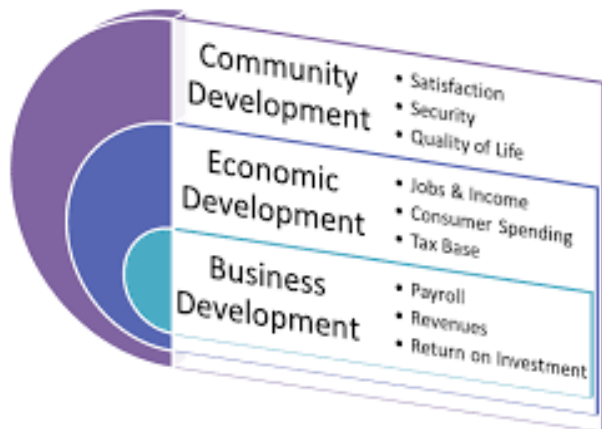


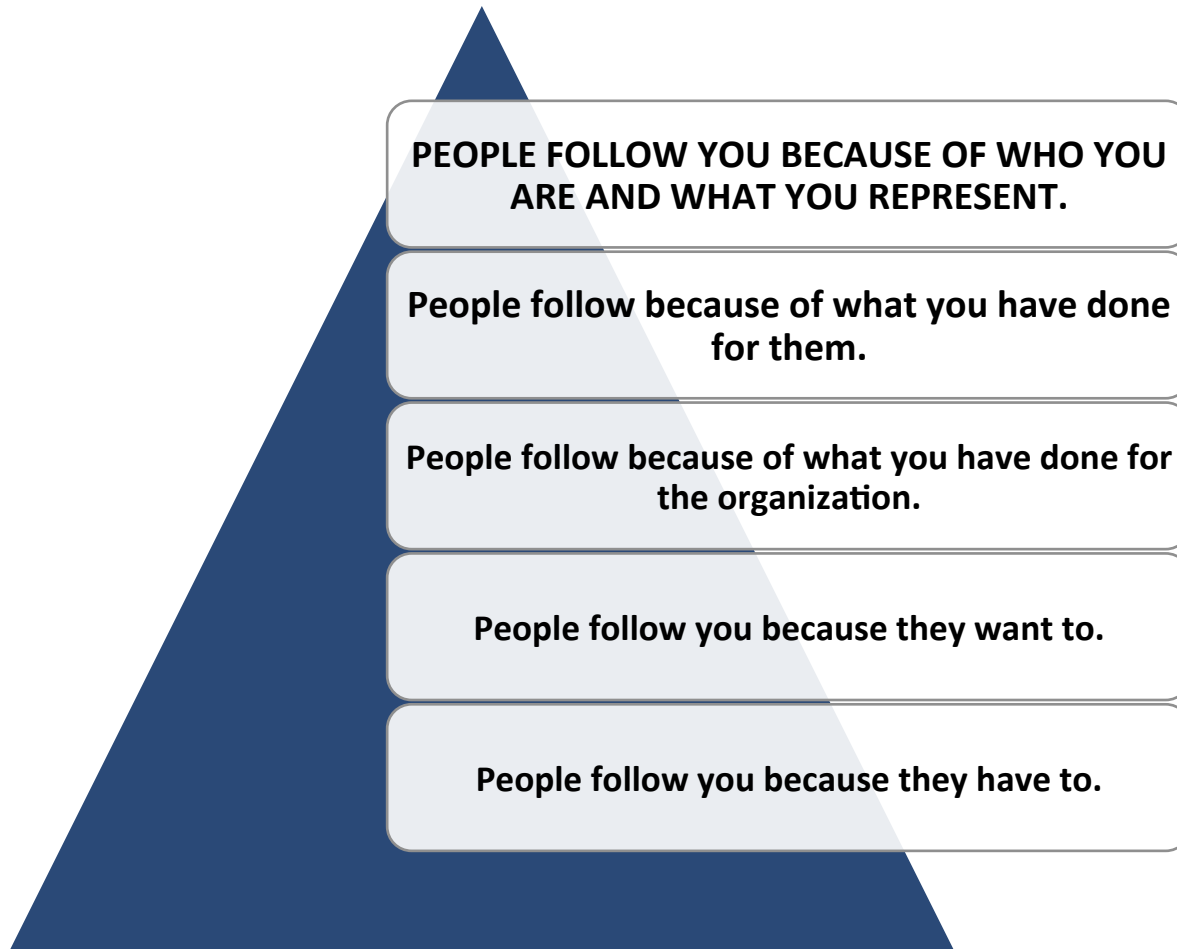
The Impact of Our Profession

“The economic development profession has one of the most profound impacts on human life and highly effective EDOs can help author those impacts.”

– IEDC Paper on High Performing EDOs



Five Levels of Leadership



OUR CORE VALUES



“If we want to produce people who share the values of a democratic culture, they must be taught those values and not be left to acquire them by chance”.

- Cal Thomas, *The Death of Ethics in America*

“The reputation of a thousand years may be determined by the conduct of one hour”



PLEASE REMEMBER

- These are kids
- This is a game
- Parents and Spectators should cheer for everyone
