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**FOR IMMEDIATE RELEASE**

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**NASBA CENTER FOR THE PUBLIC TRUST ANNOUNCES LAUNCH  
OF NEW MEMBERSHIP PROGRAM  
The Ethics Network**

**July 13, 2011 – Nashville, TN** – The NASBA Center for the Public Trust (CPT) announced its new membership program –the Ethics Network– today, inviting individuals to become a part of the growing movement in support of accountability, integrity and transparency within corporate America. The Ethics Network, which includes two membership levels, will cultivate a community focused on advancing and promoting business ethics.

"We believe that people want to be inspired by ethical leadership. The Ethics Network creates a forum for individuals to showcase this leadership. These are individuals at all levels in companies and organizations who value ethical behavior and use ethics to guide their daily business decisions," shared CPT Executive Director, Lisa Axisa. "We believe that ethical leadership at every level is essential to allowing a better future to emerge."

Founded in 2004, the CPT has been a champion in affirming and encouraging best practices, advocating ethics education and promoting confidence and trust in American corporations, as well as institutions of higher learning. In addition to the Ethics Network, other CPT programs include the Being A Difference Award program and the Student Center for the Public Trust, all of which position the organization to accomplish its mission to champion public trust.

In an effort to establish a diverse membership pool, each membership level includes access to Ethics Webinars, Speakers Bureau opportunities and a Members-only resource library.

A special introductory rate is being offered to those who join now until December 31, 2011.

- Basic - \$100 first year membership
- Premier - \$130 first year membership

**-more-**

CPT Founder and President, David A. Costello, CPA, became the Ethic Network's first member during the official program launch. "Ethical leadership and business practices are key components to creating organizations, employees, vendors and entities who are interested in doing the right thing on a consistent basis. It is important that leaders of today and tomorrow understand how to deal with the many diverse ethical issues that come into play," said Costello.

For full details on the membership program, visit the CPT Web site at [www.centerforpublictrust.org/membercenter](http://www.centerforpublictrust.org/membercenter) or contact Jenn Bouchard at: [jbouchard@nasba.org](mailto:jbouchard@nasba.org) or 615.564.2129.

#### **About NASBA Center for the Public Trust**

The NASBA Center for the Public Trust is a nonprofit organization whose mission is to champion the public trust by advancing ethical leadership in business, institutions and organizations.

To learn more about the NASBA CPT, visit [www.centerforpublictrust.org](http://www.centerforpublictrust.org).

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