

NEWS RELEASE

College of Commerce and Business Administration

University of Illinois at Urbana-Champaign
470C Wohlers Hall, 1206 South Sixth Street
Champaign IL 61820
www.cba.uiuc.edu

For immediate release

For more information contact:
Ginny Hudak-David, Director, Commerce Communications
217-244-8146; hudakdav@uiuc.edu

Public Invited to Lecture by Big Tobacco Insider

Jeffrey Wigand, who revealed insider secrets of the tobacco industry in the early 1990s, will speak on personal and business ethics on October 30th at 3 p.m. in the Foellinger Auditorium on the campus of the University of Illinois at Urbana-Champaign. The public is invited to attend this free lecture.

Wigand was employed by Brown & Williamson Tobacco Corporation as Vice President for Research and Development, where he worked on a project to develop a less addictive cigarette. In defiance of an industry post-employment ban on revealing industry secrets, Wigand began cooperating with government agencies following his dismissal from Brown & Williamson. The Disney Studios movie about his experiences that was released in November 1999 called him "The Insider."

He holds a doctorate in biochemistry from the State University of New York at Buffalo and more recently obtained a graduate degree in secondary education from the University of Louisville.

Sponsored by the Department of Business Administration in the College of Business, the American Marketing Association, and the Graduate Marketing Association, Wigand's talk is part of the Myron Wang Lecture Series.

Nationally recognized as one of the leading business schools, the College has outstanding programs in accounting, business, economics, and finance. The college enrolls more than 3,000 undergraduates, 700 MBA and master's students, and 175 doctoral candidates from all 50 states and more than 30 countries worldwide. The Department of Business Administration offers eight business concentrations and a university minor.

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