Laundromat Owner is Making Life a Little Easier for Homeless New Yorkers

As a laundromat owner and former social worker, Samuel Van De Cruze, of Queens, NY, recognizes that common chores, like doing laundry, can be a hassle for New York’s homeless. “Clean clothes and bedding are necessities – almost as important as food and shelter,” said Van De Cruze.

Van De Cruze, Owner of Mr. Bubbles Laundromat, teamed up with The Landing, a homeless shelter for families run by CAMBA, to provide clean clothes for 75 of their tenants during a week’s time this past spring. Van De Cruz and his team worked throughout the night to wash, dry, fold and return the laundry by 7 AM each morning.

This process ensured the homeless children could attend school in clean clothes, and adults could look and feel professional while attending job training programs.

The NASBA Center for the Public Trust (CPT) recognizes and appreciates the team at Mr. Bubbles Laundromat for donating their time and money to provide a treasured service.

Developing and maintaining strong ethical cultures can benefit organizations through increased productivity and employee retention.

Similar to the CPT’s Student Ethical Leadership Certification, the training is online, self-paced and interactive. The modules can be taken separately or collectivity as a certification. The modules are interspersed with animated videos, real-world, ethical dilemmas that are discussed by subject matter experts, as well as quizzes to gauge the participant’s understanding.

The development of this training was possible through a three-way partnership between the CPT, Savant Learning Systems, a premiere provider in online education, and Drs. O.C. and Linda Ferrell, renowned business ethics professors and consultants.

Ultimately, ethical decision-making is one of the most important components of sustainable, business success. At the end of the program, the CPT hopes users will have a clear understanding of why ethical decision-making is important to both business and career success.

For more information on the training and certification programs, call 615-312-4234 or email Alexia Kammer at akammer@thecpt.org.
**CPT PRIZE WINNERS ATTEND FINAL FOUR AFTER WAITING 20 YEARS**

In 1986, Mark Harris waited in line, under the hot, Louisiana sun, to buy NCAA Men’s Final Four basketball game tickets. After waiting two, long hours, the ticket office announced all tickets were sold out. Harris was devastated and thought he would never get the chance to attend a Final Four event.

Harris’ luck changed after he and his wife, Beth, won tickets to the 2016 Men’s Final Four and championship games through the NASBA Center for Public Trust’s (CPT) 10 for 10 Anniversary fundraising event.

According to Harris, their experience was worth the wait. He said, “The enthusiasm of the fans was contagious. Since no Louisiana teams were playing, we adopted Villanova and had a ball pulling for their team.”

After watching the semi final game, Mark and Beth generously gave the National Championship game tickets to a buddy from college. “Beth and I always have great experiences with the CPT, and we’re glad we could share it with others. We’re also looking forward to having a StudentCPT chapter at our alma mater in Lafayette, LA, in the near future,” said Harris.

The CPT appreciates Mark and Beth for their continuous support of CPT programs and activities, and we are thrilled they enjoyed this special event.

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**KEVIN Y. BROWN HONORED WITH BEING A DIFFERENCE AWARD**

The NASBA Center for the Public Trust (CPT) presented Kevin Y. Brown, of New York, NY, with a prestigious Being a Difference Award on April 30. The award, which honors individuals for their exceptional contributions to ethical leadership, was presented to Brown during the 78th Anniversary celebration of the New York Alumni Chapter of Kappa Alpha Psi Fraternity, Inc.

An award-winning speaker and author, Brown serves as president of Legacy Thinking Labs, a leading public speaking and consulting firm based in New York.
StudentCPT Conference Alumna, Brittany Bird, Shares How the Conference Impacted Her Future

How did you become involved with the StudentCPT?
I represented Florida State University at the 2013 StudentCPT Leadership Conference in Chicago. We were still in the process of developing a chapter, so the conference helped prepare me to lead our chapter.

How has the StudentCPT impacted your career?
I'm currently in law school at Stetson University, and I'm continuously reminded of my experiences from the 2013 conference! I have so much respect for anyone who faces an ethical dilemma in their career and still makes the ethical choice. I learned that making the ethical choice is not always the easiest one. I believe there’s a definite need for ethical attorneys in our society, and I hope we can work together to change the negative perception that often surrounds the profession.

How did the StudentCPT Leadership Conference help you grow as a leader?
The conference was a good opportunity for me to recognize ethical problems when they arise and how to handle them accordingly. Also, after the conference, I felt much more comfortable networking with professionals and walking up to a group and introducing myself. As a leader, it’s important to feel comfortable around others and have them feel comfortable around you.
**SPONSOR a LEADER TODAY** FOR A BETTER BUSINESS WORLD TOMORROW

By Sponsoring a Leader, you are providing scholarships to 75 outstanding college students who want to attend the 6th Annual StudentCPT Leadership Conference. This conference will be held June 22-23, in Denver, CO.

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**For questions or additional information, contact:**

**George Reynolds**
Student Programs & Development Specialist
(615) 312-3834
greynolds@thecpt.org

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Here’s what attendees of last year’s StudentCPT Leadership Conference had to say:

“"I really enjoyed the lecture series, and I’m inspired to share what I’ve learned these past few days.”"  
-Taquesta Bush, Georgia Southern University

“"I think it’s great that business students have an ethical outlet that enables them to bring new skills back to their campus.”"  
-Katie Deaven, New Mexico State University

“"I learned how to build off my strengths, how to remain ethical when faced with a tough decision and how to lead.”"  
-Chase Bonsall, Creighton University
The Lipscomb StudentCPT recently conducted a chapter meeting that was led by NASBA Center for the Public Trust (CPT) Activities Coordinator, Ashley Metivier. Students engaged in interactive scenarios where they demonstrated how they would manage ethical dilemmas in their careers. Metivier analyzed each demonstration and provided feedback, which included pros and cons of each approach, in hopes of preparing students to make positive decisions when they face similar situations later in life.

Students also selected chapter officers for the 2016-2017 school year. The CPT looks forward to hosting two of the chapter’s student leaders at the upcoming StudentCPT Leadership Conference in June.

The 2016 Ethics in Action Student Video Competition was a huge success. This year, a total of 66 video entries were received from 13 U.S. colleges and universities, which resulted in more than 12,000 views.

Winners include teams from Utah State University, Oklahoma State University, University of Tennessee - Knoxville, University of Georgia, Marshall University and University of Missouri - Columbia.

Cash prizes, totaling $4,400, will be awarded to the winning teams, thanks to sponsorship from the Dean Institute for Corporate Governance and Integrity.

“We invite everyone to watch all of the winning videos,” said CPT President, Alfonzo Alexander. “It’s important that this competition spreads across all college and university campuses because the long term effect of ethical leadership is one that can make a tremendous impact on our world, today and tomorrow,” he added.

First launched in 2010, the Ethics in Action competition seeks creative video entries showcasing examples of ethical behavior in the business world. It is open to undergraduate and graduate students attending U.S. colleges and universities.

Kevin Y. Brown Honored with Being a Difference Award

“Mr. Brown’s commitment to excellence and tireless dedication to leadership development and mentoring is to be commended,” said Ryan Hirsch, CPT Operations Manager. Because of his past and current contributions to the betterment of business and society, he is a deserving recipient of the CPT’s Being a Difference Award.”

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CPT LEADERSHIP

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Contact Alexia Kammer at akammer@thecpt.org to learn more.