STUDENT CPT CONTINUES TO GROW

Ohio University Kicks Off Student CPT Membership in Record Numbers

Ohio University in Athens, OH, is widely known for several things, including its scenic hillside campus.

Chartered by the state of Ohio in 1804, Ohio University is the oldest university in the Northwest Territory. Making the U.S. News and World Report’s Best Colleges list in 2012, the university is known for its strong academic reputation, including great programs in journalism and education.

On April 9, Ohio University added another accomplishment to its growing list when it became the sixth school to charter a Student Center for the Public Trust chapter. The university also set a Student CPT record for a chapter kick-off meeting with almost 200 attendees!

The meeting began with opening remarks by chapter president Dillon Leary, who spoke about what is expected of his chapter and its goals and aspirations for the immediate future. Leary said he is thrilled to serve as chapter president for a student organization that does so much to promote ethics in the business world. “The Student CPT is a great place for fostering ethical professionals for the future, and I am extremely glad to be a part of it,” said Leary. “I hope it continues to have a lasting effect on students for years to come.”

Alfonzo Alexander, CPT President and NASBA’s Chief Relationship Officer, served as the meeting’s guest speaker, delivering an interactive presentation about the real world of business and ethical challenges leaders often face. Alexander also hosted a Q&A with the students.

Also in attendance was CPT Board Member Jerry Esselstein, who received his BBA in Accounting and Interpersonal Communications from Ohio University. He also serves on the Executive Advisory Board to the College of Business at Ohio University. Esselstein said he could not be more pleased with his alma mater’s representation at the kick-off meeting. “Having graduated from Ohio University and currently serving on advisory boards to the College of Business and the School of Accountancy, it gives me great pride and personal satisfaction that OU is the first Student CPT chapter in Ohio,” said Esselstein. “The goals of the Student CPT program and the College of Business align perfectly. Thank you to the students and faculty who so enthusiastically welcomed the mission of the CPT.”

Congratulations to Ohio University for such a strong start in the Student CPT. Keep up the good work!

GOOD NEWS: RUTGERS STUDENT CPT PAYS IT FORWARD

On Friday, April 27, the Rutgers University Student Center for the Public Trust chapter carried out their annual community service activity by mentoring eighth-grade students in their area.

The chapter partnered with the Student Outreach Council to give 34 eighth graders from the Greater Newark Charter School the opportunity to learn why it is important to start building values and character at a young age.

Discussions revolved around what the students would do when faced with four different scenarios. They were asked if an action was ethical or unethical, what they would do, what they should do, and why. Students were then asked to create a board reflecting how they define ethics, and what they learned from the scenarios discussed as a group.

All of the students actively participated by taking notes, offering opinions, drawing their response posters, and presenting their posters to the group.

The Rutgers University Student CPT chapter looks forward to making this outreach activity with the Greater Newark Charter School an annual tradition.

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Editors: Cassandra Gray & Amy Walters
Contributors: Alfonzo Alexander & Andy Goldstein
Production Editor: Anthony Cox & Katrina Mitchell

centerforpublictrust.org
FIRST RECIPIENTS OF CAMPUS BEING A DIFFERENCE AWARD HONORED

Since 2006, the NASBA Center for the Public Trust (CPT) has honored professionals who positively impact business with strong, ethical leadership through the Being a Difference Award program. The CPT recognizes these individuals practicing high standards of ethical, business leadership by traveling to their hometown to formally present the award in front of their respective peers and family.

This spring, the CPT launched a parallel program, the Campus Being a Difference Award, for college and university campuses where Student Center for the Public Trust (Student CPT) chapters are established. Lipscomb University was the first campus to establish a Student CPT chapter, and has embraced the new award program by once again serving as the pilot campus. Under this awards program, students are encouraged to submit nominations in two categories: students and faculty. An honoree is then selected from each category by the campus Student CPT leadership with the guidance of the chapter faculty advisor and the CPT national office.

Award recipients do not simply aspire to make a difference – they are Being a Difference on their campus and through other endeavors by embodying the very best in principled behavior and integrity.

The honorees of the inaugural Campus Being a Difference Award at Lipscomb University are student, Elizabeth Hayes, and faculty member, Dr. Ray Eldridge. continues on page 5

LEADERSHIP COLUMN

Aspire to Inspire

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

A few weeks ago, my nine-year-old daughter told me that she has a new motto, “Aspire to Inspire before you Expire.” Immediately, I thought about the NASBA Center for the Public Trust (CPT), and what we do here. My daughter’s proclamation caused me to reflect on my most recent travels. During those trips, I was beyond impressed, actually inspired, by the encounters I had with amazing ethical business and academic leaders, as well as student leaders.

My initial inspiration came through the person, and legacy of Tom Hill. Tom is one of our Being a Difference Award winners. As the Chairman of Kimray, Inc., he is also the founder of Character First! and the Character Training Institute. Although his resume is very impressive, the most inspiring thing about Tom is what you see when visiting Kimray. During my visit, I had the opportunity to attend one of the company’s monthly employee meetings.

