



For Immediate Release:

## UCLA CONFERENCE TEACHES ETHICS TO PROTECT INVESTORS

Professor Duke Bristow, Ph.D., of UCLA, knows the value of translating ethics into solid business practice. Having notched ten years in management at major drug firm Eli Lilly & Company, and having served on several corporate boards, he can speak from experience to the investor's bottom line.

For that reason, the upcoming conference that Dr. Bristow chairs at the UCLA Anderson School of Management is a must for business people who wish to succeed in today's real world. February 26-27, 2004, the Harold Price Center For Entrepreneurial Studies at the Anderson School plays host to the 7th Annual National Corporate Governance Conference, which will present an all-star line-up of America's leading business minds addressing topics that are particularly relevant these days.

Although the event's title doesn't have the simple kick of, say, "The Lord Of The Rings," Dr. Bristow admits that "the big excitement is that you can come and learn directly from America's top corporate thinkers how to make ethical and successful business decisions."

This year's speakers comprise a veritable "Business Hall of Fame." Members of the boards of Amgen, Deloitte & Touche, P.F. Chang's, SBC Communications, and Wal-Mart, as well as officers from the Securities & Exchange Commission, the National Venture Capital Association, KPMG's Audit Committee Institute, and the National Association of Corporate Directors, will share their knowledge with conference attendees. Adding to this impressive roster are corporate luminaries Ralph V. Whitworth, Esq., who serves on Apria Healthcare's board of directors; Steven Lazarus, a former Associate Dean of The University of Chicago's Graduate School of Business as well as an Amgen board member; Prof. Jay W. Lorsch, DBA, of The Harvard Business School; John E. Anderson of Topa Equities; Prof. Alfred E. Osborne, Ph.D., a Senior Associate Dean of the UCLA Anderson School of Management as well as a current member of Nordstrom's corporate board; and many others.

"Governance," which used to sound like a dry and academic topic with no relation to modern business, is now a blood and guts necessity for pensioners (who hold more than sixty percent of ownership in public companies), entrepreneurs, corporate directors, managers, CEOs, and others who set the standards for the business environment of the future. Roughly 10,000 companies are available for public investment right now, and the smart business person aspires to transcend the perception and reality of corporate corruption and move forward into success. In its seventh year, this conference has been prophetic in emphasizing the need for ethical corporate governance.

The event's location is the beautiful Harold Price Center For Entrepreneurial Studies at the UCLA Anderson School of Management, designed by the architectural firm of Pei Cobb Freed & Partners. The buildings were completed in 1995, and project an appealing warmth and modern simplicity on what is already one of the most beautiful campuses in the world.

"You can't ask for a better atmosphere for this event," says Dr. Bristow, "or for a more formidable group of business minds. Since everyone is looking to grow their business, here's an opportunity to come and learn with the best!"

**Please Contact: Tom Brennan Media @ 310.394.5256**