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## Social Responsibility Conference Builds Tradition of Excellence

By: [Holly Kickliter](#)

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USF St. Petersburg business professors took their focus on social responsibility to the business and professional community for the first time. Its first Social Responsibility and Corporate Reporting Conference was May 7 at the Don Cesar Hotel and Beach Resort.

The conference included presentations on forensic accounting, conducting internal investigations, and updates on post-Sarbanes-Oxley accounting and reporting. Sessions went beyond technical discussion to challenge accountants, auditors and even financial advisors and investors to compel accountability from the inside-out.

George Batavick, member of the national Financial Accounting Standards Board, gave the keynote address. Since 1973, the government and business community have relied upon the FASB for standards of financial accounting and reporting. Before joining the FASB, Batavick was Comptroller of Texaco Inc.

The mission of the College of Business at USF St. Petersburg is to educate, develop and promote effective and socially responsible managers, professionals and other leaders through discipline-specific and multidisciplinary learning, research and service in an increasingly global environment.

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