

## CHAMPIONING THE PUBLIC TRUST... 10 YEARS AND BEYOND



The year 2015 is significant to the NASBA Center for the Public Trust (CPT) for several reasons. First, 2015 marks the 10th anniversary of the CPT. This year also promises great opportunities for the CPT as the organization will continue its growth in existing programs, while branching out into a few new areas.

Inspired by the success of the Student Ethical Leadership Certification Program (ELCP), the CPT will launch its Professional Ethical Leadership Certification and Training Program this year. To help improve support for accounting professionals, the CPT is also launching an Ethics Continuing Professional Education (CPE) Resources Program. In the StudentCPT areas, the organization will make enhancements to its ELCP, and Student Leadership Conference (SLC).

To develop the Professional ELCP, the CPT is partnering with Savant Learning Systems. This certification and training program

will help develop and maintain ethical cultures and leaders for small and mid-sized companies across all industries. With an anticipated launch in the spring of 2015, the CPT believes it will be a powerful resource to human resources and compliance professionals seeking training programs for their companies.

With its origin in accounting, the CPT is often looking for ways to positively impact the accounting profession. Through its new Ethics CPE Resources Program, the CPT will make ethics training resources and materials available to state accounting societies across the country. The societies will then be able to repurpose the materials to use as ethics CPE for their members. The idea behind this program is to infuse new and innovative ethics training into the CPE arena. The accounting community has embraced this initiative. The initial funding has come from Deloitte, EY, KPMG, PwC, the Center for Audit Quality and the AICPA.

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## GOOD NEWS

### In Crisis, Janitor and Cook Step Up

The actions of two unpaid workers at a nursing home was a catalyst to enact California's Residential Care for the Elderly Reform Act of 2014.

Cook, Maurice Rowland, and janitor, Miguel Alvarez, worked at Valley Springs Manor assisted living home in Castro Valley as it was closed by the state in October 2013. With the last paychecks given, all of the other staff cleared out. There was one problem, though. "There were about 16 residents left behind," Rowland recounts.

Despite protocol, the state had failed to relocate the residents before the planned closing. "If we left, they wouldn't have anybody," Alvarez says.

The two men decided to stay until more help came. Adopting a round-the-clock routine, they passed out medication, bathed, and fed the elderly residents for three days—sleeping in two-hour shifts and going home only to shower.

Their exceptionally selfless actions soon received national attention, bringing to light the need for reform and earning them much-deserved commendation. ☆

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# INTEGRITY

## CPT CO-HOSTS 9TH ANNUAL ENSURING INTEGRITY AUDIT CONFERENCE IN NYC

Sir David Tweedie, former chairman of the International Accounting Standards Board, was the keynote speaker at the 9th Annual Auditing Conference presented by Baruch College and the NASBA Center for the Public Trust (CPT) on December 4, 2014.

While a panel of lawyers at the conference observed that the private litigation environment for accountants and auditors is the best it has been in years, two of the attorneys warned that with Securities and Exchange Commission (SEC) Chair Mary Jo White, who took office in 2013, the SEC is focusing on accounting cases. Jordan A. Thomas, a former assistant chief litigation counsel in the SEC's Division of Enforcement, reported there are accountants coming forward under the SEC Whistleblower Program to talk about what they are seeing. He observed, "Now the SEC is aggressively looking at gatekeepers."

David Woodcock, Regional Director of the SEC's Fort Worth Regional Office and Chair of the SEC's Enforcement Division's Financial Reporting and Audit Task Force, stated: "We are trying to be very proactive in identifying accounting fraud." He explained that because the SEC is now able to make more intelligent use of its data, they expect to be able to find errors before restatements are needed. The Whistleblower Program has resulted in many eyeballs looking for problems, he said, and the SEC did pay out \$30 million to one whistleblower.

