



D.B. REINHART
INSTITUTE for

**ETHICS IN
LEADERSHIP** at VITERBO
UNIVERSITY

*“Moral good is a
practical stimulus;
it is no sooner seen
than it inspires an
impulse to practice.”*

—Plutarch

1999–2015

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About the Institute

The D.B. and Marge Reinhart Center houses the D.B. Reinhart Institute for Ethics in Leadership.



Mission and Vision

The mission of the D.B. Reinhart Institute for Ethics in Leadership is to create opportunities for education, research, and dialogue about significant ethical ideas and issues.

The vision of the Institute is to be a catalyst in a flourishing community of servant leaders dedicated to the common good.

History

An Institute for Ethics in Leadership was first proposed in January 1992, and became a part of the strategic planning process during the next three years. The Institute for Ethics in Leadership is now a significant component in Viterbo's vision for the future, *The University of Opportunity, Hope and Help*.

The first major commitments to the Institute were acknowledged in 1997 when business and corporate leaders established a \$500,000 endowment to be used to provide public programming at the Institute. In 1998, the Institute was officially designated the D.B. Reinhart Institute for Ethics in Leadership. The Institute began in 1999.

As a values-based institution, the university commits itself to developing a distinctive national reputation for designing undergraduate and graduate curricula emphasizing moral and ethical issues. Viterbo is one of the few universities in the U.S. that has curricula in which every class has a moral or value component which emphasizes the ethical issues rela-

tive to the particular subject matter of that course. Development of the critical intellect within an ethical framework in every academic discipline is unique.

D.B. Reinhart

The designation of the Institute in memory of D.B. Reinhart culminates a 30-year relationship between Reinhart and Viterbo University.

D.B. Reinhart was an exemplary business leader and mentor as well as a good friend and advisor to Viterbo University. "Rhiny," as he was known to his friends, accomplished much during his life. As an entrepreneur, philanthropist, leader and a "self-made" man, he was inducted into the prestigious Horatio Alger Association of Distinguished Americans. As founder and owner of Gateway Foods, he turned his La Crosse based food company into the largest privately owned food wholesaler in the country.

Despite his success, Reinhart considered his greatest assets to be his family, his faith, and his community. He was a quiet leader whose presence assured the success of many initiatives and organizations. He consistently promoted ethical decision-making and lived a life of integrity. He cared deeply about people, his friends, and his business associates.

D.B. Reinhart was the recipient of two of Viterbo's most prestigious honors, the 1980 Pope John XXIII Award for Distinguished Service and a 1990 Doctor of Laws honorary degree.

Mr. Reinhart, who died in 1996, is survived by his sons John and Rob and daughters Nancy and Patricia.

Lecture Series

Every academic year, from September through May, the Reinhart Institute sponsors a series of lectures by nationally and locally known speakers on a variety of topics related to ethics and leadership.

The lectures are intended to be both informative and inspiring, and to address ethical issues in a variety of settings, including business, health care, science, religion, politics, and technology. All of the lectures are free and open to the public. (For a complete and up-to-date listing of Institute lectures, visit www.viterbo.edu/ethics.)

Since the lecture series began in 1999, the Institute has brought over 120 speakers to campus, including many notable leaders and scholars:

2014–15

- **Captain Richard Phillips**, author of *A Captain's Duty, Somali Pirates, Navy SEALs, and Dangerous Days at Sea*
- **Carolyn Woo**, president and CEO, Catholic Relief Services
- **Stanley Temple**, Beers-Bascom Professor Emeritus in Conservation, University of Wisconsin



Richard Phillips



Ruby Bridges

- **Ruby Bridges**, civil rights activist
- **Eva Schloss**, Holocaust survivor and author
- **Cynthia Barnett**, author of *Mirage, Florida*

and the Vanishing Water of the Eastern U.S., Blue Revolution, Unmaking America's Water Crisis, and Rain, A Natural and Cultural History

- **Waubanewquay Dorene Day**, singer; **Larry Long**, singer-songwriter, performers of *Water Songs*

2013–14

- **Paul Loeb**, author of *Soul of a Citizen, Living with Conviction in Challenging Times, and The Impossible Will Take a Little While, A Citizen's Guide to Hope in a Time of Fear*
- **Mysteries of the Driftless**, world premiere screening of Emmy award-winning documentary
- **Tonier Cain**, documentarian of *Heeling Neen*
- **Joe Ehrmann**, co-founder of Coach for America
- **Tim Kasser**, professor of psychology, Knox College



