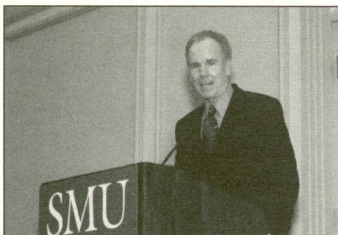


# Cary M. Maguire Center for Ethics and Public Responsibility

Southern Methodist University

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## J. ERIK JONSSON ETHICS AWARD

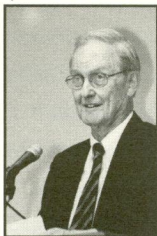
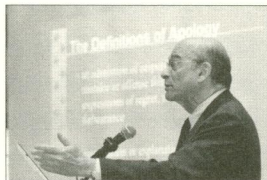


Roger Staubach, an exemplary businessman and public citizen, received the 2005-2006 J. Erik Jonsson Ethics Award on May 12, 2006. About 300 civic and corporate leaders were in attendance as President Gerald Turner, Ms. Elaine Agather, and Mrs. Emily Corrigan, granddaughter of Mr. Jonsson, presented the award.

Roger lives a life of sacrifice and service for the public good and for this, the Center is pleased to bestow the J. Erik Jonsson Ethics Award. (See page 3 for more photographs.)

## APOLOGY AND THE PROFESSIONS

The 2005-2006 Annual Conference of the Professions was held March 30, 2006. It was the 20th in a series of unique conclaves at which representatives of the communities of law, medicine, and the clergy come together to address common ethical issues facing the professions and discuss solutions. This year's topic was "Apology and the Professions." The keynote speaker was Aaron Lazare, M.D., Chancellor of the University of Massachusetts Medical School. Dr. Lazare is best known as a national leader in the areas of shame and humiliation in medical encounters, especially during the taking of a patient's medical history. Recently, his work has focused on apology—the process of apology, and an analysis of methods and of the ramifications of apology. His most recent book is entitled *On Apology* (Oxford University Press, 2004).



A panel moderated by Lee Taft, J.D., M.Div., and consisting of Robert Fine, M.D., of Baylor Health Care System; Kelly Reddell, J.D., attorney with Howie and Sweeney, LLP; and Charles M. Wood, Ph.D., Director of the Graduate Program in Religious Studies at SMU's Perkins School of Theology, responded to Dr. Lazare's remarks.

Following the conference, the lunchtime speaker was Dr. William F. May, founding director of the Maguire Center for Ethics and former member of the Conference of the Professions steering committee. He spoke of the twenty-year history of the Conference of the Professions and recalled memorable moments from past conferences.

## DESIGN TEAM

The Design Team is a student-run organization that encourages students to think about the ethical implications of their actions before making a decision. They choose topics they believe are relevant to the SMU community and then design a presentation that is customized to meet the needs of the particular class or group to whom they are presenting. Last year the Design Team's presentation centered around the issue of drug trafficking in which they used video clips from the film *Maria Full of Grace* to help demonstrate the various ways narcotics get into the United States and the types of behaviors that are supported when people buy illegal drugs. The 2005-2006 team included: Alana Kalantzakis, Roxanne Dass, Chelsea Hilliard, and Lydia Butts.

The issue this year's team focused on was the use of "academic steroids." The team researched ways that students abuse drugs prescribed for people with Attention Deficit Disorder such as Ritalin or Adderall. This year the team took part in the SMU Health and Wellness' "Academic Integrity" curriculum by presenting to Wellness classes. The team's presentation consisted of sharing with the students the effects, short- and long-term, of Ritalin or Adderall on those who are not prescribed the drugs; a skit in which team members contemplated whether or not they should use performance-enhancing prescription drugs; and finally, a discussion with the class.

