

WINNERS ANNOUNCED FOR ETHICS IN ACTION VIDEO COMPETITION



The NASBA Center for the Public Trust (CPT) is pleased to announce the winners of its fifth annual Ethics in Action Student Video Competition, sponsored by the Lipscomb University Dean Institute for Corporate Governance and Integrity.

This year's contest brought the largest participation ever with 28 student teams submitting videos representing universities across the U.S. The theme was 'Ethics Gone Viral' and over 5,900 YouTube views were counted — three times the number of last year's competition.

Cash prizes ranging from \$250 to \$1,000 were awarded to the 1st place teams in four categories including Viewers' Choice - PSA (Public Service Announcement) and Short Film - for receiving the most likes on YouTube, as well as 30 Second PSA and 3-5 Minute Short Film.

Winners of the 2014 Ethics in Action Student Video Competition include: Viewers' Choice PSA Category Winner - \$250 Cash Prize:

- 1st place team: Harassment Team from Grand Valley State University (Allendale, MI)**
- 2nd place team: Ethics: Possible from East Central University (Ada, OK)**
- 3rd place team: Rutgers Newark Student Center for the Public Trust from Rutgers University (Newark, NJ)**

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GOOD NEWS

CPA Gives Final Four Tickets to His Son

At a Center for the Public Trust (CPT) fundraising event during last Fall's NASBA Annual Meeting, Bob Cagnassola, Managing Partner at the Suplee, Clooney & Company CPA firm, was fortunate enough to win two tickets to this season's NCAA Men's Final Four Championship.

"It was absolutely dumb luck," he laughed. But rather than use the tickets himself, Mr. Cagnassola decided to let his son Chris attend the NCAA basketball tournament with his fiancée, Carrie.

"I was happy to give them away to my son," Bob said of the selfless gesture. "I would rather see one of my boys have a great time."

Chris and Carrie spent the weekend in Dallas where the tournament was held this year. "It was terrific!" he said. "Very festive and very cool."



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Editor: Cassandra Gray
Contributors: Alfonzo Alexander, Lara Loewl,
David Sargent and Ronald Taylor
Production Editor: Katrina Mitchell

Winners Announced for Ethics in Action Video Competition

Viewers' Choice Short Film Category Winner - \$250 Cash Prize:

1st place team: Team Kidz Inc. from University of New Mexico (Albuquerque, NM)

2nd place team: Liberty Student Competitors from Liberty University (Lynchburg, VA)

3rd place team: Coworkers from Liberty University (Lynchburg, VA)

Grand Prize 30 Second PSA Category Winner - \$500 Cash Prize:

1st place team: Harassment Team from Grand Valley State University (Allendale, MI)

2nd place team: Ethics: Possible from East Central University (Ada, OK)

3rd place team: Golf, as it Pertains to Business Ethics from University of Colorado-Colorado Springs (Colorado Springs, CO)

Grand Prize 3-5 Minute (Short Film) Category Winner - \$1000 Cash Prize:

1st place team: Team Kidz Inc. from University from New Mexico (Albuquerque, NM)

2nd place team: INAM from Liberty University (Lynchburg, VA)

3rd place team: Team JNJ from Lipscomb University (Nashville, TN)

The CPT wishes to thank all who participated as well as the Dean Institute for sponsoring this year's Competition. ☆



LEADERSHIP COLUMN

The Strength of a Leader

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

An ethical leader doesn't have to be the best, fastest or even smartest in his organization. But he must be strong.

Unexpected adversity is all but guaranteed on the path of a leader. Occasionally, such adversity means taking an unpopular or controversial stand. In those moments, strength is key.

We saw the impact of a leader's strength recently through the National Basketball Association (NBA) Commissioner, Adam Silver. Only two months into his new role, Silver faced adversity that caused him to show leadership strength. After a team owner made inflammatory comments offending many people, Silver's strength was put to the test.

While Silver faced a PR nightmare, a potential player walkout, and major public outcry, it was also an opportunity for him to show his strength as a leader.

Silver exercised restraint by doing his due diligence to secure the facts before making a decision. He communicated this process to all the stakeholders in the situation

and acted fast to address the issue. When the time came for his decision about the situation, he took responsibility as a leader, apologized for the damaging consequences, and made a clear and firm announcement of his resolution to ban the owner from the NBA for his inappropriate comments. After the announcement, he took time answer questions thoroughly with the press.

Silver could have buckled to the strong pressure from interested parties on both sides of the issue and made a rash call. However, he held to his convictions to conduct a proper investigation and address the issue head on.

