

2014 STUDENT LEADERSHIP CONFERENCE: THE GATEWAY TO ETHICAL LEADERSHIP



2014 Student Leadership Conference Attendees.

During a sunny day in St. Louis, MO, while most young people were enjoying their summer vacations, 52 select college students were engaged in an intense series of interviews with business executives, navigating through the details of a business ethics case study. The point of their interaction: to learn about integrity, accountability and ethical leadership.

This type of challenging curriculum is what the 4th Annual NASBA CPT Student Leadership Conference was all about. Held June 11-12, the conference featured a multidisciplinary group of student leaders and chapter advisors from 28 different colleges and universities.

“The real thing that stuck out to me was the diversity of attendees,” said Corey Porter from Ohio University. “I really appreciated the number of students who were not business majors as it provided a new perspective on topics I typically associate with business.”

Keynote speakers and conference workshops directed their messages toward the consistent theme *ethics do matter*. Jerry Esselstein, Principal in Jerry L. Esselstein Company, LLC, a business advisory, strategic planning and project management firm, kicked off the two day meeting with a dynamic presentation on 10 strategies for enhancing effectiveness, explaining that students “need to have more pride for doing things right, rather than reward for doing things wrong.”

[continues on page 2](#)

GOOD NEWS

Tesla Motors Freely Gives Away Patents to Public

This past month, one of the world’s most prestigious electric car manufacturers, Tesla, released all of its patents to the public for free.

CEO and founder Elon Musk wrote in a release on the company’s website that the decision to release the patents was based off of a conviction that everyone would benefit from a common, rapidly-evolving technology platform.

“Tesla Motors was created to accelerate the advent of sustainable transport,” Musk said. “If we clear a path to the creation of compelling electric vehicles, but then lay intellectual property landmines behind us to inhibit others, we are acting in a manner contrary to that goal.”

[continues on page 2](#)



INSIDE

Lead With Integrity	2
Ethical Leadership Certification Program	3
AACSB to Revisit Ethics Standards in Accreditation	4
Thank You: Student Leadership	
Conference Responses	5
Being a Difference award Nominations	6

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

continued from cover

2014 Student Leadership Conference Recap: The Gateway to Ethical Leadership

Larry Bridgesmith, J.D., then spoke on effectively managing conflict. He explained that sustainable leadership requires continuous assessments, improvements and critical thinking. “What works in one situation may be totally inappropriate in another,” he shared. “In leadership, one size never fits all.”

Attendees also had the opportunity to learn about strengths-based leadership from Eli Lilly’s Duane Hughes. He helped students understand how to capitalize on their strengths and add the greatest possible value to their organizations.

Students additionally discussed best practices for building, operating and sustaining successful StudentCPT chapters on their respective campuses in an interactive forum.

Throughout the conference, students were encouraged to lead with integrity, be accountable for their actions, and utilize the skills they learned to make ethical decisions in the future.

“My biggest takeaway is just being inspired to always do the right thing, no matter the situation” said Kira Antoine of Rutgers University – Newark.

The enthusiasm, professionalism and eagerness to network displayed by these students, made the conference rewarding for both students and speakers. Plans are currently being developed for the 2015 Student Leadership Conference in Denver, CO. ☆



LEAD WITH INTEGRITY

Savoring the Summer,
Flying Into Fall

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

This summer has already been an exciting one for us at the CPT with our 4th Annual Student Leadership Conference being the capstone of the season. We’re pleased to report growth in both attendance and quality of this program.

This year’s invitation-only event hosted 52 students from universities across the country, up from 40 last year. Like in years past, one of the highlights was the interaction between those students and the professionals attending NASBA’s Western Regional Meeting. As one NASBA member shared with me, this event was a “perfect example of the young and old learning together.” I was pleased to hear that comment, but disappointed to realize I was part of the latter group!

While we’re still savoring the opportunity we had to impact young and old leaders through our Leadership Conference, we’re also planning and gearing up for what we believe to be our most active fall season in our history.

