

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

March/April 2017



CPT Launches *Bill Daniels Being a Difference* Award Program

Since 2005, the NASBA Center for the Public Trust (CPT) has supported and promoted ethical leadership within the business community. After successfully honoring ethical business leaders for more than a decade through the *Being a Difference* Award, the CPT revised the program in 2017 by establishing the *Bill Daniels Being a Difference* Award program, sponsored by the Daniels Fund.

This recognition is reserved for leaders who go beyond making a difference and establish a reputation for continuously *Being a Difference* by leading their businesses and communities with honor and integrity.

The award is named in honor of Daniels Fund founder, the late Bill Daniels. An entrepreneur, Bill Daniels was an early cable television pioneer and was essential to the formation and growth of the industry. He is fondly remembered for his reputation for ethics and integrity, and for his sincere compassion for those in need. Through the *Bill Daniels Being a Difference* Award program, the CPT recognizes individuals who practice these high standards of ethical leadership.

The CPT will annually award up to four deserving individuals with the *Bill Daniels Being a Difference* Award. The criteria for this special award incorporates the eight ethical business principles Bill Daniels used to guide his actions and decisions. These principles include; integrity, trust, accountability, transparency, fairness, respect, rule of law and viability.

Nominations are accepted year-round, and the CPT encourages individuals and organizations to nominate deserving candidates by June 15, 2017, to be considered for the next class of honorees. Visit thecpt.org/awards to learn more. ☆

GOOD NEWS

Nashville Sandwich Shop Serving Up Sustainability

Did you know? Forty percent of the food produced in the United States is never eaten. The average American household wastes \$1,500 on food waste per year. Nashville Mayor, Megan Barry, recruited some help from a local restaurant owner to lend a hand with her Food Saver Challenge, which combats the city's food waste problem.

Jeremy Barlow, Manager of Sloco, a sandwich shop in the 12 South neighborhood of Nashville, is helping fight food waste. "Sloco's overall goal is to be a leader in driving food systems change," said Barlow. "By eliminating food waste as well as the remaining trash through recycling, we can affect climate change, community budgets, pollution, hunger, socialization, fossil fuel depletion and the list goes on." *continued on page 2*



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Ellen & Walmart Shock Students With the Ultimate Surprise

“Education is the most powerful weapon, which you can use to change the world.”
— Nelson Mandela

Students from Summit Academy Charter School in Brooklyn, NY, were recently surprised to learn they were awarded college scholarships. Walmart teamed up with the Ellen DeGeneres Show to give 42 deserving high school seniors full rides to any state university in New York. The scholarship is enough to cover tuition costs for four years.

The Summit Academy is in the Red Hook neighborhood of Brooklyn where only four percent of adults hold college degrees. Last year, 93 percent of the school’s graduating class attended college, and this year, the seniors are aiming to have 100 percent of their class attend college. With this generous monetary gift, the Summit Academy seniors are well on their way! Over 80 percent of the 2017 class has already been accepted to colleges, so far.

The NASBA Center for the Public Trust (CPT) encourages other organizations to explore opportunities on how they can invest in future leaders. ☆

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Nashville Sandwich Shop Serving Up Sustainability

Sloco is a no waste facility, even down to the compostable products their meals are served on. Barlow has a few tips on how readers can help the cause at home. He said, “Don’t worry about the date on the package, don’t over buy or over order, learn how to freeze, can or put up stuff you can’t get too, start a compost program in your yard and most importantly, be conscientious about what you buy, who you buy it from, and what you do with it.”

The CPT commends Sloco and their sustainable efforts. If you have a Good News story, email info@thecpt.org. ☆



LEAD WITH INTEGRITY

A Super Lesson on Trust

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

If you were like me and millions of others, you watched Super Bowl LI a couple of weeks ago. It was an interesting game that had a tale of two halves. Not only was this the first Super Bowl in the game’s 51 years to go into overtime, it also had the largest comeback in Super Bowl history. However, what stood out to me most about the game were the two examples I saw of how trust can impact important activities and decisions. For me, Super Bowl LI was a *Super Lesson on Trust*.

The Atlanta Falcons displayed how trust can be a powerful, yet fragile, asset. In the first half of the game, the Falcons were very impressive. Based on the coaches’ and players’ decisions, I could tell they trusted and believed in their game plan and each other. For the majority of the first half, the Falcons were successful in nearly every aspect of the game. More specifically, their high level of trust was exemplified during a play where the defensive back made an interception and scored a touchdown in the second quarter. The defensive back and one other teammate recognized a common behavior from the Patriots, they trusted their instincts, and their actions led to an interception and score.

The second half of the game, was a different story. As the game progressed, the confidence and trust the Falcons players had in each other and their plan faded. On defense, the coaches became much more conservative as their lead grew to 25 points. They did not trust that the aggressive approach used earlier in the game was sustainable. On offense, the Falcons did not trust they had scored enough points to win the game, so they were too aggressive for the situation. Late in the game, they could have scored less and used up more time to avoid the Patriots scoring enough points to tie the game. Instead, they attempted to score more and failed because of their aggression and lack of trust in their ability to play like they did in the first half of the game.