- The referees and umpires are human

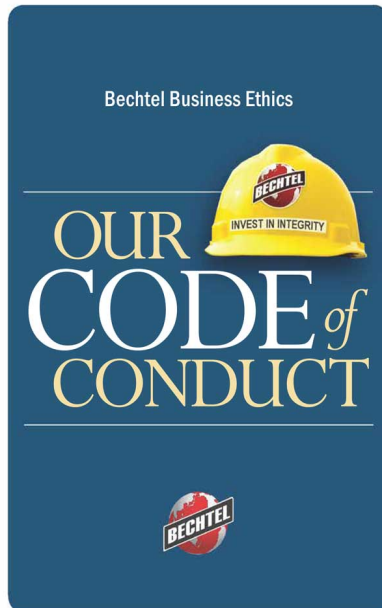
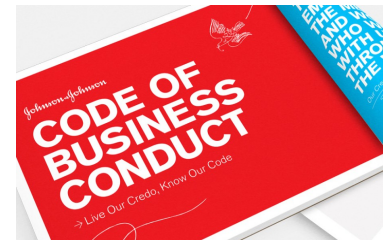
UC Santa Barbara Student Conduct Code



Employee Code of Ethics and Business Conduct

What YOU Should Know!

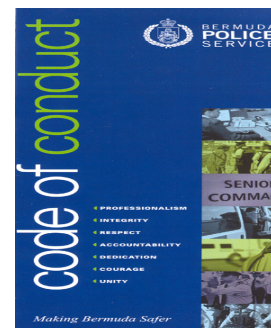
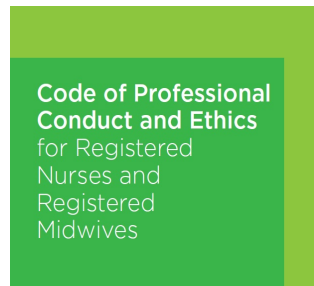
-Japanese Proverb



ASAE CORE ETHICAL STANDARDS

As an ASAE member, one should aspire to:

1. Respect and uphold public laws that govern one's work;
2. Be honest in conducting the member's business;
3. Respect the confidentiality of information gained through one's work;
4. Act fairly;
5. Foster an ethical culture through one's work; and
6. Take responsibility for one's conduct.