We are working with the Center for Audit Quality, a non-profit policy group affiliated with the AICPA, on a couple projects that will be announced later in the year. These projects will help further the development of ethical thinking across all levels of business. We are also excited about opening eight new StudentCPT chapters this fall. Also beginning in the fall, we will partner with the Missouri Society of CPAs to establish student programs for business majors throughout their state. Finally, before the year’s end, we plan to launch a professional version of our Ethical Leadership Certification Program (ELCP).

Additionally, we are rolling out the ELCP on more campuses. Since its launch in January, there’s been a good response from hundreds of students. This fall we expect to double our enrollment, and have made improvements to the program for the upcoming semester.

Thank you for your support as we prepare to take flight. Remember, Ethics DO Matter! ☆

continued from cover

Tesla Motors Freely Gives Away Patents to Public

He went on to pledge to not pursue patent lawsuits toward anyone who uses Tesla’s technology in good faith.

Patent law, which was initially created to protect and incentivize innovation, has been criticized much lately and accused of doing more to inhibit invention than cultivate it.

“Maybe [patents] were good long ago,” Musk commented, “but too often these days they serve merely to stifle progress, entrench the positions of giant corporations and enrich those in the legal profession, rather than the actual inventors.”

Tesla’s decision is a great example of a company that’s driven by principles over profits. Whereas they may have been able to maintain an exclusive market share, or generate millions of dollars of income from licensing their technology, they instead chose to act in the best interest of the public and in accordance with their founding values. In doing so, they created a lot of good will from the public. ☆



ETHICAL LEADERSHIP CERTIFICATION



Regarded as the first of its kind, this online program is designed to creatively teach ethical leadership to students on college campuses across the country.

Completing this certification provides students with a competitive edge in the job market by teaching students to recognize ethical pitfalls in business before they encounter them early in their careers.





AACSB TO REVISIT ETHICS STANDARDS IN ACCREDITATION

The Association to Advance Collegiate Schools of Business (AACSB), an accreditation agency for business management schools, is looking to update its ethics requirements.

Taken from its 2004 report, Ethics Education in Business Schools, the AACSB has held that “from the undergraduate to the master’s and doctoral levels, business schools must encourage students to develop a deep understanding of the myriad challenges surrounding corporate responsibility and corporate governance; provide them with tools for recognizing and responding to ethical issues, both personally and organizationally; and engage them at an individual level through analyses of both positive and negative examples of everyday conduct in business.”

Part of students’ development and understanding of ethics could involve the incorporation of online curricula as offered through the CPT’s Ethical Leadership Certification Program. Within the program’s first year, it has already provided extracurricular, practical ethics training to hundreds of college students.

ETHICAL LEADERSHIP CERTIFICATION PROGRAM

Benefits of a Certificate in Ethical Leadership from the CPT

- By including this online certification program in your course, you will allow your students to stand apart from the crowd.
- This comprehensive program allows for students to Immediately Apply what they have learned about ethical leadership and the challenges they will be faced with in the real world.
- Completing the program demonstrates a student’s commitment to excellence.

Each of the six training modules has four or five sections. Each section lasts approximately 15 minutes and contains:

- Interactive presentations
- Narration
- Imagery
- Video segments
- Opinion/polling questions
- Exam questions

Student participants are required to complete all six modules, taking a brief exam at the conclusion of each section. Upon successful completion of all modules, participants earn their certification in Ethical Leadership from the CPT.

Content

The program’s content was developed by leading ethics professors from across the country, led by Drs. O.C. and Linda Ferrell and an expert advisory panel.

For more information on how to enroll your class in the Ethical Leadership Certification Program, contact:

Lara Loewl
lloewl@nasba.org • 615-312-3841

Within the program’s first year, it has already provided extracurricular, practical ethics training to hundreds of college students.

Established in 1916, AACSB International is a global, nonprofit membership organization that provides educational institutions, businesses, and other entities devoted to the advancement of management education with a variety of products and services to assist them with the continuous improvement of their business programs and schools.



“This conference helped me gauge what kind of leader I want to be... Thank you for this great opportunity and the investment in us.”

