spot #4: Normalcy Bias

Individuals who find themselves in an unsettling environment may shut down cognitively and simply pretend that everything is fine. This defense mechanism can permit the individual to ignore the unethical acts of others, or even cause them to engage in acts that are contrary to their ethical principles.

Curbing Ethical Blind Spots

What can individuals do to help mitigate these four ethical blind spots? Ethics experts suggest that before making a decision you should recognize that you are probably not as ethical as you think. Doing so will help motivate you to consider issues from multiple perspectives before you act.

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- Bazerman, M. H., & Tenbrunsel, A. E. 2011. *Blind Spots: Why We Fail to Do What's Right and What to do About It*. Princeton University Press.
- Bazerman, M. H., & A. E. Tenbrunsel. 2011. Ethical Breakdowns. *Harvard Business Review*, 89(4): April.
- Sezer, O., Francesca, G., & Bazerman, M. H. 2015. Ethical Blind Spots: Explaining Unintentional Unethical Behavior. *Current Opinion in Psychology*, 6: 77-81.
- Tenbrunsel, A. E., & Messick, D. M. 2004. Ethical Fading: The Role of Self-Deception in Unethical Behavior. *Social Justice Research*, 17(2): 223-236.



HOT SEAT SPEAKER SERIES

Spring 2015: "Free Speech on Campus"

Daniel Verreault, Ph.D. and director of CFE, and special guest Attorney Catherine Sevchenko, director of litigation for FIRE, described the environment for free speech on U.S. campuses in The University of Tampa Plant Hall Music Room.

Fall 2016: "Is It Cool to be a Narcissist?"

W. Keith Campbell, Ph.D. and chair of the psychology department at the University of Georgia, explained the growth of narcissism and its effects on personal relationships. Campbell is a renowned expert on narcissism and Narcissistic Personality Disorder. Campbell also hosted a research roundtable prior to the Hot Seat in The University of Tampa Vaughn Center Board Room. For more information go to www.ut.edu/centerforethics/speakerseries.

ETHICS RESEARCH INSIGHT

by Robert Marley, Ph.D.

How Can “Respectable” Financial Institutions Accept Dirty Money?

While reading *An Interview With the Infiltrator* (see page 3), were you filled with anxiety over the risks that Bob Mazur so willingly accepted to infiltrate two deadly criminal organizations? Then, as the interview unfolded, could you help but admire this man who placed duty and virtue above his own personal safety? After finishing the article, I felt a deep sense of respect for the incredible courage possessed by Mr. Mazur. But I also felt an uneasy sensation that seemed caused not by the actions of the cartels (perhaps because I *expect* criminal organizations to commit reprehensible acts), but which seemed to stem from the actions of the financial institutions who aided the cartels in converting their ill-gotten gains.

This uneasiness prompted me to delve into ethics research in an attempt to answer why seemingly “respectable” financial institutions would see fit to accept dirty money. When I began examining this question, I felt certain that financial institutions — and the individuals employed within — could avoid accepting dirty money if they desired. Having reviewed the literature, I now suppose that my initial thoughts might have been a bit simplistic, or perhaps explaining why “good organizations can do bad things” is a bit more complicated. Regardless, let’s now review what ethics researchers have discovered.

It would probably not surprise you to know that many organizations have created ethics programs aimed to curb employees’ unethical behavior. Most ethics programs are focused on preventing

employees’ *intentional* unethical acts, but few give any consideration to tackling employees’ *unintentional* unethical acts. Unfortunately, the viability of organizational ethics programs is called into question by ethics research which finds that relatively few individuals intentionally commit unethical acts. This same stream of research, however, finds that individuals are quite capable of committing unintentional unethical acts without even being conscious they are doing so. If you are like me, you are no doubt wondering how somebody could possibly commit an unethical act without knowing it. I’m glad you asked.

Committing unethical acts without knowing it frequently arises from “ethical blind spots” (see page 4). These blind spots permit bias to creep into the decision-making process without the individual’s awareness. Thus, ethical blind spots may help to explain how employees (and their organizations) can make ethically questionable decisions like accepting dirty money from depositors.