DEFINING ETHICS

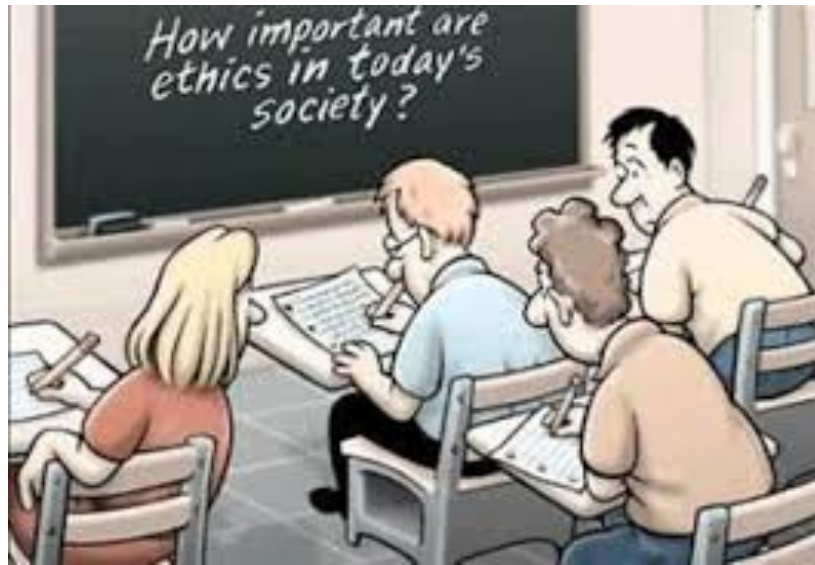
Defining “Right”

“Ethics is knowing the
difference between what you
have a right to do and what is
right to do”

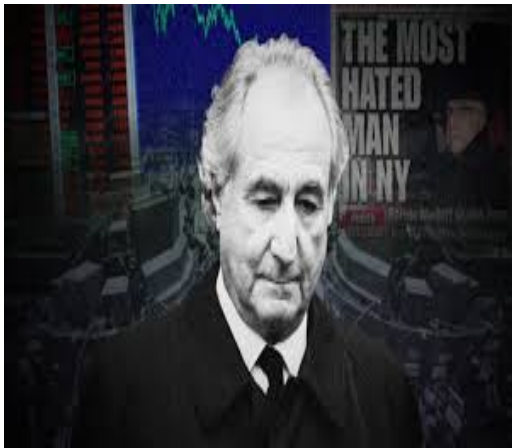
Potter Stewart



In a recent Wall Street Journal article, Psychology professor Steven Davis says that cheating by high school students has **increased** from about 20 percent in the 1940's to 75 percent today.



“Students say cheating in high school is for grades, cheating in college is for a career.”



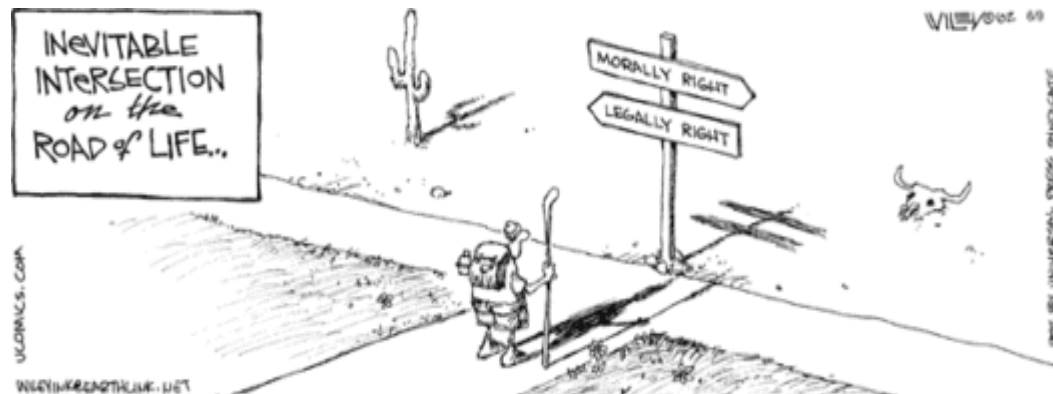
Ethics Is...

