

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

May/June 2017



## Ethics In Action Video Competition Receives Record Number Of Entries

The 2017 *Ethics in Action* Student Video Competition was a huge success. This year, a total of 71 video entries were received from 19 college and universities, which surpasses last year's record of 66 videos from 13 schools.

These videos generated more than 7,000 views and 1,100 viewer's choice votes from individuals who watched students use their creativity to demonstrate how ethical dilemmas should and should not be handled in business. The NASBA Center for the Public Trust (CPT) is thrilled with the continued interest and support for these student videos.

The competition is sponsored by the Dean Institute for Corporate Governance and Integrity, which helped the CPT award more than \$4,000 in cash prizes to 10 different teams of winners.

Please see a complete list of competition winners to the right.

### JUDGES AWARDS:

#### Short Film Category (1-3 Minutes)

##### First Place:

*Betty's Call*, Maryville University

##### Runner Up:

*Wage Gap*, Colorado State University

#### Commercial Category (1 Minute or Less)

##### First Place:

*Nepotism*, Oral Roberts University

### VIEWER'S CHOICE AWARDS:

#### Short Film Category (1-3 Minutes)

##### First Place:

*Office Television*, Ohio University

##### Runner Up:

*Gas Up*, Adams State University

#### Commercial Category (1 Minute or Less)

##### First Place:

*Fraud Triangle*, University of the U.S. Virgin Islands

## GOOD NEWS

### Google Helps Users Make Informed Decisions

By now, you may have heard about the challenges being created by the distribution of fake news. When some people see articles with a large number of views on Google or Facebook, they assume they are credible. This can sometimes lead to misinformation when fictitious news is perceived as factual information.

Search engine giant, Google, is now working to add clarity and transparency to the validity of news stories. "Google it" is a phrase we hear and say often, when we don't know the answer to something. Google recently launched a new tool, which allows users to ensure the accuracy of their searches. Users will be able to see if their search results have been fact checked by a reputable source, which will be indicated with a "Fact Checked By:" icon.

This technology allows Google to combat the spreading of "fake news." Facebook is also currently exploring ways for users to spot inaccurate content on their platform. The CPT commends Google for being an innovative leader and role model in promoting truth. ☆

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Editors: Jenna Elkins and Cassandra Gray  
Contributors: Alfonso Alexander, Ryan Hirsch, Alexia Kammer, Ashley Metivier, Sydney Shearer  
Production Editor: Katrina Mitchell

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## Board of Accountancy Implements CPT Ethics Training as Disciplinary Tool

Since its official launch in May of 2016, the NASBA Center for Public Trust (CPT) Professional Ethics Training and Certification Program has been developing ethical leaders across a variety of disciplines nationwide.

After seeing the value of the training, the Missouri Board of Accountancy worked with the CPT to create a modified version of the program, which is being used to reinforce the ethical principles that are needed to enhance the ethical decision-making skills of the Board's licensees.

In December 2016, the program was introduced as part of a disciplinary process for Missouri CPAs with ethics infractions. This online training program contains three, one-hour modules, and participants are required to pass each section with a score of 100 percent before they can move on to the next section.

Since the program allows for customization options, the Missouri Board also included an introduction video from their leadership, explaining the intended goals and purpose of this training. CPAs who are assigned this training as part of a disciplinary action do not receive Continuing Professional Education credit, they complete it solely to meet the requirements of the Board ruling.

The CPT is currently in discussions with other boards to explore the best options for incorporating this training into their disciplinary actions as well. The CPT team is available to provide demos to show how this program can best fit the need of your board or company. To learn more, contact Sydney Shearer at [info@thecpt.org](mailto:info@thecpt.org). ☆



## LEAD WITH INTEGRITY

Why NOT Me?

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

As we continue to grow as leaders and professionals, we run into situations that lead us to ask the question, "Why me?" Last week, I asked that question in response to an adverse situation, and heard a response from a soft voice inside me. The response was, "Why NOT me?" Suddenly, I found myself in a quandary, because I did not have a good answer to that question. In fact, the question inspired deeper thinking on my part that led to a great epiphany for me.

The answer to the first question, "Why me?", is the true epiphany. We often face challenges or adversity at times to allow us to grow as ethical leaders. The challenge I faced forced me to think differently, and enabled me to produce a strategy that will ultimately be very positive for me and others around me. Without the adversity, I would not have invested time to come up with the strategy and solution. As a leader, I owe it to those I lead and influence to overcome the challenges I face with integrity, so I can assist them when they have challenges.

Here is the new perspective for leaders wondering, "Why me?" Change the question to, "What will I learn from this?" Or, "How will I grow from this experience?" By changing our perspective in difficult situations, we shift our attitude from pity to solution mode. Once in solution mode, we begin the journey to successful resolution.

