

1-21-2000

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Recommended Citation

"Former CNN Military Analyst, Leadership Expert to Speak at UD's 'Leadership with Virtue' Symposium" (2000). *News Releases*. 8838.

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DAYTON
1850-2000

Jan. 21, 2000
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NEWS RELEASE

FORMER CNN MILITARY ANALYST, LEADERSHIP EXPERT TO SPEAK AT UD'S 'LEADERSHIP WITH VIRTUE' SYMPOSIUM

DAYTON, Ohio — In June 1998, CNN aired a story that accused the United States military of a number of heinous acts, including using lethal nerve gas to kill American defectors in Laos in 1970, massacring a large number of innocent women and children and using lethal gas on American special forces that had been inserted in Laos four days earlier.

None of these accusations was true.

Perry M. Smith, a retired Air Force major general who was a military analyst for CNN at the time, quit his CNN post in protest over the fabricated piece. He is one of the keynote speakers for the University of Dayton and its National Alumni Association's inaugural "Leadership with Virtue Symposium" on Friday, Feb. 11, at Kennedy Union on campus. He will discuss major ethical lapses in business today.

Cost of the one-day symposium is \$250. To register call (937) 229-3299.

Smith is the author of the best-selling book *Rules and Tools for Leaders*, a practical guide on ethics and virtue for business managers and leaders. His address is titled "CNN and the Nerve Gas Special: Lessons from CNN's Failure of Leadership and Ethics."

Leadership expert Margaret Wheatley, author of *Leadership and the New Science* — which established a fundamentally new approach to thinking about organizations — also is a keynote speaker for the symposium.

Wheatley, who will speak on "The Virtuous Leader," has worked with a wide variety of Fortune 500 clients, educational institutions, nonprofit and healthcare organizations to find coherence in their workplaces.

When the University of Dayton announced last spring its intentions to create an annual Leadership with Virtue award and symposium, the National Alumni Association ran full-page ads locally and nationally to draw attention to the need for strong leaders with integrity from all walks of life. This year's virtue award winner is Elizabeth Dole, who will be honored at a

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banquet on Thursday, Feb. 10, at Kennedy Union as part of a series of events celebrating UD's sesquicentennial.

"Elizabeth Dole's leadership is revered the world over because it reflects purpose, commitment and virtue," said UD President Brother Raymond L. Fitz, S.M., when the selection was made in December. "Her many contributions to the health and welfare of humanity confirms her dedication and, thus, the appropriateness as our first honoree."

Project director Joan Swedlund said she hopes the symposium will be a "life-changing growth adventure" for the leaders who attend. The seminar, she added, was created to provide academic reinforcement to current leaders seeking insight into how to achieve results while maintaining virtue.

Other topics to be discussed at the symposium include:

- Servant-leadership by James C. Hunter, author of *The Servant: A Simple Story About the True Essence of Leadership*;
- Transcending narcissistic leadership by Dean B. McFarlin, professor of marketing and management at UD;
- Putting servant-leadership into practice by Jeffrey P. Miller, educator and consultant at the Greenleaf Center for Servant-Leadership; and
- Grassroots leadership by Pat and Craig Rider, co-founders of the Rider Group.

"My hope is that those who attend leave as better leaders, more powerful leaders and more effective leaders," said John Heitmann, UD professor of history and symposium faculty adviser.

The University of Dayton, founded and sponsored by the Society of Mary, ranks among the 10 largest Catholic universities in the country and is the largest independent university in Ohio. The National Alumni Association represents more than 80,000 University of Dayton graduates worldwide. Its mission is to promote the University's reputation as a national leader in Catholic higher education and deepen ties between the University and its alumni.

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