

**SAINT
MARY'S
COLLEGE OF
CALIFORNIA**

Business and Media Forum

OCTOBER 25



NOVEMBER 5, 2004



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Learn from business, media, and
entertainment industry leaders
Gain new perspectives on
key Bay Area businesses
Expand your professional network
Promote your organization
through a distinguished program

Saint Mary's College of California and the University of St. Gallen in Switzerland invite you to take part in stimulating conversations about significant issues.

Learn from business, media, and entertainment industry leaders

Attend insightful presentations by locally and nationally prominent professionals about such issues as ethics, leadership, and teamwork.

Gain inside and international perspectives on major Bay Area businesses

Learn alongside executive MBA students from the University of St. Gallen. Visit leading local companies, such as Hewlett-Packard, Cisco Systems, SBC Communications, the San Francisco Chronicle, and Dolby Laboratories. Participation is limited; to take advantage of this opportunity, contact Dean Roy Allen, School of Economics and Business Administration, at rallen@stmarys-ca.edu or 925-631-4035.

Expand your professional network

Meet peers—executives, venture capitalists, vintners, and others—who are also participating in the forum and increase your business and media industry contacts.

Attend one or several sessions

You choose the extent to which to participate in forum activities. Whether you attend many sessions or only one, you and your business will benefit.

SPONSOR A COURSE OR AN EVENT

Support this timely and topical forum and gain recognition for your organization. Become a lead sponsor, or sponsor a single event or course. For more information, contact Dean Roy Allen, School of Economics and Business Administration, at rallen@stmarys-ca.edu or 925-631-4035.



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BUSINESS AND MEDIA EVENTS



TUESDAY, OCTOBER 26

Sports, Culture, and Media

Noon–2:00 p.m. | Claeys Lounge

Join Fox Sports Net (Los Angeles) senior coordinating producer Kent Camera '90, *Sports Illustrated* writer John O'Keefe '94, *Golf Digest* photography editor Matt Ginella '95, and Oakland Raiders director of broadcasting Chris Gargano '90 for a look at the role of sport in American culture and how this influences sports coverage. These Saint Mary's alumni will also address the highlights and ethical dilemmas involved in sports journalism. *Event includes lunch.*

WEDNESDAY, OCTOBER 27

Leadership and Teamwork

7:00–9:00 p.m. | Moraga Room

Draw lessons about leadership and teamwork from the experiences of individuals who have inspired others in a variety of professional settings: William F. "Rick" Cronk, the recently retired president of Dreyer's Grand Ice Cream and chairman elect of the World Scout Foundation; Paul Zingg, president of California State University, Chico, and author of books and articles on educational leadership; and Steve Gladstone, the University of California, Berkeley, rowing coach whose leadership resulted in ten national championships. This session includes a showing of *All for One*, a film chronicling the winning ways of Cal crew and the gratifications of teamwork.

BUSINESS AND MEDIA FORUM ON THE WEB
www.stmarys-ca.edu/businessforum

For complete course, event, sponsorship, and registration information

All room locations are within the Soda Activity Center, Saint Mary's College. Tickets are \$10 per person, per event (\$20 for events that include lunch).

THURSDAY, OCTOBER 28

Business and Ethics

3:30–5:00 p.m. | Moraga Room

Woodrow Wilson Visiting Fellow Dennis Reigle, the former managing director of human resources and partner matters for Arthur Andersen LLP in North America and a trustee and secretary of the company's philanthropic arm, leads a panel focused on corporate ethics, the rise of cynicism, and possible remedies to bad business behavior.

THURSDAY, OCTOBER 28

Ethics and the Standards of News

7:00–9:00 p.m. | Moraga Room

Cynthia Gorney, associate professor at the Graduate School of Journalism at the University of California, Berkeley, and former national correspondent, South America bureau chief, and metro reporter for the *Washington Post*, will provide an insider's perspective on news coverage and the role of journalism in a conflicted world.

FRIDAY, NOVEMBER 5

Election Postscript

Noon–2:00 p.m. | Claeys Lounge

The presidential election is over, but what's likely to happen next? Hear what those who followed the election closely have to say about national politics in this panel discussion featuring Marcy McGinnis, CBS News senior vice president, news coverage; U.S. Senate environmental policy advisor and Saint Mary's College alumnus Peter Umhofer '92; and others. *Event includes lunch.*

BUSINESS AND MEDIA COURSES



Inquire about attending or sponsoring these courses

Technology, Creativity, Innovation

From a Wired World to a Wireless Universe

Venture Capital and Entrepreneurship

Career Strategies, Recruitment, and Staffing

Values, Practices, and Profits: The Moral State of American Capitalism

Boom, Bust, Innovate: Telecommunications and Related Industries

Entertainment/Media

Business Agility Enabled Through Information Technology

Organization and Leadership in Contemporary American Business

Journalism, Business, and Democracy

How Communication and Media Transformed the California Wine Industry

The Business and Media Forum is presented by the Saint Mary's College School of Economics and Business Administration and the Saint Mary's College Communication Department in conjunction with the University of St. Gallen and the Disney Forum at Saint Mary's College.

BUSINESS AND MEDIA FORUM Saint Mary's College of California

I/We would like to attend the following events:

- Sports, Culture, and Media** (October 26, noon) \$20 per person
- Leadership and Teamwork** (October 27, 7:00 p.m.) \$10 per person
- Business and Ethics** (October 28, 3:30 p.m.) \$10 per person
- Ethics and the Standards of News** (October 28, 7:00 p.m.) \$10 per person
- Election Postscript** (November 5, noon) \$20 per person

NAME _____

ORGANIZATION _____ TITLE _____

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Enclosed is a check for \$_____. Please make checks payable to Saint Mary's College.

Charge my Visa/Mastercard # _____ EXPIRATION DATE _____

SIGNATURE _____ AMOUNT _____