



News Release

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FOR IMMEDIATE RELEASE

**LANCE E. WILBANKS WINS HUGO MANN AWARD
FROM UST'S CENTER FOR BUSINESS ETHICS**

(HOUSTON, April 21, 2006) -- A 1987 New York Times headline described the present crop of business executives and their practices as "a generation of ruthless management."

The Times' writer, Steven Prokesch, stated, "The new order eschews loyalty to workers, products, corporate structure, businesses, factories, communities, even the nation. All such allegiances are viewed as expenditures under the new rules. With survival at stake, only market leadership, strong profits, and a high stock price can be allowed to matter."

Better management techniques can be found, and the annual Hugo Mann Awards rewards graduate students through an essay contest for their thoughts and opinions. German businessman Hugo Mann inspired the cash awards.

Houston native **Lance E. Wilbanks**, winner of UST's 2006 Hugo Mann Ethics Essay award, sponsored by the Center for Business Ethics in the Cameron School of Business at the University of St. Thomas, suggested in his essay that corporations take a vocational approach to many of the jobs that make a company function. Wilbanks stated in his Hugo Mann essay that humanity has become disconnected from work.

"Though work has been an ever-present part of humanity for millennia, the sound relationship between human beings and their work has destabilized in modern times. Human beings have lost something along the way concerning the connection they once had with the idea of work."

In other words, for most people now, it's just a job. "To tap into the concept of a 'calling' and to apply that principle to the essence of business offers some exciting new

possibilities for the workplace,” he wrote. “If successful, vocational constructs afford encompassing, positive changes for the individual, as well as the community,” he said.

Wilbanks spent much of his career as an applications software developer and music teacher (guitar, composition, theory), and has worked in a ministerial capacity at a Church of Christ. He spent some time working for a large energy corporation but found the experience brutal. That’s when he decided to embark on an MBA in finance at the University of St. Thomas. He graduates on May 20 in ceremonies at Reliant Arena.

Before enrolling at UST, Wilbanks earned his undergraduate degree at the University of Houston, specializing in classical Greek and Roman civilizations.

University of St. Thomas is a private institution committed to the liberal arts and to the religious, ethical and intellectual tradition of Catholic higher education.

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