

March - April 2012

## STUDENT CPT HEADS WEST

### UNM Students and Faculty Embrace Need for Ethics Education

The University of New Mexico (UNM) became the fifth university to establish a chapter of the Student Center for the Public Trust (Student CPT). Boasting a great turnout at its kick-off meeting on March 8, the chapter claims rights to the first established west of the Mississippi.

benefits of Student CPT membership, including a view into the real world of business, leadership development, networking opportunities, and increased marketability. She also spoke about the requirement to participate in a community service activity. This pushes members to



Guest speaker and NASBA Center for the Public Trust (CPT) President, Alfonzo Alexander, delivered a dynamic presentation on ethical leadership in business. Alexander's comments were followed by a thoughtful Q&A session and a lively discussion with students. The engaging meeting format will be mirrored by future chapter activities, where experienced professionals will be brought in as guest speakers to offer insight and relevant advice to chapter members as they prepare to transition from students to ethical business leaders.

Additionally, Amy Walters, CPT Manager of Programs, spoke about the many

interact with their community and fellow chapter members, while developing additional leadership skills.

UNM and its Anderson School of Management have shown a deep commitment to the support and success of the new student chapter. Attendees included not only students, but also UNM faculty members and Anderson School of Management Dean, Douglas M. Brown. Brown addressed the group, expressing his support and gratitude to the faculty, student officers, and the CPT. He also applauded the students in attendance for their ability to recognize the value of membership in the Student CPT.

## Good News

NASBA Board Member, Harry Parsons, CPA, has been recognized for his volunteer work and unwavering support of a much needed community organization. SceneStealers is the only children's theatre arts company in Reno, NV, where every child is given the chance to perform. Students learn all aspects of theatre in a safe, nurturing, and supportive environment; this builds their self-confidence and self-esteem which in turn helps them with everything from academics to social skills. In this sluggish economy, and with an increasing number of students on scholarships, Parson's, along with his wife and daughter, were seriously thinking about giving up the fight to keep a number of students enrolled. Instead, they took action and put together a highly successful fundraiser. Parson's was thanked by SceneStealers, specifically for his in-kind accounting and videography services, set-up and transportation of sets and scenery, and "a million other things... too many to list."

## TELL US YOUR GOOD NEWS

Have Good News to share? Do you know a person or company that has done something noteworthy that demonstrates principled ethical behavior. Send us your Good News story to be featured in *Ethics Matters*. Stories can be sent to Amy Walters at: [awalters@nasba.org](mailto:awalters@nasba.org).

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## Student CPT Heads West

"We see tremendous potential at UNM due to its strong support system within its business school, in particular; Dean Brown, Dr. Linda Ferrell – Professor of Marketing, Dr. O.C. Ferrell – Professor of Marketing, and Craig White – Dept. of Accounting Chair and UNM's Beta Alpha Psi faculty advisor." said Alexander. Drs. Linda and O.C. Ferrell also serve on the CPT Board of Directors.

Nearly 50 students became official members at the inaugural event, with majors ranging from Accounting and Finance, to Marketing and Management Information Systems. This variety of student backgrounds and interests is something unique to the Student CPT, as membership is open across all majors. The chapter hopes to attract members from across campus and engage majors in Engineering, Communication and Journalism, as well as the Medical and Law schools.

"This is a tremendous opportunity for UNM students to engage and discuss organizational ethics and ethical leadership. In conjunction with our Daniels Fund Business Ethics Grants we feel that UNM students have some of the best exposure to this important topic in the country." Linda Ferrell, Bill Daniels Professor of Business Ethics.