- How we act as individuals
- How we structure our organizations and their work
- How we structure our society, our laws, and our systems



Ethics is Not

- Just feelings or conscience
- The same as religion
- Just following the law
- Following “what everybody does”
- Technology or science- i.e. what can be done



Source: Santa Clara University

Ten Universal Values

1. Honesty
2. Integrity
3. Promise keeping
4. Fidelity
5. Fairness
6. Caring
7. Respect for others
8. Responsible citizenship
9. Pursuit of excellence
10. Accountability





Understanding Ethics

Top Three Ethics Issues Mentioned by Economic Developers

Confidentiality 90%

Communicate Truthfully 82%

Conflicts of Interest 76%



Reasons for Unethical Behavior

- Pressure to perform
- Pressure from peers
- Lack of understanding of consequences for one's actions
- Uncharted territory
- Personal loyalties
- Poor judgment



When you have to start compromising yourself or your morals for the people around you, it's probably time to change the people around you.

©1999 Frank Alexander

Inspirational Quotes to Live & Learn

Reasons for Unethical Behavior

- Personal costs for doing the right thing may be too high
- Lack of clear understanding of expected organizational/professional code of conduct
- Lack of long term perspective or failure to see it at the time
- Improper and/or inadequate training



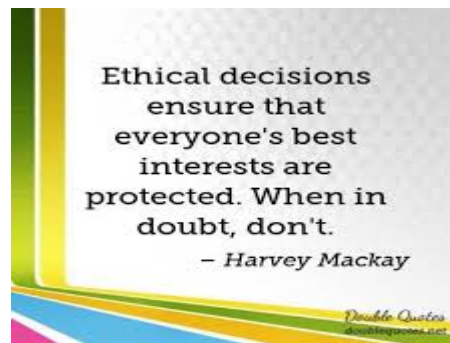
Making Ethical Decisions

- Is it legal?
- Does it violate the spirit of the law?
- Does it comply with our rules and regulations?
- Is it consistent with our organizational values?
- Does it match our stated commitments?



Making Ethical Decisions

- Am I the only or primary beneficiary?
- Will I feel okay and guilt free if I do this?
- Is bias or emotion clouding my judgment?
- Would I do it to my family and friends (or myself)?
- Would the most ethical person I know do this?





Promoting an Ethical Culture

Focus on Strong Values

- Organizations need to:
 - Clearly establish organizational values
 - Integrate them into operations and provide support systems for upholding the values
 - Promote them through effective communication with the members, outside stakeholders, media, general public, etc.
 - Connect them with policies and decision making processes

**"IT'S NOT
HARD TO MAKE
DECISIONS
WHEN YOU KNOW
WHAT YOUR
VALUES ARE"**

- ROY DISNEY

Components of an Ethics Program

1. Code of Conduct

- Written code of conduct
- Written policies and procedures for investigation

2. Ethics education

- Involve the staff
- Be a role model
- Benefits for ethical behavior

3. Performance assessment

- Discussions and debates, role play





Example of Ethics in Economic Development

Ethics in Marketing & Communications

- Materials should not offend standards of decency.
- Communicate information likely to affect a customer's decisions effectively.
- Communications should not play on fear, exploit misfortune or condone unlawful behavior
- Be honest in marketing communications
- Use research results or quotations of individuals accurately.



Ethics in Business Recruitment: Avoid Poaching from Disaster-Impacted Communities

- Natural disasters can cause severe economic and physical impacts to a community that are mostly outside the community's control.
- Is it fair play to take businesses away from a community when they are down? Avoid taking advantage of their bad situation and misfortunes.

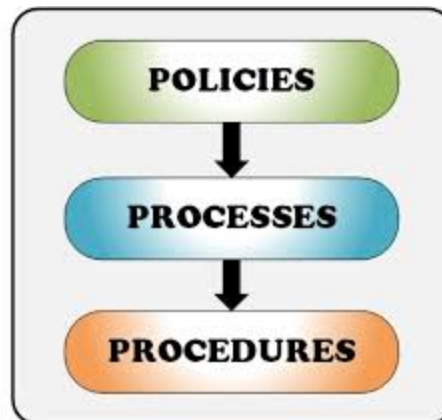




Working with Violations

Working with Ethics Violations

- Chances of violations can never be eliminated
- In addition to promoting ethical cultures and training, establish procedures that enable review and sanctions, if proved.