2012–13

- **Todd Burpo**, author of *Heaven is for Real*
- **Captain Charles Plumb**, Vietnam veteran and POW
- **Lewis Feldstein**, co-author of *Better Together, Restoring the American Community*
- **Elizabeth Marquardt**, author of *Is There Any Such Thing as a "Good" Divorce?* and *Between Two Worlds, The Inner Lives of Children of Divorce*
- **Suhad Babaa**, screening and discussion of the documentary film *My Neighbourhood*
- **Carol Gilligan**, psychologist, professor, and novelist named by *Time* magazine as one of 25 most influential Americans
- **Sam Harris**, Holocaust survivor and co-author of *Sammy, A Child Survivor of the Holocaust*



Sam Harris

2011–12

- **Richard Louv**, author of *Last Child in the Woods* and *The Nature Principle*
- **Patrick Mureithi**, screening of the documentary film *ICYZERE, hope*
- **Gerda Weissmann Klein**, Holocaust survivor and founder of Citizenship Counts

- **Margaret Lowman, Ph.D.**, author of *Life in the Treetops* and director of the Nature Research Center at the North Carolina Museum of Natural Sciences



Margaret Lowman

- **Colonel David Grossman**, co-author of *Stop Teaching Our Kids to Kill, A Call to Action Against TV, Movie, and Video Game Violence*
- **Karl Green**, Community Natural Resource and Community Development Agent, La Crosse County, UW Extension
- **James C. Hunter**, author of *The Servant* subtitled “A Simple Story About the True Essence of Leadership,” and *The World’s Most Powerful Leadership Principle, How to Become a Servant Leader*
- **Peter Feigl**, Holocaust survivor and author of *One Man, Two Voices, Peter Feigl’s Diary and Testimony*
- **Alexandra Zapruder**, author of *Nazi Ideology and The Holocaust* and documentarian of *I’m Still Here*



Amy Dickinson

- **Amy Dickinson**, nationally syndicated advice columnist *Ask Amy*
- **Where Do the Children Play?**, screening of the documentary film

2010–11

- **John Sloan, M.D.**, author of *A Bitter Pill, How the Medical System is Failing the Elderly*
- **Mitch Albom**, author of *Have a Little Faith* and *Tuesdays with Morrie*
- **Walter Echo-Hawk Jr.**, lawyer for the Native American Rights Fund
- **Curt Olson**, fisherman and **Jeff Skrade**, former U.S. Fish and Wildlife officer in Bristol Bay, screening and discussion of the documentary film *Red Gold*
- **Deborah Lipstadt**, Dorot Professor of Modern Jewish and Holocaust Studies at Emory University
- **James Ault**, scholar, author, and documentary filmmaker
- **Pete Earley**, author of *CRAZY, A Father’s Search Through America’s Mental Health Madness*

2009–10

- **Greg Mortenson**, author of *Three Cups of Tea* and founder of Pennies for Peace
- **Michael Campo** and **Jeffrey Azize**, producer of and actor in *The Human Experience*
- **James C. Hunter**, author of *The Servant* subtitled “A Simple Story About the True Essence of Leadership,” and *The World’s Most Powerful Leadership Principle, How to Become a Servant Leader*
- **Hideko Tamura Snider**, survivor of the atomic bombing of Hiroshima and author of *One Sunny Day, a Child’s Memories of Hiroshima* and **Diana Roose**, author of *Teach Us to Live, Stories from Hiroshima and Nagasaki*



Martin Weiss

- **Martin Weiss**, Holocaust survivor
- **David James Duncan**, author of the novels, *The River Why* and *The Brothers K* and several works of nonfiction, including *God Laughs & Plays* and *My Story as Told by Water*

- **Bill Miller**, award-winning recording artist, performer, songwriter, activist, painter, and world-class accomplished flute player



Bill Miller

2008–09

- **Immaculée Ilibagiza**, Rwanda genocide survivor and author of *Left to Tell, Discovering God Amidst the Rwandan Holocaust*



Sylvia Nasar

- **Sylvia Nasar**, Knight Professor of Business Journalism at Columbia University and author of *A Beautiful Mind*, the biography of John Nash
- **Randall Eaton**, author of *The Orca Project* and *The Sacred Hunt*; producer of documentary films, including *Respect and Responsibility, The Truth About Kids Who Hunt*

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Lecture Series *continued*

- **Curt Meine**, senior fellow with the Aldo Leopold Foundation and research associate with the International Crane Foundation; author of *Aldo Leopold, His Life and Work* and *Correction Lines, Essays on Land, Leopold, and Conservation*
- **Manya Friedman**, Holocaust survivor
- **Gregory Paul Johnson**, author of *Put Your Life on a Diet*

