

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST 



WE CHAMPION ETHICAL LEADERS

July - August 2015



STUDENTS TRADE SUMMER VACATIONS FOR ETHICAL LEADERSHIP CONFERENCE

The NASBA Center for the Public Trust (CPT) recently hosted its 5th Annual Student Leadership Conference in Baltimore, MD. During a time when many students are vacationing with friends and enjoying the summer break, 67 of our StudentCPT leaders chose to come together and learn more about ethical leadership.

“The leadership conference was an extremely rewarding experience for me. It was great to get to interact with other students and professionals who share an interest in ethical leadership. Listening to presentations on strategic networking, accountability, conflict and more, really helped to further my understanding of leadership,” said Cayla Lepior of Ohio University.

Students also engaged in an eye-opening session that helped them recognize and better understand how to capitalize on their strengths.

After participating in these training sessions, students formed teams and used their skills to compete in a business ethics case simulation. The simulation consisted of a panel of pharmaceutical executives who were in a staff meeting, discussing a conflict between maximizing the firm’s profits and maintaining their ethical values.

In less than 24 hours, each team created a seven-minute presentation that effectively communicated their recommendations to the executives. Many teams worked throughout the night to perfect their presentations. Their commitment and dedication was evident in the quality of their presentations.

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GOOD NEWS


Company Thrives After Raising Salaries

A 2010 Princeton study revealed that \$70K to \$75K is the threshold for financial happiness. The study states that making less than \$70K has an impact on your emotional health and making more adds little to your overall happiness.

Gravity Payments CEO, Dan Price, took this study to heart and cut his \$1M dollar salary to \$70K while raising every other employee’s salary to \$70K, which doubled the salary of 30 workers.

“I wanted to give them enough money to not be distracted and focus on their work,” Price stated in regard to his non-traditional act.

This business move was designed to enhance the quality of life for his employees, but it also had a major business impact. Gravity Payments acquired numerous new clients in lieu of their CEO’s actions and received 3,500 job applications in one week for two open positions, which is five times more than usual.

Price’s actions and results are a testament to why ethics matter! 

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THE FUTURE OF ETHICS CPE

THE CPT PARTNERS WITH THE ACCOUNTING COMMUNITY

The CPA profession embraces its role as a leader in the area of ethics and integrity with its commitment to protect the public. Recently, the NASBA Center for the Public Trust (CPT) partnered with leading organizations in the CPA community to develop a program to help enhance continuing professional education for CPAs.

By partnering with The Accountants Coalition (Deloitte, EY, KPMG and PwC), Center for Audit Quality, AICPA and NASBA, the CPT raised over \$125K to develop and launch its new CPE Resources Program website. Because of these supportive sponsors and their contributions, the website was launched in May through a webinar, introducing the program to representatives from state CPA societies across the nation.

Currently, the resources are offered exclusively to state CPA societies. After two years, resources will be available for other training organizations across other industries for continuing education purposes.

We are excited about this program and grateful to our partners for funding such necessary work. We especially thank CPT Board Member, Joe Petito, for his leadership on this project. ☆



LEAD WITH INTEGRITY

The Underrated Key to Ethical Leadership: Focus

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

The most admired leaders and companies normally have a keen ability to focus. In fact, of the characteristics often associated with leadership, focus is frequently left from the list. However, the ability to focus enables a leader to execute better, meet goals effectively and be more accountable. As we enter into the second half of our 10th Anniversary year at the NASBA Center for the Public Trust (CPT), focus will be a key to our success.

Throughout my career, I have seen variability in leaders' ability to execute. In most cases, talent was not an important factor in the results. I have seen very talented and capable people and companies fail and less talented ones achieve great success. The successful individuals or companies brought a disciplined, laser-like focus when it mattered most. They executed with success.

Focus also helps leaders achieve and exceed their goals. Often, organizations have strategic planning sessions to set goals, objectives, tactics or whatever they choose to call them. However, at the end of the reporting period, they find they

have achieved a variety of things in the period, but fallen short on some or all of their original goals. I know that sometimes business changes drive these outcomes. To the contrary, very often, leaders and their teams are frustrated when they see they would have achieved more and been more effective, if they had focused on their original goals.