The Wellness faculty was pleased with the performance of the Design Team and has expressed an interest in working with them next year. The Design Team also hopes to branch out in the future to include fraternities, sororities, and other student organizations in their presentations. What makes the Design Team effective within the SMU community is that their primary concern is not to "preach" to the students, but to motivate them to begin thinking ethically and help them realize that their decisions can have an effect, positively or negatively, on others.

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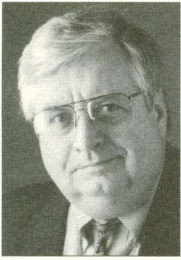
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## FROM THE DIRECTOR

After a mere 12 months as Director of the Center, I won't be so presumptuous as to use this space to recite the long list of lessons learned in my first year on the job. Chances are that some of them will be lessons unlearned over the next twelve months, but I will be darned if I can predict which "lessons" those are. Permit me, however, to share a conversation I had as my second year was just beginning.

In late June, I met with a graduate-student intern who wanted to pick my brain about student leadership at SMU, even though I warned her that I didn't think I had much to offer on that topic. After a good half-hour of chatting about various aspects of student leadership, she asked me what I thought should go into a training program for student leaders. Fast enough that it startled me, I replied that any training program worthy of its name should include instruction in the ethics of leadership. After that outburst, I took a moment to explain to my interlocutor (and to myself) why I said what I did.

Our first Director, Bill May, famously wrote that a university confers power on its graduates through the transfer of knowledge and that universities therefore owe our students (as well as society at large) opportunities to learn about the wise and moral use of that power. Mostly this is done in classrooms and conferences, where we present students with ethical issues or dilemmas and work through them together. The hope is that exposure to time-honored ethical principles and traditions will rub off on the students and they will be, if not better people, at least better-prepared to handle ethical problems that will inevitably come their way.

If we're serious about this knowledge-power equation, though, we need to think long and hard about the ethical use of power itself. Many of the problems that we read about in newspapers every day can be understood quite easily as a result of the unethical use of power. A few examples will suffice:

When a corporate board and its CEO negotiate a compensation package that provides for a quarterly bonus based upon the performance of the company's stock, they institutionalize and even expand on an inherent conflict of interest between management and the corporation itself. Apart from creating an incentive to cook the books and engage in other acts of outright and obvious thievery, such deals elevate short-term gains over longer-term performance by penalizing the CEO who invests corporate resources now for future growth and rewarding the CEO who is willing to put his or her interests ahead of the firm's.

A lawyer who settles a huge lawsuit at a very early stage of the representation and yet insists on receiving the full agreed-upon contingent fee—which can sometimes equate to tens of thousands and even hundreds of thousands of dollars an hour—fails in the most basic duty of a fiduciary: to put the client's interests ahead of the attorney's.

A doctor, lawyer, or member of the clergy who cashes in his or her position of trust for sexual intimacies transcends boundaries that are intended to protect patients, clients, and congregants from the inherent power imbalance that is inextricably intertwined in the professional relationships themselves.

The abuse of power often involves the most elementary kinds of ethical lapses, e.g.: putting your interests ahead of the organization or people you are supposed to serve, and acting on the basis of a conflict of interest rather than avoiding the conflict altogether.

What better place than here at the university, with students who are often getting their first taste of institutional power, to begin to explore the lessons that are important to ethical leaders? Student leaders in extra-curricular activities and in the classroom should be learning now that their positions involve the same elements of trust, power imbalance, and fairness that define ethical conduct in all spheres of life.

Thus, a student who picks his friends for appointed positions in an organization and passes over more qualified or deserving students is not simply a bad manager who sells the organization short. He also commits an ethical lapse by putting his own self-interest ahead of the organization's best interests. He advances his standing in the eyes of his friends at the expense of the organization and fails in his fiduciary obligations to the entity he is supposed to serve.

There are dozens of examples of the unethical use of power that student leaders (and their teachers and school administrators) would do well to consider. In a few short years, these are the same people who will be applying the lessons learned while students to their new roles of business associate, trusted advisor, PTA officer, or community volunteer. The skill-set they bring to these powerful roles ought to include a finely tuned sense of ethical obligations and limits. The place to hone those skills is here at SMU and the time is now.

