

BUILDING ETHICS:

PALM BEACH COUNTY ETHICS AWARENESS DAY 2011

NOVEMBER 18, 2011

PBC Governmental Center- BCC Chambers: 9:00 am – 12:30 pm

9:00 *Welcome*

9:15 *Keynote Address*

SPEAKER: DR. ROBIN FIORE

Robin N. Fiore, Ph.D.

**Co-Director, Research Ethics Consultation Service – University of Miami
Commissioner – Palm Beach County Commission on Ethics**

Dr. Fiore joined the University of Miami Ethics Programs at the University of Miami Miller School of Medicine in 2010. Previously she was Adelaide R. Snyder Professor of Ethics at Florida Atlantic University. Dr. Fiore specializes in biomedical ethics and professional ethics. She has served as ethics consultant or ethics advisory committee member for a number of governmental agencies, including the Florida Public Service Commission, Florida Department of Health, Florida Department of Corrections Bioethics Committee, Florida Department of Children and Families and Florida Developmental Disabilities Council.

Dr. Fiore earned her Doctorate in Philosophy from Georgetown University in Washington, DC, after post-baccalaureate studies in religion and ethics at Drew University Graduate and Theological School in Madison, New Jersey. From 1977 through 1990 she enjoyed a corporate career in employee benefits consulting.

10:15 *Break*

10:30 *Panel Discussion: Transparency and Accountability in Government: Past, Present and Future*

MODERATOR: ALAN S. JOHNSON

Alan S. Johnson, Executive Director – Palm Beach County Commission on Ethics

Prior to his selection as Executive Director, Alan Johnson was a 17 year state prosecutor for the 15th Judicial Circuit in Palm Beach County. As an Assistant State Attorney Mr. Johnson has tried numerous high profile felony cases and in 2001 became Chief of the Felony Division. In 2005 Mr. Johnson took over the role of Chief Assistant State Attorney until 2009 when he became Senior Counsel for a newly established State Attorney Public Integrity Unit. Mr. Johnson has also served in various capacities as a member and chairman of the Florida Bar Grievance Committee and the Unlicensed Practice of Law Committee as well as regularly serving as a volunteer youth court judge. Since 2000, Mr. Johnson has been a frequent instructor for the Florida Prosecuting Attorneys Association in areas including ethics for prosecutors, victim rights, homicide prosecution, evidence and jury selection.

Mr. Johnson graduated from Columbia University in 1973 and obtained his law degree from Georgetown University Law Center in 1976.

PANELISTS: MARTY ROGOL, MO THORNTON, LEONARD BERGER, AND JONATHAN LOW

Marty Rogol, Principal – Marketing Concepts, Inc.

Marty Rogol is a founding Principal of Marketing Concepts, Inc., a marketing and communications firm that specializes in integrated marketing campaigns, brand building, cause-related marketing programs, strategic communications planning, crisis communications, public affairs and events management.

Prior to creating Marketing Concepts, Inc., Mr. Rogol was one of the architects and the founding Executive Director of USA for Africa. While Mr. Rogol was Executive Director, the organization produced the international anthem **We Are the World** ... mobilized over 7,000,000 people for its **Hands Across America** project ... and raised almost \$100,000,000.

Locally, Mr. Rogol is an on-air Political Analyst for WPBF-TV, channel 25. He is a Past President of Leadership Palm Beach County and currently chairs its Ethics and Songwriter Committees. He has also served as chair of the Board of the G Star Charter School for the Arts for Film and Broadcasting and the Beautification Committee of the Town of Jupiter.

Mr. Rogol earned a B.A. from the University of Cincinnati and his law degree from the National Law Center, George Washington University.

Mo Thornton, President – Palm Beach County City Managers Association

Mo Thornton has been the City Manager for the City of Atlantis since 1997, having served as the City's Finance Director from 1989 through 1996. She is this year's President of the Palm Beach County City Management Association. She currently serves on the Board of Directors of the Palm Beach County League of Cities as the Secretary/Treasurer since 1998.

Leonard Berger, Esq., Senior Assistant County Attorney– Palm Beach County

Leonard Berger is Senior Assistant County Attorney for Palm Beach County where he has served since 1993. He is chief appellate counsel for the County Attorney's Office, and also specializes in land use law and ethics compliance for public officials and employees. Mr. Berger was one of the principal drafters of the ordinances creating the Palm Beach County Commission on Ethics and the Code of Ethics. He received his J.D. from Nova University and B.A. and M.A. from Indiana University.

Jonathan Low, Partner – Predictive Consulting

Jonathan Low is a Partner and Co-founder of Predictiv Consulting and Predictiv Asia. Predictiv assists Global 500 corporations, government agencies, family-owned businesses and not-for-profits improve management performance, organizational effectiveness, and marketing and communications strategy. Predictiv has particular expertise in measuring the impact on financial results of intangibles such as strategy execution, reputation, brand, innovation and post-merger integration. Clients have included Southwest Air, Pfizer, Major League Baseball, Petrobras, General Motors, UPS, United Technologies, BASF, the US Joint Chiefs of Staff, Novartis and Visa.

Prior to founding Predictiv, Mr. Low was a Senior Fellow at Cap Gemini Ernst & Young's Center for Business Innovation. Under his leadership, CGEY produced major business strategy reports including *Measures That Matter*, *Success Factors in the IPO Transformation Process* and *The Value Creation Index*. He organized and co-hosted with *Forbes ASAP* an annual conference entitled *Measuring the Future*.

Earlier in his career, Mr. Low took a leave of absence from the investment firm High Street Associates to serve as Deputy Assistant Secretary of Labor (Acting) for Work and Technology Policy. Mr. Low served on the SEC Steering Committee on the Future of Accounting and Financial Reporting, the Conference Board Working Group on Corporate Performance and represented the U.S. Government at the inaugural OECD Conference on Corporate Governance.

Mr. Low has served in a number of positions related to his work such as Co-Chair for Strategic Organizational Issues of The Brookings Institution's Task Force on Intangible Sources of Value. He has presented his findings to the US Securities and Exchange Commission, the Financial Accounting Standards Board, European Commission and the New York Federal Reserve Bank.

His work has appeared in *Forbes*, the *Wall Street Journal*, *Harvard Management Update*, *New York Times* and *Business Week*. Jon has appeared on ABC, CNNfn, CNBC, PBS and other electronic media. He was co-editor of *Enterprise Value in the Knowledge Economy*, a joint publication of the OECD and Ernst & Young in 1997. He co-authored the book *Invisible Advantage*, published by Perseus Press in 2002. He has contributed chapters to *Business Power; Creating New Wealth from IP Assets* (Wiley, 2007) and *From Assets to Profits* (Wiley 2009).

Mr. Low currently serves on the Board of the Center for International Understanding at Dartmouth College whose Nominating Committee he chairs; is a Director of the Athena Alliance a Washington, DC-based policy research organization; a Director of Classical South Florida, an NPR affiliate radio station, a member of the Audit Committee of American Public Media Group and an advisor to the Palm Beach State College Center for Applied Ethics. He is a graduate of Dartmouth College and Yale University's School of Management.

11:45-12:00 *Graphics presentation*