The response toward Adam Silver's actions was overwhelmingly positive, earning him the respect of NBA fans, the support from the remaining team owners, and the appreciation of the players, coaches and other employees of the NBA. Where others may have bowed to the pressure and fear of making a bad call, Silver stepped up and demonstrated the strength of a true leader.

As always, lead with integrity. ☆

BEING A DIFFERENCE AWARD NOMINATIONS OPEN

The CPT is now accepting nominations for the *Being a Difference* award year-round. Nominations for the Award each calendar year will conclude on August 31 of this year, with awards being given in the Fall and Winter. Nominations made after August 31 will apply to the following calendar year.

The *Being a Difference* award recognizes individuals practicing high standards of ethical, business leadership. Anyone acting as a leader in their business or community may be nominated. Awards are decided by review of a national selection committee. To make a nomination, go to www.centerforpublictrust.org/being-a-difference-award. ☆



Beth Bialy and Alfonzo Alexander at Being a Difference Award Presentation

MICHIGAN AUDIT FIRM PARTNER RECEIVES BEING A DIFFERENCE AWARD

Earlier this year, the NASBA Center for the Public Trust (CPT) presented Beth Bialy, a partner with Southfield, MI-based governmental auditing and accounting practice, Plante Moran, PLCC, with the *Being a Difference* award.

The presentation breakfast took place at the scenic Gross Pointe War Memorial in Gross Point Farms, MI, was hosted by the Michigan Society of CPAs, and was well-attended by a significant number of leading accountants in the state. The award was presented by CPT Founder, David Costello, and Alfonzo Alexander, CPT President.

Ms. Bialy has worked with Plante Moran for 25 years and specializes in local government auditing and consulting where, according to her coworkers, she has consistently demonstrated the utmost and unwavering integrity. At Plante Moran, amongst other accomplishments, she developed a pilot program to establish career mentorship for female associates in the firm. She's also served as chair of the Michigan State Board of Accountancy (MSBA) under the appointment of two governors. Under her leadership, the MSBA added whistleblower protection policies and made unlicensed activity a felony.

"Recently, a former director of Evercore was charged with insider trading," said Alexander. "When I saw that news report, I immediately thought if this person had a Beth Bialy in his life, he may have been stopped." In her acceptance speech, Ms. Bialy shared about having to personally take a stand against clients who compelled her to dishonest business practices.

"In addition to her accomplishments is the fact that she inspires others to do the right thing," Alexander said of Bialy's selection for the award. Ms. Bialy was nominated by one of her colleagues, also a partner in the firm, who praised her for being a leader who is committed to personal growth, incredibly efficient, and balanced in both her challenging career and roles outside of work.

"For a fellow partner to recognize a colleague—where often there can be competition—shows that she is very well-respected," said Alexander. "Also, to have such a great local turn out really says to us that we made the right choice." ☆

ROCHESTER BUSINESS LEADER RECEIVES BEING A DIFFERENCE AWARD

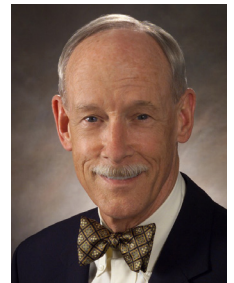
This year, the NASBA Center for the Public Trust (CPT) presented Alan R. Ziegler of Rochester, NY with the *Being a Difference* award at an event sponsored by the Rochester Area Business Ethics Foundation (RABEF).

The presentation took place at St. John Fisher College in Rochester and was attended by over 100 members of the local business community. The award was presented by Alfonzo Alexander, CPT President.

Mr. Ziegler is CEO of the Futures Funding Corporation, a financial services firm. However, it is his community involvement that prompted his nomination. In 2002, Mr. Ziegler volunteered to develop the RABEF upon seeing a need for local businesses to formally recognize and encourage ethical practices. He has actively served in the RABEF since recruiting the participation and support of over 70 leaders of local businesses and volunteers to help lead its programs aimed at making ethical practices paramount in the sector.

Mr. Ziegler has also served on numerous community boards including Compeer, Family Services of Rochester, Highland

Hospital Foundation and the Rochester Area Community Foundation. Since 1983, he has actively served the Episcopal Senior Life Communities as a board member. For this, he received the 2011 Trustee of the Year award by the New York Association of Homes & Services for the Aging.



Alan Ziegler

"We could not have picked a more fitting time or a better recipient for this award," said Alexander. "Alan Ziegler founded the RABEF when he saw that someone needed to be a difference 13 years ago. Mr. Ziegler grew tired of hearing about challenges in business communities across the country and decided to make sure his community had an organization in place to fight against ethical mishaps in the business sector."

