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**USADA GENERAL COUNSEL, WILLIAM BOCK, III, RECEIVES PRESTIGIOUS
BEING A DIFFERENCE AWARD FROM NATIONAL ETHICS ORGANIZATION**

Bock is among the NASBA Center for the Public Trust's 2014-2015 Award Recipients

NASHVILLE, TENN. (May 21, 2015)—The NASBA Center for the Public Trust (CPT) presented William Bock, III of Indianapolis, IN with the *Being a Difference* Award.

The presentation took place at the law firm office of Kroger, Gardis & Regas and the award was presented by Alfonzo Alexander, CPT President.

Mr. Bock is the general counsel for the U.S. Anti-Doping Agency (USADA) and is responsible for the management of all USADA Legal Affairs including supervision and direction of the results management process for the anti-doping testing program for all Olympic, Paralympic Pan American and Parapan American sports in the United States. Bock oversees the handling of all anti-doping rule violations including investigations; drafting and ensuring implementation and enforcement of USADA protocols and policies; prosecuting doping violations; handling all contract negotiations and drafting; overseeing Board of Director actions and Bylaw changes; as well as overseeing the legal affairs and results management staff.

Athletes everywhere rely on Bock and his team to do the right thing in protecting their ability to compete on a clean and level playing field. During a number of USADA's cases, the organization and legal team faced much adversity, pressure and criticism in holding accountable those that break the rules.

"This is the first time that an entire organization (USADA) has nominated a candidate," said Alexander. "I was very impressed with Mr. Bock and his efforts to promote ethics and integrity in his field. He is entrusted with the responsibility to protect the rights of clean athletes and it was an honor to present him this award. The selection committee made an excellent choice."

Established in 2006, the CPT's *Being a Difference* Award honors four individuals annually for their exceptional contributions to ethical leadership in their businesses and communities. Recipients are selected by a national committee focused on identifying individuals who go beyond their expected professional and personal responsibilities to be a positive influence.

In his nomination, Bock was described as an influence for athletes to believe they don't have to succumb to the pressures of society and sports, to use performance-enhancing drugs, to excel.

“It is with courage and dedication that Bock upholds the values of responsibility and integrity in a sphere that is often tainted with cheating and poor decisions. It is with honor and duty that Bock helps to preserve the integrity of competition, inspire true sport and protect the rights of U.S. athletes to compete healthy and clean. Bock also has a large influence in the lives of all the people he works with. He leads by example, constantly demonstrating the importance of treating people as you would want to be treated. As one employee said, ‘When I need to make a tough decision, I often ask myself, ‘What would Bill Bock do?’”

For more information about the *Being a Difference* Award, please contact:

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About the NASBA Center for the Public Trust (CPT)

The NASBA Center for the Public Trust (CPT) is a non-profit organization whose mission is to champion the public trust by advancing ethical leadership in business, institutions and organizations. www.thecpt.org

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