

# ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

March - April 2016



## DO CONSUMERS TRUST US IN BUSINESS?

The answer may be surprising to some, but YES! Trust among businesses has hit the highest level since the Great Recession, according to findings from the 2016 Edelman Trust Barometer.

Edelman, a leading global communications marketing firm, issues a global survey each year to measure public trust. The survey analyzes four different industries: Business, Non-Governmental Organizations (NGOs), Government and Media. Collectively, all four industries have reached their highest levels of trust among the public in years. Specifically, businesses saw the largest increase in trust among both the informed public and general population.

Results show that trust is rising in the elite or “informed public” group, but the “mass population” levels, unfortunately, remain stagnant. As noted in the survey, the informed public is described as those who are between the ages of 25 and 64, are college educated, engaged in media and have an income in the top 25 percent in each country surveyed. The gap levels between the informed public and mass population were alarming, but Edelman’s findings show that businesses have the best chance of bridging that gap by making positive changes. After all, 80 percent of those surveyed agree that it’s up to businesses to lead in solving societal issues.

Edelman encourages CEOs to **take action** and **focus** on making long term impacts to address social issues over short term financial successes. They also believe CEOs should practice **ethical leadership** and **share personal values** with stakeholders. Last but not least, Edelman believes that if businesses **build trust from within** and **empower** their employees, they will in turn become company advocates who will continue to grow the public’s trust. ☆

## GOOD NEWS

### Tennessee Coffeehouse Serving Up Living Water

Over 6,000 people die every day from a lack of clean water. The Well Coffeehouse in Nashville, TN, is not just serving up hot coffee, but also serving living water to needy neighbors across the world.

“It’s been a faith journey,” said Charlie Dillingham, Founding Board Member and Treasurer for The Well. This coffeehouse blossomed from a dream Co-Founder Rob Touchstone had in a graduate class. Together, Touchstone, Co-Founder Chris Soper and several friends from their church made this dream a reality, with very little capital and no experience running a free standing business. In just under four years, The Well has funded 10 wells in countries including Haiti and Kenya, opened a second coffeehouse in Nashville and sponsored numerous clean water projects.

Not only is The Well making clean water available to rural communities worldwide, the coffeehouse is also helping individuals, locally, who are helping make those initiatives tangible. Nestled inside

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Editors: Jenna Elkins and Cassandra Gray  
Contributors: Alfonzo Alexander, Ryan Hirsch, Alexia Kammer, Ashley Metivier, George Reynolds  
Production Editor: Katrina Mitchell



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UNIVERSITY™**

— EST. 1818 —

## CPT President Addresses Service Leadership Program Participants

The NASBA Center for the Public Trust (CPT) recently participated in a Service Leadership Program workshop, hosted by the Saint Louis University (SLU) - John Cook School of Business, on February 26. Alfonzo Alexander, CPT President, served as the keynote speaker of the leadership workshop. More than 40 students attended the interactive event where Alexander spoke about ethical leadership. During his presentation, Alexander shared insights on how to recognize ethical dilemmas, how to respond to stressful situations, and how to uphold personal values in the workplace.

Founded in 1996, the SLU Service Leadership Program educates undergraduate business students on the principles of service leadership and encourages students to volunteer with a variety of nonprofit organizations throughout the year. Since the program was founded, more than 100,000 hours of service have been completed.

In addition to volunteer opportunities and leadership workshops, SLU's Service Leadership Program participants must also complete a series of required coursework and learning modules.

To learn more about the program, visit: [business.slu.edu](http://business.slu.edu). Also, organizations interested in booking Alexander as a guest speaker, are asked to email: [info@thecpt.org](mailto:info@thecpt.org). ☆



## LEAD WITH INTEGRITY

Decisions. Decisions. Decisions.

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

How often do you think about the impact your decisions may have on other people? Recently, news of decision leaders making questionable actions that make negative, significant impacts on the people around them, has populated various media outlets. It makes me wonder if these leaders ever asked, "How does this decision impact the people I lead or serve?"

I firmly believe ethical leaders should pause and think about the effects major decisions may have before implementing them. When making decisions, these leaders should also consider what action(s) will be best and most fair for the greatest number of people. Sometimes what is best for the majority may differ from case to case, but having sensitivity in decision-making will often benefit everyone involved and lead to the best possible outcome.

Looking at the decision government officials made that caused the Flint, MI, water crisis, it is hard for me to believe the people of Flint were considered when the initial water source change happened. It is also hard for me to believe the people of this city were considered when officials made the decision to stay with the same water source, even after leadership was warned that the water and the pipes were poisonous. Finally, it is impossible for me to believe people were considered when a

large corporate citizen was switched back to the original water supply prior to the rest of the citizens.

On the contrary, I applaud the CEO of Salesforce, Marc Benioff, for his decision to end gender pay gaps at his company. He decided fairness among employees is a critical value at Salesforce and it was time to pay women equal to men who were in the same positions. This decision was one that took effort and came at a cost - Salesforce invested time and money to evaluate all jobs at the company to determine the gaps. To date, this effort has cost the company \$3 million. However, this commitment and ethical decision to close the gender pay gaps will pay for itself over and over again at Salesforce.

