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### 02/06/1992 - Business Week Activities Planned

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FOR IMMEDIATE RELEASE:

BUSINESS WEEK ACTIVITIES PLANNED

CHARLESTON, IL--"Ethics: The Building Blocks for the Future" is the theme of Eastern Illinois University's Business Week activities beginning Feb. 17.

Highlighting the week will be a public presentation on "Ethics of College Students" by Michael Josephson, a nationally recognized ethics lecturer and consultant. He will give his talk at the Business Week convocation at 7 p.m., Wednesday, Feb. 19, in the University Union Grand Ballroom. Also that night, the nominees for Mr. and Ms. Business Week will be announced.

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Josephson, president of Josephson Institute for the Advancement of Ethics in California, has been featured on television programs, such as the popular Bill Moyer PBS series and the Commonwealth Club aired on public radio stations nationwide.

He will also join ethics experts Vito Genovese of Sundstrand Corporation in Rockford and Stephen Payne of Eastern's Lumpkin College of Business on the program of the University's first annual ethics conference Feb. 19.

The conference, "Applying Business Ethics and Social Responsibility for Business Success," is cosponsored by the Lumpkin College of Business, Eastern's Business Development Center, and Consolidated Communications, Inc.

It will conclude with an awards banquet where regional business leaders will be presented Business Ethics and Social Involvement Awards. EIU faculty will be admitted free to the conference and awards banquet. Students will be waived the conference fee only.

General admission is \$20 per person for the conference only, or \$30 for the conference and awards banquet. To register, call the Business Development Center at (217) 581-2913.

Ted Ivarie, dean of the College, said in addition to the conference workshops other sessions are being offered during Business Week that are open to anyone who is interested in pursuing a business career, or who is already working in the field and wants to improve his/her image and interviewing and business etiquette skills.

On Monday, Feb. 17, Gayle Strader, EIU associate professor of home economics, and Steve Hardin of Jack and Bill's in Mattoon, will conduct a "Dress for Success" workshop/style show at 7 p.m. in Lumpkin Hall, Room 122.

On Tuesday, Feb. 18, Jack Schultz of Agracel in Effingham and Mike Yager of MidAmerica Designs, also in Effingham, will share anecdotes about their climb to success at 7 p.m. in Room 122. They are members of the Young Presidents Organization, comprised of presidents of corporations who reached \$1 million in sales before age 35.

Wednesday is "Organization Day" and will allow business students an opportunity to learn about Eastern's business programs. EIU business organizations will have information tables set up from 9 a.m. to 5 p.m. on the first floor of Lumpkin Hall.

At 2:30 p.m. Wednesday in Lumpkin Hall, Room 127, Dave Arseneau, entrepreneur and management/marketing instructor at Eastern, will conduct a mock interview.

Executive Vice President of the Charleston Area Chamber of Commerce Iris Campbell will show a video about the Chamber and discuss its role in the community at 4 p.m. Thursday, Feb. 20, in Lumpkin Hall, Room 017.