

FOR IMMEDIATE RELEASE

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Two New Mexico Business Schools to Compete in Daniels Fund 6th Annual Ethics Case Competition Head of United Way of Central New Mexico to Serve as Head Judge

DENVER AND ALBUQUERQUE—The Daniels Fund is hosting the 2017 Daniels Fund Ethics Consortium Case Competition April 27-28 at the Hyatt Regency Denver. Ten teams of 4-6 undergraduate business students will converge in Denver to participate in this unique competition, designed exclusively for universities that are members of the Daniels Fund Ethics Consortium from New Mexico, Colorado, Utah, and Wyoming. University of New Mexico’s Anderson School of Management and New Mexico State University’s College of Business are among the schools competing.

The Case Competition exposes college students to a thought-provoking business ethics case, similar to a situation that they might face in their professional careers. It challenges students’ ethical reasoning and raises awareness of the importance of principle-based ethics. Business and community leaders from across the four-state region volunteer their time to serve as judges in the competition.

“Involving business and community leaders in the competition is key, as they provide students with context of how principle-based ethics can be applied in real world situations,” said Linda Childears, president & CEO of the Daniels Fund.

Ed Rivera, president & CEO of United Way of Central New Mexico, will serve as head judge this year. “I’m very honored to serve as head judge for an effort that promotes an understanding of ethics for students who are poised to enter into business and community life,” he said. “As future professionals, they have much to gain – and to offer – regarding how principles translate into positive actions.”

The event kicks-off with a team dinner Thursday evening. Friday includes a full day of team competition presentations, and closes with the awards dinner.

In advance of the competition, teams were provided with Part A of a business ethics case. They take on the role of a hired consultant to the fictional company in the case, conduct an analysis of the situation and prepare recommendations. At the competition, each team will present their recommendations to a panel of eight judges, who play the role of the company’s board of directors. After a question and answer session with the judges, the team will receive Part B, a crisis that provides new information and puts a twist on the case. They have four hours to re-analyze their original recommendations based on the new information, and make a second presentation to the judges.

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Judges will evaluate each team's presentation against established criteria, including principles that Bill Daniels believed to be valuable business assets: integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. The judges will determine first, second, and third place winning teams, to be announced at the awards dinner.

Participating Universities

Teams from the following schools will be competing: Colorado Mesa University, Department of Business; Colorado State University, College of Business; New Mexico State University, College of Business; University of Colorado Colorado Springs, College of Business; University of Colorado Denver, Business School; University of Denver, Daniels College of Business; University of New Mexico, Anderson School of Management; University of Northern Colorado, Monfort College of Business; University of Utah, David Eccles School of Business; and University of Wyoming, College of Business. University of Colorado Law School students will serve as graduate advisors to the teams.

Judges

The following business and community leaders will serve as judges: Ed Rivera (Head Judge), President & CEO of United Way of Central New Mexico; Denise Burgess, President & CEO of Burgess Services; Jena Hausmann, President & CEO of Children's Hospital Colorado; Howard M. Headlee, President & CEO of Utah Bankers Association; Billy Thompson, Director of Community Outreach & Retired Defensive Back for the Denver Broncos Football Club; Jim Thompson, Founder & CEO of Positive Coaching Alliance; Jim Wetzell, Chief of Police of the Casper Police Department; and Dr. Peter Winograd, Professor Emeritus at University of New Mexico.

About the Daniels Fund Ethics Initiative Collegiate Program

Reflecting Bill Daniels' personal commitment to ethics and integrity, the Daniels Fund Ethics Initiative Collegiate Program was established in 2010 to foster a high standard of ethics in students and to strengthen the teaching of principle-based ethics in young people. The five-year pilot was launched in 2010 with eight business schools at universities in New Mexico, Colorado, Utah, and Wyoming. Due to its success, the initiative was renewed for another five years (2015-2019), and expanded to include two more business schools and one law school.

About the Daniels Fund

The Daniels Fund, established by cable television pioneer Bill Daniels, is a private charitable foundation dedicated to making life better for the people of Colorado, New Mexico, Utah, and Wyoming through its grants program, scholarship program, and ethics initiative. Daniels Fund founder, Bill Daniels, was raised in Hobbs, New Mexico and attended the New Mexico Military Institute. He established the Daniels Fund to give back to the communities that contributed to his success. Visit DanielsFund.org to learn more.

About United Way of Central New Mexico

United Way of Central New Mexico, founded in 1934, serves a four-county region. UWCNM's mission is to bring people and resources together to measurably improve lives and strengthen our communities. To learn more about United Way of Central New Mexico, visit www.uwcnm.org or call 505-247-3671.



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