## ETHICS CENTER ADVISORY BOARD

Welcome to new Board members:

**Elaine Agather**, Chair and CEO, JP Morgan Chase - Dallas

**Emily Corrigan**, Dallas philanthropist

**Jack Lowe, Jr.**, Chairman of the Board, TDIndustries

**Curtis Meadows, Jr.**, Dallas attorney and philanthropist

**Rev. Rhymes Moncure**, Bishop, North Texas Conference,  
United Methodist Church

**Rena Pederson**, former editor, *The Dallas Morning News*

**Annette Vaughn**, Dallas philanthropist

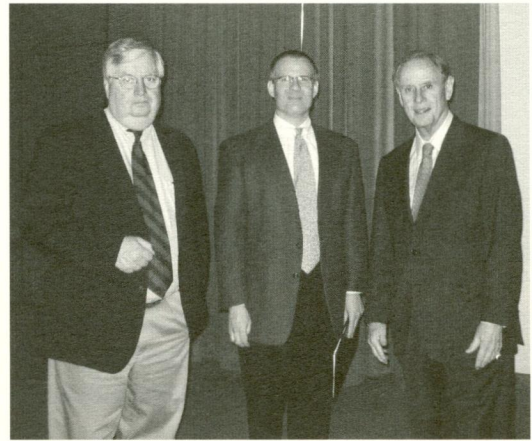
**Jeanne Whitman**, Headmistress, The Hockaday School

**Dr. Kern Wildenthal**, President, UT Southwestern Medical  
Center.

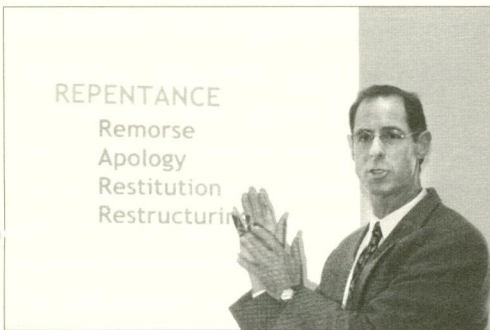
## Photographs



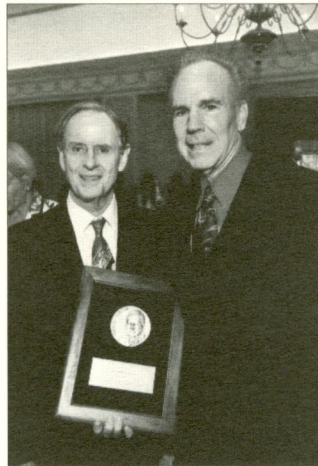
(L to R) Roger Staubach, Elaine Agather, SMU President R. Gerald Turner, and Emily Corrigan at the J. Erik Jonsson Ethics Award Ceremony.



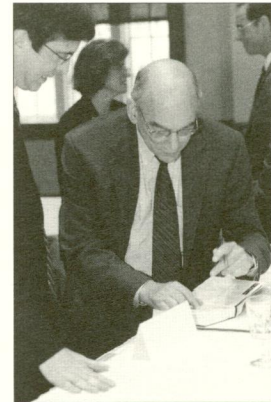
Tom Mayo (left) and Cary Maguire (right) pose with Maguire Public Scholar Mark Chancey before Dr. Chancey gives his lecture on April 26, 2006.



Lee Taft, J.D., M.Div., discusses apology at the 20th Annual Conference of the Professions.



(L to R) Cary Maguire and Roger Staubach at the J. Erik Jonsson Ethics Award Ceremony, May 12, 2006.



Sales of Dr. Lazare's book, *On Apology*, were brisk during the 20th Annual Conf. of the Professions held March 30, 2006. Here, Dr. Lazare personally autographs a copy.



