

WE INVITE YOU TO ATTEND THE
NASBA CENTER FOR THE PUBLIC TRUST
AUCTION

OCTOBER 29, 2012

4:00 PM – 6:00 PM

WALT DISNEY WORLD SWAN
ORLANDO, FLORIDA

DONATIONS WELCOME

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NASBA
CENTER FOR THE
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PROCEEDS FROM THE AUCTION WILL OFFSET THE COSTS OF THE FOLLOWING CPT PROGRAMS:

- ✧ Addition of 10 new Student CPT Chapters \$50,000, in the 2012-2013 school year
- ✧ Expansion of the Ethics Network Membership Program \$10,000
- ✧ Being a Difference Award Program and Video Series \$40,000

About the NASBA Center for the Public Trust

The mission of the NASBA Center for the Public Trust (CPT) is *to champion the public trust by advancing ethical leadership in business, institutions and organizations.*

The CPT works to accomplish its mission through educational programming and by raising awareness of leaders who are succeeding in business while maintaining the highest levels of ethics and integrity. The CPT's educational programming is segmented into two areas, professional programs and student programs.

PROFESSIONAL PROGRAMS:

The CPT offers programming for professionals focused on business ethics and ethical leadership. Program offerings include training conferences, webinars and virtual community interaction. In an effort to become recognized by business professionals as a significant resource for information and education on business ethics and ethical leadership, the CPT:

- ✧ Conducts professional conferences focused on ethical leadership,
- ✧ Conducts business ethics webinars, and
- ✧ Manages a membership program focused on business ethics, The Ethics Network.

STUDENT PROGRAMS:

The CPT establishes Student CPT Chapters on college and university campuses throughout the United States. These chapters offer students exposure and practice dealing with ethical decision-making and ethical leadership. The CPT also offers an annual Student Leadership Conference for student leaders from academic institutions across the country. Through these programs, the Student CPT is rapidly becoming known for providing current, practical business ethics education and exposure, supplementing business education experiences on college campuses. Student program offerings include:

- ✧ Student CPT Chapters,
- ✧ Student CPT Business Ethics Certification Program,
- ✧ The Ethics in Action Video Competition, and
- ✧ The CPT Student Leadership Conference

The CPT's awareness initiatives center on its Being a Difference Award program and its Ethics Awareness activities. These programs are designed to promote individuals, businesses and other organizations achieving success in the most ethical manners.

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 principled behavior and integrity. The CPT names four recipients each year. The program components include:

- ✧ Award events for recipients in their local markets
- ✧ The Being a Difference Video Series, launching in July 2012, featuring interviews with winners.

ETHICS AWARENESS:

The CPT works to build awareness of ethical leadership in business and academic communities throughout the country. By utilizing various forms of electronic media and traditional communications tools, the CPT is steadily building business ethics awareness and the CPT brand. Measures taken by the CPT include:

- ✧ Developing a robust website with business ethics resources for business leaders and students,
- ✧ Utilizing social media to attract attention to relevant business ethics issues and initiatives, and
- ✧ Publishing the Ethics Matters Newsletter bimonthly.

