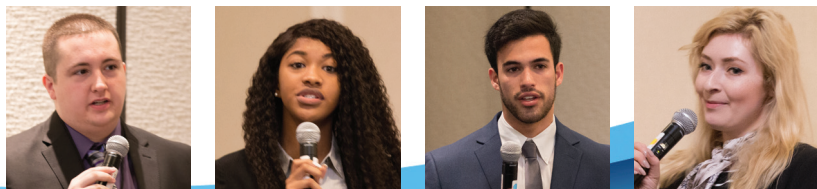


ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

November/December 2017

BIDS ON BROADWAY

Bids on Broadway Event Raises \$35,000

The NASBA Center for the Public Trust (CPT) recently held its *Bids on Broadway* fundraising event at the 2017 NASBA Annual Meeting in New York, NY. The event was sponsored by Prometric and helped raise funds to support the training and development of ethical leaders.

Meeting attendees were treated to a surprise improv show during the final few minutes of a plenary session presentation led by CPT President Alfonzo Alexander. Attendees were then ushered to the beautiful hotel lounge that overlooked Broadway and Times Square. Guests were invited to bid on a series of auction items that included: a New Year's Eve experience in Times Square; a progressive dinner in Nashville, TN, with

current and past NASBA CEOs; a week stay in Big Sky, MT; multiple beach vacations in Florida as well as other packages.

The event raised more than \$35,000 and will help fund StudentCPT programs and activities.

The CPT humbly thanks everyone who joined them for the *Bids on Broadway* event, those who generously donated auction items and those who graciously contributed to the cause.

If you are interested in supporting CPT programs, donate online by visiting thecpt.org/donations. ☆

"The CPT humbly thanks everyone who joined them for the Bids on Broadway event, those who generously donated auction items and those who graciously contributed to the cause."

GOOD NEWS

NASBA Supports Hurricane Relief Efforts

After the 2017 hurricane season left several parts of the country with a tremendous amount of devastation, NASBA leaders decided to take action. The NASBA Community Reinvestment Committee (CRC) decided to donate funds to Americares in support of jurisdictions affected by recent hurricanes. Americares is a health-focused relief and development organization that responds to people affected by poverty or disaster with life-changing medicine, medical supplies and health programs.

Additionally, NASBA is also making a contribution to the Community Foundation of the U.S. Virgin Islands, after speaking with students from the Virgin Islands StudentCPT chapter and learning how the hurricane devastated their island.

NASBA also encouraged its employees to help support this worthy cause. Staff had the option of donating \$10 toward [continued on page 2](#)

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CPT Hosts Free CPE Workshop at NASBA Annual Meeting

The NASBA Center for the Public Trust (CPT) hosted a free CPE workshop for NASBA Annual Meeting attendees in New York, NY. Rich Brody, forensic accounting expert, led a two-hour presentation titled *Scared Straight: White Collar Crime and Beyond*. The workshop focused on white-collar and red-collar crime within the United States. Brody analyzed the fraud triangle and gave insight to workshop attendees on how to identify possible fraud within their own organizations. Participants were eligible to earn up to two hours of CPE credits in Behavioral Ethics. ☆



LEAD WITH INTEGRITY

How Can You Talk About Ethics Today?

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

Without a doubt, the most common question I get these days is, “How can you talk about ethics with what’s going on today?” My immediate response is always a series of questions to make sure I know what the individual means by the “going on today” part of their statement. Almost always, the question is rooted in the disappointment the asker has in political or corporate leaders. The question is timely because it’s asking me how I get people to buy into ethics and ethical leadership when society is consistently hearing how others are achieving success in ways that may be considered unethical.

Rather than avoid the question, which I considered doing the first time I got it, I opted to embrace it, and use it as an opportunity to talk about a concept we at the NASBA Center for Public Trust (CPT) call sustainable leadership. Here is the reality...in almost every unethical example, we hear about leaders or people in question being caught or exposed. This means the behavior has been brought into question. Unethical leaders are often forced to worry, wonder and even commit crimes to cover their misgivings. Despite their concerted efforts, the truth almost always comes to light.

However, sustainable leaders operate without the worry and stress of being exposed. Sustainable leaders are the types of leaders that Jim Collins and John Maxwell describe in their books as Level 5 Leaders. In addition to other attractive qualities, these leaders decide to make decisions that consider all stakeholders, not just their personal interests or the bottom line of their businesses. Sustainable leaders are not perfect, but they strive to achieve success within the rules, and they do not put themselves or the people they lead at risk.

My answer to “How can you talk about ethics today?” is: I try to develop, encourage, empower and promote sustainable leaders. I want to do the same for you. Don’t allow yourself to be a person living with the stress of being exposed. Be a sustainable leader. It may take longer to reach your goal, but you will likely stay on top longer and feel good about your journey.