Reviewing Ethical Violations

- Main components of reviewing ethics violations:
 - Initial review of the complaint to determine violation or not
 - If yes, conduct an independent and detailed investigation of the case
 - If violation found, the organization may impose sanctions of the person(s)
- Important to engage all parties in an impartial environment, maintain written documentation, and allow for an appeals process



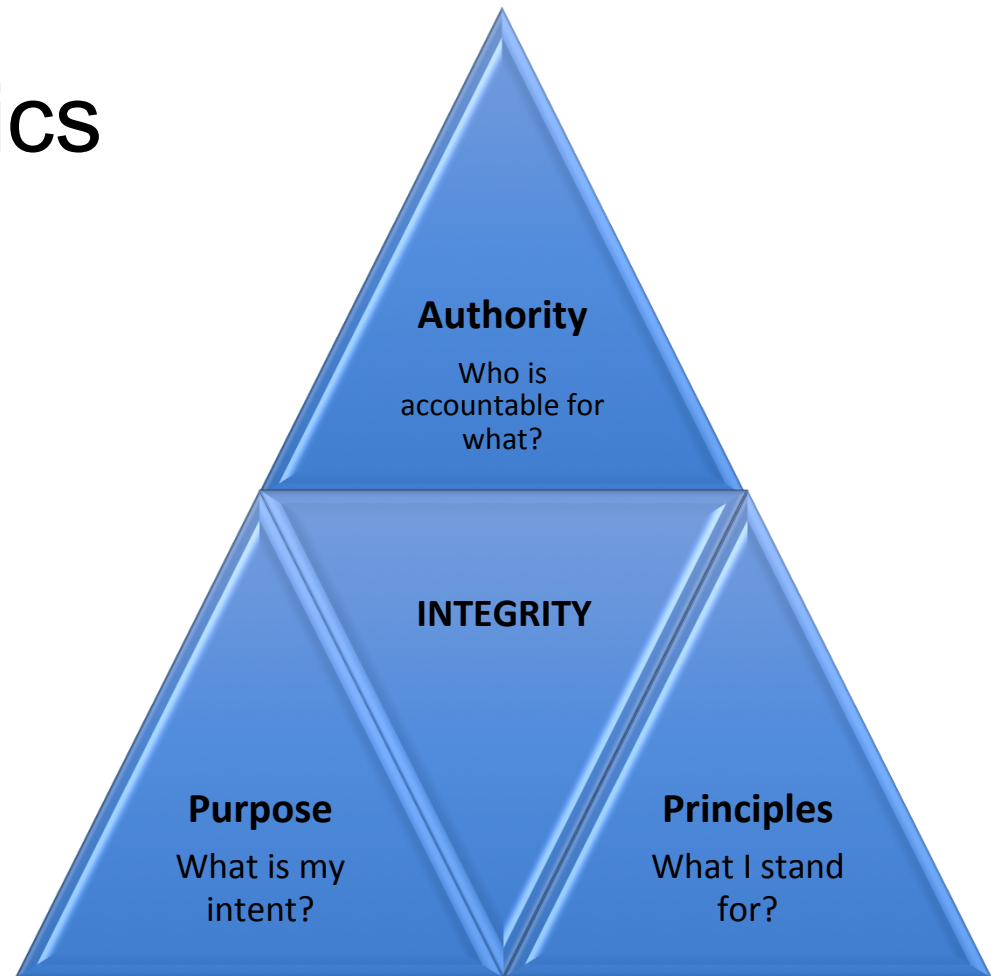
IEDC Code of Ethics

IEDC Code of Ethics

1. Professional economic developers shall carry out their responsibilities in a manner to bring respect to the profession, the economic developer, and the economic developer's constituencies.

