



## STUDENTCPT IS ALL OVER THE MAP!

If a picture speaks a thousand words, the message here is loud and clear. The NASBA Center for the Public Trust (CPT) is experiencing tremendous growth in the number of StudentCPT chapters in development, and will reach a total of at least 10 recognized chapters by the end of 2012. According to CPT President, Alfonzo Alexander, and CPT Manager of Programs, Amy Walters, this is just the beginning.

The pace is aggressive, but the care and investment put into each new chapter by CPT staff is even stronger. In order to protect the integrity of the CPT and StudentCPT missions, each chapter in development typically receives in-person visits from Alexander and Walters by the time the kick-off meeting occurs.

Alexander's focus is to build a strong foundation and ensure the longevity of each chapter, as well as to be sure that each chapter has the support of the faculty, all the way up to the Dean of the College of Business. Alexander's one-on-one meetings with Deans around the country have helped to guarantee the new chapters will thrive for years to come.

Walters' focus is to support the official chapter establishment process on each campus. She also works with the student leaders to plan out their chapters' program calendars for the year, book guest speakers and help put chapter operations processes in place. In addition to working with chapters in development, Walters visits each established chapter once a year to

*continues on page 2*

## GOOD NEWS: CPA DAY OF SERVICE

Upcoming CPT board member Bucky Glover, CPA, of Potter & Company was instrumental in organizing North Carolina's participation this year in "CPA Day of Service" on Sept. 21. North Carolina had over 3,000 participants statewide including all four Potter & Company offices. The NCACPA website reported, "This event will be a day for CPAs, members and guests to help their communities in joint efforts across the state." Each Potter & Company office chose a service close to their hearts within their communities. Volunteers from Glover's office in Monroe participated in a project to repair the house and grounds of a home for adults with developmental disabilities that was in dire need of repairs. Shovels, brooms, paint, chainsaws and buckets were all involved. The residents beamed when they came home and saw what had been done, and all volunteers had a great and rewarding time. Other Potter & Company offices volunteered for Second Harvest Food Bank, Mooresville Soup Kitchen and CVAN yard beautification. Attached is a photo of some of the volunteers from Potter & Company's Monroe office with Bucky Glover sitting front-and-center. ☆



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## StudentCPT is All Over the MAP!

ensure continuity of programming and to offer any needed support.

Considering the unique, hands-on approach toward the development of new chapters, the number of new chapters under development and in discussion is aggressive. "I'm getting so many school referrals from NASBA members, CPT Board Members and NASBA staff, I can barely keep up," said Walters. "This is a challenge I am more than happy to be facing right now! For every chapter I am working with, there are two or three referrals for more, just waiting to be contacted."

Another source for new chapter referrals is the annual Student Leadership Conference. Through the conference, the CPT is able to deliver a clear message to students in existing and perspective chapter leadership roles. Still, the message and mission need to be brought to each campus in order for the faculty and professors to really understand and get excited about the StudentCPT's mission; to promote ethical thinking in the developing character and conscience of students. It is the investment of building a strong support structure for each and every chapter that will ultimately lead to the ongoing success of the program.

A synergy is beginning to develop, as well. On a recent CPT staff visit to the University of Kentucky, the Chair of the Accounting Department spoke of an exciting conversation about the StudentCPT he had with the Accounting Chair from Ohio University, which already has an active chapter. This kind of buzz is sure to result in referrals of more schools just waiting to learn about the StudentCPT.

For more information about the StudentCPT, or to help get a chapter started, contact Amy Walters at [awalters@nasba.org](mailto:awalters@nasba.org) or 615-564-2129. ☆



## LEADERSHIP COLUMN

Subtitle

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

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## FIND YOUR WAY

### University of Colorado Colorado Springs Holds It's Chapter Kick-Off Meeting

The state of Colorado now boasts its first chapter of the Student Center for the Public Trust (StudentCPT). On Wednesday, Sept. 26, the University of Colorado at Colorado Springs (UCCS) hosted their chapter kick-off meeting in the beautiful Library Apse. Although the views of the mountains were breathtaking – Garden of the Gods and Pikes Peak are both in plain-sight through the floor-to-ceiling windows of the meeting space – all eyes were on guest speaker, Travis Tygart, President & CEO of the United States Anti-Doping Agency (USADA).