In his nomination, Mr. Ziegler was described as "the personification of making a difference in the community in terms of encouraging ethical business behavior." And, attendees of the ceremony agreed by giving Ziegler credit for the enduring legacy he's built through his work with the RABEF organization. ☆

THE NASBA CENTER FOR THE PUBLIC TRUST IS PLEASED TO ANNOUNCE THE ADDITION OF THE FOLLOWING MEMBERS TO OUR BOARD OF DIRECTORS.



Donald Burkett, CPA

South Carolina-native, Donald Burkett has served as a CPA for over 30 years through his firm, Burkett, Burkett & Burkett where he is the Executive Vice President. He served on the Vision Project team of the American Institute of Certified Public Accountants to develop a vision and direction for CPAs for the next 15 years. He is a current member of the South Carolina Board of Accountancy and NASBA's Board of Accountancy where he is a member of the Strategic Planning Committee. He lives in Columbia with his wife, Jeannie.



Lawrence W. Hamilton, MPA, Ed.S., SPHR/CCP

As an Executive Coach and Adjunct Faculty with the Center for Creative Leadership affiliate at Eckerd College in St. Petersburg, FL, Lawrence W. Hamilton is able to draw upon his decades of corporate leadership experience. He has most recently served as Senior Vice President at Human Resources-Worldwide and a member of the Executive Committee at the \$20+ billion Tech Data Corporation. He currently serves as chair of the Compensation Committee with Wright Medical Group.



Vicky Petete, CPA

As a CPA, Vicky Petete has served her Ada, OK community through numerous organizations and foundations. She's been with Vision Bank, NA for over 20 years where she's Executive Vice President and CFO. She also teaches at East Central University as an adjunct professor in financial literacy. Ms. Petete is Chairman of the Board of Directors for the Oklahoma Accountancy Board and has served on NASBA's Accounting and Finance Committee since 2011. She has received three prestigious awards from the Oklahoma Society of CPAs: Outstanding CPA in Business and Industry, Public Service Award and the Accounting Hall of Fame Award.



Joseph P. Petito

For over 20 years, Joseph Petito has served with PricewaterhouseCoopers LLP as Principal in Public Policy, Government & Regulatory Affairs. He has extensive experience in working with state, local and regulatory legislative bodies and has successfully lobbied to enact LLP and LLC legislation. Mr. Petito serves on the Board of Trustees of the National Judicial College, the Board of Directors for the American Tort Reform Association and state law reform coalitions. He's worked with numerous political campaigns and ballot initiatives and serves his community as a member of the Montgomery County Recreational Advisory Council and a co-chair of the University of Delaware Parents Fund.



Louis Upkins, Jr.

Having spent most of his career in branding and marketing, Louis Upkins, Jr. has worked with major national brands and icons such as Oprah, Starbucks, UPS and Whitney Houston. His experience as an entrepreneur has given him a unique skillset for ideation, innovation and manifestation. He is also a speaker and strategic advisor and enjoys teaching on leadership development. Mr. Upkins lives in Franklin, TN with his wife, Charita and their two children.



STUDENT NEWS

Redefining Success at the College of Charleston

On April 20, members of the StudentCPT chapter at the College of Charleston (Charleston, SC) co-hosted M. W. “Bucky” Glover, partner with the North Carolina-based CPA firm Potter & Company, for a talk titled, “Success or Significance?”

The talk was co-hosted with Beta Alpha Psi, an international honor society for business students. Mr. Glover shared questions and principles students can use in their career paths, challenging them to become a significant leader—one that makes extraordinary impact—as opposed to just striving for success.

“If you are significant, you will be successful,” said Glover, who encouraged students to have a clear vision of who they want to be and what they aim to accomplish in life.

Challenging Ohio University Students to Influence Their Environment



Jerry Esselstein

On April 14, over 100 students hosted by the Ohio University StudentCPT chapter met to hear noted ethics lecturer Jerry Esselstein give a talk titled, “10 Strategies to Enhance Impact & Effectiveness.”

The lecture shared practical insights for students about how they can better add value to their work. “You have to become a student of your industry,” Esselstein shared. “Develop a marketing and product orientation.”

Mr. Esselstein is principal at the business advisory, strategic planning and project management firm Jerry L. Esselstein Company, LLC. He serves on the Accounting Advisory Council for Ohio University and is a former member of the Accountancy Board of Ohio.

He concluded his message with the challenging question: “Are you going to define your environment or will it define you?” “10% of it is what happens to you. 90% of it is how you respond.” ☆



M.W. “Bucky” Glover

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