FORUM TO HOST BREAKFAST DISCUSSION ON ECONOMIC POSITIVES FOR THE LEHIGH VALLEY

Center Valley, Pa., -- (August 28, 2009) -- The Forum for Ethics in the Workplace will host an ethics breakfast featuring guest speakers, at 7 a.m., Thursday, September 17, in the White Pavilion at the DeSales University Center in Center Valley.

The event is titled, "A Winning Formula, Economic Upturn in the Lehigh Valley." During the event, Kurt Landes, general manager of the Lehigh Valley IronPigs will speak about how/why the Lehigh Valley has recently experienced strong upturns through regional and national sports despite an economic downturn nationally,

Following his initial remarks, Landes will lead the group, which will include area community and business leaders, in an open discussion.

Landes is serving his second season as IronPigs’ general manager in 2009. He started his baseball career with the Triple-A Toledo Mud Hens in Ohio and has worked with the Aeros in Akron, Ohio, the Cubs in Daytona Beach, Florida, and the Suns in Hagerstown, Maryland. Under his leadership, the IronPigs drew more than 602,000 fans in their first year of operation (averaging 8,334 per game), and this year have increased that to a rate exceeding 9,116 fans per game. With this success, the franchise was chosen to host the 2010 AAA All-Star Game. Later this year, the IronPigs will be honored by the Greater Lehigh Valley Chamber of Commerce as the 2009 “Business of the Year.”

Breakfast attendees will have an opportunity to interact with the presenters and engage with others on the topic. Participants will enjoy a buffet breakfast and table discussions based on the keynote address. Registration and breakfast is $25 per person or $175 for a table of 8.
Those wishing to attend can register by sending a check made out to the Forum for Ethics in the Workplace, DeSales University, 2755 Station Avenue, Center Valley, PA, 18034. For more information, call the Salesian Center at 610-282-1100, ext. 1244 or email ethics.workplace@desales.edu.

The Forum for Ethics in the Workplace, is a partnership institution of the Salesian Center for Faith and Culture at DeSales University on January 1, 2006. The Salesian Center for Faith and Culture was established in 2000 to promote the interaction of faith and culture, in a mutually beneficial engagement, through academic initiatives that focus on the authentic integration of social concerns and gospel values. By its collaboration with the Forum, the Salesian Center is able to extend its mission of social engagement into the corporate world and is able to capitalize on the working relationships that the Forum has already established in the business community. The Salesian Center supports intellectual activity in research studies, dialogue events including public forums and lectures and partnership programs. For more information about the Salesian Center for Faith and Culture and the Forum for Ethics in the Workplace, click on the Salesian Center icon on the DeSales University homepage at www.desales.edu.

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