

# Compliance & Ethics PROFESSIONAL



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I would go  
to meet new  
colleagues



I would go to figure out why the  
star of HISTORY's *Pawn Stars*  
was selected to be a keynote speaker



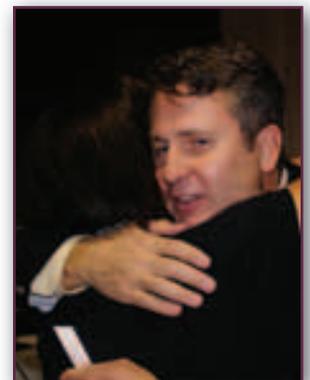
I would go  
to find a couch  
and a conversation



Then, of  
course, there  
is winning a  
prize for the  
best jersey  
at the Jersey  
Tailgate Party

All the reasons  
why I would go  
to SCCE's 2011  
Compliance and  
Ethics Institute  
**ROY SNELL**  
CEO, SCCE

I would go  
to get a hug  
from Greg  
Triguba



I would go to  
thank Debbie  
for what she  
has done for  
our profession  
and Shin Kim  
for what she  
has done for  
SCCE in Brazil



I would go to have Odell  
and Rebecca brighten my  
day with their smiles



I would go  
to watch Joe  
teach Lee  
the Cha-Cha

**TURN THE PAGE FOR  
MORE REASONS TO ATTEND**

## Why I would go to the SCCE Compliance and Ethics Institute



By Roy Snell

*If you have any questions that you would like Roy to answer in future columns, please e-mail them to: [roy.snell@corporatecompliance.org](mailto:roy.snell@corporatecompliance.org).*

First, there are the eight concurrent sessions of excellent speakers and topics. But, that is not necessarily why I would go to the CEI. There are great general sessions and the staff does a great job of making sure all the attendees, speakers, and vendors have a great experience. But, that is not necessarily why I would go to the CEI. There are concurrent tracks dedicated to ethics, advanced discussion groups, and risk management. There is the new technology, with conference information accessible on your phone and the use of audience polling for the advanced discussion groups. Then of course, there is the preconference “speed networking,” which helps those who are interested in meeting other compliance and ethics professionals with similar interests and backgrounds. However, none of these reasons are why I would go to the CEI.

I would go because my job is, on occasion, brutal and I am looking forward to seeing my colleagues

and friends who can help me solve my problems. I want to talk to people whom I can relate to. I want to see people who are facing the same challenges I am. I want to be reassured that what I am experiencing is not only the norm, but that my situation really isn't as bad as I think. I want to go to have that one conversation, where I share my problem and someone like Joe Murphy gives me that one gem of an idea to combat the problem.

I want to go to get a hug from Greg Triguba. I want to go to hear the cheerful voice of Marjorie Doyle. I want to see Odell Guyton's million dollar smile and have him slap me on my back and have him say, “I'm glad you are here.” I want to be entertained by Wilma and hear another one of Adam's jokes. I want to hang around people like Debbie Troklus, who created the most successful compliance and ethics professional certification program in the world. I want to listen to Donna Bohme,

who has her finger on the pulse of the industry.

I want to attend the tailgate party wearing the jersey from my favorite team and talk about anything but compliance and ethics for an hour or two. I want to meet people I haven't met before and help someone else, as others have helped me. I want to go to the registration desk and say hi to the SCCE staff member who helped me solve a problem. I want to go for many reasons. The education is second to none, but the networking is invaluable for my professional development and my peace of mind.

And right about now, peace of mind would be a good thing to have. Our profession just might be one of the most challenging jobs in America right now. At a minimum, it is new, evolving, and, at times, not clear. The SCCE CEI is like no other experience for compliance and ethics professionals. It is because of our members, who are among the most experienced, compassionate, and thoughtful people in the business. That is why I would go to the CEI. ✦