

ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

May - June 2016

ETHICAL LEADERSHIP

TRAINING & CERTIFICATION

Officially Launched!

CPT LAUNCHES PROFESSIONAL CERTIFICATION

The NASBA Center for the Public Trust (CPT) officially launched its Ethical Leadership Training and Certification Program — designed for business professionals across all disciplines. The program’s overarching themes discussed throughout the certification are culture, leadership and strategy. After completion, employees will have the knowledge and skills needed to recognize ethical issues, resolve ethical dilemmas and create an atmosphere that promotes positive, ethical behavior in organizations.

are interspersed with animated videos, real-world, ethical dilemmas that are discussed by subject matter experts, as well as quizzes to gauge the participant’s understanding.

The development of this training was possible through a three-way partnership between the CPT, Savant Learning Systems, a premiere provider in online education, and Drs. O.C. and Linda Ferrell, renowned business ethics professors and consultants.

Ultimately, ethical decision-making is one of the most important components of sustainable, business success. At the end of the program, the CPT hopes users will have a clear understanding of why ethical decision-making is important to both business and career success.

For more information on the training and certification programs, call 615-312-4234 or email Alexia Kammer at akammer@thecpt.org.

Developing and maintaining strong ethical cultures can benefit organizations through increased productivity and employee retention.

Similar to the CPT’s Student Ethical Leadership Certification, the training is online, self-paced and interactive. The modules can be taken separately or collectively as a certification. The modules

GOOD NEWS

Laundromat Owner is Making Life a Little Easier for Homeless New Yorkers

As a laundromat owner and former social worker, Samuel Van De Cruze, of Queens, NY, recognizes that common chores, like doing laundry, can be a hassle for New York’s homeless. “Clean clothes and bedding are necessities — almost as important as food and shelter,” said Van De Cruze.

Van De Cruze, Owner of Mr. Bubbles Laundromat, teamed up with The Landing, a homeless shelter for families run by CAMBA, to provide clean clothes for 75 of their tenants during a week’s time this past spring. Van De Cruz and his team worked throughout the night to wash, dry, fold and return the laundry by 7 AM each morning. This process ensured the homeless children could attend school in clean clothes, and adults could look and feel professional while attending job training programs.

The NASBA Center for the Public Trust (CPT) recognizes and appreciates the team at Mr. Bubbles Laundromat for donating their time and money to provide a treasured service. ☆

INSIDE

Lead With Integrity	2
CPT Prize Winners	2
Being a Difference Award Winner	2
Sponsor a Leader	3
StudentCPT News	5
Professional Certification	6
Editors: Jenna Elkins and Cassandra Gray	
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CPT PRIZE WINNERS ATTEND FINAL FOUR AFTER WAITING 20 YEARS

In 1986, Mark Harris waited in line, under the hot, Louisiana sun, to buy NCAA Men's Final Four basketball game tickets. After waiting two, long hours, the ticket office announced all tickets were sold out. Harris was devastated and thought he would never get the chance to attend a Final Four event.

Harris' luck changed after he and his wife, Beth, won tickets to the 2016 Men's Final Four and championship games through the NASBA Center for Public Trust's (CPT) [10 for 10 Anniversary fundraising event](#).

According to Harris, their experience was worth the wait. He said, "The enthusiasm of the fans was contagious. Since no Louisiana teams were playing, we adopted Villanova and had a ball pulling for their team."

After watching the semi final game, Mark and Beth generously gave the National Championship game tickets to a buddy from college. "Beth and I always have great experiences with the CPT, and we're glad we could share it with others. We're also looking forward to having a StudentCPT chapter at our alma mater in Lafayette, LA, in the near future," said Harris.

The CPT appreciates Mark and Beth for their continuous support of CPT programs and activities, and we are thrilled they enjoyed this special event. ☆



LEAD WITH INTEGRITY Traveling the Uncommon Path

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

I am constantly reading, interviewing and researching leaders to gain an understanding of how they achieve success. In recent months, I have seen two consistent, yet unusual (in relation to today's standards), attitudes from leaders thriving in their business and personal endeavors. Combined, these attitudes strike me as the *Uncommon Path* exceptional leaders take to succeed.

The first attitude is one of commitment that far exceeds the level of others. This type of commitment comes with a strong, personal attachment or mission that is usually connected with what the leader feels is part of his or her purpose. Leaders with this level of commitment feel success is mandatory and failure is not the end point, it is simply an opportunity to redirect with a new strategy. This type of commitment is found in ethical leaders across the country and also in leaders throughout history, such as Moses, George Washington and Dr. Martin Luther King, Jr. These leaders all found purpose and pursued it with extreme commitment, an *Uncommon Path*.

The second attitude is having a willingness to sacrifice when others will not. In every sector of our society, great leaders take on a higher calling by making significant sacrifices to achieve success. Willingness to sacrifice is connected to belief in purpose, which motivates these leaders to pursue

greatness. Common sacrifices leaders make include personal time, finances, other opportunities, etc. However, the greatest leaders sacrifice pleasures to carry out their purpose. This is what Nelson Mandela and the Wright brothers, Orville and Wilbur sacrificed and took *Uncommon Paths*.

Mr. Mandela believed that the cause was greater than him, and he went to jail for it. Later, after becoming the president of South Africa, he chose to serve only one term because he knew the country would be better without him being a long-tenured president. The Wright brothers sacrificed time to learn how to fly. While neither of them graduated from high school, they took the time to learn aeronautical engineering and were first in flight.

