



BUSINESS ETHICS LEADERSHIP ALLIANCE

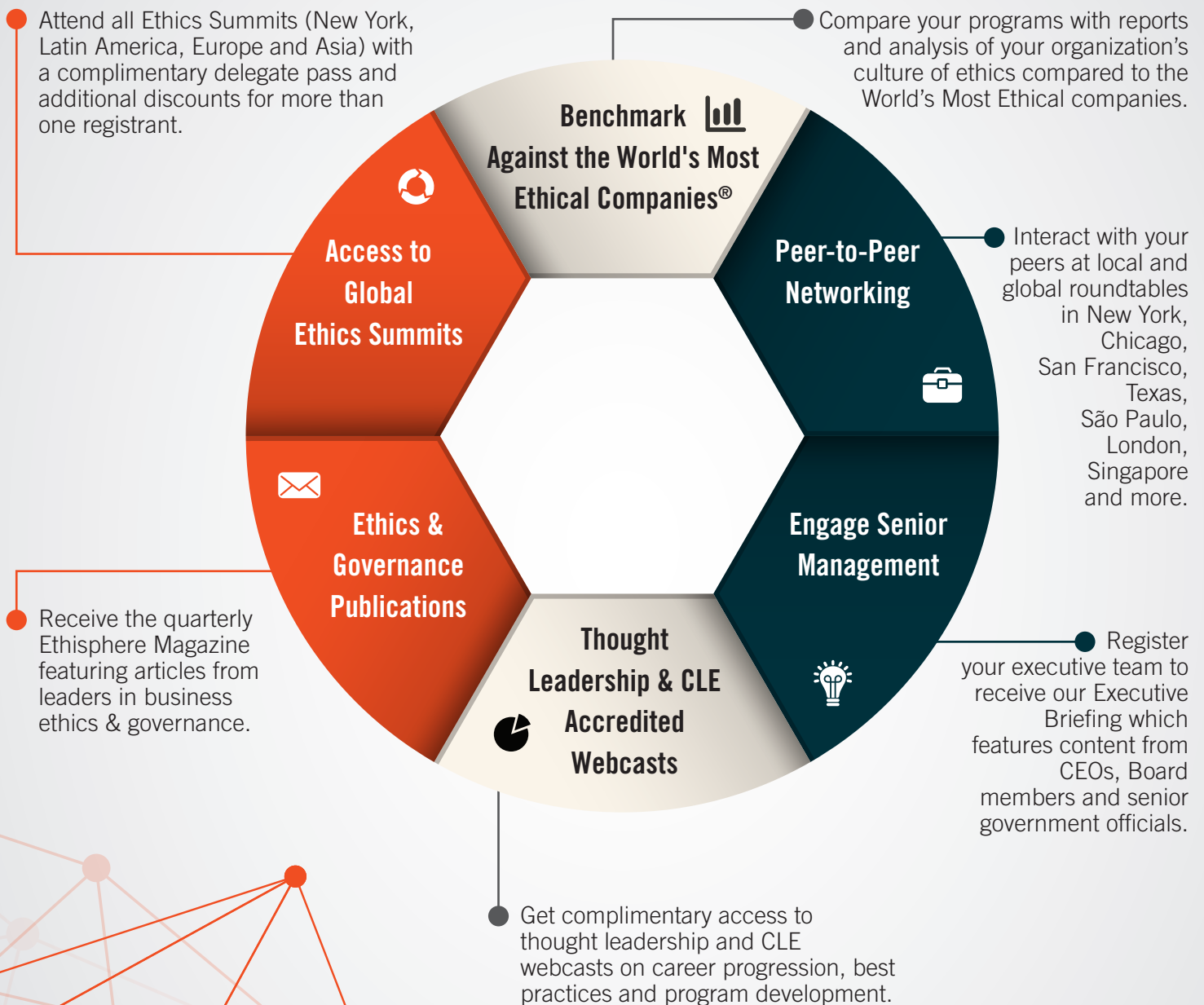
The Business Ethics Leadership Alliance offers member organizations the opportunity to:

- GAIN ACTIONABLE INSIGHT TO MEASURE YOUR PROGRAM AND GUIDE RESOURCE ALLOCATION
- LEVERAGE THE COLLECTIVE EXPERIENCE AND EXPERTISE OF YOUR PEERS
- SHOWCASE YOUR LEADERSHIP AND COMMITMENT TO ETHICS

Corporate Membership. Enterprise-wide Benefits.