"There has never been a time in history when businesses and universities needed to partner together more than now to address business ethics with our students. We feel fortunate to have forged a strong partnership with the NASBA Center for the Public Trust." O.C. Ferrell, Bill Daniels Professor of Business Ethics. ☆



## LEADERSHIP COLUMN

Energy and Excitement Equals Execution

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

We are so pleased with the infectious **energy** and **excitement** about the CPT over the last few months. Since December, we have travelled across the country meeting with organizations, universities, business professionals and students. The reception has been tremendous, and the dialogue has been rich. Through these interactions, we are finding that our work at the CPT is very relevant, and it can positively impact individuals throughout the business and academic communities. After each of these meetings or events, everyone leaves **energized**, **excited** and committed to **execute** our plans for the future.

One such conversation was with our CEO, Ken Bishop. Ken and I talked about how pleased we were with the growth of our student chapters. We are both amazed with the establishment of four new SCPT chapters (University of Tennessee at Knoxville, Rutgers University, University of New Mexico and Ohio University) in one quarter. The **energy** and **excitement** started by board members and other CPT

volunteers on those campuses made it easier for our staff to work with student and faculty leaders to **execute** and get the chapters started.

Another source of **excitement** has been our *Being a Difference Award* presentations. Giving the award to Robbie Narcisse last month was a true thrill. Representatives from every level within Pitney Bowes came with enthusiasm to help us celebrate the accomplishments of their winner. Seeing their support and appreciation for Robbie was **energizing** for me.

We are also **excited** about the future. As we continue to focus our **energy** on **executing** our plans, we will have very **exciting** news to share with you in the coming editions of *Ethics Matters*. We will share information with you about more student chapters, our student leadership conference, an **exciting** certification program for students, a new *Being a Difference Video Series* and a new professional development series. We hope to bring our **energy** and **excitement** your way soon.

## A VISION REALIZED... STUDENTS SHARE IMPACT OF STUDENT CPT MEMBERSHIP

One of the benefits of Student Center for the Public Trust (Student CPT) membership is exposure to the real world of business. For the students who attended the chapter meeting at Rutgers University in Newark, NJ, on February 6, nothing seemed more real than a real life story of the consequences tied to unethical behavior in business. Garrett Bauer served as their guest speaker. Bauer, a former independent day trader on Wall Street who pleaded guilty to insider trading in December, warned students to resist the temptation to cheat the system. Bauer forfeited about \$20 million in bank and trading accounts, as well as a \$6.65 million condominium on the Upper East Side of Manhattan and an \$875,000 home in Florida. (At the time of print, he was awaiting sentencing.) Following are essays written by two of the officers of the Rutgers chapter describing the impact Bauer and the Student CPT has made on them:

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The NASBA Center for the Public Trust (CPT) supports and promotes ethical behavior, actions and activities within the business and professional communities. Each year, the NASBA CPT honors individuals who positively impact business with strong, ethical leadership.

Through the *Being a Difference Award*, the CPT recognizes individuals practicing high standards of ethical, business leadership. *Being a Difference Award* recipients do not simply aspire to make a difference – they are *Being a Difference* in their careers and other endeavors by embodying the very best in principled behavior and integrity.

The NASBA CPT is seeking nominations from a wide array of businesses and industries across the nation for the 2012-2013 *Being a Difference Award*. CPT supporters and the business community at-large are encouraged to nominate individuals who are *Being a Difference* – in their environment (industry, profession, or community).

#### AWARD CRITERIA

Nominees will be considered on the following criteria:

- ☆ Holds a leadership position within his or her organization.
- ☆ Has shown exemplary conduct with key stakeholders including staff, clients, vendors and the community.
- ☆ Has taken the lead or provided significant support to ethical practices or programs within his or her organization.
- ☆ Exhibits personal values and actions that demonstrate integrity and ethics.
- ☆ Has faced a recent challenge and overcome it with integrity, or taken other recent steps to show commitment to ethics is currently active.
- ☆ Has taken the lead or supported efforts emphasizing good corporate responsibility.

