



FRANK C. BUCARO & ASSOCIATES, INC.  
PROMOTING ETHICS & VALUES FOR LONG TERM SUCCESS

## Introduction

### **FRANK C. BUCARO, CSP, CPAE**

Frank Bucaro is an ethics expert, who, for the past two decades has been a leading crusader-- speaking, training and writing-- on the benefits of ethics.

Coming from a background in teaching, with a Master's Degree in Religious Studies, Frank's career in business spans two decades, with the message that *not only is good ethics good business, good ethics is good **for** business*. It is about doing the right thing, at the right time, for the right reason—profitably.

As an author of numerous articles on ethics, and author of the book **Trust me! Insights into Ethical Leadership**, Frank has developed unique and humorous insights into the challenges of being ethical. He provides practical ideas to help with difficult decisions and strategies for combating the sometimes blurred lines between right and wrong.

A member of the National Speakers Association, he has earned the designation of CSP which stands for Certified Speaking Professional. This award has been earned by less than 20% of the 4000 members of NSA. He was also presented with NSA's prestigious CPAE Speaker Hall-of-Fame Award for excellence and professionalism. This award is held by fewer than 200 people worldwide.

Frank has presented at hundreds of organizations, some include: Caterpillar, Fiserv Insurance Solutions, Illinois Hospital Association, Merck, RE/MAX International, Ryland Homes to name a few.

And he is here with us today. Please help me welcome....