

## **RUBBERMAID EXECUTIVE TO DISCUSS VALUES, NEW AGE CAPITALISM AT UNIVERSITY OF DAYTON BUSINESS AS CALLING SYMPOSIUM**

DAYTON, Ohio — Jay Gould, a corporate officer of Newell Rubbermaid, a giant global marketer of consumer and commercial products, will offer his view about the importance of values in business success during an Oct. 22 University of Dayton presentation.

Gould, a 1981 economics graduate of the University of Dayton, will deliver the keynote speech for the sixth annual Business as a Calling: Creating a Culture of Integrity symposium 5 to 6 p.m. Thursday, Oct. 22 in the University of Dayton's Kennedy Union Ballroom. The lecture is free and open to the public.

Gould's presentation is titled "Creating Value with Values/Winning with New Age Capitalism."

He serves as group president for the \$2.4 billion Home and Family sector of Newell Rubbermaid, which includes the Rubbermaid, Levolor, Graco, Caphalon and Goody companies and brands. The group employs more than 8,000 people around the world. Newell Rubbermaid's overall sales are approximately \$6 billion annually.

Prior to joining Newell Rubbermaid, Gould was president of Pepperidge Farms, the premium baked goods unit of the Campbell Soup Company. Previously, he held senior management positions at The Coca-Cola Company, including head of global innovation, SVP Marketing for Coca-Cola Japan and chief marketing officer of the Minute Maid Company. Earlier in his career, he held marketing and general management positions with General Mills, Inc., and Bongrain S.A.

He received his MBA in general management from the Harvard Graduate School of Business.

The Business as a Calling series encourages students and business professionals to view their business careers as a calling, rather than a series of jobs in order to attain a deeper sense of purpose and foster greater social awareness while creating a culture of business integrity.

The University will build on the success and popularity of the series by creating a new center to foster programming, curriculum and research that will focus on

ethics and how values, personal commitment and character are inseparable from leadership ability. The School of Business Administration will launch the Center for the Integration of Faith and Work during a luncheon at noon Friday, Oct. 23 in the Miriam Hall Atrium on the University of Dayton campus. Brother Victor Forlani, SM, is the Founding Director of the Center.

The symposium is sponsored by the University of Dayton School of Business Administration, the Center for the Integration of Faith and Work and the Jacob Program in Professional Ethics in the University of Dayton's College of Arts and Sciences.

Editors: A photo is available. Gould will be available for interviews from 3 to 4 p.m. Thursday, Oct. 22; please contact Cilla Shindell to schedule. For interviews contact Cilla Shindell at [Shindell@udayton.edu](mailto:Shindell@udayton.edu) and 937-229-3257.

Victor M. Forlani, SM, DBA, Marianist in Residence  
University of Dayton, School of Business Administration  
Founding Director, Center for the Integration of Faith and Work  
Dayton, OH 45469 2271 Tel 937 229 3556 Cell 937 469 3032 email  
[forlani@udayton.edu](mailto:forlani@udayton.edu)