The Clemson Alliance for Ethics, Enterprise & Entrepreneurship presents

Values-Based Leadership
Strategies for meeting the leadership challenges of the 21st century

A Conversation with John Allison & Will Marre
Moderated by Dr. Bruce Yandle

A Clemson Renaissance Center Event
The Westin Poinsett, Greenville, SC
October 2, 2008

Clemson Renaissance Center
Notes from today’s presentation

What question(s) would you like to ask John Allison and Will Marre?

Upcoming Event:
Clemson University Master Panel of Entrepreneurs
October 20, 2008
Gunter Theatre of the Peace Center, Greenville, SC

For More Information:
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JOHN ALLISON is the chairman and CEO of BB&T Corporation. Like its leader, the company utilizes philosophical principles and values as guiding forces. A member of the Fortune 500 list of largest corporations, BB&T has more than 28,000 employees and has been recognized as one of America’s “Best Big Companies” on the Forbes Platinum 400 List for six of the last seven years.

Did you know? John Allison intended his job with BB&T Corporation in 1971 to be a stopgap before attending law school.

WILL MARRE is the co-founder and former president of the Covey Leadership Center where he translated the concepts of “The 7 Habits of Highly Effective People” into powerful leadership courses taught to over one million executives worldwide. Marre recently received an Emmy Award® for the learning documentary “Reclaiming Your American Dream.”

Did you know? At age 25, Will Marre bought his first business for $1.00 and built it into a multimillion dollar manufacturer in two years.

Moderator

BRUCE YANDLE is Professor of Economics Emeritus at Clemson University where he has been a faculty member since 1969. Dr. Yandle was executive director of the Federal Trade Commission during the Reagan administration. Author/editor of a dozen books on regulation, he has served as board member and as chairman of the South Carolina State Board of Economic Advisors.

Did you know? Bruce Yandle is renowned for the bootleggers and Baptists theory where two unlikely interest groups join forces to prohibit the sale of alcohol on Sundays.

Event Sponsors

THE ROBERT J. RUTLAND INSTITUTE FOR ETHICS
As a land-grant institution, Clemson University has enjoyed a strong bond of trust with students, faculty and the community for more than a century. Today, the University strives to build on and strengthen that trust through the good works of the Robert J. Rutland Institute for Ethics. 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.

THE CLEMSON INSTITUTE FOR THE STUDY OF CAPITALISM
Founded in the fall of 2005 with a generous grant from the BB&T Charitable Foundation, the Clemson Institute for the Study of Capitalism is dedicated to exploring the moral, legal, constitutional, political and economic foundations of capitalism. The Clemson Institute is particularly devoted to fostering a serious examination of a free society. To advance its mission, the Clemson Institute implements a number of programs. Currently, the Clemson Institute is sponsoring a variety of conferences, lectures, seminars and colloquia, a “Junior Fellows” program that provides Clemson undergraduates with an opportunity to interact with some of the country’s leading scholars on capitalism, and two one-week seminars for high school students on the moral foundations of capitalism.

THE SPIRO INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP
The mission of the Arthur M. Spiro Institute for Entrepreneurial Leadership is to support educational, research, and outreach programs that promote entrepreneurial activity and economic development of the region, state, and nation. The Spiro Institute promotes entrepreneurial leadership by assisting inventors and entrepreneurs with market analyses and business planning; conducting a mentoring program to link entrepreneurs with experienced business executives; overseeing the development and administration of academic and executive education courses in entrepreneurship and new venture creation; conducting the South Carolina Collegiate Entrepreneur Awards to recognize undergraduate students who start and operate businesses while in school; collaborating with both on-campus and external organizations to support and promote entrepreneurial activities in the region through seminars and awards programs for inventors and entrepreneurs as well as sponsored grant programs to evaluate and stimulate entrepreneurial opportunities. Providing research grants and supporting a working paper series to encourage high quality research in entrepreneurship topics.