The meeting began with a welcome from StudentCPT chapter president, Kayla Ross, and vice president, Alex Lugo. Ross and Lugo both attended the Center for the Public Trust Student Leadership Conference, held alongside NASBA's Eastern Regional Meeting this past June in Philadelphia, PA. With newfound inspiration and knowledge of the many benefits of chapter membership, Ross and Lugo went back to their campus and began laying the groundwork for what would be the first StudentCPT chapter kick-off meeting of the 2012-2013 academic year.

The students' welcome was followed up by a few words from College of Business Dean Venkateshwar K. Reddy, Ph.D. A key element of a successful Chapter is the support of the College of Business and its faculty. Dean Reddy applauded Ross and Lugo for their enthusiasm and efforts, and pledged his office's continued support of their endeavors. Also on staff and at the meeting to show support were StudentCPT Chapter advisor, Elisabeth Moore, Program Coordinator - Ethics Initiative, Cathy Claiborne, Ph.D., CPA, CMA, (MT), Chair - Accounting & Finance, and Tracy Gonzalez-Padron, Ph.D, Director - Ethics Initiative & Assistant Professor of Marketing and International Business.

Tygart's message was delivered in an intimate, relaxed setting, yet the message was profound. He explained that each individual must FindYourWay when it comes to building an ethical foundation. He said that through experience, mentorship and developing your own guiding principles, each individual creates their own path. You might make a mistake or use poor judgment, but it is not the mistake that begins to define you, it is how you deal with that mistake that begins to build your character and develop your individual guiding principles.

As the CEO of USADA, Tygart is often under fire for building cases against athletes who have the respect and admiration of millions of Americans, and public criticism and harsh scrutiny are often directed at Tygart and his staff. Being at the source of such controversy is part of the job, and in order to perform that job, he must stay true and hold to the guiding principles that he has developed for himself over the years. "Having a strong foundation



of ethical leadership means not succumbing to public pressure, no matter how heavy the heat gets, and fighting for truth and fairness," he said. He stated their mission is not about punishing an individual, but about keeping the playing field fair for everyone in a sport.

He also spoke how athletes, as well as professionals, often face situations or opportunities that are not "black and white," rendering them unable to see clearly that they might be making a poor decision. Having pressures to perform at a certain level, and being offered and encouraged to enhance their performance, can come disguised as coaching or training. He advised that either in sport or business, "Don't go down that road of trying to justify in your head what you know to be the wrong decision. Consequences can be catastrophic and recovery can be nearly impossible. Stop yourself from going down that slippery slope when the justifications start inside your head."

Tygart discussed his method of leading his staff by having "authentic and real conversations." Leading with a policy of transparency and authenticity builds a culture of trust, and according to Tygart, that culture sets the tone for the behavior and decisions of everyone within the organization. He often referred to playing high school sports and describing the negative effect that dissention and lack of trust have on a team. It works almost the same way in an organization. When team members are having "authentic and real conversations," trust exists and morale is higher.

The intimate setting allowed for a thoughtful Q & A between students and Tygart. Exposure to the real world of business and the opportunity to interact with high-level professionals are both benefits of StudentCPT membership, and were both take-aways from this meeting.

The evening closed with CPT President, Alfonzo Alexander, offering some insight about the birth of the CPT and its student chapter program. Look for more information on several other StudentCPT chapter kick-offs in the Mountain region in the months to come. ☆



## CATCHING UP WITH 2009 BEING A DIFFERENCE AWARD WINNERS, THE WEINSHELS

Michael and Carol Weinshel's home in suburban Connecticut looks like a mail-order warehouse. The room that was once known as the "Playroom" has been transformed into the "Troop Project Room." By the end of this year, two of their five bedrooms will be filled with stacks of boxes containing anything from candy to disposable razors, all of which will be used to support a very important cause.