Ethics research suggests that motivated blindness, or the tendency of individuals to not notice the unethical actions of others when it is against their interest to do so, can also explain why a respectable financial institution could find itself accepting dirty money. Let’s examine how motivated blindness could seep into a financial institution setting. Broadly speaking, banking is a relationship-based business that rewards growing depositor funds. Bankers can become positively biased towards a potential client without intending to do so because they may assimilate information about the client in a biased way as the banker-client relationship is established. Keep in mind that most criminals will have cover stories ready, and that few will openly admit their funds have

been obtained from illicit means! Thus, as the banker-client relationship deepens, the banker’s established notions of the client can prevent him from assessing the client’s actions critically and his own self-interest may serve to keep him from questioning the source of his client’s funds.

Finally, ethics research suggests that conflicts of interest (i.e., when a decision maker has two or more incompatible interests) can serve to bias the decision making process. For example, bankers have a public duty to refrain from aiding criminals in converting illicit funds, but they also have a shareholder duty to generate profits. A banker required to juggle these two duties might ask a depositor a series of relatively unobtrusive questions with regards to the source of their funds, leading the banker to feel (an admittedly superficial) peace of mind that both duties have been fulfilled.

Now that you are familiar with the ethics research that speaks to explaining how even a respectable financial institution might find itself accepting dirty money, what safeguards can be deployed to help prevent employees from committing unintentional unethical acts? Ann Tenbrunsel, a widely-renowned ethics researcher, suggests requiring decision makers to document the motivations likely to influence the decision maker when the decision will be made. Tenbrunsel’s research has found that decision makers who proactively consider the motivations that are likely to affect them during the decision making process are significantly less likely to fall victim to committing unethical acts.

Further Reading:

Bazerman, M. H., and Tenbrunsel, A.E. 2011. Ethical Breakdowns. *Harvard Business Review*, 89(4): April.

ETHICS IN THE NEWS

by Robert Marley, Ph.D.

- PwC, one of the world’s largest public accounting firms, has decided to fight a \$5.6 billion lawsuit filed against it by the bankruptcy trustee of now-defunct Taylor Bean & Whitaker (“TBW”) in a Florida trial court. The lawsuit alleges that PwC failed to exercise due diligence during a seven-year period when it audited now-defunct Colonial Bank (“CB”), permitting a multibillion dollar fraud scheme to be concealed by officers of TBW and CB, respectively. Auditing standards hold that the auditor is not responsible for detecting fraud when there is collusion, although the audit report asserts that the financial statements are fairly presented. Accordingly, PwC’s defense rests on their compliance with auditing standards. The plaintiff’s suit, therefore, essentially asserts that standards unfairly protect auditors from liability resulting from a failed audit.

- Steven Cohen, a high-profile billionaire hedge fund manager, has agreed to refrain from trading anything overseen by U.S. commodities regulators until 2018. The Commodity Futures Trading Commission announced the settlement on Aug. 16, 2016, following a suit brought against Cohen by the Securities and Exchange Commission that alleged insider trading.
- The U.S. Department of Justice has evidence that multiple Volkswagen employees acted criminally in connection with the company’s emissions cheating scandal, though it is unclear whether any executives have been implicated. The company has already agreed to pay regulators and customers \$15.3 billion to settle civil claims, and experts predict the company still faces additional liabilities in excess of a billion dollars to settle criminal investigations.
- After an ethics investigation of her office, University of California, Davis chancellor Linda

Katehi has resigned. The main allegation Katehi faced was that she used school funding to pay outside consultants to eliminate negative comments posted online about the university and herself. Although University of California President Janet Napolitano claims the investigation uncovered numerous instances where the chancellor violated university policies, Katehi claims the investigation cleared her of all allegations. Notwithstanding, the chancellor stepped down one day before she was scheduled to attend a Board of Regents meeting.

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Nesmith, S., & Pearson, S. “PwC Fights \$5.6 Billion Fraud Trial Over Taylor Bean’s Collapse” *Bloomberg Online*. 9 Aug. 2016. Web 20 Aug. 2016.

Associated Press. “Steven Cohen Barred From Commodities Trading Until 2018” *New York Times Online*. The New York Times, 16 Aug. 2016. Web 20 Aug. 2016.

Spector, M., & Viswanatha, A. “U.S. Said to Uncover Evidence of Criminal Acts in VW Probe” *The Wall Street Journal*, 15 Aug. 2016. Web 21 Aug. 2016.

Leins, C. “UC Davis Chancellor Resigns” *U.S. News & World Report*. 10 Aug. 2016. Web 20 Aug. 2016.

