

# The Peter F. Secchia Breakfast Lecture




The Seidman College of Business is pleased to invite you to the upcoming Secchia Breakfast Lecture:


## Ethical AI in Business: Challenges, Choices, and Consequences

This in-person event is free and open to the public. Registration is required.

 Tuesday, February 18, 2025

 7:30 a.m. Breakfast  
8:00 a.m. Program

 L. William Seidman Center  
50 Front Ave SW, Grand Rapids, MI 49504

 Fulton Lot; overflow parking in Seward Ramp. View [Campus Map](#).

[» Register Now](#)

by February 10

### PANELISTS:



**Michael DeWilde**  
Initiative Director and  
Professor of Management

[» Michael's Full Bio](#)



**Tim Gutwald**  
General Counsel and  
Chief Compliance Officer

[» Tim's Full Bio](#)



**Mark Johnson**  
Co-Founder and Partner

[» Mark's Full Bio](#)



### MODERATOR:

**Keith Brophy**  
CEO of Mentavi

[» Keith's Full Bio](#)



Learn More: [www.gvsu.edu/seidman/secchia](http://www.gvsu.edu/seidman/secchia)



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