

## CONTRIBUTORS

While Ken Potrock, of ESPN Wide World of Sports, scores as this issue's cover subject, several other executives serve as key contributors by authoring articles. The lineup:

### Ed Alexander



Alexander is founder of the Entrepreneurship Law Firm PL in Orlando and author of the book "10 Common and

Costly Business Killing Legal Mistakes and How to Avoid Them." He works regularly with the University of Central Florida's business incubation program, among other local business clients. ([www.orlandobusinesslawyer.com](http://www.orlandobusinesslawyer.com))



construction practice and practices in the areas of construction, real property litigation, commercial litigation and

condo-minimum law. Horan is a partner with Foley's Orlando office and practices in the areas of business and administrative litigation and governmental relations.

### Kenneth H. Marks



Marks is the founder and a managing partner of High Rock Partners, providing growth-transition

leadership, advice and investment. He is the lead author of "The Handbook of Financing Growth."

### Gray Swoope



Swoope brings more than 25 years of economic development experience to Florida as the new

state commerce secretary and president/CEO of Enterprise Florida Inc., the state's principal economic development organization. A public-private partnership, Enterprise Florida is based in Orlando.

### David Radin

David Radin is a Pittsburgh-based business consultant and radio host. He is available to assist on a variety of computer and business challenges, such as increasing productivity via technology and the use of Internet marketing. Follow him on Twitter: @dradin or [www.megabitminute.com](http://www.megabitminute.com).

### Larry J. Calise



Calise, a certified public accountant, is a principal at the accounting firm of LarsonAllen

LLP in Orlando, which specializes in serving small- to medium-sized manufacturing and distribution businesses.

### Greg Denaro



Denaro is manager of HR Services at Insperty (formerly Administaff) in Orlando, which provides an

array of human resources and business solutions designed to help improve business performance.

### David Harper and John Horan



Harper is a partner with Foley & Lardner LLP's Tampa office, where he serves as vice chair of the

## LAW

# Ethical Conduct Equals Good Business

by **JOHN HORAN** and **CHARLES D. HARPER**  
FOLEY & LARDNER LLP

We are lawyers, and we are going to tell you about ethics. Yes, we know it sounds funny, but seriously, hear us out.

Having a well-drafted and properly implemented ethics code is good business. It can help you stay out of trouble; protect you if you get into trouble; and, in the end, maybe even save your company.

In fact, if you have any contracts with the federal government that exceed \$5 million with a performance period longer than 120 days, you are probably required to adopt a code of business ethics and conduct. Your failure to do so could result in your company's being suspended or debarred.

The primary objectives of your ethics code should be to prevent unethical and illegal activity in your business; affirm your company's commitment to business integrity and lawful behavior; and mitigate adverse consequences to your company if unethical or unlawful activities occur. Your ethics code should be suited to the size of your company; facilitate the timely discovery and disclosure of improper conduct; and ensure that corrective measures are promptly instituted and consistently carried out.