

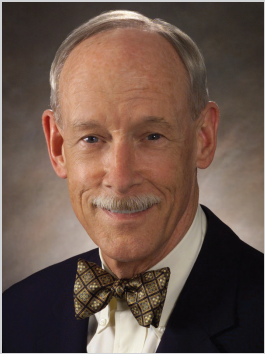
## Does Ethics Matter to The Performance of Your Business?

Join the Small Business Council of Rochester for an interactive and enlightening discussion on ethics with two of Rochester's most successful business leaders. This will be highly engaging with ethical questions for the crowd and fun intellectual debate among the panel.

Sponsored By:



### Moderator:



**Alan Ziegler**  
*President, Rochester Area Business Ethics Foundation*

### Panelists:



**Bob Whipple**  
*The Trust Ambassador and CEO from Leadergrow*



**Talya Meyerowitz**  
*Founder and President of A Respectful Workplace*

### SMALL BUSINESS COUNCIL DECISION MAKERS' FORUM

Thursday,  
October 27, 2016

5:00 P.M. – 8:30 P.M.

Midvale Country Club  
2387 Baird Rd.  
Penfield, NY 14526

### The Evening's Agenda:

5:00 – 5:30 Networking and Cash Bar

5:30 – 6:00 Dinner

6:00 – 7:30 Presentations (60 minutes)  
& Panel Discussion (30 minutes)

7:30 – 8:00 Q&A

Event includes: Networking reception,  
dinner, and discussion

Cost: \$35 for SBC Members  
and \$50 for Non-Members

### Some of the insights our panelists will share ...

#### Bob Whipple – *The Nexus of Trust and Ethics*

- All ethical violations lead to reductions in trust; but most trust violations are not the result of ethical problems
- A culture of high trust gives the leader protection against being on the slippery slope for ethical problems
- The best way to build a culture of high trust is to reinforce candor
- I will show my “I AM RIGHT” button and explain why it creates the “safe” environment needed to build trust

#### Talya Meyerowitz – *The Ethical Responsibility For Workplace Civility*

- Upgrading from golden to platinum
- The power of respect
- Covert aggression is worse than screaming
- Unconscious bias doesn't make you a bad person
- If nothing changes, nothing changes

