

ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

January - February 2016



10TH ANNUAL AUDIT CONFERENCE IS A SUCCESS

In December, the NASBA Center for the Public Trust (CPT) and the Robert Zicklin Center for Corporate Integrity hosted Ensuring Integrity: The 10th Annual Audit Conference at Baruch College. As a long standing tradition, auditing professionals, academics and policy setters from around the country met in New York City to examine best practices in ethics within the auditing field. The conference served as a forum for these disciplines to interact and take what they learned back to their respective organizations. Representatives from the American Institute of Certified Public Accountants (AICPA), The Securities and Exchange Commission (SEC) and the Public Company Accounting Oversight Board (PCAOB) were all in attendance.

CPT's own Alfonzo Alexander gave words of welcome to conference attendees. Floyd Norris, retired chief financial correspondent for the *New York Times*, delivered the keynote address titled, "What Happened to the Big Accounting Scandals?"

Other conference speakers included: Douglas Carmichael of Baruch College; Mike Santay of the Auditing Standards Board; Martin Baumann of PCAOB; Brian Croteau of SEC; Thomas Ray of Baruch College; Jim Burton of Grant Thornton; Mary Grace Davenport of PricewaterhouseCoopers LLP; Roger O'Donnell of KPMG; Dan Sunderland of Deloitte & Touche; Jane Barton of Baruch College; Cathy Allen of Audit Conduct; Salvatore Collemi of WeiserMazars; Jennifer Haskell of Deloitte & Touche; Susan Jones of KPMG; Noel Allen of NASBA; Daniel Braun of the US Department of Justice; Scott Univer of WeiserMazars and Michael Young of Wilkie Farr & Gallagher. ☆

GOOD NEWS

Customer Gets Unexpected Response After Requesting Refund

Some things are more important than money...like people. Online retailer Zulily recently demonstrated its values, after a customer called their customer service department, seeking a refund for a coat.

Kelly Kinkel recently shared a Facebook post describing her customer service experience during the refund process. After Zulily agreed to refund her money, Kinkel asked how she should send the coat back to the company.

The Zulily representative responded by saying, "Please don't send it back. If you know someone who needs a winter coat or if you would like to donate it to a charity, that would make us very happy."

Kinkel was shocked and moved to tears. She was so overwhelmed that she decided to share the story through a Facebook post. By mid-January, the post received more than 75,000 likes and 40,000 shares.

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An Opportunity to Impact America's Future

College students and young professionals face ethical business dilemmas on a daily basis. Their responses to these situations will impact the future of America. Will they be ready to make the right decisions? Will they be able to handle the increased pressures of their future careers? With so many unknowns, it is comforting to know one thing is constant, students and professionals involved in our ethical leadership movement are more likely to succeed in today's complex business environment.

As the CPT continues implementing exciting new programs and initiatives, we remain focused on our mission of championing the public trust by advancing ethical leadership in business institutions and organizations.

We cannot carry out our mission without your support. Please consider making one of your 2016 New Year's resolutions to support ethical leadership, by supporting the NASBA Center for the Public Trust. Giving is easy, visit thecpt.org and click the Donate Now tab. ☆

Donate Now



LEAD WITH INTEGRITY

Leaders' Challenges for 2016?

ALFONZO D. ALEXANDER
PRESIDENT, NASBA CENTER FOR THE PUBLIC TRUST
CHIEF RELATIONSHIP OFFICER, NASBA

At the beginning of each year, ethical leaders across the world develop personal and organizational plans they believe will lead to great success in that year. Assuming you have similar plans in place, I am issuing you four challenges this year. I challenge you (Number 1) to make a personal commitment to being a continuous learner. Our world is changing so rapidly that the best leaders have to be dedicated to learning new ideas, skills and perspectives in order to lead more effectively.

I believe that leaders who want to make a significant difference in 2016 must make a commitment to learning something new every day. I challenge you (Number 2) to incorporate learning into your everyday routine. Be a difference in 2016, by learning more so you can stretch your thinking and come up with new ideas.

Effective leaders gain respect, because of the skills they bring to a situation. I challenge you (Number 3) to devote time in 2016 to learning a new skill. Doing so will increase your value to the people you influence. Think about efficiency gains you can achieve by simply adding one new skill to your personal toolbox this year. How many more people could you impact by learning a new skill?

“I believe that leaders who want to make a significant difference in 2016 must make a commitment to learning something new every day.”

Make 2016 a year to learn new perspectives. Diversity of thought is one of the most powerful tools an ethical leader can have. Finally, I challenge you (Number 4) to spend time this year learning from people who are different from you. Often we limit our opportunities for success, because we do not learn from people with different perspectives. Even if we do not agree, we can grow and learn from diverse perspectives.

While my challenges to you focus 2016, my hope is that this year starts your pursuit of becoming a lifelong learner. Lifelong learners frequently find personal renewal, enabling them to make positive change and *Lead with Integrity!* ☆

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Customer Gets Unexpected Response After Requesting Refund

After reading through comments from Kinkel's post, other customers shared their own stories of Zulily encouraging them to donate items, rather than returning them to the company.

By responding to this refund request with compassion and generosity, Zulily demonstrated that it values people more than profits.

By engaging their customers and employees in the giving process, Zulily is creating a culture that encourages both internal and external stakeholders to put people first. ☆



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STUDENT NEWS

Fall StudentCPT Highlights

The Student Center for Public Trust (CPT) programs continued to grow during the fall 2015 semester. Over 800 students took the Ethical Leadership Certification Program, which nearly doubles the number of students who enrolled in the spring of 2015.

After making several updates to the certification program over the summer, the CPT has experienced a significant increase in the number of professors who chose to incorporate the certification program into their course curriculum, to help teach their students about ethical decision-making.

The CPT also placed an emphasis on personal interactions during the fall semester. CPT staff visited 18 StudentCPT chapters, while also visiting five schools that are working to develop new chapters this year.

The CPT proudly hosted chapter kick-off meetings for Creighton University, Georgia Southern University and Vanderbilt University. Saint Louis University also received approval to become the 29th StudentCPT chapter and the CPT is working with chapter leaders to schedule a kickoff meeting in the first quarter of 2016.

To learn more about starting, operating or funding a StudentCPT chapter, please send an email to info@thecpt.org. ☆

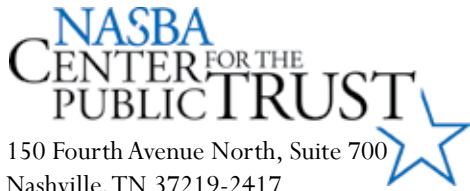
Students Eager to Participate in Video Competition

The 2016 *Ethics in Action Video Competition* is officially underway, and students are using their creativity to produce videos that showcase the importance of ethical decision-making in business.

Over \$4,000 in cash prizes will be distributed to eight different winners. Students can create either a 2-4 minute short film or a commercial that is 1 minute or less. Videos can be uploaded to YouTube, Instagram or Vine, and students can paste their video links into the official entry form.

Four winners will be chosen by a panel of expert judges that may include faculty, staff and industry experts, while four different Viewer's Choice winners will be determined by the number of votes each video receives.

The video submission deadline is March 27, 2016. If you are a college student, or know of any college students who may be interested in participating, encourage them to learn more about this competition by visiting: StudentCPT.org/VideoCompetition. ☆



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**Do you know any college students
who would like to win \$1,000?**

**The *Ethics in Action* Video Competition
is now open. Spread the word!**

Video Submission Deadline: March 27, 2016

Visit studentcpt.org to learn more.