2007–08

- **Andrei Codrescu**, MacCurdy Distinguished Professor of English and Comparative Literature at Louisiana State University and National Public Radio commentator



Jennifer Berry

- **Jennifer Berry**, former Miss America 2006
- **Bruce Brown**, coach and spokesperson for National Association of Intercollegiate Athletics (NAIA)
- **Father Kevin O'Rourke**, professor emeritus, Center for Health Care Ethics, Saint Louis University Health

Sciences Center, professor of bioethics, Neiswanger Institute of Ethics and Public Policy, Stritch School of Medicine, Loyola University, Chicago

- **Luis N. Rivera-Pagán**, Henry Winters Luce Emeritus Professor of Ecumenics and Mission at Princeton Theological Seminary
- **Anna Baltzer**, author of *Witness in Palestine, A Jewish American Woman in the Occupied Territories*
- **Elizabeth Wall Strohfus**, World War II pilot
- **Nancy Sherman**, professor at Georgetown University and former distinguished chair in ethics, U.S. Naval Academy; author of *The Fabric of Character, Aristotle's Theory of Virtue*
- **Daniel P. Sulmasy, O.F.M.**, director of the Bioethics Institute, New York Medical College and author of *The Healer's Calling*



Anna Baltzer

- **Inge Auerbacher**, Holocaust survivor and author of *I Am a Star, Child of the Holocaust*

2006–07

- **Jamie Vollmer**, author of *Schools Cannot Do It Alone*



Elie Wiesel

- **Elie Wiesel**, Holocaust survivor, Nobel laureate and author of *Night*
- **Lina Boff, OSM**, professor of systemic theology at the Pontifical Catholic University of Rio de Janeiro, Brazil
- **Gilbert Meilaender**, Richard and Phyllis Duesenberg Professor of Christian Ethics

at Valparaiso University, fellow at the Hastings Center, member of The President's Council on Bioethics

- **Steve Gunderson**, former U.S. Congressman and president/CEO of Council on Foundations
- **Khassan Baiev**, Chechen trauma surgeon and author of *The Oath, A Surgeon under Fire*
- **Henry Greenbaum**, Holocaust survivor
- **Paul Woodruff**, professor of ethics and American society at the University of Texas and author of *Reverence, Renewing a Forgotten Virtue*



Henry Greenbaum

2005–06

- **Nesse Godin**, Holocaust survivor and co-president of the Jewish Holocaust Survivors and Friends of Greater Washington
- **Martha Teichner**, correspondent, *CBS News Sunday Morning*
- **Mireille Rostad**, WWII resistance member, recipient of the Ellis Island Medal of Honor
- **Gerda Weissman Klein**, Holocaust survivor and author of *All But My Life*



Martha Teichner

- **Frank Buscher**, professor of history, Christian Brothers University
- **Sabina Zimering**, hidden child and author of *Hiding in the Open*

2004–05

- **Pedro Noguera**, professor in the Steinhardt School of Education at New York University and author of *City Schools and the American Dream, Fulfilling the Promise of Public Education*
- **William J. Winslade**, James Wade Rockwell Professor of Philosophy of Medicine at the University of Texas Medical Branch, Galveston, Texas
- **Robert Skloot**, associate vice chancellor for Academic Affairs at University of Wisconsin
- **David G. Andrews, CSC**, executive director, National Catholic Rural Life Conference
- **Bruce Brown, NAIA**, author of *1001 Motivational Messages, Themes for Great Teams*
- **Lynne Twist**, author of *The Soul of Money, Transforming Your Relationship with Money and Life*
- **Ann McGee-Cooper, Ph.D.**, author of *Building Brain Power, Time Management for Unmanageable People*, and *You Don't Have to Go Home from Work Exhausted!*, Founder of Ann McGee-Cooper and Associates



Obang Okello

- **Nettie Kingsley**, Ho-Chunk Nation tribal historic preservation officer
- **Nick Chiarkas**, director of Wisconsin's State Public Defender Agency
- **Obang Okello**, Genocide survivor

2003–04

- **Dan Barker**, public relations director, Freedom from Religion Foundation; **Scott Moore**, assistant professor of philosophy, Baylor University; **Francis J. Manion**, senior counsel with the American Center for Law and Justice
- **Judith Andre**, professor in the Center for Ethics in the Humanities and Life Sciences at Michigan State University and author of *Bioethics as Practice*
- **Sally Cahalan**, instructor of history and political science, Western Technical College
- **Ralph and Cheryl Broetje**, owners of Broetje

