

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

May - June 2015

GOOD NEWS

Burger King Franchisee Gives \$120K to Employees

When Tom Barnett was selected as Burger King's Franchisee of the Year, he received a Corvette and a Rolex watch. As the owner of Barnett Management Company, he owns 24 Burger King locations in Arizona.

After receiving the car, several employees joked that they looked forward to taking a spin in his Corvette. Barnett did not grant their requests. He did something better.

He sold the car and the watch. Then, Barnett and the other members of his ownership group gave \$120K in bonuses to more than 100 employees. These bonuses allowed some employees to pay off medical bills, car loans and school expenses for their children.

By choosing to recognize and compensate his employees, Mr. Barnett demonstrated he values his team and appreciates their contributions.

The NASBA Center for Public Trust (CPT) commends Tom Barnett and his ownership group for truly being a difference to others. ☆

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ETHICS IN ACTION VIRAL VIDEO COMPETITION

THOUSANDS VOTE TO HELP SELECT VIDEO COMPETITION WINNERS

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

This year's competition generated video entries from 35 teams, hailing from 11 different colleges and universities: Colorado Mesa University, Colorado State University, Florida State College at Jacksonville, Florida State University, Liberty University, Lipscomb University, Texas A&M, University of Colorado at Colorado Springs, University of Miami, University of New Mexico and Utah State University.

Four winners were selected by a panel of expert judges, while over 2,000 public votes were cast to select four different winners for the Viewer's Choice Awards.

Short Film Category Winners (2-4 Minutes)

1st Place Grand Prize (\$1,000) – Utah State University

Should One Tweet Be Worth a Career?

Runner Up (\$500) – University of Colorado, Colorado Springs

The Tragedy of Mr. Ethan Anderson

Viewer's Choice 1st Place (\$700) – Lipscomb University

Discrimination in the Workplace

Viewer's Choice Runner Up (\$300) – Colorado State University

Gold Bricks

continues on page 2

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Thousands Vote to Help Select Video Competition Winners

Commercial Category Winners (1 Minute or Less)

1st Place Grand Prize (\$800)

Utah State University:

Bribery and Corruption

Runner Up (\$400)

Lipscomb University: Words Hurt Too

Viewer's Choice 1st Place (\$500)

Florida State University:

Social Media in the Workplace

Viewer's Choice Runner Up (\$200)

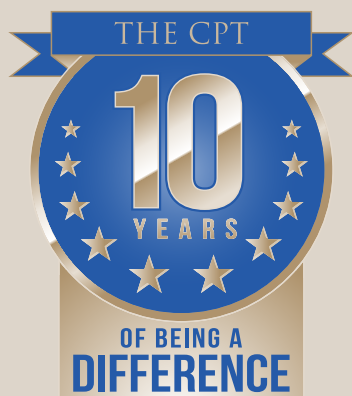
University of Colorado, Colorado

Springs: Ethical Products

Congratulations to all of this year's participants and prize winners. The CPT applauds everyone who created a video that demonstrated why ethical leadership is so important in business.

In a unique twist, the CPT faced its own ethical dilemma when the video marketing strategies of some of the teams were called into question, during the viewer's choice voting period. This also provided the CPT with an opportunity to demonstrate the process ethical leaders use to make decisions. To do this, the CPT created its own video and posted commentary about the process on its website.

To view these blogs and videos, visit thecpt.org/leadwithintegrity and let us know how you would have responded to this scenario. ☆



LEAD WITH INTEGRITY

A Closer Look at the Return on My CPT Investment

MILTON BROWN, PA CPT LIFE DIRECTOR

I have been an accountant for many years and the accounting profession is important to me. About 10 years ago, I was reading a newspaper and the commentary about accountants was terrible. The news stories were filled with reports of fraud and embezzlement. It was very disheartening.

The things the people did were awful, and I was troubled because these news reports were negatively impacting the public's perception of the profession. That bothered me because I work in this profession, and my colleagues would never do the types of things I was seeing in the news, but I didn't see anyone sharing that story. No one was sharing the good news about the majority of professionals who are acting ethically and doing business the right way.