As always...Lead with Integrity. ☆

“Be a sustainable leader.”

continued from cover

GOOD NEWS: NASBA Supports Hurricane Relief Efforts

hurricane relief efforts, allowing the CRC to add additional funds to their AmeriCares donation.

The CPT loves to recognize organizations that give back to communities and help those in need. Have you heard of a good news story lately? Share it with us at info@cpt.org. ☆



Change a Life This Holiday Season

This holiday season, the NASBA Center for the Public Trust (CPT) invites you to change the life of a young leader. Through the Student Center for the Public Trust (StudentCPT), thousands of college students across the United States are given the opportunity to learn about ethical leadership principles, enhance their decision-making abilities, and network with ethical business leaders.

With the help of supporters like you, the CPT's student programs have continued to grow in 2017. Take a look at the impact your gifts have made:

2017 in Numbers

71

Videos were submitted in the *Ethics in Action* Video Competition



9,700

People viewed the submissions of the video competition



70

Students participated in our intensive summer leadership conference at no expense to them



More than
1,000

People voted for their favorite *Ethics in Action* video submission

★ 40



Student chapters have been established across the country

More than

2,500

Students enrolled in our Ethical Leadership Certification Program

We hope you will be a part of our continued growth and success by making an end-of-year gift to the CPT. Together, we can change the lives of more future leaders across the United States.

Make your contribution by visiting thecpt.org/donations

Or send a check to:

NASBA Center for the Public Trust

PO Box 306272, Nashville, TN 37230-6272

For questions regarding end-of-year giving or for more information, contact:

Sydney Shearer

Development & Student Programs Specialist

(615) 312-3834 | info@thecpt.org

Thank You!

The NASBA CPT would like to thank the countless individuals and companies who have made gifts to support the development of ethical leaders in 2017. Our continued growth is a direct reflection of the time, energy and support you have provided our organization. During this season of thanks, our students would also like to express their gratitude:

“Thank you so much for investing your time and money into me. It’s made me a better person, it’s going to make me a better professional in the future and I can’t wait to see what this does for my career.”

-Matthew Lewis, University of Mount Olive



“If I could say something to the donors who made the StudentCPT Conference possible for me, I would say thank you. I wouldn’t be here if it weren’t for their contributions. I have definitely taken a lot from this experience and look forward to putting everything I learned into practice.”

-Jeanna Sujanani, University of the Virgin Islands

“Thank you so much. The StudentCPT Leadership Conference has been the most amazing experience. I have never been to a leadership conference before and I have really benefitted from it. The University of Wyoming thanks you as well!”

-Sena Krula, University of Wyoming



Season’s Greetings from the CPT



University of Mount Olive Chapter Kickoff

STUDENT NEWS

CPT Launches 40th StudentCPT Chapter

The NASBA Student Center for the Public Trust (StudentCPT) remains committed to becoming the largest network of ethical leaders on college campuses across the country. To support this goal, the NASBA Center for the Public Trust (CPT) has continued its growth by launching a total of six new StudentCPT chapters, while expanding to two new states, during the fall semester. The CPT now has 40 StudentCPT chapters, across 20 states. The CPT staff looks forward to working with chapter officers and advisors to promote and develop ethical leaders and decision-makers.

The CPT is grateful for all individual donors who support the operations of StudentCPT programs and activities. The CPT would also like to thank the Wesley A. Caldwell Foundation for sponsoring the establishment of the Mississippi State StudentCPT chapter. Below is a list of the six new StudentCPT chapters and their chapter kickoff dates:

Truman State University – September 5, 2017

University of Mount Olive – September 28, 2017

Western Kentucky University – October 19, 2017

Auburn University – October 23, 2017

Mississippi State University – October 24, 2017

Minnesota State University, Mankato – November 6, 2017



MNSU StudentCPT Chapter Kickoff



Mississippi State StudentCPT Chapter Kickoff

ECU StudentCPT Teaches Financial Literacy

Students from East Central University delivered financial literacy education to 30 fifth and sixth graders from the school's Junior Business Club. Students enjoyed interactive activities featured in the F.U.N. Money Program and learned about information related to Credit & Debit, Saving & Investing, Income & Careers, and Planning & Money Management. The CPT is proud to be partnering with PwC to help empower StudentCPT leaders to deliver these financial literacy training sessions. ☆

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THANK YOU!

The NASBA Center for the Public Trust (CPT) would like to thank those who generously donated auction items, contributed to the fundraiser and attended the Bids on Broadway event in New York. Special thanks to the following generous supporters who made this campaign possible:

Ken & Sheilah Bishop
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