Winner of the 2006 Greater Dallas Business Ethics Award Judi Phares, President and CEO of RTI/Community Management Associates (dba CMA), poses with Maguire Center Director Tom Mayo.



Tom Mayo (center) poses with Everett Aaberg, Fitness Director (left) and Brent Darden, General Manager (right), of Telos Fitness Center, winner of the 2006 Greater Dallas Business Ethics Award.

## ETHICS BOWL TEAM

The SMU Ethics Bowl Team is made up of motivated SMU undergraduate students who enjoy researching, debating, and reflecting upon ethical issues. The students who constituted this year's team were President Michael Annen, Treasurer Christine Breen, Lydia Butts, Stephen Atkinson, Ben Brown, Kyle Wahlquist, Prem Panchal, Vecky Juko, and Katy Rowe, who will take over as President beginning in the fall of 2006. The team met at least once a week to go over cases. For each competition, the teams were expected to have studied and reflected upon the ethical considerations of approximately fifteen cases. The team was fortunate to have the opportunity to practice their presentations, before heading to the National Ethics Bowl, and obtain feedback from two SMU faculty members, Dr. Robin W. Lovin, the Cary M. Maguire University Professor of Ethics, and Dr. Andrew Johnson, professor of Philosophy. Both professors assisted the students in buttressing their ethical arguments.

In the Regional Ethics Bowl in San Antonio, the team debated cases involving genetically modified foods, universal healthcare, eminent domain, and relationships in the workplace. The SMU Ethic's Team finished fifth out of fourteen teams. Beginning next year, only the top five teams will advance to the National Ethics Bowl.

The 2006 National Interscholastic Ethics Bowl took place on March 2nd in Jacksonville, Florida. The team diligently prepared, discussed, and researched the cases. The field was comprised of forty teams from all across the nation. SMU competed against the likes of Saint Louis University, Wright State, and Oakland University. SMU did well in their first two competitions and the team was especially pleased to learn that it had out-performed Wright State, the same team that had beaten them the previous year. In the final round of the first session, SMU encountered Oakland University. The two teams debated such issues as nurses leaving third world countries to work in the United States and problem-solving courts. SMU put forth wonderful arguments concerning both issues, but unfortunately, though the judge's scores proved that the match was heated, Oakland University won by a slim margin.

## MAGUIRE PUBLIC SCHOLAR MARK CHANCEY

In his Maguire Public Scholar lecture held April 26, 2006 in the Umphrey Lee Ballroom, Dr. Mark Chancey began his talk with the observation that the Bible was never banned from public schools. The U.S. Supreme Court prohibited only school-sponsored devotional Bible reading, not non-sectarian, academic study of the Bible. The debate over taking the Good Book to school reflects larger tensions in our society about the role and limits of public religion, freedom of religious expression, the importance of religion in American history, the growing ethnic and religious diversity of American society, and the trust and distrust of the academic community. Dr. Chancey is currently at work on a study of how Bible classes have been taught in Texas public schools over the past five years.



## CO-SPONSORED EVENTS

### Center for American & International Law Lecture Program

On June 24, 2005, The Center for American and International Law lecture series presented "Bioethics: Death and the Law." This program included discussions on advance directives, treatment decisions, and determination of death from a clinical/ethical perspective. Tom Mayo was the program chair and moderator for this day-long event, which was co-sponsored by The Center for American and International Law and the Maguire Center.

### Dallas Institute of Humanities and Culture Lecture Series

The Dallas Institute of Humanities and Culture presented a lecture and discussion series, "Who Is a Person?" which focused on how genetics challenges our ideas about body boundaries; Biblical reflections on naming and personhood; and ethico-legal aspects of personhood (presented by Tom Mayo). These lectures occurred in three consecutive weekly sessions in September and were co-sponsored by the Maguire Center, the North Texas Bioethics Network, and The Dallas Institute of Humanities and Culture.