Orchards, founders, Center for Sharing

- **Kevin Fitzgerald, SJ**, The Dr. David Lauler Chair in Catholic Health Care Ethics, Center for Clinical Bioethics, Georgetown University
- **Terry Tempest Williams**, author of *Refuge, An Unnatural History of Family and Place*
- **Calvin DeWitt**, director of the Au Sable Institute of Environmental Studies, University of Wisconsin



Terry Tempest Williams

2002–03

- **Paul Simon**, U.S. senator and director of the Public Policy Institute at Southern Illinois University
- **Richard Woods, O.P.**, associate professor of theology, Dominican University
- **Jane Kirtley**, Silha Professor of Media Ethics and Law and director of the Silha Center at the University of Minnesota



Gregory Paul Wegner

- **Gregory Paul Wegner**, administrative assistant to the provost and academic affairs at the University of Wisconsin-La Crosse, professor in the Department of Educational Studies
- **Michael Baxter, CSC**, fellow of the Kroc Institute at the University of Notre

Dame and author of *American Catholics to the Rescue and Other Essays on Theology, Ethics, and History*

2001–02

- **Stephen Haynes**, Albert B. Curry Chair of Religious Studies at Rhodes College and author of *Reluctant Witnesses, Jews and the Christian Imagination*
- **Robert F. Froehlke**, Assistant Secretary of Defense and U.S. Secretary of the Army for the Nixon Administration
- **David Durenberger**, U.S. senator and CEO of the National Institute of Health Policy



David Durenberger

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Lecture Series *continued*

- **David Prentice, Ph.D.**, professor of life sciences at Indiana State University, founding member of Do No Harm, The Coalition of Americans for Research Ethics
- **Julie Beggs**, chief learning officer, Greenleaf Center for Servant-Leadership
- **Michael Dombek**, chief of the United States Forest Service (1997–2001) and professor of global environmental management at the University of Wisconsin-Stevens Point
- **Jean Bethke Elshtain**, Laura Spelman Rockefeller Professor of Ethics at the University of Chicago

2000–01

- **Wayne Kostroski**, co-owner, Goodfellow's, Franklin Street Bakery, Tejas, Tejas Express, and Cuisine Concepts
- **Grant Smith, Ph.D.**, English professor, Viterbo University
- **Joanne Lynn, M.D.**, president of Americans for Better Care of the Dying and author of *Handbook for Mortals*
- **Christina Puchalski, M.D.**, founder and director of the George Washington Institute for Spirituality and Health (GWish), professor, George Washington University School of Medicine
- **Jim Posewitz**, founder of Orion, the Hunters' Institute and author of *Beyond Fair Chase, The Ethic and Tradition of Hunting*
- **David Solomon**, director of the Notre Dame Center for Ethics and Culture, professor of philosophy, University of Notre Dame

1999–00

- **Marianne Jennings**, professor of legal and ethical studies in business at Arizona State University
- **Helen Prejean, C.S.J.**, author of *Dead Man Walking*
- **Raymond C. Baumhart, S.J., D.B.A.**, professor of management at Loyola University, **William J. Byron, S.J., Ph.D.**, distinguished professor of management at Georgetown University



Helen Prejean



Since 2002 the Institute has collaborated with the Dahl School of Business to host a series of “brown bag” presentations featuring regional business leaders. The purpose of the series is to bring students and community members together for regular discussions about the values and virtues that inform successful business practices. The presentations are free and open to the public.

2014–15

- **Mary Jo Werner**, partner, Wipfli LLP
- **Dan Kapanke**, owner, and **Chris Goodell**, general manager, La Crosse Loggers
- **Dave Rogers**, owner, Dave's Guitar Shop
- **Louise Hemstead**, COO, Organic Valley



Louise Hemstead

2013–14

- **Henry Koch**, director, Solid Waste Department, La Crosse County Landfill
- **Jeff Behan**, vice president, planning and business development, Brunswick Boat Group
- **Matt Binsfeld**, COO, J.F. Brennan Company, Inc.
- **Walter Haag**, program director, Logistics Health, Inc.