The meeting was filled with uplifting testimonies about employees celebrating their anniversaries with the company, updates on the company’s financial position by the CFO, and a motivational development presentation by the CEO. It was in this meeting that I saw how Tom is being a difference, and how his difference-making impact will continue for many years. His sons now carry on his legacy by continuing these very important employee meetings. In addition, through Character First!, Tom’s leadership and ethics principles are inspiring employees at over 2,000 businesses in 28 countries throughout the world. Tom and his team truly inspired me.

I was also inspired by Connie Esmond-Kiger and Jerry Esselstein during our launch of the Student CPT chapter at Ohio University. In approximately 30 days, Jerry pulled together the key individuals on campus to secure a commitment to start a chapter, and he facilitated meetings for our staff to work with the campus representatives to make the vision of the Student CPT chapter a reality. One of those key representatives on campus was Connie. Through her relationships with students and other faculty members, she was able to fill the room with almost 200 students for the kickoff meeting. Both Jerry and Connie inspired me by developing and executing a plan that led to our largest kickoff meeting to date.

Another source of inspiration came from my time spent with the Daniels Fund, while judging their Ethics Initiative Case Competition. The competition, which included teams from seven universities representing four states, was outstanding. The staff, university partners and volunteers for this organization inspired me through their commitment to principle-based leadership. This organization’s focus on business ethics education is purposeful, relevant and impacts over 1,000 college students nationwide. I am excited about a project we are developing with them, which you will hear more about in the near future.

The preceding is only some of what is inspiring me to push and drive for the CPT to continue our work. Our mission, to champion the public trust by advancing ethical leadership in business, institutions and organizations, is relevant. We will continue to champion trust and ethical leadership, because we aspire to inspire others to do the same.
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 June 30, 2012. Entries can be submitted via:

Email: 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 June 30, 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: ___________________________
Both were honored at Lipscomb University’s College of Business Graduation Luncheon on May 4, and presented their awards by Amy Walters, CPT Manager of Programs.

“Elizabeth is extremely involved in several organizations on campus. She establishes great relationships with people and is good at getting things done. Her leadership roles include being president of the Multicultural Organization for the past three years and being a member of the Orientation Team,” said nominator and fellow student, Jessica Moore. “Elizabeth has truly made a difference on Lipscomb’s campus. She is known for her outgoing personality and willingness to help others. She has made changes on the campus that will be carried on once she leaves. She enjoys learning about other cultures and coming up with new ideas.”

Dr. Ray Eldridge, Associate Dean of the College of Business, said he was surprised making their final selections. Join the CPT in congratulating the following winners:

**PSA, Viewer’s Choice - $250 Cash Prize**  
Business Ethics  
by team Evens, Lipscomb University

**Short Film, Viewer’s Choice - $250 Cash Prize**  
Ethics Pays Off  
by RU Ethical, Rutgers University

**PSA, Winner - $500 Cash Prize**  
Business Ethics  
by team Evens, Lipscomb University

**Short Film, Winner - $1,000 Cash Prize**  
The Case of the Questionable Reference  
by Ultimate Minotaur Ethics Jam, University of New Mexico

Congratulations to all of our winners! We look forward to even more video submissions next year! ✨

**KIMRAY’S TOM HILL PRESENTED BEING A DIFFERENCE AWARD**

On March 29, Tom Hill, chairman of Kimray, Inc., became the latest recipient of the NASBA CPT’s Being a Difference Award, joining an exclusive group of people who go above and beyond to promote ethical behavior, actions and activities within the business and professional communities. Hill was presented with the award during a special reception held in his honor at the Kimray offices in Oklahoma City, OK. Established in 1948, Kimray is an Oklahoma-based manufacturer of control valves and related equipment for oil and gas producing companies.

Hill began his career at Kimray in 1971, following a seven year tour of duty in the United States Marine Corps (including a tour in Vietnam) and earned his B.S.E.E. from Oklahoma State University.

He founded Character First! at Kimray in 1992 as a way to position individuals and organizations for success. Since the organization’s inception, Hill’s training and promotion of ethical principles have positively impacted Kimray employees and also extended far beyond the walls of the company, reaching over 2,000 businesses, 1,800 school districts, 350 U.S. communities and 28 foreign countries—all of which have implemented this new paradigm for personal growth.

“I am honored to receive such a prestigious award from the NASBA Center for the Public Trust,” said Hill. “I accept this award on behalf of Kimray and its over 600 employees who set the example for character in the workplace every day.” ✨
WE NEED YOUR NOMINATIONS

Remember to submit your nomination for the 2012-2013 Being a Difference Award. A nomination form is included in this edition of “Ethics Matters.” Nominations can also be submitted online by visiting the CPT website: www.centerforpublictrust.org.

Nominations must be received by 5 p.m. CDT on Saturday, June 30, 2012. This is an extension of the previous May 31 deadline.

The CPT is seeking nominations from a wide array of businesses and industries across the nation. 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).

Don’t miss the opportunity to nominate someone who exhibits personal values and actions that demonstrate integrity and ethics, and who has provided significant support to ethical practices or programs within his or her organization.

For more information about the Being a Difference Award, please visit the CPT website or email Amy Walters: awalters@nasba.org.