Since 2005, Mike, Carol and Carol's sister, Dr. Susan Spivack, have been carrying out a mission: To assemble and mail care packages to American troops stationed abroad. The project, tentatively entitled "Packages for the Troops," has touched the hearts and lives of more than 25,000 brave men and women serving our country overseas.

In recognition of the trio's noble efforts, the NASBA Center for the Public Trust (CPT) proudly bestowed them with the 2009 Being a Difference Award, honoring their unique and worthy contributions.

"Packages for the Troops" unknowingly began in 1997 in the Weinshel's kitchen, with a gesture from a mother to her son. The Weinshel's oldest son, Matthew, a 2nd Lieutenant in the Army at the time, was stationed abroad and Carol wanted to send him a sweet comfort from home. She baked batches of cookies and sent them to him and his fellow soldiers, not realizing the impact her packages would make.

"I did what I thought I was supposed to do as a mother," she said. "My brother-in-law used to tease me and say, 'You're baking cookies for the entire United States Army.' At one point, the guys made a video thanking me for them. Little did I know how much of a difference the cookies made."

It wasn't long before Carol began to understand the magnitude of her efforts. In 2003, the Weinshel's middle son, Randy, was stationed for a year in Iraq with the 101st Airborne. Again, Carol sent care packages to her son the entire time he was gone.

Talking to him about the packages, she became enlightened to the fact that Randy was lucky, because some soldiers never received anything from home.

"Randy would say, 'You can't imagine these young kids who are getting nothing [from home],'" she said. "It is expensive just to send packages overseas, let alone the content in them."

The care packages were also a great way for the Weinshel sons to bond with other members of their troops. One example is the great relationship Matthew and his family formed with his boss from the 82nd, Col. Jeffrey Colt. Col. Colt (who has since been promoted to Brigadier General) even attended the Weinshel family events; and it was at such an event in 2005 that the future of Carol's "Packages for the Troops" initiative was transformed forever. Among hamburgers and hot dogs at a family barbecue, one day before Col. Colt was

taking the 159th Combat Aviation Brigade to Iraq, Carol instantaneously offered support to his brigade, without exactly knowing how many packages he would need.

Shortly thereafter, Carol learned she would be assembling and mailing a staggering 2,850 packages. It was at this time that Carol reached out to family

and friends for assistance with assembling and posting the packages and gathering supplies. Each package contained everyday items like toothbrushes, shampoo, batteries, razors, cotton swabs, gum and candy – all the little things to make a soldier's life a lot more tolerable while away from home. Through a tremendous amount of effort, Carol, Michael and Sue managed to mail all of the packages by Thanksgiving.

"After Christmas was over, we realized that we couldn't stop," she said. "They really need us. Listening to what the soldiers have to say makes it real. This is all for them." Michael added, "This project means a lot to both of us and really is making a difference."

In addition to the significant amount of money Carol and Michael invest in the project, Carol also works with schools, hotels and other organizations to secure donations, mainly in the form of supplies. Sometimes schools host fundraisers to gather contributions from the community. During one school's pledge drive, Carol was put in contact with Andrea McGrath, the Senior Program Manager at



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## BROWN AND BRIDGESMITH ELECTED AS LIFE DIRECTORS BY CPT BOARD

Milton Brown and Larry Bridgesmith, Esq. have deep roots with NASBA's Center for the Public Trust (CPT). Both men served together on the CPT's first Board of Directors in 2005, and were the first two members to serve as Board chair since the establishment of the organization.

Therefore, it is no surprise that Brown and Bridgesmith were the first two members to be elected as Life Directors on the CPT Board. Life Directors play an important advisory role for the CPT. Their knowledge and experience help propel the CPT toward meeting its mission and goals.

To become a Life Director, an individual must be a current or past CPT board member, and be elected as a Life Director by the CPT Board of Directors. The first nomination arose during a board meeting in 2011, when the Nominating Committee recommended Brown for the Life Director position. The CPT board agreed, making Brown the first to be voted in as a Life Director. During a meeting in June when CPT Founder and current Board Chair David Costello, CPA, nominated Bridgesmith for the Life Director status. The CPT board members agreed and Bridgesmith was elected to serve as the second Life Director on the CPT board.