**- Christian Jeon, Senior
Andrews University**

STUDENT NEWS

Thank You: Student Leadership Conference Responses

For those of you who generously donated to the Sponsor a Leader Campaign this year, we want to thank you for investing in the next generation of leadership in our country. Here's what they had to say about their experience:

“Everyone’s support has inspired me to excel as an ethical leader on my campus and in my future endeavors. Thank you for this incredible opportunity.”
- Tessa Milner
Loyola University

“I learned what it means to practice ethical leadership and how to apply those skills in real world situations. Thank you for making this possible.”
- Maggie Fincher
Belmont University

“The impact you are making is greater than you know.”
- Thomas Rhodes, Senior
University of North Alabama

“Thank you for providing me with a sturdy stepping stone for the future.”
- Katherine Mitchell
Birmingham-Southern College

“My life has been blessed from this experience. I cannot adequately express my gratitude with words.”
- Mitch Williams
University of Utah

“You are making it possible for us to become better ethical leaders and be an example to others.”
- Kira Antoine
Rutgers University

“I found it to be a valuable experience that can be difficult to find on campus.”
- Jack Buechel
University of Missouri, Columbia

“This conference has given me valuable tools to lead me to make ethical decisions on my campus and beyond. Thank you again for this amazing experience.”
- Amy Zeigler
University of Northern Colorado

“I have learned so much about becoming a better leader.”
- Jasmine Wynn
Clark Atlanta University

“I am very optimistic after this conference about the integrity of my peers.”
- Erica Morozin
College of Charleston

“One of the many things I’ve learned is that being an ethical leader means inspiring an ethical mindset from others.”
- Ross Hildabrand
University of Kentucky

“I go forward with a great sense of duty to turn your ‘ROI’ to ‘ROA!’”
- Kris Reddout
University of Utah

CPT LEADERSHIP

BOARD OF DIRECTORS

DAVID A. COSTELLO, CPA
CPT Chair
Retired President & CEO, NASBA & NASBA CPT

LARRY W. BRIDGESMITH, ESQ.
CPT Life Director
CRO, ERM Legal Solutions

MILTON BROWN, PA
CPT Life Director
President & Owner,
Accounting Offices of Milton Brown, LLC

JANET BUCHANAN, Ph.D.
President, Buchanan Consulting, LLC

DONALD BURKETT, CPA
CPT Secretary
Executive Vice President, Burkett Burkett & Burkett CPAs, P.A.

ROBERT CHANDLER, Ph.D.
Director, Nicholson School of Communication
University of Central Florida

MANNY ESPINOZA
Chief Executive Officer, ALPFA

JERRY ESSELSTEIN
Principal, Jerry L. Esselstein Company, LLC

JACK FARIS
Retired President & CEO
National Federation of Independent Business

LINDA FERRELL, Ph.D.
Prof. of Marketing & Bill Daniels Prof. of Business
Ethics, Anderson School of Mgmt, University of
New Mexico

O.C. FERRELL, Ph.D.
Univ. Distinguished Prof. of Marketing & Bill
Daniels Prof. of Business Ethics, Anderson School
of Mgmt, University of New Mexico

LAWRENCE W. HAMILTON, MPA, ED.S.
Consultant

VICKY PETETE, CPA
Executive VP & CFO, Vision Bank

JOSEPH PETITO, ESQ.
Principal – Public Policy, Pricewaterhouse
Coopers LLP

LOUIS UPKINS, JR.
President & CEO, Upkins & Co.

EXECUTIVE STAFF

KEN BISHOP
CEO, NASBA CPT

ALFONZO ALEXANDER
President & COO, NASBA CPT

MICHAEL BRYANT
CFO, NASBA CPT

Nominations = Appreciation

Who will you honor?

BEING A DIFFERENCE
Award 

Step 1:

Think of ethical leaders who are *Being a Difference* in their profession or community.

Step 2:

Visit thecpt.org/beingadifferencenomination to submit your nomination(s) by Friday, September 19, 2014.

Step 3:

Encourage others to nominate ethical leaders by using #BeingADifference on Twitter and Facebook.