15th Annual Business Practices Seminar  
A Focus on Business Ethics  
The Inn at Virginia Tech and Skelton Conference Center  
May 3, 2018

7:45 a.m. – 8:20 a.m.  Registration and Refreshments

8:20 a.m. – 8:45 a.m.  Welcome and Opening Comments – Latham Ballroom BC
M. Dwight Shelton, Jr., Interim Senior Vice President for Operations and Administration  
Dr. Timothy Sands, President

8:45 a.m. – 10:00 a.m.  Introduction/Morning General Session I – Latham Ballroom BC  
Professor Fiorelli, Xavier University  
The Value of Values: Why Employees Should Care About Ethics

10:00 a.m. – 10:15 a.m.  Refreshment Break

10:15 a.m. – 11:45 a.m.  Morning General Session II – Latham Ballroom BC  
Professor Fiorelli, Xavier University  
Generational Ethics

11:45 a.m. – 1:00 p.m.  Lunch – Latham Ballroom BC

1:00 p.m. – 2:10 p.m.  Afternoon Breakout Sessions I

2:10 p.m. – 2:20 p.m.  Refreshment Break

2:20 p.m. – 3:30 p.m.  Afternoon Breakout Sessions II

3:30 p.m. – 3:40 p.m.  Refreshment Break

3:40 p.m. – 4:30 p.m.  Closing Session – Latham Ballroom BC  
Professor Fiorelli, Xavier University  
Snitches Get Stitches and Wind Up in Ditches
Breakout Session Descriptions

**Ethical Dilemmas in Higher Education** - Solitude  
Kay Heidbreder, University Legal Counsel  
Sharon Kurek, Executive Director of Audit, Risk, and Compliance

Ethical principles to which we all aspire are contained in the university’s Business Conduct Standards. How well do you know these standards? What about your colleagues? What would they do in the heat of the moment? Using previous fraud, waste, and abuse cases as catalysts, this discussion-based session will provide the opportunity for attendees to reflect on ethical dilemmas and take away proactive methods to enhance ethical judgment.

**Making Ethical Decisions Related to Procurement and Sponsored Programs** - Duck Pond  
Mary Helmick, Director of Procurement  
Vicky Ratcliffe, Manager of Research Education and Development and Conflicts of Interest Administrator

An interactive session discussing the principles and standards that must be maintained when conducting activities relating to sponsored programs and purchasing on behalf of the university. Real life examples will be shared showing situations that were handled properly and some that were not. This session will also include an interactive exercise that will help participants understand how they instinctually make ethical decisions.

**An Ethical Perspective** - Smithfield  
Captain Jim Snyder, Deputy Commandant, Virginia Tech Corps of Cadets

This presentation centers around a discussion on leadership and ethics offering some eclectic insights on responsible leadership, to include a moral perspective from classical philosophers and from business, government, and military leaders. The presentation will include a video on “willful blindness” and brief case study on decision-making (selective unmasking exercise). The interactive presentation should stimulate the audience on some aspects of leader development and ethical conduct along with professional expectations in the workplace.

**Ethics in the Social Media Age** - Drillfield  
Susan Gill, Virginia Tech Director of New Media

Social media is an increasingly important tool for marketing and promoting academic units’ activities and research and in reaching younger audiences for prospective student recruitment. But how do you know if you’re utilizing social media in higher education in a responsible manner? Bring your questions about the best way to responsibly use social media in your job and as an individual user.