

CPT SUPPORTERS INVEST OVER \$32K IN STUDENT LEADERS



Images from the CPT Cuffed for a Cause Event.

The recently-launched Cuffed for a Cause fundraising campaign raised over \$32,000 for the Center for the Public Trust's (CPT) work in providing college students with tools to become better ethical decision makers and future business leaders.

The campaign kicked off in October, when CPT convinced nine of its most ethical leaders to be temporarily handcuffed and placed into CPT Jail at the NASBA Annual Meeting on November 3. Each of these good sports were to be locked up until \$2,000 could be raised to post bail. Thankfully (for them), the response to this outreach effort was overwhelmingly positive.

Prior to the event, the "suspects" reached out to their friends, family and business colleagues to generate support for their release. Then, during NASBA's 107th Annual Meeting in Washington, D.C., participants had one last chance to receive contributions, during the Cuffed for a Cause Mixer and Showcase.

This event both highlighted the positive impact CPT is having on college students by showcasing recent StudentCPT chapter activities, and raised crucial funding to help the CPT to continue teaching college students how to apply business ethics to their lives.

Even after enough was raised for all nine leaders to be set free, supporters continued investing in the CPT cause, with proceeds going to help drive programs for StudentCPT chapter members.

In 2014, the CPT provided 52 scholarships for young leaders to attend the StudentCPT Leadership Conference. The proceeds of Cuffed for a Cause will help the CPT send even more students to the 2015 StudentCPT Leadership Conference in Baltimore, MD next summer.

The important work of the CPT would not be possible without the generous donations

continues on page 2

GOOD NEWS

Richard Branson Trusts Employees with Unlimited Vacation Days

To say Richard Branson is a risk taker is like saying his personally-owned tropical island is a nice vacation home. From crashing a hot air balloon into the ocean to building commercial space ships, Branson has made his over-the-top way of doing things customary. But despite this reputation, his latest bet is *still* turning the heads of corporate managers and CEOs.

On September 23, Branson announced that employees of his Virgin Megagroup can take as much vacation as they want, whenever they want.

"There is no need to ask for prior approval and neither the employees themselves nor their managers are asked or expected to keep track of their days away from the office," he wrote on his blog. "It is left to the employee alone to decide if and when he or she feels like taking a few hours, a day, a week or a month off, the assumption being that they are only going to do it when they feel a hundred percent comfortable that they and their team are up to date on every project, and that their absence will not in any way damage the business."

continues on page 2

INSIDE

Lead With Integrity	2
CPT Connects with the World Via Social Media	2
Thank You	3
Giving Tuesday	4
9th Annual Baruch Conference	5
Student News	5
Readership Survey	6

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CPT CONNECTS WITH THE WORLD VIA SOCIAL MEDIA

Social media has become one of our nation's leading platforms for communication. CPT leadership and staff would like to extend a special thank you to everyone who is currently following our social media channels. You have provided us with great input to help publish more meaningful material that you truly find useful.

To those of you who are not currently following the CPT on social media, we would like for you to be a part of our social media engagement by following us on Facebook and Twitter.

Here, you will find great information on CPT events and activities along with tips to help you become a better ethical leader. Don't hesitate, go now to our social media channels and help us spread the word of ethics and leadership "LIKE" a wildfire. ☆



NASBAcpt/StudentCPT



@NASBACPT/@StudentCPT

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CPT Supporters Invest Over \$32K in Student Leaders

from supporters throughout the United States and abroad. The CPT appreciates everyone who makes ethical leadership a priority, either through financial support, volunteering, or simply leading with integrity and being a difference to those in their communities.

Visit TheCPT.org and StudentCPT.org to learn how you can become involved with the CPT and StudentCPT, or to get resources to help you enhance your ethical leadership ability. ☆



LEAD WITH INTEGRITY

There is Power in a Team

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

Building a reliable team, one of the most important keys to successful leadership, is easy for a high performer to overlook. Leaders with a strong skill-set can easily fall into the trap of trying to do everything themselves. While a talented individual can achieve certain levels of success as a solo act, he or she can normally achieve more leading a reliable team.

I was reminded of this concept while speaking to a group of very impressive students at Mississippi State University a few weeks ago. After my presentation, a student asked me about the importance of performance compared to other career success factors we discussed. In my response, I told her that individual performance is most important early in one's career and leadership is more important later in the career. The logic here is that as we grow in our careers, our ability to build and lead teams becomes more important than our individual ability to handle tasks.

The message here is that the best performers and ethical leaders learn, as they grow and

mature, to get more done by replicating their capabilities through teams they develop and lead. We see this quality in athletes like Tom Brady and Peyton Manning, who lead their teammates by showing them what it takes to be successful professionals. We see it with business leaders who build multiple businesses during their careers, by hiring talented individuals and developing them into leaders to help drive those businesses to success. We can even see it in students and young professionals who lead groups at their companies and schools by surrounding themselves with other talented people who collaborate to make significant change.

The power of a reliable team is immeasurable. When an ethical leader builds a strong team, goals get met, missions are accomplished, and positive change happens. I ask you leaders, are you surrounded by a reliable team? Are you part of a reliable team? If so, be a difference in your world. If not, stop trying to move hills alone, and go move mountains with a reliable team.

As always, *Lead with Integrity!*

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Richard Branson Trusts Employees with Unlimited Vacation Days

Citing the policy of Netflix as his inspiration, Branson quoted from the video streaming company's *Reference Guide on our Freedom and Responsibility Culture* writing, "We should focus on what people get done, not on how many hours or days worked. Just as we don't have a nine-to-five policy, we don't need a vacation policy."