The New England Patriots showed me how unwavering trust can give us the confidence to overcome obstacles and achieve success. In the first half, the Patriots showed some progress, but they did not score many points. Their plan was working to an extent, but they could not score the points they needed to claim the lead in the game. Even when things looked desperate, they continued to trust their plan and methodically worked their process.

On the sidelines, the Patriot leaders encouraged the team, and told them to trust the plan and one another. They believed they could win. They had super trust. How? Why? Because they had been through it before. They had won four other hard-fought Super Bowls. The players and coaches trusted their leaders, who reminded them to trust the plan and each other. Their trust led them to victory.

What kind of trust do you and your team have, fragile or unwavering? I challenge you to take an assessment of the trust in your environment. If trust is low, find out why and encourage those around you. Learn from this *Super Lesson on Trust*. Until next time: Lead with Integrity. ☆

SPONSOR A LEADER

Change a Life



The Sponsor a Leader Campaign provides life-changing leadership and ethics training to high-potential college students through the NASBA Center for the Public Trust's (CPT) annual StudentCPT Leadership Conference (SLC). At this intensive, two-day conference, students will:

- **Experience real-life ethical dilemmas and improve their decision-making skills**
- **Glean wisdom from speeches and networking sessions with top industry professionals**
- **Learn about conflict management, personal accountability and strategic networking**
- **Understand how to identify, apply and enhance their strengths**
- **Learn leadership best practices for their StudentCPT chapters and future endeavors**

This year, we are excited to welcome 80 students to our summer conference, themed Navigating Levels of Leadership, in Newport, RI.



Why It Matters

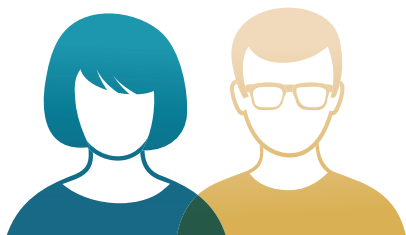
Across the United States, employees and organizations face ethical dilemmas on a continuous basis. Unfortunately, good people sometimes make poor decisions because they are unprepared to manage these types of scenarios.

Through the SLC, students learn how to navigate these ethical dilemmas. 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.

Change the life of a future leader by making a gift toward our Sponsor a Leader campaign.

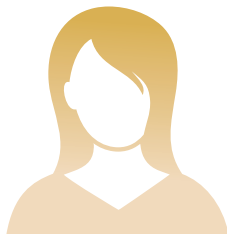
By Sponsoring a Leader, you are providing scholarships to 80 outstanding college students who want to attend the 7th Annual StudentCPT Leadership Conference, June 26-28, in Newport, RI.

Sponsorship Levels



Sponsor a Team
\$2,000

Sponsor a Student
\$1,000



Sponsor Student Travel



\$500
Per student

Sponsor
Student Meals
\$150
Per student



Change the life of a young leader today
by visiting thecpt.org/sponsor.

Or send a check to:

NASBA Center for the Public Trust

PO Box 306272, Nashville, TN 37230-6272

For questions, additional sponsorship opportunities
or more information, contact:

Sydney Shearer

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Here's what attendees of last year's
Student Leadership Conference
had to say:



"I learned more about my strengths as a person and a leader, as well as how to focus on and use those strengths to my advantage. I also met and connected with truly courageous and wonderful people who I have formed a deep respect for."

- Somto Dimobi, Vanderbilt University



"I gained a lot of valuable insights on ethics in the business world as well as general ethical principles, all while meeting many unique and creative individuals. I left with many great connections and with confidence in myself as an ethical leader."

- Demi Lorey, University of Kentucky





Virgin Islands Chapter Kick-off

STUDENT NEWS

UAB Kicks Off the New Year with Alabama's 2nd StudentCPT Chapter



On January 23, University of Alabama, Birmingham became the newest chapter of the StudentCPT family. Twenty-nine (29) students attended the kick-off meeting, which was led by Ryan Hirsch and Ashley Metivier who discussed the importance of ethical leadership in an interactive, thought-provoking presentation. Students learned what they can expect to experience as a participant of the StudentCPT Chapter program, and also enjoyed a catered dinner and fellowship with professors and CPT staff.

StudentCPT Launches First Chapter in the U.S. Virgin Islands

On February 25, the CPT kicked off the University of the Virgin Islands StudentCPT chapter in St. Thomas, VI. CPT President, Alfonzo Alexander, spoke to students about ethical dilemmas they may face early in their careers, and provided them with tips for overcoming these challenges. The CPT is proud of the enthusiastic and energized leaders for getting the chapter up and running.

Colorado Mesa StudentCPT Hosts Ethics Lecture Series

On February 8, Colorado Mesa's StudentCPT Chapter hosted an Ethics Lecture Series, featuring CPT President, Alfonzo Alexander. Alexander spoke to nearly 100 students about the importance of navigating ethical dilemmas early in their careers.

Alexander Speaks to UNM Students about Ethical Leadership

CPT President, Alfonzo Alexander, recently spoke to classes at the University of New Mexico (UNM) about the importance of leading with integrity and ethical decision-making skills. This presentation helped reinforce information UNM students are learning in their courses offered through the CPT's Ethical Leadership Certification Program. ☆

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**Leaders at all levels play
a key role in implementing
an effective ethics program.**

For more information on our professional
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