Ultimately, leaders' decisions impact others. The health and economic impacts of decisions made in Flint are catastrophic. Sicknesses are on the rise and real estate values are plummeting. On the other hand, Salesforce will most likely attract more talented women and minorities into its workforce because of the positive impacts leadership is making.

Who do your decisions impact? I encourage you to think of the people you lead and as always: Lead with Integrity. ☆

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## Tennessee Coffeehouse Serving Up Living Water

the coffeehouse is a board titled, "The Wishing Well." This board allows customers to share specific, personal needs and in return, other customers then have the opportunity to help their neighbors. "We want the community to be engaged in what we do," says Dillingham. "No questions asked, no red tape." Dillingham has heard stories of generous customers donating vehicles and even covering the cost of medical bills for local posters.

The CPT applauds The Well Coffeehouse for their servant attitude and bold mission. ☆



Recently, the Ethics & Compliance Initiative had a study that showed nearly 70% of employers now measure ethical behavior in performance evaluations. Help prepare these future leaders for the workforce.

# EMPOWER



# TOMORROW'S LEADERS

The Sponsor a Leader Campaign provides life-changing leadership and ethics training to outstanding college students through the CPT's annual Student Leadership Conference. Participants experience real-life ethical dilemmas, network with top industry professionals and glean wisdom from keynotes by world-class executives.



In this two-day, intensive conference, participants increase their knowledge and exposure to ethical leadership and take their experiences back home to apply on campus and in future endeavors. Students also learn about conflict management, personal accountability, strategic networking and best practices for leading their StudentCPT chapters.

NASBA  
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# SPONSOR *a* LEADER TODAY

**FOR A BETTER BUSINESS  
WORLD TOMORROW**

By Sponsoring a Leader, you are providing scholarships to 75 outstanding college students who want to attend the NASBA Center for the Public Trust's (CPT) 6th Annual Student Leadership Conference. This conference will be held June 22-23, in Denver, CO.

## DONATIONS CAN BE MADE IN THREE LEVELS:

- Team Sponsor..... \$2,000
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Make your investment in leadership online, by visiting [www.thecpt.org/sponsor](http://www.thecpt.org/sponsor) or mailing a check to:

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For questions or additional information, contact:

**George Reynolds**

Student Programs & Development Specialist

(615) 312-3834

[greynolds@thecpt.org](mailto:greynolds@thecpt.org)



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



"I think it's great that business students have an ethical outlet that enables them to bring new skills back to their campus."  
-Katie Deaven, New Mexico State University



"I learned how to build off my strengths, how to remain ethical when faced with a tough decision and how to lead."  
-Chase Bonsall, Creighton University



"I really enjoyed the lecture series, and I'm inspired to share what I've learned these past few days."  
-Taquesta Bush, Georgia Southern University



University of Utah StudentCPT Explores Ethics in the Courtroom

## STUDENT NEWS

### CPT Launches 29th StudentCPT Chapter

In February, the CPT officially launched its newest StudentCPT chapter at Saint Louis University. The student leaders and advisor have been working diligently to establish this chapter, and their efforts helped attract more than 50 students to the chapter’s recent kick-off meeting, held on February 25. CPT President, Alfonzo Alexander, connected with students by demonstrating the importance of making ethical decisions in order to experience and sustain success over the course of their careers. ☆



### UCCS StudentCPT Hosts Speed Dating with Ethics Event

The University of Colorado, Colorado Springs (UCCS) StudentCPT chapter recently hosted a “Speed Dating with Ethics” event, which was also facilitated by President Alexander. StudentCPT chapter members also participated in the “National Character and Leadership Symposium” at the U.S. Air Force Academy, as well as the “Race and Case Ethics Competition” in Denver, CO. ☆



### Ohio University Students Learn From Alumnus

The Ohio University StudentCPT chapter invited a recent alumnus to speak with over 40 students about his first year in the business world. He discussed the ethical dilemmas he witnessed during his first year on the job, and talked about how he navigated those obstacles. After the event, students and guests enjoyed thoughtful conversation over pizza. ☆

### University of Utah StudentCPT Explores Ethics in the Courtroom

The University of Utah StudentCPT chapter recently hosted an “Ethics & Credibility in Litigation” event, featuring the Honorable Judge Keith Kelly. Judge Kelly spoke to a packed auditorium of students about his experience dealing with ethical issues that arise in the legal profession. Other recent activities for this chapter include selecting new officers and attending a basketball game as a social event to network and attract new students. ☆

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# GET SOCIAL

Stay up-to-date on all things CPT by following our social media channels! Find us on Facebook, Twitter and our brand new Instagram account to see the latest CPT and StudentCPT activities.

Submit your updates to be featured on our pages by emailing [info@thecpt.org](mailto:info@thecpt.org), with the subject line: Social Media Mention.