Effective leaders may ask "Why me?" at times, but the best leaders move quickly to "Why NOT me?" and go into solution mode. As you pursue the journey to Lead with Integrity, I encourage you to change the question and grow as a leader.

As always, Lead with Integrity! ☆

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## Ethics In Action Video Competition Receives Record Number Of Entries

### BONUS AWARDS:

#### Finalists

*Biased Decisions*, Loyola University, New Orleans

*Corruption in our Everyday Lives*, Oklahoma State University

*Questionable Questions*, University of Northern Colorado

*Theft in the Work Place*, University of Northern Colorado

First launched in 2011, the annual competition seeks creative video entries showcasing examples of ethical behavior in the business world and is open to undergraduate and graduate students attending colleges and universities throughout the U.S. Visit [studentcpt.org](http://studentcpt.org) to learn more. ☆



# SPONSOR A LEADER *Change a Life*



## *Why I Sponsor a Leader*

**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). This conference is made possible by gifts from generous donors—like you!**



Andrew (Andy) DuBoff is a former member and president of the New Jersey State Board of Accountancy, and a longtime supporter of the Student Center for the Public Trust (StudentCPT). **When asked why he invests in the Sponsor a Leader Campaign, he said, “For the future of our country.”** The StudentCPT, DuBoff explained, helps young people rise to the occasion by following the ethical path, no matter what sector they work in. He said that it “gets to the heart of the matter” by teaching young people to think ethically and encourage others around them to do the same. DuBoff believes that this is fundamental and gives us a greater degree of confidence that they will travel the right path to becoming our future leaders.

**We thank DuBoff for his continued, generous support of our students and invite you to join him in sponsoring a leader and changing a life.**

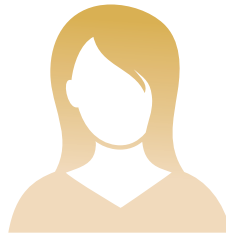


# Sponsorship Levels



**Sponsor a Team**  
**\$2,000**

**Sponsor a Student**  
**\$1,000**



**Sponsor Student Travel**



**\$500**  
**Per student**

**Sponsor**  
**Student Meals**  
**\$150**  
**Per student**



## 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.

**Change the life of a young leader today by visiting [thecpt.org/sponsor](http://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**

**Development & Student Programs Specialist**

**(615) 312-3834 | [info@thecpt.org](mailto:info@thecpt.org)**







Belmont StudentCPT Leaders Host Event with Nashville Mayor, Megan Barry

## STUDENT NEWS

### CPT Welcomes Two New StudentCPT Chapters

Students at Valdosta State University and the University of Delaware recently started StudentCPT chapters and expressed their commitment to being ethical leaders.

On April 11, Ryan Hirsch hosted an interactive StudentCPT chapter kickoff meeting with students at the University of Delaware. Students discussed how they would respond to a series of ethical dilemmas, while Hirsch explained the pros and cons of each response. This chapter is sponsored by Deloitte and represents the CPT's first student chapter in Delaware.

On April 13, Alfonzo Alexander warmly welcomed Valdosta State University into the StudentCPT family, by speaking with students about the importance of making ethical decisions early in their careers. This chapter is sponsored by Nichols, Cauley & Associates, who also invested their time by having multiple representatives attend this meeting.

### Lipscomb Presents Campus BADA

The StudentCPT honored Lipscomb student, Matt Gibson, and Lipscomb faculty member, Rob Touchstone, with Campus *Being a Difference* Awards on April 18. Matt and Rob were both quoted by Chapter Advisor, Natasha Johnson, as being "difference makers," both on and off campus. Congratulations to Matt and Rob!



### Belmont StudentCPT Leaders Host Event with Nashville Mayor, Megan Barry

On March 26, StudentCPT Officers, Katie Canfield and West Bielstein, facilitated a conversation with Belmont University students and Nashville Mayor Megan Barry around the topic of ethics in her career. Mayor Barry emphasized that having power means you have an opportunity and responsibility to positively impact the lives of others.

### Servant Leadership Starts Early

Part of being an ethical leader is understanding that true leadership starts with serving others. Members of the Colorado Mesa StudentCPT recently collected and delivered boxes filled with food and personal hygiene supplies for the HomewardBound of Grand Valley Homeless Shelter in Grand Junction, CO.



The CPT commends these student leaders for being a difference in the lives of others in their local community. This commitment to serving others lays a strong foundation for their future career success. ☆

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# CPT GOLF CLASSIC

## Sign Up for the CPT Golf Classic

**Date:** Monday, July 17, 2017 at 11 a.m.

**Location:** The Governors Club Golf Course in Brentwood, TN

The CPT Golf Classic is a tournament benefitting the Student Center for the Public Trust (StudentCPT). This event will be filled with food, fun, prizes and opportunities for networking.

**Visit [thecpt.org/golfclassic](http://thecpt.org/golfclassic)**

**to register your team and view sponsorship opportunities.**

