



LEADING THE CRUSADE FOR ETHICS IN BUSINESS

Introduction

FRANK C. BUCARO, CSP, CPAE

Frank Bucaro is an ethics expert, who, for the past two decades has been a leading crusader—researching, 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, it is also good **for** business*. As a current doctoral candidate in Ethical Leadership and 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 as well as 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, an award currently held by fewer than 200 people worldwide.

Organizations that have invited Frank to speak include Blue Cross Blue Shield, Caterpillar, Duracell, Merck, RE/MAX International, and Ryland Homes to name a few.

PLEASE HELP ME WELCOME FRANK BUCARO...