

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

January/February 2018



The NASBA CPT Co-Hosts 12th Annual Audit Conference

The year 2017 marked the 12th consecutive year the Ensuring Integrity Audit Conference took place at Baruch College in New York, NY. This annual event is co-hosted by the NASBA Center for the Public Trust (CPT) and the Robert Zicklin Center for Corporate Integrity.

The day-long conference provides a forum for interaction between business, public accounting, educators and policy setters from the American Institute of Certified Public Accountants (AICPA), the Securities and Exchange Commission (SEC) and the Public Company Accounting Oversight Board (PCAOB).

CPT President, Alfonzo Alexander, opened the conference by welcoming guests and giving opening remarks. Other conference speakers and panelists included: Noel Allen of NASBA, Cathy

Allen of Audit Conduct LLC, Douglas Carmichael of Baruch College, Robert Colson of Baruch College, Kim Gibson of Grant Thornton, Diana Henriques author of *The Wizard of Lies*, H. Fenwick Huss of Baruch College, Robert Lack of Friedman Kaplan Seiler & Adelman LLP, Claudius Modesti of the PCAOB, Marc Panucci of the SEC, Martin Racek of Deloitte & Touche, Jennifer Rand of the PCAOB, Thomas Ray of Baruch College, Mike Santay of ASB, Mohini Singh of CFA Institute, Scott Univer of Mazars USA LLP, Miklos Vasarhelyi of Rutgers Business School, Michael Young of Willkie Farr and Gallagher and Megan Zietsman of the IAASB.

Attendees were eligible to earn up to eight hours of CPE. Are you interested in attending the 2018 conference? Email info@thecpt.org. ☆

GOOD NEWS

Women in Entertainment Business Strike Back, Raise Millions for Anti-Harassment Action Plan

Over the last few weeks, many women in the entertainment business have come forward with personal stories that depict incidences of sexual assault and/or harassment. These women have been courageous, and their empowerment and strength struck a chord with women everywhere.

The Time's Up movement was established to garner the strength of these women in Hollywood and around the world, to improve workplace conduct across all industries and areas. To date, the Time's Up Legal Defense Fund's crowdfunding efforts have raised nearly \$17 million for the cause. In addition, a website, timesupnow.com, has been established to empower the public and to help them find resources and the courage to speak up.

The NASBA Center for the Public Trust (CPT) admires the bravery and courage shown by so many women and the continued efforts of the Time's Up movement. Have you heard of a Good News story lately? Share it with us at info@cpt.org. ☆

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Students Take Action After Completing Ethical Leadership Certification

The ability to recognize ethical issues and dilemmas is essential to developing an action plan to resolve these types of situations. The CPT's Ethical Leadership Certification Program is designed to instill these types of skills in students so they can apply them in their careers. Below is an excerpt from one of our instructors in California who is using the program in her classes.

"I am so pleased with the training. It has really helped our students look at the inappropriate behavior of their employers and jobs. One student recognized and reported sexual harassment at her internship, a second student quit a job at the end of the first week because of the abusive and unprofessional manner her coworkers experienced on the job, and a third student is looking for another job because of the lack of ethics at her company. In all three cases, they cite the training as influencing their insight/decisions. A student referenced in a recent email, "I keep thinking about the Ethical Leadership Training."

-Kris Cerone at the Escondido Adult School

If you are interested in enrolling your students in this program, please visit learning.thecpt.org to learn more. ☆



LEAD WITH INTEGRITY

Put on Your Mask First

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

Over the last few weeks, several occurrences have reminded me of an instruction I hear frequently, "*Put on your mask first*, before helping others." Sound familiar? It's one of the key statements a flight attendant makes before the pilot takes off. Putting your mask on first is simple and important, but not always easy.

It is simple because if oxygen flow suddenly became an issue on a flight, an oxygen mask is the immediate help we want and need. It is important because it could be the difference between life or death. But, why is it so important that flight attendants mention it before every flight and remind parents individually? Well...it is not easy to instinctively try to help ourselves *before* we help others. Are you that type of leader? I tend to be.

As I reflected on 2017 and established my goals for 2018, I realized I spent most of last year helping others with their masks first. While I gained satisfaction from seeing others benefit from my help, I often found myself stagnant. As a result, I did not grow as a leader at the pace I have in previous years. In 2018, I plan to *put on my mask first*, and I encourage you to do the same.

This approach will not keep us from helping others with their mask. On the contrary, it will enable us to be more helpful to others. As leaders, we have an opportunity to assist with the growth and development of the people we lead. To take advantage of that opportunity, we have the responsibility to also grow.

If you are like me, we must be intentional about our own development. By doing so, we must position ourselves to *put on our masks first*. With our masks on, we can efficiently help others with their masks. Think about it, if a parent on a plane tries to put his/her child's mask on first and struggles, both are in danger. If he/she *puts his/her mask on first*, they will be more focused and effective effort can be directed to the child. Remember, it is simple and important, but not always easy. Nevertheless, *put your mask on first* this year.

Lead with Integrity. ☆



Save the Date

2018 CPT Golf Classic

July 9, 2018



Belmont StudentCPT Chapter Meeting

STUDENT NEWS

Dr. Latham Leads Students to Strength Success at Belmont

During the fall 2017 semester, Dr. William Latham, Chief Student Development and Success Officer at the University of the District of Columbia, led a group session at a Belmont StudentCPT chapter meeting. Students were invited to explore their strengths through a StrengthsQuest assessment and learn how to maximize their strengths in their daily lives. Representatives from the Lipscomb StudentCPT chapter also attended the event.

Birmingham Southern Hosts “Study Break”

The Birmingham Southern StudentCPT chapter members invited their peers to join them for a “Study Break” during finals week. Students were treated to doughnuts and refreshments during the event, and they learned about the benefits of joining the StudentCPT.

Rutgers Shines Light on Ethics

Rutgers StudentCPT members were invited to hear from NASBA CPT President, Alfonzo Alexander, and New Jersey CPA, Ainsley Reynolds, in an interactive panel discussion focused on ethics in the CPA profession. Ralph Thomas, CEO and Executive Director of the New Jersey Society of CPAs, was also in attendance. Students also learned about the CPA Exam and how to obtain licensure. ☆

**Do You Know a
Student Interested
in Winning up to \$1,000?**

**2018 ETHICS IN ACTION
VIDEO COMPETITION**

studentcpt.org/videocompetition

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Contact Sydney Shearer at info@thecpt.org or call (615) 312-3834 with any additional questions