2012–13



Jeffrey Thompson

- **Jeffrey Thompson**, CEO Gundersen Lutheran Health System
- **Rod Leis**, international human resource manager, ExxonMobil
- **Ruth Wiseman**, president and CEO, Chileda Institute
- **Nancy Gerrard**, co-owner and **Rick Staff**, president, Gerrard-Hoeschler Realtors

2011-12

- **Francis Podvin**, chairman of the board, Ocean Spray Cranberries, Inc.
- **Jeff Su**, executive director, Myrick Hixon EcoPark
- **Timothy Johnson**, CEO, Mayo Clinic Health System, Franciscan Healthcare
- **Anne Snow**, executive director, Children's Museum of La Crosse



Timothy Johnson

2010-11



Nancy Zieman

- **Nancy Zieman**, creator and host of the Public Television program *Sewing with Nancy*
- **Harry, Andrew, Jansen**, and **Tyler Dahl**, Dahl Automotive
- **Jerry Molnar**, director, Tomah Veterans Administration Medical Center
- **Abbie Leithold-Gerzema** and **Paul Leithold**, Leithold Music

2009-10

- **John S. Shiely**, chairman of the board and CEO, Briggs and Stratton Corporation
- **Craig Culver**, co-founder and CEO, Culver's
- **Matt McPherson**, owner and CEO of Mathews, Inc.



Craig Culver

2008-09

- **Joy Cardin**, Wisconsin Public Radio
- **Dick Zierke**, owner, Pla-Mor Lanes
- **Dick Lommen** and **Rick Lommen**, Courtesy Corporation
- **Susan Christopherson**, Fowler & Hammer

2007-08

- **Bruce Simones**, owner, Recover Room
- **Julie Stansfield Nordeen**, CEO and **Janet**

Stansfield Hess, president Stansfield Vending, Inc.

- **Allan McCormick**, President/CEO, La Crosse Technology
- **Rusty Cunningham**, publisher, *La Crosse Tribune*

2006-07



Dick Record

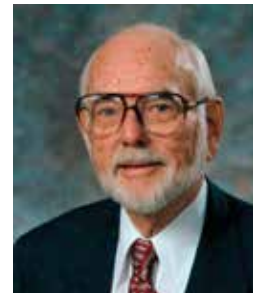
- **Randall Hoth**, president/CEO, Wisconsin Better Business Bureau, Milwaukee
- **Dick Record**, president/general manager, Family Radio Inc.
- **Noel Jordan**, president/CEO and **Todd Jordan**, vice president of sales, Skipperliner, La Crosse

2005-06

- **Dirk Gasterland**, president and CEO and **Brad Sturm**, senior vice president and COO, Coulee Bank
- **Jerry McGeorge**, Organic Valley
- **Gerald** and **Jason Baldner**, Kitchen Solvers
- **Dan Wettstein**, Wettsteins

2004-05

- **Charles Gelatt**, former president and owner, Northern Engraving
- **Jack** and **Mark Glendenning**, Inland Group
- **Paul Fuchsel**, La Crosse Sign Co.
- **Phil** and **Lyle Quillin**, Quillin's IGA



Charles Gelatt

2003-04

- **John** and **Donna Hansen**, **Amy Hansen-Strom**, Nesnah Ventures
- **Dave** and **Mark Skogen**, Festival Foods
- **Jim** and **Tim Servais**, Hamburg Hills Farm
- **Steve** and **Nancy Rose**, Rose Jewelers
- **Todd** and **Deb Ondell**, Grounded Specialty Coffees

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Leadership at Noon *continued*

2002–03

- **Ed Kondracki**, chief of police, City of La Crosse
- **Tom Downs**, superintendent, La Crosse Public Schools
- **Randy Smith**, president, City Brewery

Conferences

From 2001–2015, the Institute hosted 13 interdisciplinary ethics conferences. Each year the scope and influence of the annual ethics conference grows, having not only a greater impact on Viterbo's own faculty and students, but having a more significant effect on the wider stage of scholarly research on virtue ethics.

2015 – Water Ethics

2014 – Happiness and the Virtues

Conferences on the Theological Virtues:

2013 – Love

2012 – Hope

2011 – Faith

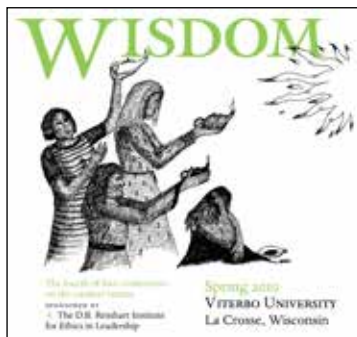
Conferences on the Cardinal Virtues:

2010 – Wisdom

2009 – Temperance

2008 – Courage

2007 – Justice



Conferences on Franciscan Virtues:

2004 – Stewardship, Caring for the Earth and its Inhabitants (Jointly sponsored by the Midwest Regional Meeting of the Society of Christian Philosophers)

2003 – Service, Being with/Doing for

2002 – Community, Living with Conflict in Art, Politics, and Religion

2001 – Hospitality, Serving Strangers in our Homes, Hospitals, Prisons, Schools and Churches

Selected papers from the conference series were published in *The Journal of Analytic Teaching*. The scholarly impact of the conference series is widespread and ongoing. Numerous books and articles grew out of the conference on Hospitality, such as Elizabeth Newman's

Untamed Hospitality, Welcoming God and Other Strangers (Baker, 2007), Aurelie Hagstrom's "Christian Hospitality in the Intellectual Community" in *Christianity and the Soul of the University, Faith as a Foundation for Intellectual Community* (Baker, 2006), Amy Oden's *God's Welcome, Hospitality for a Gospel-hungry World* (Pilgrim Press, 2008), Peter Gathje's *A Work of Hospitality, The Open Door Reader* (2002), and Arthur Sutherland's *I Was a Stranger, A Christian Theology of Hospitality* (Ekklesia, 2006). Similar works have been inspired by each of the other conferences as well.

In 2008, Geoffrey Scarre, Professor of Philosophy at the University of Durham (UK), learned of the Viterbo conference on courage from his editor at Routledge Press, for whom he is writing a new volume on courage for their Thinking in Action series. In a letter to the director of the Institute shortly after the conference ended, Scarre wrote, "Without any exaggeration, this has been one of the most enjoyable themed conferences I've ever been to, and I've certainly drawn enormous benefit from it."

Workshops



Teaching the Holocaust Workshop

Inspired by the response to a series of evening lectures featuring Holocaust survivors in 2005–06, and wanting to do something that would have an impact on teaching young people the lessons of tolerance and respect for persons that is at the heart of Holocaust education, in 2007, the Institute began this annual workshop for middle and high school teachers.

The workshop brings together a Holocaust survivor, a representative from the United States Holocaust Memorial Museum, and experienced educators in a day-long event that combines personal narrative with practical teaching strategies and resources.

The Midwest Holocaust Education Consortium



Darryle Clott

The consortium, led by Viterbo history instructor Darryle Clott, invites a small number of teachers from the Midwest to meet each summer. The purpose of the consortium is to help build a national core leadership training group consisting of a network of affiliated teachers, librarians, and

administrators who seek to implement and improve Holocaust education in their own schools, organizations, and communities and will be available for local educational support. The consortium provides a professional forum for structured peer support for member-designed writing projects, educational dialog and problem-solving, and the identification and examination of best materials and practices in Holocaust pedagogy.

Raising Good Families, A Workshop on Raising Compassionate, Ethical Children

In 2013 the Institute offered a fun and educational workshop for parents and caregivers who wished to gain more insight into raising children to be more ethical and compassionate. The workshop featured an evening of storytelling, engaging activities, and hands-on tools for anybody interested in having a positive influence on the lives and development of children.

Teaching the Virtues Workshop

Partnering with the Western Wisconsin Educational Conference that takes place each winter in La Crosse, the Institute hosted a half-day workshop following the conference that helped teachers at all grade levels (K–12) explore how to integrate the character education into the classroom. The themes were been Integrity (2003), Hospitality (2004), Courage (2005), Civility (2006), Hope (2007), Friendship (2008), and Imagination (2009).

Radio Series

Day to Day Ethics was a series of 10-minute broadcast interviews with people who lived and worked in the La Crosse region and who shared their insights on how they dealt with ethical conflicts in their lives. The aim of the series was to bring the virtues out of the academy into the community using the words and voices of local heroes and respected citizens.

The program was produced by Chuck Ericksen and hosted by Pat Kerrigan. Recording and editing was done at the studios of Wisconsin Public Radio at the University of Wisconsin, La Crosse (WLSU).

The series began in 2004 with 16 episodes that aired in the spring and summer and then were placed on the Institute website as audio files. In 2008, the series expanded to year-round airing on public radio with annual production of 26 new episodes.