Nominations must be received by **5 p.m. CDT** on **MAY 31, 2012**. Entries can be submitted via:

**Online:** [www.centerforpublictrust.org/BeingADifferenceNomination](http://www.centerforpublictrust.org/BeingADifferenceNomination)  
**Email:** [awalters@nasba.org](mailto:awalters@nasba.org)  
**Fax:** 615.564.2129  
**Mail:** 150 Fourth Ave N, Suite 700  
Nashville, TN 37219



**Questions?** Contact Amy Walters at 615.564.2129

## 2012-13 NOMINATION FORM

Due by 5 p.m. CDT on May 31, 2012

### NOMINEE INFORMATION

First Name Middle Initial Last Name

Address City/State ZIP Code

Telephone Number Fax Number Email Address

Position: ☐ President ☐ Vice President ☐ Executive ☐ Director ☐ Other: \_\_\_\_\_

Industry: \_\_\_\_\_

Company: \_\_\_\_\_

Primary Responsibilities: \_\_\_\_\_

### REVIEW QUESTIONS

Please provide specific examples of the nominee's commitment to and support of practicing high standards of ethical, business leadership. To complete the nomination, please answer the questions below on a separate document, taking care to identify your answers with the corresponding question number. Attach the answers to this nomination form, along with any other supporting materials.

1. Describe an ethical dilemma or situation which the nominee resolved.
2. Describe how the nominee serves as a leader in his or her business sector.
3. Explain how the nominee adheres to ethical principles and exudes them in his or her career.
4. Explain why the nominee is deserving of the *Being a Difference Award*.

### NOMINATOR INFORMATION

Name Title

Address City/State ZIP Code

Telephone Number Fax Number Email Address

How did you hear about this award?

- ☐ CPT Newsletter ☐ CPT email ☐ CPT direct mail ☐ CPT Website ☐ NASBA Newsletter ☐ NASBA email ☐ NASBA Website  
☐ Twitter/Facebook ☐ Colleague ☐ Other: \_\_\_\_\_



## The Impact of the Student Center for the Public Trust

My name is Stella Continanza, and I would like to share with you what being president and founding member of the Student CPT chapter at Rutgers University means to me. My parents raised me to always “do the right thing.” However, once I entered the world of higher education and business, I realized this would be hard to do. Despite my initial fears, I have been able to succeed both academically and professionally while upholding high ethical standards. My peers struggle to stay ethical when faced with work deadlines and pressure to make good grades. I want to help others learn that they can achieve success in an ethical way. I take great pride in being a part of the Student CPT.



I believe a strong background in ethics is vital for any emerging professional, as situations in which our values are put to the test are inevitable. Ethics is a subject that is best learned from hearing personal stories and interacting with others. My executive board and I aim to bring in speakers to talk about ethical dilemmas they have faced. Garrett Bauer’s insight made me realize that one must decide how to act in a situation before it occurs.

Beyond giving me an outlet to develop my personal character, holding an executive board position in my chapter has allowed me to develop skills that will help me succeed after graduation. As a Marketing and Management double major, I am able to call upon insights gained from my classes to lead effective Student CPT meetings. Using social media to promote the

organization has also helped me improve my marketing communications skills.

I am prepared to nurture and grow the Student CPT at Rutgers. Thank you for your continued support of the Student CPT and all of the wonderful opportunities it has provided to fellow members and me.

My name is Mitchell Collins; I am a junior studying Supply Chain Management and Marketing Science at Rutgers University. With one year left to earning my bachelor’s degree, I decided I wanted to be a part of a student organization that would make a difference in my life. I was fortunate enough to get word of the Student CPT’s first meeting. After that meeting, I immediately focused on committing to a leadership role with the Student CPT.

I am proud to announce I have been elected as the Student CPT, Executive Secretary. Our executive board has been proactively planning activities for the semester. Thus far, I acquired Garrett Bauer to speak about his insider trading case and the impact his unethical behavior has made on his future. This event was a riveting realization of life changing consequences due to unethical behavior. Coming up, we have David Costello, as a guest speaker, as well as playing the role of guest speaker ourselves to 7th and 8th graders at Newark, NJ public schools. Our goal as guest speakers is to make an impact through community service in an effort to reach out to the inner-city youth and speak on the importance of leadership and ethical decision-making. I am eager to see this student chapter prosper as the most notable for outstanding student leadership.

