

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 5:

ETHICS / INTEGRITY / COMPLIANCE COMMUNICATIONS / CORPORATE GOVERNANCE

Since the late 1980s, James E. Lukaszewski, *ABC, APR, Fellow PRSA*, has been an active participant in helping companies develop ethics programs. His experience began within the public relations profession, first as a member of a special committee on practice standards and ethics to the Counselors Academy of the Public Relations Society of America, and then becoming the longest-serving member of the PRSA's national Board of Ethics and Professional Standards (BEPS), a post he continues to hold. He was among the first 100 practitioners to be certified by the Society of Corporate Compliance & Ethics, and he has written and published extensively on these topics.

He is familiar with civil and criminal procedures and, although not an attorney, had a very large civil and criminal litigation-related practice. He is also familiar with the application of the U.S. Federal Sentencing Guidelines, Sarb-Ox laws, and more recent business regulatory legislation. He frequently provides second opinions and other strategy guidance and communications advice to corporate executives as well as to legal counsel and other special advisors in situations where there are ethical questions.

His last "docket" of ethics-related cases involved:

- Code of Conduct construction
- Code of Conduct review
- Code of Conduct violation investigations
- Criminal prosecutions
- DOJ – Negotiations
- DOJ – EPA – Violations
- Executive malfeasance
- Insurance industry scandals
- Investment industry scandals
- Labor Organizing
- Scandals
- Medical malpractice
- Mutual funds scandals
- Scientific misconduct
- Sexual assault
- Sexual harassment
- Principal conduct
- Top executive conduct
- Web/trademark attacks

Lukaszewski has been an advisor on ethics, code of conduct, and compliance situations for a variety of U.S., Canadian, European, and South American corporations and organizations including:

- American & international brands
- Charter schools
- Chemical companies
- Government agencies
- Government-owned corporations
- Hospitals/healthcare/insurance organizations
- Industrial companies
- Insurance
- Large private companies
- Medical products manufacturers
- Pharmaceutical companies
- Public companies
- Pulp and paper companies
- Retailers
- Technology
- Telecommunication companies

He has helped establish or upgrade compliance programs involving:

- Academic misconduct allegations
- Consent Orders
- Ethics/compliance investigations
- Environmental investigations/prosecution/sanctions/debarment
- Healthcare civil & criminal cases
- Insurance fraud/non-compliance
- International issues
- Labor and employment law
- Litigation visibility problems
- Mergers, acquisitions, and takeovers
- OSHA investigations
- Product liability
- Civil/criminal RICO
- White collar civil & criminal litigation

Litigation visibility management services provided by The Lukaszewski Group include:

- Board of Directors briefings
- Communication/strategy plan development
- Communication coordination
- Contingency visibility planning
- Docket monitoring
- Exposure threat analysis
- Jury observation
- Law firm spokesperson selection
- Litigation spokesperson selection
- Media coverage analysis
- Message development & monitoring
- Second opinions
- Specific coaching & spokesperson training
- Strategic communication planning
- Transcript summary & analysis
- Trial monitoring
- Visibility assessment
- Visibility potential analysis

Although Lukaszewski has stopped direct client activities, he writes and lectures frequently on litigation, ethics, and compliance communication topics as well as conducting seminars before industry associations, business, and legal groups.

Lukaszewski was selected as one of America's 28 experts in crisis management to call when "all Hell breaks loose" (Vol. 13, Num. 134) by *Corporate Legal Times*. *PR Week* selected him as one of 22 "crunch-time counselors who should be on the speed dial in a crisis." Over the decades, his biography has appeared in 35 editions of *Who's Who in America* and other *Who's Who* publications. He is an accredited member of the International Association of Business Communicators (IABC) and the Public Relations Society of America (PRSA) as well as an IABC Fellow and member of the PRSA's College of Fellows and national Board of Ethics and Professional Standards (BEPS).