The Business Ethics Leadership Alliance (BELA) is an international community of industry professionals committed to influencing business leaders and advancing business ethics as an essential element of company performance.

Their individual and collective engagement and thought leadership elevates the importance of business ethics in board rooms across the globe.



• GAIN ACTIONABLE INSIGHT TO MEASURE YOUR PROGRAM AND GUIDE RESOURCE ALLOCATION

Our conversations with companies from all over the world point to one clear conclusion – companies are hungry for actionable data they can use to advance their programs, cultures of ethics and corporate brands. In that spirit, BELA members have the opportunity to complete the survey portion of the 2014 World's Most Ethical Company® application and get a quick temperature check of their responses vs. those of others. As an added benefit, Ethisphere will dive a bit deeper into trends and averages derived from survey respondents in a one-hour follow-up phone discussion.

• LEVERAGE THE COLLECTIVE EXPERIENCE AND EXPERTISE OF YOUR PEERS

BELA members around the world enjoy the opportunity to participate in Ethisphere's more than 50 webcasts and regional in-person roundtables.

Our expert speakers include the 'who's who' of compliance, ethics and governance and share their insights into today's challenging and emerging issues from program enhancements and career development to conflict minerals and supply chain management. Here are a few:

- Lucy Lee Helm, Executive Vice President, General Counsel and Secretary, Starbucks Coffee Company: So You Want to be a GC?
- Lauren Reynolds, Regional Compliance Attorney for Europe, Microsoft Corporation: Global Anti-Corruption: Jurisdictional Inconsistencies
- Bryan Fiereck, Conflict Minerals Program Manager, Global Sourcing and Procurement, Intel Corporation: Conflict Minerals and the SEC
- Barbara Moran, Senior Corporate Counsel, Caterpillar Inc.: Managing Risk in Global Supply Chains
- Dan Seltzer, Managing Director – Legal, Senior Director – Anti-Corruption, Accenture: Third-Party Risk Containment and the FCPA

Additionally, BELA members receive a complimentary delegate pass to each of Ethisphere's four ethics summits where they can learn from and network with industry leaders. A sampling from 2014 includes:

- **Leadership** – Larry D. Thompson, Executive Vice President, Government Affairs, General Counsel and Corporate Secretary, PepsiCo; Randal Milch, Executive Vice President, Public Policy and General Counsel, Verizon Communications; and Dennis Muilenburg, Vice Chairman, President and Chief Operating Officer, The Boeing Company
- **Lessons From a Crisis** – Andreas Pohlmann, Chief Compliance Officer, SNC-Lavalin, Inc.; and Daniel Trujillo, Senior Vice President & International Chief Compliance Officer, Walmart International
- **Working Across the C-Suite** – Elisabeth Gehringer, Senior Vice President, Chief Ethics & Compliance Officer, Realogy Holdings Corporation; and Gary Sheffer, Vice President, Corporate Communications & Public Affairs, General Electric Company
- **What Matters to the Board** – Hugo Bagué, Group Executive, Organisational Resources, Rio Tinto and Board of Directors, Jones Lang LaSalle; and Andrew Vesey, Chief Operating Officer and Executive Vice President, AES Corporation

• SHOWCASE YOUR LEADERSHIP AND COMMITMENT TO ETHICS

BELA members have the opportunity to write for and participate with Ethisphere in numerous publications. Share the stage with business leaders like Jeffrey Immelt, General Electric, who guest edited the acclaimed 2012 Trust issue of *Ethisphere Magazine*.

BELA Members Include



Members of the Business Ethics Leadership Alliance (BELA) realize the inherent value of ethical leadership and its effects on company performance. At their core these companies understand:

1. Ethical behavior improves critical elements of company performance
2. Sharing best practices in ethics and governance helps strengthen global commerce
3. Corporate ethics is a critical element of a company's brand and reputation

Pricing and Membership Information

An annual global BELA Membership is \$9,995.

To learn more or see examples of how BELA Members are engaging with their peers, please contact Laara at laara.vanlobensels@ethisphere.com or 480.397.2663.

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