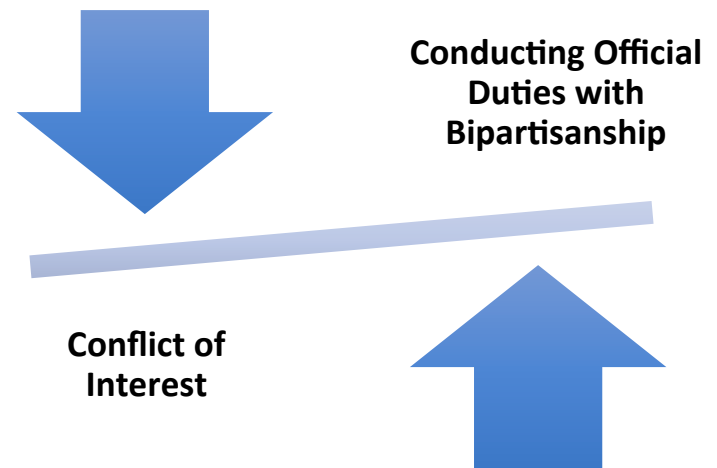
IEDC Code of Ethics

2. Professional economic developers shall practice with integrity, honesty, and adherence to the trust placed in them both in fact and in appearance.



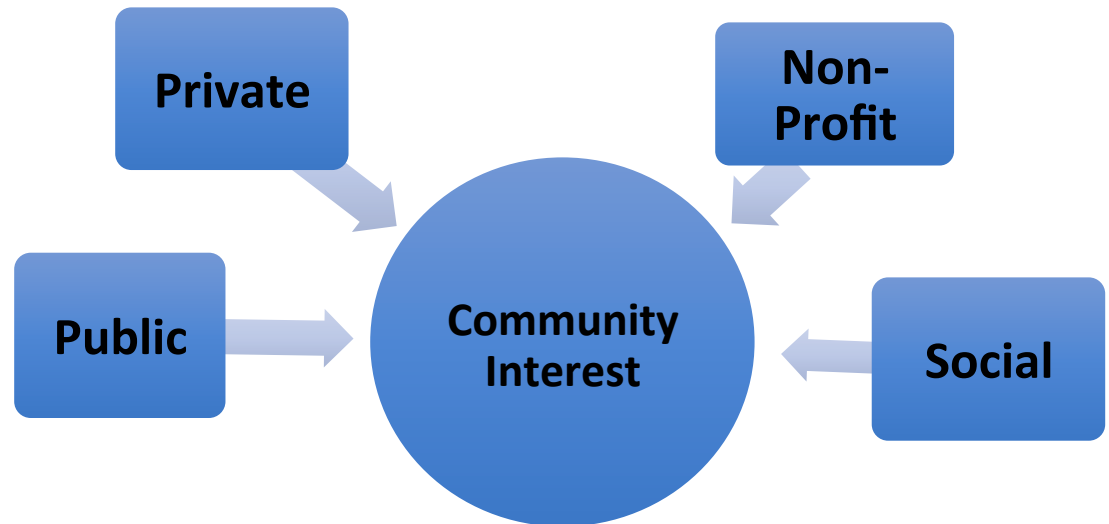
IEDC Code of Ethics

3. Professional economic developers will hold themselves free of any interest, influence, or relationship in respect to any professional activity when dealing with clients which could impair professional judgment or objectivity or which in the reasonable view of the observer, has that effect.



IEDC Code of Ethics

- Professional economic developers are mindful that they are representatives of the community and shall represent the overall community interest.

