



News Release

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**FOR IMMEDIATE RELEASE**

**UST'S PRESIDENTIAL LECTURE SERIES PRESENTS  
JOHN WHITNEY OF DEMING CENTER FOR QUALITY**

HOUSTON (Feb. 14, 2006) — The University of St. Thomas Presidential Lecture Series presents John O. Whitney, professor of management and executive director of the Deming Center for Quality Management at Columbia Business School. He will lecture on “Market-Based Ethics in Business, Government and Society” at 7:30 p.m. on Monday, March 13, Cullen Hall, 4001 Mt. Vernon. The event begins with a reception at 7 p.m.

“Contrary to conventional wisdom, good governance practices are, in many respects, similar for political, social and business organizations,” Whitney said. “If we define markets as systems of voluntary, mutually beneficial exchange then all enduringly successful governance is market based.”

Market-based governance, he says, fosters ethical behavior and, in business, fosters growth and profitability. “If we wish to change ethical behavior and vitality in our organization or institution, we should consider changing the way we manage,” he said.

John Whitney is professor-emeritus of management at Columbia Business School, whose faculty he joined in 1986. Prior academic experience includes seven years at Harvard Business School where he taught Creative Marketing Strategy and served in several other capacities. He has won many accolades and awards for his teaching. Much of Whitney’s experience, however, was and continues to be in the business world. He continues to serve on the boards of large companies.

University of St. Thomas/Whitney/22222

This event is free and open to the public. For more information, contact Debbye Crofoot-Morley at 713-525-3109 or crofootd@stthom.edu.

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