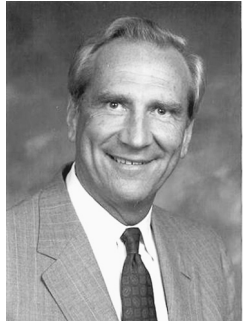


Donald G. Soderquist

To Lecture April 19

On Ethical Leadership



Donald G. Soderquist, senior vice chairman (retired) of Wal-Mart Stores, Inc., will speak Monday, April 19, at 6:30 p.m. on "The Challenges of Ethical Leadership" in the John Paul Hammerschmidt Lecture Series at North Arkansas College in Harrison. The lecture will be held in the Conference Center of the John Paul Hammerschmidt Business and Conference Center on Northark's South Campus and is open to the public free of charge.

Soderquist was a driving force behind Wal-Mart's rise to greatness. He was vice chairman and chief operating officer and ultimately became senior vice chairman as Wal-Mart rose to become the largest company in the world. One of his responsibilities was to continue Sam Walton's legacy as "keeper of the culture." Soderquist firmly believes that business ethics are not a luxury, but an essential element in creating a high-performance organization; he also knows that the responsibility for creating an ethical organization belongs to its senior leaders.

In 1998 John Brown University created the Soderquist Center for Business Leadership and Ethics in his honor. The Center provides ethical leadership training for undergraduates, two masters programs (including an MBA), and business leadership seminars for men and women in the corporate world. A member of the boards of Arvest Bank and ServiceMaster, Inc., Soderquist also serves on numerous charitable boards.

After joining Wal-Mart Stores in 1980 as executive vice president, Soderquist served in several other executive positions until his appointment in early 1988 to vice chairman and chief operating officer. In January of 1999 he was promoted to senior vice chairman of the corporation. Prior to his joining Wal-Mart, Soderquist served 16 years with Ben Franklin, including six years as president and chief executive officer.

Soderquist received his bachelor's degree in business administration in 1955 from Wheaton College in Wheaton, Illinois. He was awarded honorary doctorates in 1989 from Southwest Baptist University in Bolivar, Missouri; in 1993 from John Brown University in Siloam Springs, Arkansas; and in 1997 from Judson College in Elgin, Illinois. In 1990 he received the Outstanding Business Leader Award from the Northwood Institute in Palm Beach, Florida. In 1996 Soderquist was inducted into the Retailing Hall of Fame.

This will be the 10th presentation in the JPH Lecture Series. Soderquist follows astronaut Dr. Jerry Linenger, Sherpa mountain guide Jamling Tenzing Norgay, CIA officers Tony and Jonna Mendez, syndicated columnist Gwynne Dyer, former North Vietnam prisoner of war Colonel Edward L. Hubbard, 1972 Olympic 800-meter-run champion Dave Wottle, FDNY Chief Richard "Pitch" Picciotto, Harrison native and music therapy expert Dr. Frederick (Ted) Tims, and Savant Syndrome expert Dr. Darold Treffert as a speaker in the series.