Here are a few episodes from the program:

- **Kristen Krueger**, Heroism—Giving Until it Hurts
Krueger recently gave her kidney to someone she had not previously known. She talks about what led her to this decision and the personal insights that came from this experience.
- **George Howe**, Family Land Trusts
George is a land trust activist who set up a family land trust to protect bluff lands along the Mississippi River. Howe talks about why this is such important work and why his family chose to set up a land trust.
- **Dennis Krumanauer**, Layoffs and Business Restructuring
Krumauer is general manager of Crescent Printing. He went through a painful business restructuring process several years ago that resulted in some layoffs and he talks about the ethical issues he was faced with during this process.
- **George Meirick**, Deadly Gamble
Meirick talks about his struggles with a gambling addiction and the difficulties it caused himself and his family.
- **Quincy Daniels**, Down But Not Out
Daniels talks about his life as a troubled youth and how a teacher went way out of her way to straighten him out.

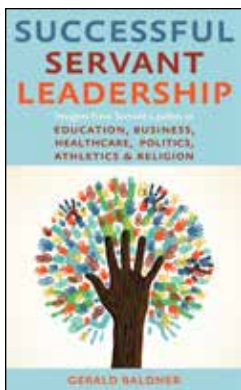
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Radio Series *continued*

- **Scott Horne**, A Prosecutor's Perspective
Horne, La Crosse County's district attorney, talks about ethical questions related to representing the public and determining what justice requires.
- **Gary Holthaus**, Stewards of the Land
As author of a soon to be published book on farmers and farm life, Holthaus speaks of the many ethical choices farmers make every day.
- **Carl Bargabos**, Soldiers at War
Bargabos, a retired colonel, shares stories about our veterans, the virtue of fortitude, and their ability to survive the trauma of war.
- **Leslie Slauenwhite**, New Beginning...New Life
Once homeless, Slauenwhite shares her story and that of other women who struggle socially and economically, and how the Matthew 25 ministry changed her life.
- **Holly Briggs**, The Making of a Teacher
Aside from parents, our teachers spend the most time with our children. Briggs talks about the qualities that go into this very important profession and the people who love to do it.

Publications

In 2008, the Institute began publishing a series of books on issues of ethics and leadership.

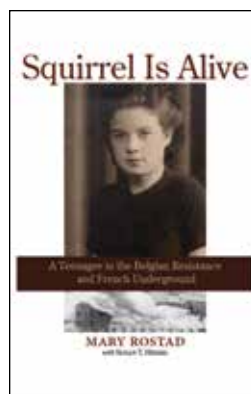


Successful Servant Leadership, Insights from Servant Leaders in Education, Business, Healthcare, Politics, Athletics, and Religion

by Gerald Baldner

What is servant leadership? What does servant leadership look like in different fields? Do the principles of servant leadership promote success? What is

successful servant leadership? In this valuable, user-friendly volume, Gerald Baldner takes us on a tour of servant leadership principles and introduces us to the lives and words of 13 successful servant leaders in our community and the world.

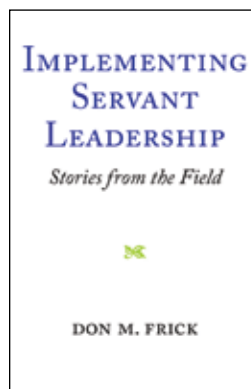


Squirrel is Alive, A Teenager in the Belgian Resistance and French Underground

by Mary Rostad, with Susan T. Hessel

This is the incredible story of Mary Rostad's early life as told to local author Susan Hessel. Rostad was 16 years old when the Nazis conquered her home city of Brussels in

1940. She joined the resistance movement, serving in Belgium and later France, primarily as a courier of underground documents. At the end of World War II, Rostad met U.S. Army Staff Sergeant Allen Rostad. They married and moved to Houston, Minn., in 1946. Hessel is a personal historian dedicated to preserving life stories of individuals. A board member of the Association of Personal Historians, she is especially honored to work with those who have stood up in the face of repression and adversity.

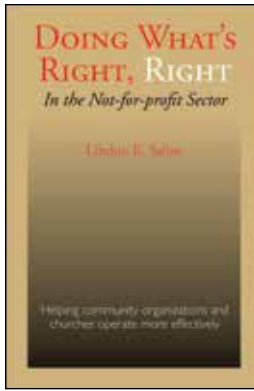


Implementing Servant Leadership, Stories from the Field

by Don M. Frick

Robert Greenleaf biographer, Don M. Frick brings us stories that explain how servant-leaders are implementing the most important leadership approach of our time. Read how servant leaders are transforming people and cultures

in five settings, ranging from a coffee shop and VA hospital in Wisconsin to a faith community in Cape Town, South Africa. Plus, a chapter on lessons of implementation. Servant leaders share which books they use for training, how they measure trust in their organization, how they hire, fire, and manage with caring and accountability, and how they practice servant leadership in a desperate settlement in Cape Town, South Africa.