The Robert Zicklin Center of Corporate Integrity at Baruch College has jointly sponsored its Annual Auditing Conference with the CPT since 2007. ☆

Source: NASBA State Board Report / Volume XLIII, Number 12 / December 2014



## LEAD WITH INTEGRITY

Personal Reflections on the First Ten

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

Each time we celebrate a 10-year anniversary milestone, it gives us the opportunity to reflect on the past and to plan and dream of the future. It also gives us an opportunity to show appreciation for those who helped us achieve the milestone as we look ahead to the excitement of the partnerships that will lead us to the next milestone. In the next sentences, I invite you to share my reflections with me.

After the NASBA Center for Public Trust (CPT) completed its first year of operation, I had a lunch conversation with Founder, David Costello, where he introduced this intriguing organization to me. A few months later, I joined David and his team at NASBA assisting with the development of the CPT and other areas within NASBA. Since then, I have seen this organization grow significantly, through good times and challenging times.

In the early years, the CPT focused only on professional programming, collaborating with Pepperdine University, Lipscomb University, Vanderbilt University, the University of Texas and Baruch College to host ethical leadership conferences. The most successful of them, the *Annual Ensuring Integrity Conference*, with Baruch College in New York City, continues to be very well attended. In addition to the conferences, The CPT's *Being a Difference* Award is still one of the best professional programs. To date, 19 deserving individuals or organizations have won this coveted award. We are very proud of the award and each of its recipients.

I saw the CPT make a strategic shift in 2009. A decision was made by the board of directors and the staff to begin offering programming for college students. The

first StudentCPT chapter was piloted at Lipscomb University. The following year, Birmingham Southern University established its chapter, and the CPT was committed to growing the exposure to ethical leadership in this new marketplace, the college campus.

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## We went from two chapters in 2011 to 25 chapters at the conclusion of 2014.

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Providing innovative supplemental activities for ethics education became a major focus area for the CPT in 2010 and 2011. During this time, the Ethics in Action Video Competition and the Student Leadership Conference were birthed. Today, they are thriving programs within the StudentCPT. Perhaps the most significant activity in 2011 and 2012 was the extreme growth in student chapters. When Ken Bishop and David Costello asked me to lead the organization, we made a commitment to grow. With the help of key board members at the time, Jerry Esselstein, O.C. Ferrell, Linda Ferrell, and several other key stakeholders, we began to grow the StudentCPT chapters at an extremely rapid pace. We went from two chapters in 2011 to 25 chapters at the conclusion of 2014. We are happy for the past growth and excited about the future growth projections. In addition to the StudentCPT chapters, we are impacting students through the Ethical Leadership Certification Program, thanks to our financial support from the Daniels Fund. This program launched last January. Nearly 1000 students from across the country have enrolled.

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## WE SURE COULD USE A LITTLE GOOD NEWS TODAY

It was sometime in the fall of 2003 on my 45-minute drive to the NASBA office that I heard the Anne Murray classic, “A Little Good News.” Describing the anemic economy, society’s ills and the current sad state of world affairs, Murray’s lyrics penetrated my thinking:

**“Just once, how I’d like to see the headline say  
Not much to print today, can’t find nothing bad to say...”**

Since the turn of the 21st century, it seemed that nothing but bad news was heard, seen or read about corporations, their executives and sadly enough, their auditors. From 2000 through 2002, we read about the financial misrepresentations and accounting malfeasance of such companies as Computer Associates, Xerox, Enron, Duke Energy, Global Crossing, WorldCom, AOL, and their auditors, ad nauseam.

It was against this dreary background that the NASBA Center for the Public Trust (CPT) was established in 2005. I presented the idea at a NASBA regional meeting and at the conclusion of my remarks, Milton Brown sprang to his feet and with enthusiasm gave me the first contribution to the CPT. With this initial support, I began developing the plan for the CPT with the help of Larry Bridgesmith and Noel Allen. The NASBA Board of Directors subsequently approved the charter and the ethics arm of NASBA was on its way. And fittingly, Milton became the Center’s first chair and lifetime director.

