

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST 



WE CHAMPION ETHICAL LEADERS

March - April 2015



## TWO PATHS DESTINED TO INTERSECT

For the last three years, the NASBA Center for the Public Trust (CPT) has worked with an outstanding Denver-based, private foundation, the Daniels Fund (DF). The DF was founded by Bill Daniels, known to many as the founder of cable television. However, he wasn't just a visionary entrepreneur. Daniels had a tremendous commitment to ethics in business. He created the DF to ensure that his efforts toward developing ethical leadership, among other important values, would continue indefinitely.

The Daniels Fund primarily works with organizations and educational institutions in the mountain states area, but because of their respect for the work of the Student Center for the Public Trust (StudentCPT), the foundation provides support to the CPT. The initial partnership began with funding of the Student Ethical Leadership

Certification Program. Due to the positive feedback and early success of the program, the DF significantly increased its support of the CPT. Earlier this year, the DF awarded the CPT a grant totaling over \$129,000 to support CPT activities.

Through this grant, the CPT will improve the certification program. The CPT will also co-host, with the 11 universities of the Daniels Fund Ethics Initiative, ethics town hall events, featuring video presentations and analysis by Dr. Kelly Pope, an award-winning educator in accounting and ethics. The grant also designates funding to support the Annual Student Leadership Conference.

To honor the legacy of Bill Daniels, the CPT and DF have agreed to an annual sponsorship of the *Being a Difference* Award. The award criteria will be revised to

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## GOOD NEWS

### How One Man's Work Ethic Inspires a Nation

Since his 1988 Honda Accord broke 10 years ago, James Robertson has walked 21 miles each day to get to and from his job at Schain Mold and Engineering in Detroit.

Averaging just two hours of sleep on Mondays through Fridays, he would leave home at 8 a.m. for his 2-10 p.m. shift, taking the bus as far as he could and walking the difference—his \$10.55 hourly wage making it difficult to save for a new vehicle. According to his coworkers, he never complains and has a near perfect attendance record.

News of Robertson's arduous commute and exceptional work ethic went viral the first week of February, making national news and inspiring countless people to want to help. A Wayne State University student created a GoFundMe page to "Help James Robertson Get a Car" with the goal to raise \$5,000. In just four days, \$297,560 had been given.

James Robertson is living proof of the fact that, whether you're a CEO or a factory worker, great work ethic rarely goes unnoticed or unrewarded. ☆

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## Two Paths Destined to Intersect

incorporate eight ethics principles of the Daniels Fund Ethics Initiative. Look to hear more about the new award later this year.

As you can see, the DF and CPT share a focus on ethical leadership. Our paths were destined to intersect. And we are grateful to our special partners. ☆

# DANIELS FUND ETHICS INITIATIVE Principles

## Integrity

Act with honesty in all situations

## Trust

Build trust in all stakeholder relationships

## Accountability

Accept responsibility for all decisions

## Transparency

Maintain open and truthful communications

## Fairness

Engage in fair competition and create equitable and just relationships

## Respect

Honor the rights, freedoms, views and prosperity of others

## Rule of Law

Comply with the spirit and intent of laws and regulations

## Viability

Create long-term value for all relevant stakeholders



## LEAD WITH INTEGRITY

Leaders Dream!

**DAVID A. COSTELLO, CPA**  
CPT BOARD CHAIRMAN

Dreams create vision, which most effectively invites others to participate and share in an exciting future.

Shared vision compels the establishment of, and commitment to, values which are built on the solid ethics rocks of truth, transparency and trust.

Values drive the purpose of an organization or movement, the very essence of the “why” employees, participants, or the marketplace, should pay any attention to what is being promoted or sold.

While most recognize the unforgettable phrase, “I have a dream,” of Dr. Martin Luther King, Jr.’s speech on August 28, 1963, at the Lincoln Memorial, few perhaps have heard or read the entire history-changing words delivered that day. Dr. King had already established himself as a great leader, not only of African-Americans, but of anyone under a yoke of unfairness, unequal treatment under the law, economic depravity and an unjust pathway to the pursuit of happiness. Dr. King embodied the “dream to purpose” principle of life-change, culture conversion, and magnanimity of all people based on such values as “beautiful symphony of brotherhood,” “all men are created equal,” and judgment “by the content of their character.”

As we turn the pages of history in our beloved country, the men and women who were being a difference claimed success only as it fulfilled their dreams of achieving a better life for all.

George Washington helped to draft our Constitution which began in a values centered statement:

*“We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare,*

*and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.”*

Dr. Maya Angelou, poet, educator, historian, best-selling author, actress, playwright, civil-rights activist, producer and director, often pondered the “American Dream.” Her “dream to purpose” was simply based on the rock solid foundation of “freedom in all things... to go as far as ambition impels us, in work, in play, and religion, and even in love.”

Each of us can offer many examples of leaders whose dreams, while perhaps not fulfilled in their lifetimes, propelled significant change in people, in a country and in the world. Whether it’s a President Lincoln, Rosa Parks, Eleanor Roosevelt, or other dream-leaders, the commonality of great leaders is that they dream to achieve a great purpose.

