The programs and activities of the Rutland Institute for Ethics are multidisciplinary and are intended to benefit both the campus and the community. Campus activities focus on three groups: students, faculty and staff. Community programs are designed to reach as much of the community as possible, with special attention directed to the business, education and professional sectors.

http://www.clemson.edu/ethics

The Rutland Ethics Alliance provides financial support for The Robert J. Rutland Institute for Ethics at Clemson University, an organization committed to the promotion of ethics at Clemson and in other life communities. The principal academic partner of the Rutland Institute is the Clemson University Department of Philosophy & Religion. The REA is committed to nurturing an ethical environment at Clemson.

Members of the Rutland Ethics Alliance support the mission and values of the Rutland Institute for Ethics and acknowledge their importance to the creation of a stable and peaceful future. Join at...

http://www.clemson.edu/ethics/REA

The College of Business and Behavioral Science at Clemson University has consolidated many of its graduate business and community outreach programs to the new Greenville One building, located in the heart of downtown Greenville. Downtown Greenville is a nexus of business activity, and each of the entities making their home at ONE enhances and supports multiple facets of this thriving business community.

http://www.clemson.edu/cbbs/

Fourth Annual
MBA Ethical Leadership
Case Competition 2014
1 North Main Street, 5th Floor, Greenville, SC
Thursday, March 6, 2014 • 5:30PM-8:00PM

Cosponsored By
The Rutland Institute for Ethics
&
The Clemson University MBA Program
THE TEAMS

“MBAe 2014”
Ryan DeMattia
Andrew Felty

“MBA JAM 2014”
John Aguirre
Justin Kopelman
Michael Kowalski

“ROI: ROAR on Investment”
Caroline Brown Aneskievich
Wendi Witek
Sydney Wyatt

THE CASE COMPETITION

Each team worked on the same case, “Tendexta: Charting the Way Forward Responsibly.”

Here is the charge given to the teams: As a team, prepare a PowerPoint presentation responsive to the questions and concerns (below). You should think of your team as an expert group brought in by the Tendexta’s Board of Directors (the judges) to help the Board chart the way forward responsibly.

The Particulars of the Team’s charge (from the final paragraphs of the case):

Tendexta’s Board of Directors has hired your team to help them deal with the ethical concerns associated with the acquisition of JBRG. Put another way, the Tendexta Board is looking to you to help them chart the way forward responsibly.

One key question is whether JBRG’s leadership was right in thinking that they had an ethical obligation to vet potential clients using a criterion of bona fide use. There are questions about the criterion of bona fide use as well, of course, though they would be moot if there is no obligation to vet potential clients. While concerns that insurance companies might discriminate against people with certain genetic markers have subsided with implementation of the Affordable Care Act, questions about privacy still loom large (primarily in the form of challenges regarding data storage/security and management).

The Board is keenly interested in consumer applications of the technology (entry into the “personalized healthcare market”). However, recent developments

THE CASE COMPETITION (cont’d)

have given them pause, in particular, the recent letter from the Food and Drug Administration (FDA) to 23andMe (https://www.23andme.com) directing it to stop marketing its personal genetic testing kits “until such time as it receives FDA marketing authorization for the device.” (http://www.fda.gov/iceci/enforce-mentactions/warningletters/2013/ucm376296.htm) Consequently, the Board has indicated that in addition to matters such as those discussed briefly above, in helping Tendexta map the way forward your team should address two questions in particular:

1. What are the ethical concerns associated with entry into the personalized healthcare market?
2. (a) What would Tendexta’s ethical responsibilities be if it were to move into this market? (b) What would Tendexta need to do to fulfill them?

In short, then, each team is expected to analyze the situation and provide responses to the questions the Board has posed all with an eye to helping chart the way forward responsibly.

NUTS AND BOLTS

• The team presentations include a PowerPoint slide show.
• Each member of the team has a speaking part in the presentation.
• The timeframe for each presentation is 15 minutes.
• After each presentation there is Q&A for 10-15 minutes.

THE JUDGES

Myles R. Golden
President
Golden Career Stratagies, Inc.

Kathryn Johnson
Fmr. Director
Juvenile Diabetes Research Foundation

Gail DePriest
Director
Corporate Relations and Leadership Development, Clemson MBA Program
Myles R. Golden
Myles is the founder and president of Golden Career Strategies, Inc., a career transition and career development consulting and coaching firm. Myles is the former President of Ivan Allen Company of Greenville, Inc., which in late 1998, merged with Staples. He then pursued a career path with a nationally recognized outplacement firm. Soon he realized a need to offer highly individualized, customized and localized career transition and career development programs and began Golden Career Strategies where to date he has coached over 2,000 individuals to more rewarding careers.

Myles earned his Bachelor of Arts degree in Marketing from Georgia Southern University and has been a life long learner. He is active in both civic and professional organizations, holding numerous leadership positions, including Past District Governor of Rotary International District 7750.