### More about Brown

Milton Brown was instrumental in launching the CPT, and is one of its largest supporters. The Accreditation Council for Accountancy and Taxation (ACAT), of which Brown served as a Director, is one of the CPT's founding organizations. In 2010, he served as chair of the CPT's Advancement Committee, which worked to raise donations and awareness through the CPT's



"Be One" campaign. Brown also played a role in the creation of the Student Center for the Public Trust. He also has a rich history with NASBA.

Brown served as chair of Professional Credential Services prior to NASBA's sale of the business, and in 1998, he served as the NASBA Chair. In 2007, Brown received NASBA's William H. Van Rensselaer Public Service Award.

Brown said he has been blessed with many honors in his career, but being a founder of the CPT and serving as its first chair is one that will make him proud forever.

"Founding an organization and watching it grow is similar to raising your children, something every parent does for life," he said. "A feeling of pride and love surrounds you. The further honor of being a Life Director will enable me to be part of its future growth and allow me to serve in an advisory capacity."

### More about Bridgesmith

With more than 30 years of experience in employment law, alternative dispute resolution and instilling innovative workplace strategies, Bridgesmith was a solid candidate to serve as Brown's replacement as CPT chair in 2008.

At the 2012 Student Leadership Conference, Bridgesmith demonstrated how cognitive thinking, as opposed to emotional thinking, creates problem-solving strategies. In 2010, Bridgesmith discussed ethical conduct in the workplace as part of the "Ethics & Resolving Interpersonal Conflict" session, co-sponsored by the CPT and OK Ethics.

Bridgesmith said being appointed a Life Director of the CPT Board is an honor beyond description.

"This group is dedicated to the rewarding task of keeping trust at the forefront of organizational behavior," he said. "Our businesses, our government, our society and our culture crave trustworthy conduct. That we can continue this great work together is a career highlight for me." ☆



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## CATCHING UP WITH 2009 BEING A DIFFERENCE AWARD WINNERS, THE WEINSHELS

Energizer Personal Care, which operates globally in the categories of household and personal care products. After watching the CPT's *Being a Difference Award* presentation to the Weinshels, McGrath knew she and her company had to be involved.

"Carol's passion to help humanity is truly inspiring," said McGrath. "The award presentation brought to life how meaningful the Weinshels' work is, and what it means to 'be a difference.'"

Energizer, which also actively supports the United Way and other charitable organizations, came through for the project in a big way, donating 30,000 Schick disposable razors and 90,000 individually wrapped Wet Ones antibacterial wipes. It was such a large donation, in fact, that Carol had to store most of the supplies at a relative's house.

But those supplies won't be stored long. The Weinshels are supporting the 101st CAB, and already know others who will be deploying during 2013. Though her sister retired from the project in December 2011, Carol doesn't know if, or when, the "Packages for the Troops" project will ever slow down.

"I don't know what will happen," she said. "I never thought about it. I'm all in. I think I'm invincible."

Carol has compiled an online journal chronicling the project. If you would like to lend support to the "Packages for the Troops" project, email mica3@sbcglobal.net for more information. ☆

BEING A DIFFERENCE  
*Award* ☆



# NASBA CENTER FOR THE PUBLIC TRUST AUCTION

## BE A PART OF THE EXCITEMENT!

PROCEEDS FROM THE AUCTION WILL OFFSET  
THE COST OF THE FOLLOWING CPT PROGRAMS:

- ♦ Student CPT Chapters – Planning the establishment of 10 new chapters in the 2012-2013 school year
- ♦ Being a Difference Award – Four Honorees named each year
- ♦ Ethics Network – Program Enhancements
- ♦ Annual Student Leadership Conference

## THANK YOU!

Special thanks to all of the 2012 CPT Auction volunteers and supporters. We have received unique and distinctive donation items and could not produce this fundraising event without your support.

OCTOBER 29, 2012 4-6 PM SWAN & DOLPHIN RESORT, ORLANDO, FLORIDA