



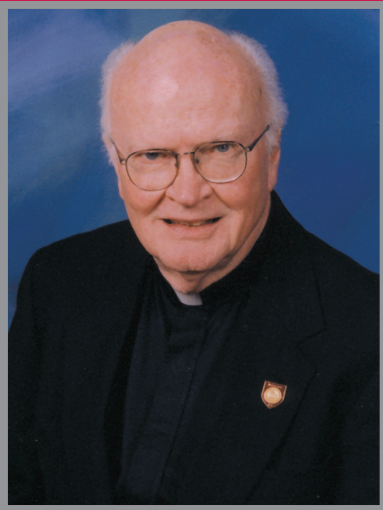
Woodstock Business Conference

presents

Rev. William J. Byron, S.J.

speaking on his new book

“The Power of Principles: Ethics in the New Corporate Culture”



Fr. Byron is currently president of St. Joseph's Preparatory School in Philadelphia. Prior to serving as president of Catholic University in Washington, DC, Fr. Byron spent eight years at the helm of the University of Scranton. A pro-

lific writer, he pens a bi-weekly column for the Catholic News Service and has written numerous books including *“Answers from Within: Spiritual Guidelines for Managing Setbacks in Work and Life,”* *“Finding Work Without Losing Heart”* and the aforementioned *“The Power of Principles: Ethics in the New Corporate Culture.”* He holds a doctorate in economics from the University of Maryland, two theology degrees from Woodstock College and a bachelor's degree in philosophy as well as a master's degree in economics from Saint Louis University.

The Scranton Chapter of The Woodstock Business Conference was established in 2006 as a means for local business and non-profit leaders to examine and promote ethics and spirituality into everyday business practices. The Scranton Chapter is one of several chapters throughout the Country whose mission is to establish and lead a national network of business leaders to explore their respective religious traditions in an on-going effort to integrate faith, family and ethical values into the marketplace and society at large.

When: Thursday, February 15, 2007

Buffet Breakfast 7:30 am

Fr. William J. Byron 8:30 am

Where: Hilton Scranton & Conference Center, 100 Adams Avenue, Scranton, PA

Cost: \$38.00 Includes Breakfast and a Copy of Fr. Byron's Book.

Who is the Woodstock Business Conference?
Turn this sheet over to read about us.

Sponsors:



Registration Form

Name: _____ Email: _____

Company/Association: _____

Street: _____

City, State, Zip: _____

No. Attending: _____

Amount Enclosed: \$ _____

Please make checks payable to: United Way of Lackawanna County.
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United Way of Lackawanna County, P.O. Box 526, Scranton, PA 18501.

Please respond by
February 2, 2007



Woodstock Business Conference

Today, business demands constant vigilance on the part of the busy executive who must attend ceaselessly to the enterprise to keep it viable and growing, to meet competition, and, above all, to make a profit. The executive must account for business decisions to the Board, shareholders, lenders, and other stakeholders, as well as outside financial analysts in the case of publicly held companies.

Moreover, the business enterprise itself plays a fundamental role in public life. As they address the needs of the companies, as they evaluate, judge, and act on behalf of their businesses, corporate executives and entrepreneurs are constantly making moral decisions that affect not only themselves and their organizations but also the broader community and society at large.

In mediating conflicting claims to financial and social prosperity a business leader must draw upon his or her convictions, beliefs, and experience about what is the right thing to do. The executive is not lost at sea. Ethical and moral values, like gyroscopes, provide the steady guides that ground the executive's decision making, as well as the structures and systems that support the executive's enterprise.

Business is a call, a vocation. Business people employ their own talents and skills, the assets of their companies, and the structures and resources of the wider society for the creation and maintenance of wealth, employment, and products or services. The business leader needs to be able to perform, to answer the call, with skill, competence, and peace of mind. Often, sleepless nights replace peace of mind in a world of pressure-filled day-to-day judgements, decisions, and actions.

Our Mission

The mission of the Woodstock Business Conference is to establish and lead a national network of business leaders to explore their respective religious traditions in order to assist the individual executives:

- a) to integrate faith, family, and professional life,*
- b) to develop a corporate culture that is reflective of their religious faith and values, and*
- c) to exercise a beneficial influence upon society at large.*

The Conference, grounded in the Roman Catholic tradition, welcomes believers who are open to and respectful of one another's religious traditions. It is committed to the conviction that ethics and values grow out of one's religious heritage.

It affirms that the decision-making process must be laced with a quest for God's will and that peace of mind and peace of soul follow from the quest.

The Conference addresses the practical day-to-day issues confronting busy business executives. These issues are explored in local chapter meetings with pertinent Scripture readings and topical background articles. Participants discuss topics within a proven process, which promotes cumulative and progressive understanding, decision making, and action grounded in values.