The Center is principally about good news, good people and good companies. And by focusing on the right, the honest, and model ethical behavior, I continue to believe that we’ll have less to print and less bad to say about company executives and CPAs who make bad judgments and fail. ☆

David A. Costello  
Ad astra  
Per aspera



## JOIN US AS WE CELEBRATE 10 YEARS OF BEING A DIFFERENCE!

**Thank you for your support in educating and empowering the ethical leaders of today and tomorrow.**

**We’re proud of the work we’ve accomplished together over this past decade, and look forward to many more years of achievement and continued support as we strive to champion the public trust through the acknowledgement and promotion of ethical leadership.**

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## Championing the Public Trust... 10 Years and Beyond

The CPT is grateful for the support from these organizations and for the leadership of Joe Petito, CPT Board Member, on this project.

The CPT also enjoys a healthy partnership with the Daniels Fund. This foundation, based in Denver, funded the initial development of the ELCP. As the partnership continues to grow, the Daniels Fund has agreed to support marketing and content enhancements to the ELCP that will make it an even greater program. In addition to this great support, the Daniels Fund will also sponsor 30 of the 60 students attending the SLC in 2015. The Student Leadership Conference is changing the lives of student participants. We are grateful for this additional support, which fuels our continued growth.

This is merely a snapshot of what you can expect in 2015 from the CPT. Look to hear more about these great initiatives in celebration of the CPT’s 10th Anniversary. ☆

# 10 years of BEING A DIFFERENCE

**May 2012**

Instituted the Campus *Being a Difference* Awards for students and faculty



**June 2011**

Hosted 21 students for the first Student Leadership Conference in conjunction with the NASBA Eastern Regional Meeting

**Fall 2009**

Established the first StudentCPT Chapter (Lipscomb University - Nashville, TN)



**February 2008**

Co-sponsored CEO Leadership Forum with Vanderbilt Owen Graduate School of Management



**December 2007**

Joined Robert Zicklin Center of Corporate Integrity at Baruch College to co-produce Ensuring Integrity Auditing Conference

**October 2006**

Presented first ever *Being a Difference* Awards to Ken Melrose of Toro and John Lovell, Jr. & John Lovell, III



**September 2005**

David A. Costello, Founder & CEO leads the inaugural event in Washington, D.C.—A National Dialogue on Revitalizing Public Trust

**2014**

Established professional partnerships with AICPA, CAQ, FEI and TAC



**Fall 2013**

Launched the online Ethical Leadership Certification Program for college and university students

**January 2012**

Ken Bishop named CEO; Alfonzo Alexander named President



**April 2010**

Announced the premier Ethics in Action student video competition

**October 2008**

Cosponsored the *Developing and Sustaining an Ethical Business Culture* Conference with the University of Texas at Austin and the Society of Corporate Compliance and Ethics, featuring speaker Cynthia Cooper

**Spring 2008**

Published the first edition of *Ethics Matters*



**September 2007**

Partnered with Lipscomb University for *Beyond Compliance: Transforming Ethical Dilemmas Through Courageous Leadership* with keynote speaker Commander Scott Waddle



**July 2006**

Collaborated with Pepperdine University School of Law, Straus Institute for Dispute Resolution, to present conference - *The Price of Conflict: The Power of Collaboration - Achieving Ethical Conduct by Encouraging Conflict Competent Organizations*

## A RESOLUTION WITH RESULTS

Two words come to mind for this time of year: reflection and resolutions.

The holidays let us look back and be reminded of our true values. The New Year brings an opportunity to make commitments to invest in them.

Reflecting on 2014, our values at the NASBA Center for the Public Trust (CPT) have never been clearer: we believe ethical leadership is the bedrock of every fair and productive community. Our resolution for 2015 is simple: to further promote the

ethical leaders of today and tomorrow. Too often, reflection and resolutions fail to bring to mind another word, *results*. Lasting change, it seems, is easier said than done...