While productivity and effectiveness of such a policy is debated by some, Branson has already seen a big payoff from this bet—the goodwill of thousands of employees. And if trusting employees with unlimited vacation is like many of the gambles Branson has taken, it could likely prove to be smart business. ☆

Thank You!

The NASBA CPT has experienced much growth and progress in 2014. These results are a direct reflection of the time, energy and support you have provided our organization. From our StudentCPT meetings to our Annual CPT fundraisers, you have been there all the way!

We would like to thank you for believing in our organization and mission and hope that you will have a very happy and safe holiday season.

The year 2015 will be a year we set the bar even higher, and we look forward to the successes of the future as we embark on them together. Happy Holidays!



#GIVINGTUESDAY™

CPT JOINS THE #GIVINGTUESDAY MOVEMENT

NASBA CPT has joined #GivingTuesday and we welcome your support! #GivingTuesday is a first of its kind effort to harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season.

Coinciding with the Thanksgiving holiday and the kickoff of the holiday season, #GivingTuesday will inspire people to take a collaborative action to improve their local communities and give back in better, smarter ways to organizations they support.

Taking place December 2, 2014, the Tuesday after Thanksgiving, #GivingTuesday will utilize the power of social media to create a national movement around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

The NASBA CPT is proud to partner with #GivingTuesday not only to encourage giving to great causes, but to also to help gain additional support for the NASBA CPT. As you are doing your holiday gifting, please keep the NASBA CPT in mind and make a contribution as we continue our mission of *championing the public trust by advancing ethical leadership in business, institutions and organizations.*

HOW YOUR SUPPORT IS USED



DEVELOP

Our Ethical Leadership Certification Program provides a unique online ethics training experience to students and young professionals. Using real life case studies to discuss the principles of leadership, integrity and character, the 6 hours of education materials provide students with a framework for ethical decision making.



ENCOURAGE

Our StudentCPT chapters provide practical ethics training to students on college campuses across the United States through conferences, workshops, community service initiatives and national business ethics competitions. StudentCPT activities also regularly serve as a forum for business networking for tomorrow's leaders.



ACKNOWLEDGE

The *Being a Difference* Award celebrates and honors select individuals each year for their outstanding demonstration of ethical leadership and service in their communities. Through our websites and social media channels we highlight stories about good news in business.



PROMOTE

Through professional seminars, we facilitate a public forum for like-minded leaders to gather, network and discuss the importance of ethics in all facets of our community. Likewise, our *Ethics Matters* newsletter helps students and professionals keep up with the latest news and updates on how our network is making a positive impact from the classroom to the boardroom.

INTEGRITY



CPT AND THE ZICKLIN CENTER FOR CORPORATE INTEGRITY HOST THEIR ANNUAL AUDITING CONFERENCE

The 9th Annual Ensuring Integrity Audit Conference will be held at Baruch College in New York City on Thursday, December 4, 2014. The conference provides a forum for interaction between business, public accounting, academics, and policy setters from the American Institute of Certified Public Accountants (AICPA), the Securities and Exchange Commission (SEC) and the Public Company Accounting Oversight Board (PCAOB). It also examines the current best practices of ethics and independence within the auditing profession.

The CPT partners with the Robert Zicklin Center for Corporate Integrity at Baruch College in organizing this conference. Participants can earn up to 8 CPE credits in auditing from the Robert Zicklin Center for Corporate Integrity. Additional information is available on our website. ☆

STUDENT NEWS

Cynthia Cooper Inspires Students to Stick to Their Values

The StudentCPT is proud to announce that it recently kicked off two new chapters at Belmont University in Nashville, TN and the University of Missouri in Columbia, MO.

At Belmont, Cynthia Cooper captivated students by revealing how she led the team that uncovered the \$3.8 billion fraud at WorldCom. She helped students understand how challenging it was to blow the whistle on her friends, neighbors and church members. She explained what caused some of these good people to do bad things, while also demonstrating how quickly one unethical decision can spiral into a continuous cycle of misconduct. After the presentation, 13 students joined Belmont's chapter, and several students thanked Ms. Cooper for reminding them to make decisions that align with their values, even when others disagree.

At Mizzou, Alfonzo Alexander spoke to students about the benefits of serving as

ethical leaders on campus. During this meeting, Chapter President Jack Buechel also expressed that his involvement in the StudentCPT Leadership Conference led to multiple job interviews. He explained that his focus on ethical leadership guided these discussions and helped him receive offers from multiple companies. Buechel then encouraged other students to join their chapter, which is now 47 members strong.

In addition to these chapter kickoffs, CPT staff also visited several existing chapters to support and enhance their activities. These events included visits to the University of Kentucky, University of Northern Colorado, University of Colorado at Boulder and Lipscomb University. Through these efforts, the StudentCPT continues its commitment to building the largest and most effective network of ethical leaders on college campuses nationwide. ☆

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READERSHIP SURVEY

The NASBA Center for the Public Trust (CPT) is dedicated to sharing valuable news and information through its *Ethics Matters* newsletter. To ensure that we are properly achieving this goal, we invite you -our loyal supporters- to take a brief readership survey. Your responses will be used as we continuously work to enhance this publication. Thank you in advance for your feedback and continued support.

Please use the link below or scan the QR code to the right to access the survey.

Type this into your browser: bit.ly/EthicsMatters2014