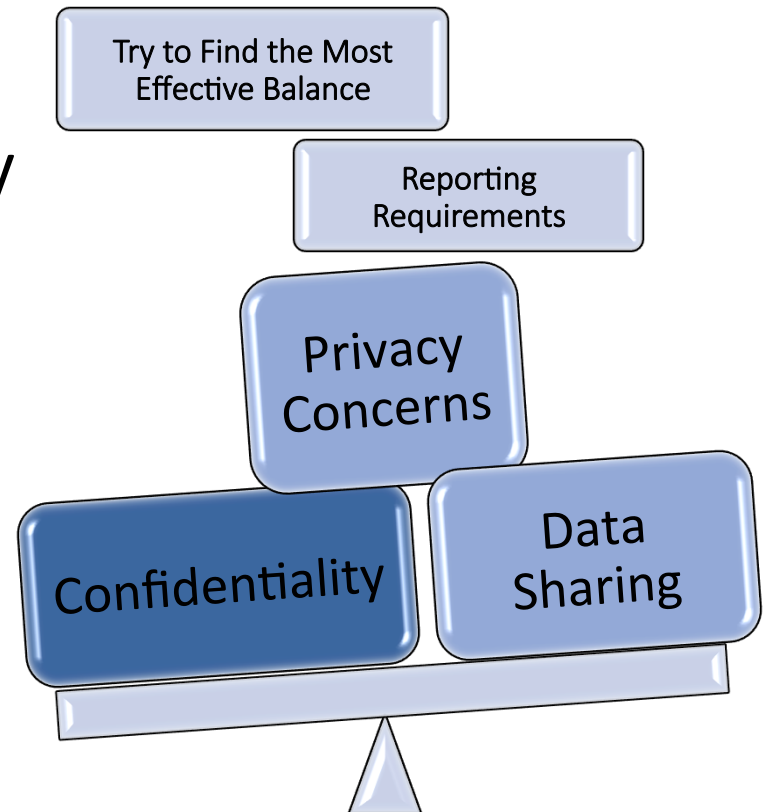


IEDC Code of Ethics

5. Professional economic developers shall keep the community, elected officials, boards and other stakeholders informed about the progress and efforts of the area's economic development program.

IEDC Code of Ethics

6. Professional economic developers shall maintain in confidence the affairs of any client, colleague or organization and shall not disclose confidential information obtained in the course of professional activities.

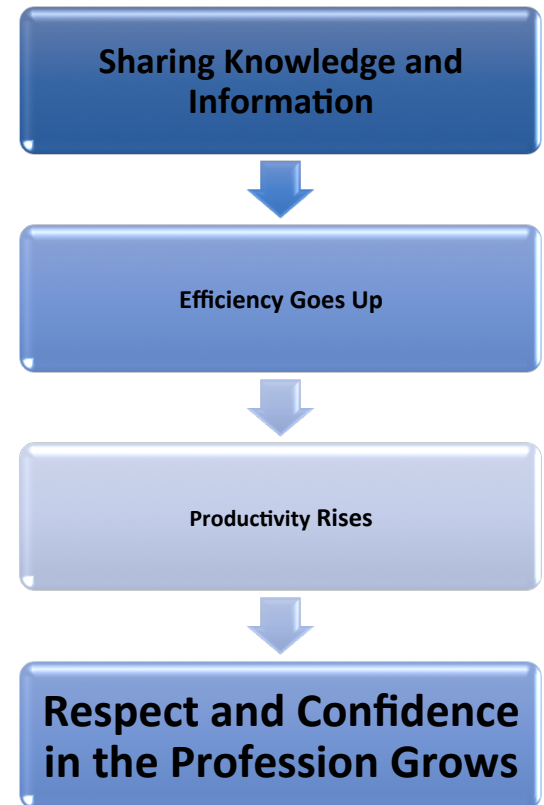


IEDC Code of Ethics

7. Professional economic developers shall openly share information with the governing body according to protocols established by that body. Such protocols shall be disclosed to clients and the public.

IEDC Code of Ethics

8. Professional economic developers shall cooperate with peers to the betterment of economic development technique, ability, and practice, and to strive to perfect themselves in their professional abilities through training and educational opportunities.



IEDC Code of Ethics

9. Professional economic developers shall assure that all economic development activities are conducted with equality of opportunity for all segments of the community without regard to race, religion, sex, sexual orientation, national origin, political affiliation, disability, age, socio-economic status or marital status.

IEDC Code of Ethics

10. Professional economic developers shall abide by the principles established in this code and comply with the rules of professional conduct as promulgated by IEDC.