But there's at least one resolution you can make this year that's guaranteed to bear fruit: **if you share our values, join us in investing in them.**

2014 was our most prolific year yet. Through our publications, workshops, 25 campus chapters, hundreds of Ethical Leadership Certification enrollments,

and the largest Student Leadership Conference to date, we were able to support over 4,000 leaders.

2015 is a blank slate, inviting us to write a brand new story. Make a resolution to support the CPT this year. We'll make it a great one. ☆

**To make a donation, visit:**  
[thecpt.org/donations](http://thecpt.org/donations)



**“We believe ethical leadership is the bedrock of every fair and productive community.”**



## NASBA BOARD AFFIRMS FOUR NEW CPT BOARD MEMBERS

On January 22, 2015, at the NASBA Board Meeting, the NASBA Board of Directors affirmed the appointment of four new NASBA Center for the Public Trust (CPT) Board members, including Cynthia Cooper (MS); Bill Fowler (CO); Melvin Malone (TN); and Sean McVey (PA).

The CPT is excited to have these leaders share their knowledge and experience as a part of the Board of Directors. CPT looks forward to working with them over the next few years.

### New Board Member Profiles



#### Cynthia Cooper

Cynthia Cooper is an internationally-recognized speaker, best-selling author and consultant. After leading the effort to uncover WorldCom's \$3.8 Billion fraud, Cooper was named one of *Time Magazine's* Persons of the Year in 2002. Ms. Cooper was the first woman inducted into the AICPA Hall of Fame and to receive the American Accounting Association's Accounting Exemplar Award. Ms. Cooper now serves as the CEO of the Cooper Group, which provides strategic consulting and training services to help organizations build ethical foundations that lead to sustainable success.



#### Bill Fowler, CPA

As the senior vice president of the Grants Program at the Daniels Fund, Bill Fowler demonstrates his commitment to developing ethical leaders, on a daily basis. Mr. Fowler has served his community for over 30 years, through his involvement as a board member for the Young Americans Bank and Education Foundation, Colorado Golf Association, Western Golf Association, Jeffco Schools Foundation and the Cableland Home Foundation. Mr. Fowler is a licensed CPA in Colorado, where he lives with his wife, Katie, and their two children, Will and Kit.



#### Melvin Malone, Esq.

Melvin Malone serves as the practice group leader of Butler Snow's Government and Regulatory Group, as well as their Government Relations Group. Attorney Malone specializes in commercial litigation, government relations, administrative law and public utilities. He served as the deputy legal counsel to former Tennessee Governor, Don Sundquist. In 2013, he also served a special appointment to the Tennessee Supreme Court, when Tennessee Governor Bill Haslam, asked him to hear a case from which four other Supreme Court justices had to recuse themselves.



#### Sean P. McVey, CPA

With over 20 years of experience in public accounting, Sean McVey currently serves as a member of Deloitte's Regulatory and Public Policy Group's State Team. In this role, Mr. McVey provides oversight and analysis, of state legislative and regulatory activity, to firm leadership. He is Deloitte's representative on the Accountant's Coalition and has a vast knowledge of many issues facing the accounting profession. He worked closely with representatives from the AICPA and NASBA as he helped facilitate the implementation of the Uniform Accountancy Act in multiple states. Mr. McVey was recently honored with the University of Delaware's Alumni of the Year Award from the Department of Accounting.

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### Personal Reflections on the First Ten

My personal reflections would not be complete without thanking all current and former donors, strategic partners, and board members who have given countless hours to make the CPT what it is today.

I extend a special thanks and congratulations to former staff members Lisa Axisa, Jennifer Bouchard and Amy Walters. I also salute the current team at the CPT, Ryan Hirsch, Lara Loewl and Ronald Taylor. Finally, I thank all the leadership and staff at NASBA for its continued support over the past 10 years. The next 10 will be greater.