When David Costello presented the concept for the NASBA Center for the Public Trust (CPT), it was a dream come true for me. I jumped up to pledge the first declaration of support because we needed to fight back, not just for accounting, but for all professions that value ethics and integrity.

To see how far the organization has come over the last 10 years is incredible. When I think about the CPT's greatest impact, the first thing that comes to mind is the establishment of StudentCPT chapters on college campuses throughout the U.S. StudentCPT programming has afforded entire classes of students to obtain their certification in ethical leadership. To be able to reach these students before they launch into corporate America is a great opportunity to help them understand the importance of handling business the right way. When I see these students learning about ethics, then taking what they learn and applying it in their careers, it's just incredible.

Watching the CPT grow is somewhat like having children and grandchildren. Nothing makes parents more proud than seeing someone they've nurtured, grow up and be successful. For me to be able to serve as a life director and continue to watch the CPT grow is especially rewarding and uplifting.

Over the next 10 years, I look forward to seeing continued growth in membership, fundraising, strategic partnerships and professional conferences. I also welcome the opportunity to meet with leaders from professions outside of accounting, including lawyers, architects, engineers and others that face ethical dilemmas. I'd like to share the story of why and how the CPT was established, how the organization has made a positive and lasting impact in corporate and academic arenas, and be able to work with these individuals to make the same impact in their respective professions and industries.

Whether people get involved financially, verbally or physically, they won't regret supporting the CPT. It's such a worthwhile investment. I feel privileged to be a part of this notable and much needed organization and salute the CPT on achieving 10 years of leading with integrity. ☆

“...we needed to fight back, not just for accounting, but for all professions that value ethics and integrity.”

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.

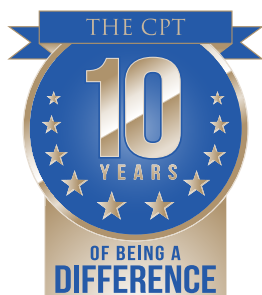
Three Investment Levels:

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

You can make your investment online by visiting:
www.thecpt.org/sponsor

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:

Ron Taylor

CPT Student Programs Development Specialist
(615) 312-3834, rtaylor@thecpt.org

Or, visit the CPT online at:

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.



CPT LEADERSHIP

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STUDENT NEWS

StudentCPT Chapters Focus on Being a Difference

As the school year ended, StudentCPT chapters reminded their peers that ethical leadership is a year-round process. The University of Missouri (Mizzou) StudentCPT chapter recently sorted canned goods at the Central Missouri Food Bank. The students were productive volunteers and admitted to having a ton of fun in the process.

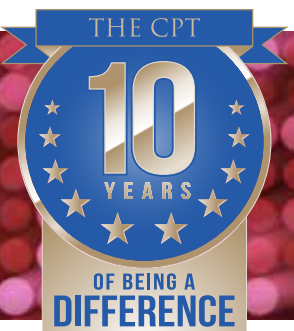
The end of the school year also allowed StudentCPT chapters to honor faculty and students who are “Being a Difference” in their communities. *Campus Being a Difference Awards* were presented to leaders at Birmingham Southern, Colorado State, East Central, Lipscomb, North Carolina A&T, Rutgers and the University of Utah. ☆

East Central University Learns From Role Playing

East Central University (ECU) recently conducted a highly successful event in which they role-played a case study. This event was primarily designed to help attendees understand how certain incentive structures and company cultures can lead to fraud and misrepresentation in financial reporting. Although many students were present, the chapter also invited local professionals, who received Continuing Professional Education (CPE) credits for participating in this event.

The NASBA Center of Public Trust (CPT) staff is thrilled to work with these young leaders and remains committed to providing more opportunities for students in other locations to get involved in ethical leadership building activities. As always, 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. ☆

FALL UPDATES



Over 1,000 students have earned their Ethical Leadership Certification. We collected feedback and are excited to announce enhancements to the program, which will be effective this fall.

Primary updates include:

- New Audio Recordings
- Fewer Click Requirements
- More Case-Scenario Videos
- Streamlined Content Structure

Professors, contact us today to learn how to enroll your students this fall.

lloewl@thecpt.org | 615.312.3841 | studentcpt.org/certification