I am convicted that the truest test of the greatness and positive influence of an organization, is whether it persists in chasing the dreams of its leaders based on values and virtues that lead to victory. Ken Collins, prolific business author, said it succinctly in “Great By Choice:”... “Do we give up on our dreams when we’ve been slammed by brutal facts? The greatest leaders we’ve studied throughout all our research cared as much about values as victory, as much about purpose as profit, as much about being useful as being successful. Their drive and standards are ultimately internal, rising from somewhere deep inside.”

The CPT continues to be dream-fluenced, invites businesses, professions, and students to share our vision, and is committed to values which transform dreams into reality. Happy 10th Anniversary!

Ad astra  
Per aspera



# THIS *is our* INVESTMENT PORTFOLIO

## We're going for the long-term gains.

The ones with returns that last generations, not quarters.

Where communities are fair and fruitful.

Where success is built on the bedrock of ethical leadership.

To get there, we invest in dozens of the country's brightest university students each summer through our Student Leadership Conference.

They gain leadership skills and real-world ethics training from top-performing industry leaders. We gain a better future, where their legacy stands on character and integrity.

## WANT TO BUY IN?

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# SPONSOR *a* LEADER

The 2015 Sponsor a Leader Campaign provides scholarships for some of the brightest university students from across the country to attend the 5th Annual Student Leadership Conference on June 23-25 in Baltimore, MD.

Hosted by NASBA Center for the Public Trust (CPT), students attending the Student Leadership Conference experience two days of leadership development and ethics training through keynote presentations, case studies, workshops, and networking with business and government leaders.

**Every dollar invested in the Sponsor a Leader Campaign goes toward providing students the opportunity to attend the 2015 Student Leadership Conference.**

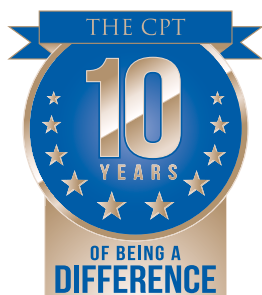
## Three Investment Levels:

Team Sponsor (5 Students)	\$5,000
Sponsor	\$1,000
Co-Sponsor	\$500

You can make your investment online by visiting:  
[www.thecpt.org/sponsor](http://www.thecpt.org/sponsor)

Or, you can mail a check to:

**NASBA Center for the Public Trust**  
PO Box 306272  
Nashville, TN 37203-6272



For questions or additional information, contact:

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Or, visit the CPT online at:  
[www.thecpt.org](http://www.thecpt.org)

Here's what attendees of last year's Student Leadership Conference had to say:



"It greatly inspired me to not only adopt an ethical approach to my own life, but motivate others to do so as well."

Cheyenne Counts  
East Central University



"It's given me valuable tools to make ethical choices on my campus and beyond."

Amy Zeigler  
University of Northern Colorado



"It helped me to gauge what kind of leader I want to be, the kind where ethical business is the norm."

Christian Jeon  
Andrews University



"I learned how to apply ethical leadership skills in real-world situations."

Maggie Fincher  
Belmont University



"Ethics were already important to me personally. This conference helped me understand how valuable they are in my career as well."

Shaquille Anderson  
Langston University

**Join us in Sponsoring a Leader today for a better business world tomorrow.**



# ETHICS IN ACTION VIRAL VIDEO COMPETITION



## STUDENT NEWS

### Get Involved with This Year's Video Competition

The *Ethics in Action Viral Video Competition* is officially underway, and students are using their creativity to produce videos that showcase the importance of ethics in business.

However, students aren't the only ones who can participate. After all student entries are received, four winners will be selected by a panel of judges, while four different viewer's choice award winners will be

selected by the public. This is your chance to get involved.

Between March 30 – April 6, we encourage you to visit [StudentCPT.org](http://StudentCPT.org) to watch all of the videos and vote for your favorite. In addition to seeing some funny, thought-provoking and entertaining videos, casting your vote allows you to show students that you value their creativity and interest in ethical leadership. ☆

### NC A&T Opens the First StudentCPT Chapter in North Carolina



On March 23, in Greensboro, NC, the StudentCPT launched its newest chapter at North Carolina A&T State University (NC A&T).

CPT President,

Alfonzo Alexander, served as the keynote speaker and talked with students about the pressures that are commonly faced by young professionals as they enter the workforce, and how they can make the best decisions when they encounter ethical dilemmas.

The groundwork for this chapter began at the 2014 Student Leadership Conference. Two NC A&T students, Brandon Harris and Corey Starks, attended the conference, and took what they learned back to campus. These students, along with Chapter Advisor Dr. Cathy Cornelius, collaborated with

the school's Society for the Advancement of Management, who agreed to host the 60+ students attending the launch. The StudentCPT continues to enjoy working collaboratively with other student and professional organizations.

If you have a relationship with a college or university, that may be interested in starting a StudentCPT chapter, please contact CPT Program Manager, Ryan Hirsch, at [rhirsch@thecpt.org](mailto:rhirsch@thecpt.org). ☆



Pictured above:  
Brandon Harris (left)  
and Corey Starks (right).

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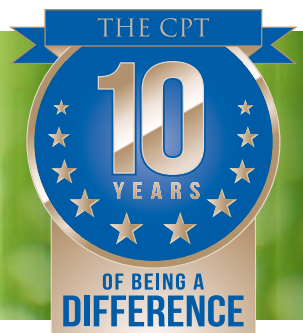
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