

CBA Lecture Series • Past Presenters

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Harry E. Blount	Senior Vice President, CFA, IT Hardware & Storage Networking, Lehman Brothers
Charolette Brook	Owner, C.M. Brook and Associates
Mark D. Bugher	Director of University Research Park
Robert Cervenka	CEO of Phillips Plastics Corp.
Craig C. Culver	CEO, Co-Founder and Co-Worker, Culver's
Andrew Duff	President and CEO of Piper Jaffray
Randall D. Eggenberger	President of Wild Wings LLC
Gorton M. Evans	President and CEO of Consolidated Papers Inc.
Norman D. Flynn	Founder and President of Norman D. Flynn Associates Inc.
Robert Fogel	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Jonathan Grayer	Chairman and CEO of Kaplan Inc.
Ralph Heath	Author, consultant and keynote business speaker
Robert Kierlin	President and CEO of Fastenal Co.
James Keyes	Chairman, President and CEO of Johnson Controls
Adil Khan	President and CEO of Ampildyne Inc.
Jake Leinenkugel	President of Leinenkugel Brewing Co.
Brett Machtig	Author, Wealth in a Decade
Laurence H. Meyer	Board Member, Board of Governors of the Federal Reserve System
Terry Murphy	Executive Vice President of Finance and CFO, A. O. Smith Corp.
Douglass C. North	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Jonathan P. Otterstatter	CEO, Co-Founder of Preventice
Pravash Patnaik	Retired Director and Senior Vice President of Philips India Ltd.
Mark Poklar	Vice President and Chief Innovation Officer of La Macchia Enterprises
Jack C. Rusch	President and CEO of First Federal
Craige Scott	Chairman of the Board of Ocean Spray Cranberries Inc.
Thomas W. Schini	Chairman of the Board of Directors for First Federal
John Stollenwork	President, Owner of Allen-Edmonds Shoe Corp.
Richard E. Sylla	Professor, Leonard N. Stern School of Business, New York University
Richard Teerlink	Chairman, President and CEO of Harley-Davidson
Ron Wanek	Chairman and CEO of the Ashley Companies
Anthony J. Warren	President and CEO of West Bend Mutual Insurance Co.

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For more information about our programs,
contact the Dean's Office, 138 Wimberly Hall
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If you have a special need/accommodation to aid your participation,
contact the CBA's Dean's Office to make appropriate arrangements.
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College of Business Administration



UNIVERSITY OF WISCONSIN - LA CROSSE

Presents

2012 Lecture Series

Prominence to Prison: Why Smart People Do Dumb Things

Patrick Kuhse

International Speaker, Trainer & Consultant | Business Ethics

October 12, 2011 | 7 p.m.

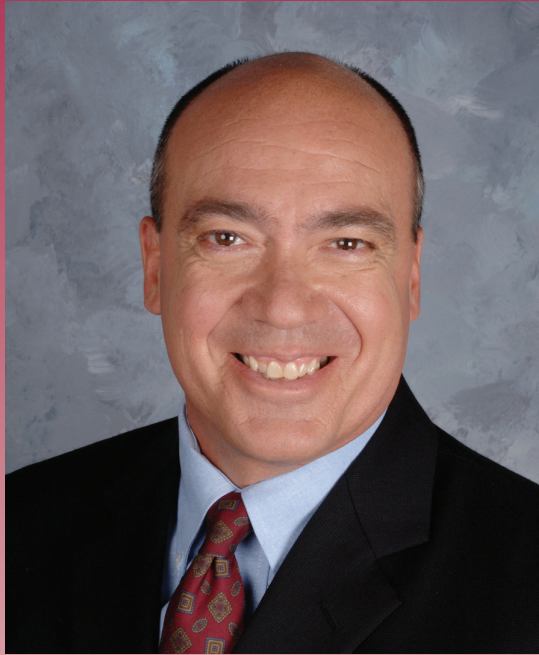
Strzelczyk Great Hall
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Patrick Kuhse

International Speaker, Trainer & Consultant | Business Ethics

Biography of the Presenter

This business ethics presentation will revolve around the processes and consequences of unethical behavior and how “seemingly unimportant decisions” can cause so much trouble in our lives.

Patrick Kuhse takes you on his own personal journey from successful financial planner to international fugitive, incarceration in two countries and back again. His personal experiences, observations and reflections will entertain and provoke you to think more deeply about your own behaviors.