Kathryn Johnson
Kathryn is a Greenville native who started a career in meeting & event planning in CA after graduating from Northwestern University. She returned to Greenville in 2000 as part of the opening sales team for the Westin Poinsett post-renovation. After next working with the Hyatt, she moved to the non-profit arena with the National Kidney Foundation and the Juvenile Diabetes Research Foundation. Kathryn has volunteered many of the years that the US ProCycling Roadrace finals took place in Greenville. While in CA, she volunteered for the World Cup Soccer games in 1994. She is on the YMCA Camp Greenville Board of Advisors and the Metro YMCA Board of Directors. Kathryn is an avid hiker, gardener and loves attending local Greenville events with daughter Miriam (aged 13).

Gail DePriest
Gail DePriest, MA brings over 20 years experience in leadership consulting and strategic management. Having served as senior vice-president and corporate director for a global human capital consulting firm, she has advised Fortune 500 companies and top-ranked graduate programs. In a private practice, DePriest has worked with various corporations coaching leaders for top performance, executive assimilation and management excellence. DePriest is currently the Director of Leadership Development for the College of Business & Behavioral Science at Clemson University. She is an experienced Executive Coach, with strengths in Global Business, Entrepreneurship, Marketing and Sales Management and General Management. Her clients have included Michelin, BMW, Lockheed Martin and others. She has worked with MBA programs at Yale, George Washington, Duke and NYU.

As a business leader in her community and a deeply experienced entrepreneur, Gail has received numerous awards throughout her career, one of which was the National Society for Human Resources Management Award for Workplace Readiness Innovation. Gail holds an MA in Counseling and a BS in Management. She is a contributing writer for the South Carolina Business Journal and the Upstate Business Journal.
THE TEAMS

“MBAe 2014”
Ryan DeMattia
Anticipated graduation date: May 2014 with an MBA in Entrepreneurship & Innovation. Ryan’s current projects include:
- Clemson Technology Villages - SC statewide startup incubator network
- Be Heard LLC - developing a local social messaging app
- PromotionPod LLC - creating cutting edge consumer engagement and loyalty software - promotionpod.com. Ryan also graduated from Clemson in 2013 with a B.S. In Political Science and Political Economy. He is currently a Business Research and Development Consultant, Clemson Technology Villages REDC.

Andrew Felty
Anticipated graduation date: May 2014 with an MBA in Entrepreneurship & Innovation. Drew’s current projects include:
- “TaleSpinner” - an App for parents to create personalized learn-to-read books for their children
- “SCDAN” - South Carolina Defense & Aerospace Network, a network of networks for the defense & space industries in South Carolina

“MBA JAM 2014”
John Aguirre
Anticipated graduation date: December 2014 with an MBA. John earned a B.S. In Marketing/Management from Eastern Oregon University in 2008. Before coming to Clemson, he spent three years working in Korea

Justin Kopelman
Anticipated graduation date: August 2014 with an MBA. Justin also graduated from Clemson in 2009 with a B.S. in Management. He is currently the Franchisee of two restaurants in Clemson and Greenville, SC.

Michael Kowalski
Anticipated graduation date: May 2014 with an MBA. Michael earned a B.A. In Political Science from Eastern Illinois University in 2006, where he was a commissioned 2nd Lieutenant in the ROTC. He had deployments to Afghanistan in support of Operation Enduring Freedom in 2008-2009 and the Dominican Republic in support of multinational training/partnerships in 2011. Michael was also an Assistant Professor, Military Science at the University of Illinois-Chicago and a DoD Civilian Supervisor/Site Manager (GS-12) from 2011 to 2012. He is currently an intern at Palmetto Physical Medicine in Anderson, SC and the Commander of Bravo Troop, 2-106th Cavalry, Illinois Army National Guard.
THE TEAMS

“ROI: ROAR on Investment”

Caroline Brown Aneskievich
Anticipated graduation date: May 2015 with an MBA from Clemson and a MIB (Masters of International Business) from IESEG School of Management in Paris, France. Caroline works full time at Piedmont Natural Gas as a Leadership Development Program Associate and has been there for 3 years. She also graduated from Clemson in 2010 with a B.A. in Spanish & International Trade as well as a BS in Marketing.

Wendi Witek
Anticipated graduation date: May 2014 with an MBA. She has a BBA and Finance degree from UNC Wilmington. Wendi is the President of the MBA Student Association and works at Clemson University in the College of Engineering and Science Post Award Grants.

Sydney Wyatt
Anticipated graduation date: December 2014 with an MBA with Concentration in Marketing. Sydney is currently working part-time for the Small Business Development Center located at One North Main. Sydney also graduated from Clemson in 2011 with a B.S. in Political Science and taught 9th-12th grade mathematics through Teach For America for two years.