



News Release

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FOR IMMEDIATE RELEASE

**University of St. Thomas Cameron School of Business
Offers An Executive Certificate Program:
“How Organizations Prosper – Even in Troubled Times”**

Houston (April 21, 2009) – The University of St. Thomas Cameron School of Business will offer an Executive Certificate Course for businesses and nonprofit organizations led by John Whitney, identified by *Business Week Magazine* as one of the 10 most sought out professors in executive education. The course entitled, “How Organizations Prosper-Even in Troubled Times” will be held on the University of St. Thomas campus, 3800 Montrose Blvd. on Wednesday-Saturday, June 3-6.

Whitney, a UST Professor and Burnett Family Chair of Leadership in the Cameron School of Business, was a former professor at the Columbia Business School and former associate dean of Harvard Business School. He has spent half of his professional life leading start-ups and turnarounds and the other half in academia. His book, *Taking Charge: Management Guide for Turnaround and Troubled Companies*, has been called the “Bible of the Turnaround Business.” His articles have appeared in many journals including the *Harvard Business Review*, *Wall Street Journal*, *CFO Magazine*, and the *AMA Journal*.

Other faculty members include UST’s director of the Center for Business Ethics Dr. Daryl Koehn. In addition to her six books on business ethics, Koehn has been published in the *Harvard Business Review* and numerous other journals. Koehn holds a Ph.D. in ethics from the University of Chicago, an MBA in finance from Northwestern University, and an MA in economics and ethics from Oxford University. She also has extensive experience in management and banking.

Participants will review classic turnaround actions and learn about low risk marketing solutions; explore often overlooked management techniques that can enlist effective and enthusiastic support of middle managers and the “points of contact” – the people closest to the customers; and focus on cash management and the importance of free cash flow, whether the business is troubled or not.

This course will benefit senior managers and staff of small and mid-sized companies as well as operating managers, staff and functional heads of large companies. The course fee is \$2,000 and includes all books, study materials and meals. For more information or to register, call 713-525-3115.

University of St. Thomas, dedicated to educating leaders of faith and character, is a private institution committed to the liberal arts and to the religious, ethical and intellectual tradition of Catholic higher education. University of St. Thomas Cameron School of Business is committed to educating ethical business leaders capable of managing the organizations of the future.

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