As always, Lead with Integrity. ☆

# ETHICS IN ACTION VIRAL VIDEO COMPETITION



## STUDENT NEWS

### Students Eager to Participate in Video Competition

While submissions for the 2015 Ethics in Action Viral Video Competition won't be accepted for another month, three teams have informed the NASBA Center for the Public Trust (CPT) that they have already completed their entries.

Witnessing the excitement of these students is exactly what the CPT envisioned when it developed this program. Videos from last year's competition received over 6,000 views, and the CPT looks to build on that number, as it moves closer to achieving its goal of becoming the largest network of ethical leaders on college campuses.

This year's competition offers more prize money and more opportunities to win. The CPT is challenging students to create a 2-4 minute short film or a commercial that is

1 minute or less. These videos should focus on the importance of ethical behavior in business, and we encourage students to be as creative and original as possible.

Videos can be uploaded to YouTube, Instagram or Vine, and students can paste their video links into the official entry form.

Winners will be chosen among the entries by a panel of expert judges that may include faculty, staff and industry experts. Viewer's Choice winners will be determined by the number of votes each video receives.

If you know college students who may be interested in participating, encourage them to learn more about this competition by visiting: [StudentCPT.org/VideoCompetition](http://StudentCPT.org/VideoCompetition). ☆

### Students Rally Together to Serve Others

Our StudentCPT chapter members are committed to being a difference on their campuses, as well as in their communities. In addition to their regular meetings, each chapter participates in at least one community service project annually. Below are highlights from two chapters, which recently reached out to help others.

donations from the public. Proceeds from this event will help St. Jude continue to treat children with cancer, at no cost to their families.



Students at the University of Colorado, in Colorado Springs offered tax help by working for the Volunteer Income Tax Assistance Program (VITA). This program is sponsored by the Internal Revenue Service (IRS) and offers free tax assistance to people with disabilities, low incomes, language barriers and the elderly. ☆



The Rutgers chapter recently hosted a bake sale that raised \$546 for St. Jude Children's Research Hospital. They also set-up a fundraising website, where they collected

## CPT LEADERSHIP

### BOARD OF DIRECTORS

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CPT Chair  
Retired President & CEO, NASBA & NASBA CPT

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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.**  
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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

**BILL FOWLER, CPA**  
Senior VP, Grants Program, Daniels Fund

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Consultant

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Practice Group Leader, Butler Snow

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Partner, Regulatory & Public Policy Group,  
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**LOUIS UPKINS, JR.**  
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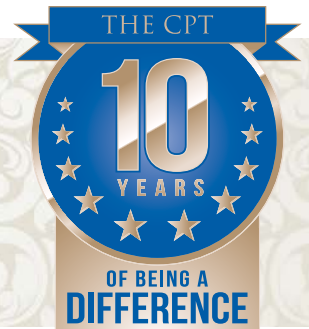
### EXECUTIVE STAFF

**KEN BISHOP**  
CEO, NASBA CPT

**ALFONZO ALEXANDER**  
President & COO, NASBA CPT

**MICHAEL BRYANT**  
CFO, NASBA CPT

# BEING A DIFFERENCE *Award*



## CONGRATULATIONS TO OUR 2014 *BEING A DIFFERENCE* AWARD WINNERS

Through the *Being a Difference* Award, the NASBA Center for the Public Trust recognizes individuals practicing high standards of ethical leadership in business. These individuals do not simply aspire to make a difference – they are continuously *being a difference* in their careers and communities. **Congratulations to this year's award honorees!**



**William Bock, III**  
 General Counsel,  
 U.S. Anti-Doping Agency



**Kevin Brown**  
 President,  
 Legacy Thinking Labs



**Jonathan Porter**  
 HR & Ethics Vice President,  
 Alabama Power Company



**John Sandoz**  
 President,  
 Adaptive Strategies Consulting

