

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

July/August 2017



Students Navigate Levels of Leadership at StudentCPT Leadership Conference

The NASBA Center for the Public Trust (CPT) hosted its 7th annual StudentCPT Leadership Conference (SLC) in Newport, RI, June 26-28. The CPT welcomed 70 student leaders from across the country to participate in an intense, two-day conference focused on ethical leadership and chapter development.

The conference started off with Keynote Speaker, Forensic Accounting Expert, Richard Brody, who gave an in-depth look at white collar crime. Alfonzo Alexander, CPT President, followed with an interactive, strategic networking presentation. Students then put their newly learned skills to use during networking meals with NASBA members who were in attendance at the 2017 NASBA Eastern Regional Meeting, held at the same location.

Students had a chance to examine their strengths and learn how they can best use them as it relates to leadership during

an inspiring session with Dr. William Latham, Chief Student Development and Success Officer at the University of the District of Columbia. Also, CPT staff members, Ashley Metivier and Sydney Shearer, invited students to share their chapter's best practices as they reviewed ways to achieve Golden Star status.

As an additional activity, CPT volunteers and board members acted out a business ethics case simulation. Students were then put into groups, and asked to create a 10-minute presentation "consulting" the characters in the ethics case.

On the final day, students were trained on the CPT's new financial literacy program, the F.U.N. Money Program, by Jessica Donatelli and Kathren Curley from PwC. The conference concluded with a motivating presentation by Executive Leadership Expert, Dr. Jason Brooks.

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GOOD NEWS

Southwest to Steer Clear of Overbooking Flights

Airport travel can be stressful...arrivals, check-ins, security lines...the list can go on and on. However, if you travel with Southwest, overbooked flights will no longer be a concern.

"I've made the decision, the company has made the decision, that we will cease to overbook going forward," said Southwest CEO Gary Kelly to CNBC.

Prior to the company's decision, a competing airline was in hot water for having a passenger forcibly removed from one of its flights. Southwest is now making an effort to ensure similar types of situations do not occur on any of its flights.

The CPT loves recognizing companies that are keeping the public's interest and safety top of mind. Have you heard of a good news story lately? Share it with us at info@thecpt.org. ☆

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CPT Participates in The Big Payback

This May, the NASBA Center for the Public Trust (CPT) participated in The Big Payback, which promotes online giving for 24 hours in support of local nonprofits in the middle Tennessee area. The day kicked off with a pep rally themed event that featured food trucks, local radio stations, poster contests and more. Members of the CPT staff were also featured in a radio interview and a Facebook Live interview. ☆



CPT Featured as Nonprofit Sponsor at Network Under 40

In May, the NASBA Center for the Public Trust (CPT) was featured as the nonprofit sponsor at the Network Under 40 event, which featured nearly 130 of Nashville's bright young professionals. CPT staff mingled with young professionals in industries including medical, tech, fashion and academia, and discussed CPT professional programming as well as the importance of ethical leadership in every industry. ☆

BWP will Recognize Ethical Leaders on September 12

The NASBA Center for the Public Trust (CPT) is excited to once again team up with the Dean Institute for Corporate Governance & Integrity at Lipscomb University for the 2017 Business with Purpose Awards celebration. Business with Purpose recognizes Nashville area business leaders and companies, for profit and nonprofit, that demonstrate a strong commitment to ethical leadership and corporate social responsibility. The celebration will take place on September 12, 2017, at the Music City Center in Nashville, TN. ☆



LEAD WITH INTEGRITY

A Challenge to Do the Right Thing

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

In July of 2016, I found myself in the middle of an ethical dilemma. I was traveling across the country speaking to audiences about ethical leadership, and encouraging them to make decisions based on what they believed were *doing the right things*. I was also trying to be an example for those audiences, which ranged from college students to c-suite individuals. However, I realized in one area of my life, I was not being a good example at all. I was not *doing the right thing*.

The area was my personal health and fitness. You may be thinking, "What does that have to do with being an ethical leader?" Well, I was depriving myself, my family, coworkers and business stakeholders from getting the best me. I was not *doing the right thing* when it came to making decisions about what I ate and my level of exercise. I often spoke of performance, image and exposure to audiences, but my image did not support the message I was sharing. Talking about health as a leader, but not being about it, got old to me. I decided being a true ethical leader included being an example in every way.

I am amazed at how beneficial this holistic, ethical leadership mindset is for me. I have seen a dramatic increase in my energy level, perhaps because I lost 34 pounds. I can get more done in the amount of time that I am working, but most importantly, I have been able to be an example and encourage others around me. My wife, several of my friends and some of my coworkers have joined me in the worthwhile quest to *do the right things* with our health. Others following along equates to leadership, right?

Ethical leadership is a holistic job. We must improve as a total person, including our health, to be the best leader we can be. I hope this note encourages you to look at every aspect of your leadership, and challenge yourself to *do the right thing*.

Remember, lead with integrity. ☆

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Students Navigate Levels of Leadership at StudentCPT Leadership Conference



The CPT is grateful for the generous sponsors, speakers, board members and volunteers who made this conference possible, and thanks the students for their participation, engagement and professionalism. The valuable takeaways, sharing of best practices and networking are sure to position each StudentCPT chapter represented on a successful path in the coming school year. ☆

SPONSOR A LEADER *Change a Life*



Thank you to the generous donors who made our 7th annual StudentCPT Leadership Conference possible (SLC). Your support helped provide life-changing leadership and ethics training to high-potential college students from across the country. Take a look at the impact your gifts made:

“My experience at the StudentCPT Leadership Conference was absolutely priceless! From the leadership training and strengths exploring sessions, to the networking with professionals and like-minded students from around the country, it was an experience I will value forever! I’m very appreciative to the sponsors who made this event happen for 70 students without them having to pay a dime.”

- Zachary Rauhen, University of Wyoming



“This conference was informational and a great opportunity to meet students from across the country. I learned so many valuable tips, and I am leaving with tools to help me become a better leader on campus. I will tell anyone who will listen about the amazing experience I had!”

- Erin Richards, North Carolina A&T



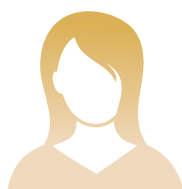


Many thanks to the more than 20 individual and five corporate donors who have given to the CPT's Sponsor a Leader Campaign this year. For those who have not yet contributed, it is not too late! We still need your help to reach our goal of covering conference expenses for all 70 students. We invite you to join the group of donors who have already made a difference to these young leaders. By investing in SLC attendees, you are investing in future leaders who act with honesty and integrity, while applying high standards of ethical behavior to their daily activities.

Sponsorship Levels



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\$2,000



Sponsor a Student
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\$150
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For questions, additional sponsorship opportunities or more information, contact:

Sydney Shearer

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Students working at the SLC.

Congratulations to the CPT's 2016-2017 Star and Golden Star StudentCPT Chapters!

Thank you for ethical leadership and hard work.



Golden Star:

Belmont University
Colorado Mesa University
Colorado State University
East Central University
Ohio University
Rutgers University
Saint Louis University
University of Colorado, Colorado Springs
University of Utah
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Special thanks to the following 2017 CPT Golf Classic Major Sponsors:



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The CPT also thanks these additional sponsors and partners for making the Golf Classic a success:

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