### Ethics and Nanotechnology

Raymond Van Dyke, an attorney from the Washington office of Nixon Peabody, LLP, discussed his paper "Bots Gone Wild: Some Observations and Speculation on Nanotechnology" at a luncheon co-sponsored on October 20 by the SMU Engineering School and the Maguire Center. Mr. Van Dyke practices in the area in technology and intellectual property counseling, procurement, licensing, and litigation.

### Rotary Club

The Center sponsored a conference of new North Texas Rotary Club officers on January 28-29, 2006. Nearly 600 officers of the Rotary Club attended. Rotary promotes ethics among its members and a high ethical standard in the business communities where its local chapters function. Tom Mayo welcomed the attendees on behalf of the Center and SMU.

### ExxonMobil Lecture Series

Temerlin Advertising Institute at SMU's Meadows School of the Arts held its third annual ExxonMobil Lecture on February 17, 2006, featuring Gary Knell, President and CEO of Sesame Workshop, speaking on "Muppet Diplomacy: How Sesame Street is Working to Change Our World," the use of the beloved puppets from "Sesame Street" to divulge messages of tolerance and respect towards the Other in conflictive cultural milieus, as is the case with Israel and Palestine. This event was co-sponsored by the Maguire Center with ExxonMobil, *The New York Times*, Dallas Advertising League, and the SMU School of Education and Human Development.

### End-of-Life Issues Webinar

The Maguire Center co-sponsored a webinar with Baylor Health Care System on February 23. The topic was "The Texas Advance Directives Act: Facing Conflicts Near the End of Life. An

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## MAGUIRE & IRBY FAMILY PUBLIC SERVICE INTERNS

Our interns gain practical experience struggling with social problems well beyond their capacity to solve in total, but within their capacity to contribute productively. This year's interns are:

**Letha Allen**, who will work with the Central Dallas Community Development Corporation which provides affordable housing for the working poor and homeless. She will assist in several projects in various stages of planning and completion. One project involves putting together real estate closings that require a large amount of administrative work, drafting loan documents, and coordination with various government agencies. Letha is a student at Dedman School of Law.

**Brandie Ballard**, who will work at the Dallas County District Attorney's Office, in the Family Violence Division. In addition to assisting with trial preparation, she will be assisting victims of violence, providing them information on the legal system and resources that they may use should they need them. Brandie is a student at Dedman School of Law.

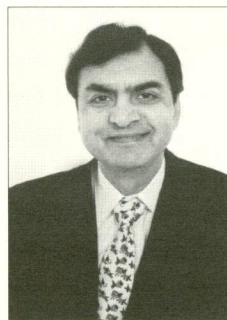
**Katherine Bartush**, who will work with the St. Joseph County Regional Medical Center in South Bend, Indiana at Tobacco Initiatives. She will help design a program for tracking and maintaining contact with participants of the smoking cessation program and will implement a fundraising effort for nicotine replacement therapies targeted toward members of the community, regardless of their ability to pay. Katie is a freshman majoring in business and pre-med.

**Leah Bhimani**, who will work with Immigration and Legal Services of Catholic Charities of Dallas (ILS), a non profit organization that provides immigration services to low income clients. She will be participating in a ten-week program learning the fundamentals of immigration law and gaining experience conducting consultations with prospective clients, reviewing cases, and assisting women in seeking the special Violence Against Women Act visa for battered spouses. Leah is a student at Dedman School of Law.

**Emily Gipple**, who will be volunteering with the Institute of Food and Development Policy (also known as Food First) in Brazil. The organization is a center focusing on issues of food, and hunger and fighting for the rights of Brazilian labor workers. With her international language background, she will assist in English translation and teach "Introduction to English" class to students at a national school. Emily is a business major with a minor in anthropology.