The greatest need for ethical leaders to focus becomes personal for us all. When we are focused, we are better able to keep our commitments and be accountable to our stakeholders (team members, clients, family and other partners). The lack of focus ushers us down the slippery slope of failing to meet obligations. Stakeholders expecting deliverables from us begin to question our integrity, interest or commitment when we are not focused.

Focus starts with the leader. I pronounce today, I will be focused on the CPT's most important initiatives. What about you, leader? Are you ready to complete the second half of 2015 with focus?

Lead with Integrity. ☆

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Students Trade Summer Vacations for Ethical Leadership Conference

Students also learned strategies and tips for effective networking. These skills were utilized onsite as each student received customized StudentCPT business cards, which they used to network with NASBA members during networking lunch and dinner sessions.

Before going home, they also engaged in an interactive workshop, designed to share best practices from each StudentCPT chapter, along with strategies for overcoming common challenges amongst chapters.

The CPT staff, board members and NASBA members were impressed by the enthusiasm, professionalism and eagerness to learn displayed by these students. Plans are currently being developed for the 2016 Student Leadership Conference in Denver, CO. ☆

BECAUSE OF
you
THEY ARE
Better
LEADERS



“Through your decision to donate to the annual Student Leadership Conference, you have added immeasurable and priceless experience to our lives. What we have learned while here has impacted and will continue to impact our decisions, now, and certainly when we go out and join the workforce.”

–Vince D’Ambrogi, Belmont University

SPONSOR *a* LEADER

There is Still Time to Make an Impact

Sixty-seven (67) students from across the nation arrived in Baltimore, MD, with an eagerness to learn more about ethical leadership. After attending the NASBA CPT Student Leadership Conference, these young leaders are better prepared to make ethical business decisions.

Through your conversations, donations and sharing of knowledge, you continue to make a positive impact on the next generation of America's leaders. Conference attendees, as well as the CPT leadership and staff, are grateful for your support.

To date, \$15K has been raised through this year's Sponsor a Leader Campaign. With another \$15K donated, we will be able to cover the cost of sending every student leader to the conference. Consider sponsoring (\$1K), co-sponsoring (\$500) or making a general donation to support a student leader today!

Every dollar counts!

Again, thank you for your continued support!

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
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Or, visit the CPT online at:
www.thecpt.org



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



John Sandoz is presented with *Being a Difference* Award.

CPT NEWS

Bock and Sandoz Honored with *Being a Difference* Awards

The NASBA Center for the Public Trust (CPT) recently presented *Being a Difference* Awards to William Bock, III of Indianapolis, IN, and John Sandoz, of Falls Church, VA.

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

Bock is the general counsel for the U.S. Anti-Doping Agency (USADA) and his nomination described him 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.

The award for John Sandoz was presented by Ryan Hirsch, CPT Operations Manager, at the annual Faith in Action award dinner for the International Center for Religion and Diplomacy in Alexandria, VA.

“Mr. Sandoz has lived his life dedicated to public service and the pursuit of a secure future for America,” said Hirsch. “He remains devoted to the training and mentoring of leaders throughout America and the international community. He empowers these individuals to create conditions for collaborative problem-solving and peaceful coexistence. It is an honor to recognize him as a *Being a Difference* Award recipient.”

Being a Difference Award presentations for Kevin Brown and Jonathan Porter will take place later this year. To learn more about these award recipients, visit thecpt.org/being-a-difference-award. ✨



Alfonzo Alexander and Travis Tygart present William Bock, III with *Being a Difference* Award.

CPT LEADERSHIP

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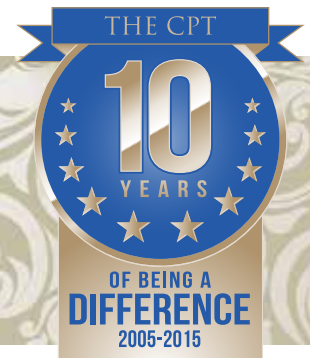
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SAVE THE DATE!



The CPT is celebrating its 10 year anniversary on September 15, 2015. Visit thecpt.org on this date to watch a special video commemorating this milestone and to get other special anniversary announcements.

