

The School of Business presents
THE 2006 CHUNG-WATSON LECTURE SERIES IN BUSINESS ETHICS

The ReEvolution of Business in the 21st Century

Lecture by
Michael Crooke

Former CEO of Patagonia
Founding CEO of Revolution Living

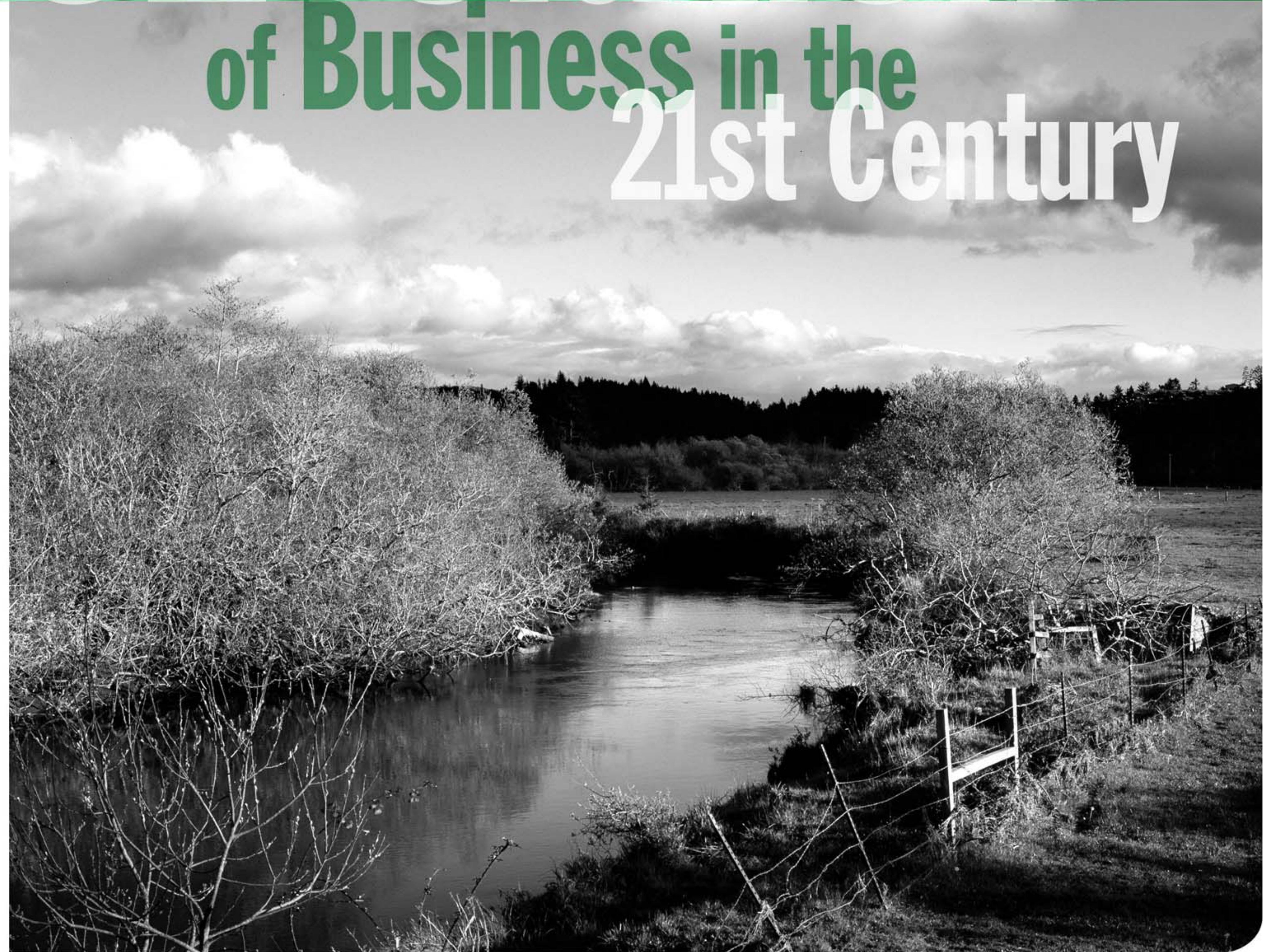
Speaking on the concepts of:

- Quality Product
- Leaving a Gentle Footprint



Crooke has a B.S. degree in Forestry and an M.B.A. from Humboldt State University.

Monday, February 6th, 4-5:30 pm
Kate Buchanan Room, University Center, HSU
Free Admission



The Chung-Watson Lecture Series in Business Ethics is supported by 1970 Humboldt alumnus Mr. Po Chung to honor Frank Watson, former HSU professor. Mr. Po Chung, Founder and past Chairman & CEO of DHL International, provided funding for this lecture series so that our students, faculty, and community would have a forum in which to engage in a continuing dialogue on business ethics and corporate responsibility.

HUMBOLDT STATE UNIVERSITY

HSU is an AA/EO Institution. Disability accommodations may be available. Contact events sponsor at 826-3224.