Finally, I would like to sincerely thank our sponsors for their benevolent donations to support of the Student CPT. It is an honor to be a part of an amazing organization that has made such an impact on me, while allowing me to pay it forward. ☆

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**“I believe a strong background in ethics is vital for any emerging professional, as situations in which our values are put to the test are inevitable.”**

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## ROBBIE NARCISSE PRESENTED *BEING A DIFFERENCE AWARD*

On February 21, CPT President Alfonzo Alexander and Founder David A. Costello visited Pitney Bowes National Headquarters in Stamford, CT, to present the *Being a Difference Award* to Robbie Narcisse. Ms. Narcisse serves as vice president of global ethics and business practices for Pitney Bowes.

Narcisse is responsible for leading the company’s efforts to ensure that its worldwide business operations are conducted in full compliance with all applicable laws, as well as ensuring Pitney Bowes’ policies and procedures are implemented with the highest ethical standards.

Johanna Torsone, Executive VP and Chief Human Relations Officer at Pitney Bowes, nominated Narcisse for the award, stating; “Ms. Narcisse has provided the thought leadership, stewardship, communications and day-in and day-out persistence required to enable Pitney Bowes’ long standing foundation of ethical business practices to be true in spirit and worthy of such recognition.

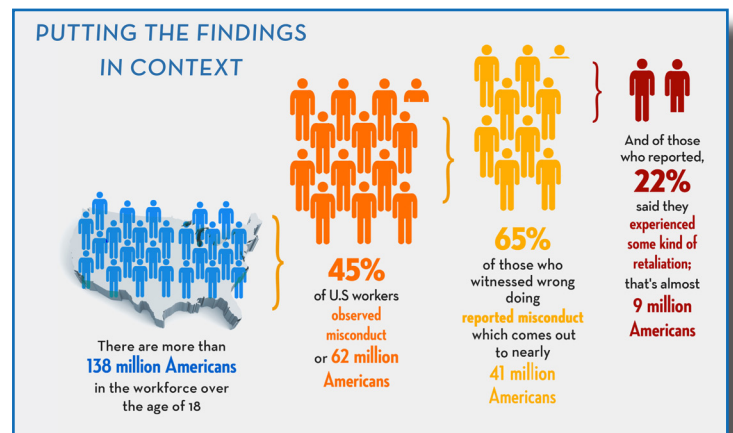
“We are proud to award Robbie Narcisse the *Being a Difference Award*,” said CPT President, Alfonzo Alexander. “We are impressed with her efforts to ensure ethics and compliance are relevant and top-of-mind at Pitney Bowes. Her ability to provide positive leadership and influence in her environment proves that she is truly being a difference.” ☆

## ETHICS AWARENESS

Is your organization doing anything special to feature or promote business ethics awareness?

To get the conversation started: featured below are a few statistics from the Ethics Resource Center's (ERC) recently released report on their National Business Ethics Survey.

- ◆ The percentage of employees who witnessed misconduct at work fell to a new low of 45%
- ◆ Those who reported the bad behavior they saw reached a record high of 65%
- ◆ 22% of those who reported misconduct say they experienced some form of retaliation (an increase of 12%-15% in years 2007 and 2009)
- ◆ Percentage of employees who perceived pressure to compromise standards in order to do their jobs rose five points to 13% (just shy of the all-time high of 14% in 2000)
- ◆ The share of companies with weak ethics cultures increased to 42%



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Visit [www.ethics.org](http://www.ethics.org) to see the entire report and take a survey on business ethics.

**Want to promote your status as an ethical professional?**  
**Join our Ethics Network today.** ☆