STUDENTS IN THE SPOTLIGHT

by Dan Verreault, Ph.D.



Alex Pichler,
M.S. Finance '17



Alana Boyles,
B.S. Biology '17

UT students Alex Pichler and Alana Boyles were part of the student team that played a key role in the success of the 2016 Sustainable Business Award program. Pichler's ambition is to build sustainable businesses on the foundation of economic principles. "With society's future in mind, I wish to contribute innovative solutions to solve a range of organizational challenges." As a biology student, Boyles enjoyed the opportunity to work with people from business backgrounds. Among many contributions, Boyles is founder and president of the UT chapter of Jane Goodall's Roots & Shoots program. Regarding her experience on the program, Boyles explained:

"I was introduced to the triple bottom line method of conducting business and exposed to many different business types that were structured to meet the triple bottom line. I learned more about profit margins and investment returns in two weeks of interviews than I did in a year of AP economics in high school. I was also able to meet business men and women involved in all areas of business, from small health drink start-ups to national banks, with a few recycling and composting businesses in between. Being a part of the 2016 TBSBA evaluation committee has been one of the most rewarding experiences of my undergraduate career. It opened my eyes to new ways scientists can incorporate the business sector into their conservation plans. It is only by working together that we can hope to create a better future, and that has never been more evident to me than observing accountants, financiers and biologists work together to promote sustainable practices right here in Tampa Bay."



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TAMPA BAY ETHICS AWARD

by Dan Verreault, Ph.D.

For a quarter-century, the Sykes College of Business Center for Ethics at The University of Tampa has celebrated the very best examples of business ethics leadership by recognizing worthy individuals with the Tampa Bay Ethics Award. The award cites integrity, virtue, and character as key traits. Although rooted in virtue ethics, winners have consistently also demonstrated devotion to duty in both business and family matters, as well as positive consequences of job creation and community improvement.

2016 Tampa Bay Ethics Award Winner

Sam Ellison, chairman of EWI construction, received the 26th annual ethics award on Friday, Oct. 7, at a breakfast ceremony before family members, friends and supporters in the Vaughn Center 9th Floor Crescent Club. Ellison has supported many local charities such as The American Cancer Society, Tampa General

NOTES FROM THE BOARD



"The Center for Ethics at The University of Tampa has an active and enthusiastic advisory board, consisting of professionals charged by their own organizations with responsibility for developing and sustaining ethical business practices. As a board at UT, we are committed to helping improve ethical standards and awareness in students and the community. We participate in a number of University programs, and we sponsor an annual ethics award to recognize a person in the Tampa Bay area who has done the most to foster and sustain ethical business practices. Our Center for Ethics has a unique opportunity to encourage an ethical approach to business and to life. We are excited to lead the charge both within and outside of the University."

— Edgel "Ed" Lester, Chair



"We recognize the importance of ethics both in business and in everyday life. Ethics has been stressed in all of our classes taken at UT, which is what inspired us to apply to be members of the Center for Ethics. As board members and undergraduate representatives, we help to integrate ethics into the College of Business and the UT community."

— Brianna Reeves '19 and
Caitlin Whetstone '19

Hospital Foundation, Boy Scouts of America and Chi Chi Rodriguez Youth Foundation. He served as chairman of the Greater Tampa Chamber of Commerce, president of the University Club and a member of the Ye Mystic Krewe of Gasparilla. Ellison has been inducted into the Tampa Bay Business Hall of Fame, The University of Tampa Athletic Hall of Fame and was recognized as the Tampa Bay Business Man of the Year.

2015 Tampa Bay Ethics Award Winner

Richard Gonzmart, the famed Columbia Restaurant's fourth generation co-owner and president, grew up in Tampa and in the restaurant business. He was awarded Tampa's most prestigious award at the Governor's Luncheon as Civitan Citizen of the Year and the Junior League of Tampa and WEDU honored him with their Inaugural Luminaries Award. Through the Gonzmart Family Foundation, Gonzmart and the Columbia Restaurant Group have donated millions of dollars to charities, including Moffitt Cancer Center, the University of South Florida and Jesuit High School. The award ceremony was held on Friday, Oct. 16, 2015, in the Vaughn Center 9th Floor Crescent Club. For more information go to www.ut.edu/tampabayethicsaward.

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