Finally, to add to the two attitudes, I also discovered that leaders traveling the *Uncommon Path* also have an authenticity that attracts others to their mission. *Uncommon Path* leaders generate followers because others see their authenticity and commitment to the people, mission, and purpose.

Leader, are you committed? Are you making the necessary sacrifices? Do others believe in your authenticity? Are you traveling the *Uncommon Path*?

Lead with Integrity! ☆

KEVIN Y. BROWN HONORED WITH *BEING A DIFFERENCE* AWARD

The NASBA Center for the Public Trust (CPT) presented Kevin Y. Brown, of New York, NY, with a prestigious *Being a Difference* Award on April 30. The award, which honors individuals for their exceptional contributions to ethical leadership, was presented to Brown during the 78th Anniversary celebration of the New York Alumni Chapter of Kappa Alpha Psi Fraternity, Inc.

An award-winning speaker and author, Brown serves as president of Legacy Thinking Labs, a leading public speaking and consulting firm based in New York. [continued on page 5](#)

Where are they Now?

StudentCPT Conference Alumna, Brittany Bird, Shares How the Conference Impacted Her Future

How did you become involved with the StudentCPT?

I represented Florida State University at the 2013 StudentCPT Leadership Conference in Chicago. We were still in the process of developing a chapter, so the conference helped prepare me to lead our chapter.

How has the StudentCPT impacted your career?

I'm currently in law school at Stetson University, and I'm continuously reminded of my experiences from the 2013 conference! I have so much respect for anyone who faces an ethical dilemma in their career and still makes the ethical choice. I learned that making the ethical choice is not always the easiest one. I believe there's a definite need for ethical attorneys in our society, and I hope we can work together to change the negative perception that often surrounds the profession.

How did the StudentCPT Leadership Conference help you grow as a leader?

The conference was a good opportunity for me to recognize ethical problems when they arise and how to handle them accordingly. Also, after the conference, I felt much more comfortable networking with professionals and walking up to a group and introducing myself. As a leader, it's important to feel comfortable around others and have them feel comfortable around you.





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 6th Annual StudentCPT Leadership Conference. This conference will be held June 22-23, in Denver, CO.

DONATIONS CAN BE MADE IN THREE LEVELS:

Team Sponsor.....	\$2,000
Full Student Sponsor	\$1,000
Partial Student Sponsor	\$500

Make your investment in leadership online, by visiting:
<https://www.studentcpt.org/slc/sponsor>
 or mailing a check to:

NASBA Center for the Public Trust
 PO Box 306272, Nashville, TN 37230-6272

For questions or additional information, contact:

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Here's what attendees of last year's StudentCPT 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



Lipscomb Chapter Officers

STUDENT NEWS

Lipscomb StudentCPT Preparing for Career Success

The Lipscomb StudentCPT recently conducted a chapter meeting that was led by NASBA Center for the Public Trust (CPT) Activities Coordinator, Ashley Metivier. Students engaged in interactive scenarios where they demonstrated how they would manage ethical dilemmas in their careers. Metivier analyzed each demonstration and provided feedback, which included pros and cons of each approach, in hopes of preparing students to make positive decisions when they face similar situations later in life.

Students also selected chapter officers for the 2016-2017 school year. The CPT looks forward to hosting two of the chapter's student leaders at the upcoming StudentCPT Leadership Conference in June. ☆

Ethics in Action Videos Receive Over 12,000 Views

The 2016 *Ethics in Action* Student Video Competition was a huge success. This year, a total of 66 video entries were received from 13 U.S. colleges and universities, which resulted in more than 12,000 views.

Winners include teams from Utah State University, Oklahoma State University, University of Tennessee - Knoxville, University of Georgia, Marshall University and University of Missouri - Columbia

Cash prizes, totaling \$4,400, will be awarded to the winning teams, thanks to sponsorship from the Dean Institute for Corporate Governance and Integrity.

"We invite everyone to watch all of the winning videos," said CPT President, Alfonzo Alexander. "It's important that this competition spreads across all college and university campuses because the long term effect of ethical leadership is one that can make a tremendous impact on our world, today and tomorrow," he added.

First launched in 2010, the *Ethics in Action* competition seeks creative video entries showcasing examples of ethical behavior in the business world. It is open to undergraduate and graduate students attending U.S. colleges and universities. ☆

continued from page 2

Kevin Y. Brown Honored with *Being a Difference* Award

"Mr. Brown's commitment to excellence and tireless dedication to leadership development and mentoring is to be commended," said Ryan Hirsch, CPT Operations Manager. Because of his past and current contributions to the betterment of business and society, he is a deserving recipient of the CPT's *Being a Difference* Award." ☆



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GET CERTIFIED

Ethical decision-making is one of the most important components of sustainable business success

Get certified in business ethics through the online, interactive, self-paced CPT Ethical Leadership Training and Certification program:

1. Training Module 1 - Culture Matters: The Value of an Ethical Culture
2. Training Module 2 - Leadership Matters: The Need for Ethical Leaders Everywhere
3. Training Module 3 - Strategy Matters: The Key Components of Ethical Business

Contact Alexia Kammer at akammer@thecpt.org to learn more.

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Culture. Leadership. Strategy.