Doing What's Right, Right

by Lindon Saline

During a 36-year career with the General Electric Company Lindy Saline managed various technical and business operations and corporate staff functions, including GE's Management Development Institute. He has published over 50 technical, educa-

tional, and professional development papers and monographs. Throughout his business career Saline's activities and contributions have been recognized with awards from universities, professional societies, and national organizations. *Doing What's Right, Right* is a practical guide to community building and strategic planning for nonprofit organizations.

Graduate Certificate: Ethical Leadership in Organizations

A 12-credit certificate emphasizing a “train the trainer” approach, Ethical Leadership in Organizations is designed for people who want to learn how to lead effective, ethical change within their organizations. Participants will acquire practical knowledge of servant leadership and ethical decision making. They will also learn specific leadership strategies, based on a proven training program, that will establish long-lasting and significant transformation of the workplace culture. The interdisciplinary nature of the program allows participants to tailor the program to their particular professional needs.

Visiting Scholars

Each year the Institute invites a distinguished scholar to spend some time with the Viterbo University community, sharing their research, giving public lectures, teaching courses, and visiting students. Visiting scholars have included:

- **Dr. H.H. van der Kloot Meijberg**, former director of the Health Care Ethics Department of the Netherlands Health Care Federation and currently director of the Centre for Loss and Healing in New Zealand



Alexander Soloviev

- **Dr. Alexander Soloviev**, chair of cultural studies, Department of Russian Language Studies and National Culture at Ryazan State University, Russia
- **William (Beau) Weston**, John M. and Louise Van Winkle Professor of Sociology, Centre College

- **James R. Detert**, professor of management and organizations, Johnson Graduate School of Management, Cornell University



James Detert

- **Daniel W. Wheeler**, professor of leadership studies, University of Nebraska-Lincoln
- **Stephen B. Young**, global executive director of the Caux Round Table and author of *Moral Capitalism*



Author Wes Moore opened the 2015 D.B. Reinhart Institute for Ethics in Leadership's fall lecture series with his presentation “The Work: The Quest for Our Work that Matters.”



**Jennifer
Anderson-Meger**



Rochelle Brooks



**Matthew
Bersagel Braley**



Sara Cook



Apryl Denny



**Susan
Cosby Ronnenberg**



**Debra
Daehn Zellmer**



Emily Dykman



Vicky Eiben



Lyon Evans



Larry Harwood



**Mary Ellen
Haupt**



**Vickie
Holtz-Wodzak**



Jason Howard



Jesús Jambrina



Keith Knutson



**Tiffany
Morey-Smith**



**Laura Nettles,
FSPA**



Alissa Oelfke



Annette Roter



**Stephanie
Thorson-Olesen**

Research Fellows

The Institute awards up to four fellowships each year for faculty to do research in their fields related to the topics of ethics and leadership.

The purpose of the research fellowships is to increase the amount and quality of research conducted at Viterbo University related to ethics in leadership. The increased research will serve to enhance the reputation of the university as a whole and help to improve the quality of teaching in both undergraduate and graduate programs.

Recipients of the Research Fellowship in Ethics Leadership are:

- **Jennifer Anderson-Meger**, professor, social work/ Master of Arts in Servant Leadership research faculty
- **Rochelle Brooks**, professor, business
- **Matthew Bersagel Braley**, assistant professor, religious studies and philosophy; coordinator, Master of Arts in Servant Leadership
- **Sara Cook**, director, Master of Business Administration

- **Apryl Denny**, professor, English
- **Susan Cosby Ronnenberg**, associate professor, English
- **Debra Daehn Zellmer**, professor, social work/director of social work
- **Emily Dykman**, associate professor, religious studies and philosophy
- **Vicky Eiben**, associate professor, education
- **Lyon Evans**, professor, English
- **Larry Harwood**, professor, religious studies and philosophy
- **Mary Ellen Hauptert**, professor, music
- **Vickie Holtz-Wodzak**, assistant professor, English
- **Jason Howard**, associate professor, religious studies and philosophy
- **Jesús Jambrina**, associate professor, world languages and cultures, history/coordinator, Latin American Studies Program
- **Keith Knutson**, professor, history
- **Tiffany Morey-Smith**, coordinator, Master of Business Administration Program
- **Laura Nettles, FSPA**, assistant professor, religious studies and philosophy
- **Alissa Oelfke**, assistant dean, business/director, Center for Adult Learning
- **Annette Roter**, assistant professor, business
- **Stephanie Thorson-Olesen**, assistant professor, psychology



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