**Bethany Johnson**, who will work with the Agape Clinic at Grace United Methodist Church in Dallas. The clinic focuses on providing medical care as well as equipping and educating the Hispanic community on health care. While her main duties include obtaining patient histories, performing minor medical procedures, and translating, she will also assist in training the clinic's health promoters who will teach the patients how to better care for their

## NEW MAGUIRE TEACHING FELLOW



Ravi Batra

**Ravi Batra**, Professor of Economics, will add an ethical component to his existing course *Principles of Macroeconomics*. The new part of the course will address the ethical dimension of government and fiscal monetary policies.

## FACULTY ADVISORY COMMITTEE

This year, the Center welcomed **Professor Jeffrey Gaba** to the Faculty Advisory Committee. Prof. Gaba teaches in the Dedman School of Law.

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Introduction for Health Care Journalists." The ethical issues involved in end-of-life care are significant, intersecting with our personal morality and public policy-making as well. The online seminar featured two medical and ethical experts including Tom Mayo who addressed some of the key end-of-life care issues facing individuals, families, and society as a whole. Participation was limited to journalists and policy makers.

### Dallas Institute of Humanities and Culture Lecture Series

The Dallas Institute of Humanities and Culture presented a lecture and discussion series, "The Meaning and Value of Life: Evolutionary Biology and Intelligent Design," which focused on the contribution of evolutionary biology to the understanding of human life; the contributions of science and religion to our concept of existence; and intelligent design controversies in schools and courts (presented by Tom Mayo). These lectures occurred in three consecutive weekly sessions in March and April and were co-sponsored by the Maguire Center and the North Texas Bioethics Network along with The Dallas Institute of Humanities and Culture.

bodies and stay in good health. Bethany is majoring in Spanish, Latin American Studies, and pre-med at Dedman College.

**Sommer Saadi** will work in Richardson at HUG Internationally. This organization provides physical and emotional nurturing, medical and educational training, and humanitarian aid to needy children globally. Sommer will plan and run donation drives for orphaned children overseas whose families were lost in the Southeast Asian tsunami. She will also develop a website to build awareness of HUG's new work in India. Sommer is majoring in history and journalism.

## DALLAS BUSINESSES RECOGNIZED FOR ETHICS

The Dallas Chapter of the Society of Financial Service Professionals held their Sixth Annual Greater Dallas Business Ethics Award Luncheon on May 2, 2006. The award recognizes companies in the Metroplex with a strong and proven commitment to ethical business practices in their everyday operations, management philosophies and in response to crises or challenge.

Awards were presented to the following: Community Management Associates, Inc. and Telos Fitness Center. Five previous Dallas award winners—EDS, Texas Instruments, Trammel Crow, The Staubach Company, and TDIndustries—have gone on to be recognized by the prestigious American Business Ethics Award.

The Greater Dallas Business Ethics Awards are presented by The Dallas Chapter of the Society of Financial Services Professionals, the Financial Planning Association of Dallas/Fort Worth, the Edwin L. Cox School of Business, the North Texas Ethics and Character Association, and the Maguire Center for Ethics.

## DID YOU KNOW?

Former J. Erik Jonsson Ethics Award winner Tom Luce has spent the past year as Assistant Secretary for the Office of Planning, Evaluation and Policy Development at the U.S. Department of Education. He recently announced his intention to return to Dallas in September.

Ethics Center Advisory Board Member Dr. Bobby Lyle received the Distinguished Alumni Award from the SMU School of Engineering in February 2006.

Student worker and Design Team founder Alana Kalantzakis was crowned Homecoming Queen for 2005 **and** received the 2005-2006 Student Employee of the Year award at SMU. She graduated this past Spring and begins at SMU Dedman School of Law in Fall 2006.

The topic for the Fall 2006 annual conference is "The Ethics of Domestic Spying." The conference will also pay homage to retiring professor and former Director of the Maguire Center, Dr. Richard O. Mason. Watch your mail for more details and save the date: October 20.



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