

The Ethics Corner

Baruch College in New York City was the scene of *Ethics Week* in late March, which included a program titled “Corporate Ethics in the New Decade: From Enron to the Meltdown, and Where We Go From Here.” The speaker, Kerry Miller, from the Office of General Counsel—Deloitte Touche Tohmatsu, was with Enron’s accounting firm, Arthur Anderson, at the time of the scandal.



While Miller’s presentation was primarily geared toward enlightening the Baruch students, he highlighted a number of issues and thought-provoking approaches worth noting by IROs:

- Ethics is about what you should do versus what the law may say you can do. Ethical behavior goes beyond what is legal.

- Trust your gut, because a lot of ethical dilemmas are not addressed in a textbook.
- Always consult others. The only mistake you make is the mistake you make alone.
- Think about how the public will perceive your behavior.
- Doing something unethical might someday lead to even greater unethical behavior to cover up the initial offense.

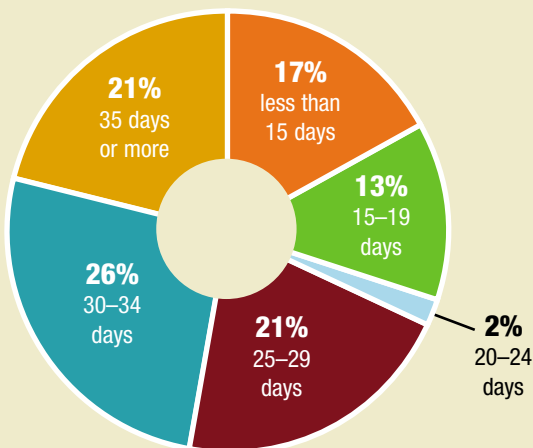
When confronting a questionable issue, it’s important to understand the business nature and purpose before deciding whether it makes sense to you.

Much of this advice may be common sense for IROs, but it’s still worth keeping in mind when you confront a corporate issue that just doesn’t feel quite right.

The Ethics Corner is written by members of the NIRI Ethics Council. Mark Aaron, vice president of investor relations for Tiffany & Co., New York City, and former NIRI Board chair, is council chair. Send comments and suggestions to mark.aaron@tiffany.com. For the NIRI Code of Ethics and information on the council, go to www.niri.org.

Take a Poll

How long (in business days) is your company’s quarterly stock trading window for insiders? In a recent NIRI Web site poll, the largest segment of the 47 respondents replied that their window is 30–34 days.



Professional Development Calendar

For program information and registration, visit www.niri.org/learn.

July

27 Issues and Trends in IR Communication (member benefit webinar)

August

5, 12, 19 Creating Compelling Investor Presentations (summer school webinar series)

September

12-15 Introduction to Investor Relations, Boston

21 Who Owns Your Stock? (member benefit webinar)

28 Regulations 101, San Francisco

October

7 Writing Workshop for Investor Relations, Baltimore

8 Creating Powerful Investor Presentations, Baltimore

19 Measuring the Success of Your IR Program (member benefit webinar)

December

8-10 Senior Roundtable Annual Meeting

14 What’s Coming in 2011? (member benefit webinar)