

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS



Top Row (Left to Right): Tommy Barie, CPA; Donald Burkett, CPA; Kevin James, Ph.D., CPA; Jeffrey Katz, Ph. D.
Bottom Row (Left to Right): Janet Buchanan; Linda Ferrell, Ph.D.; O.C. Ferrell, Ph.D.; Louis Upkins, Jr.

The CPT Recognizes New and Past Board Members

In May 2018, the NASBA Center for the Public Trust (CPT) welcomed four new board members to the CPT family: **Tommy Barie, CPA; Donald H. Burkett, CPA; Kevin James, Ph.D., CPA; and Jeffrey P. Katz, Ph.D.**

Barie is a partner with Mauldin & Jenkins, LLC, and she previously served as the chair of the American Institute of CPAs for 2014-2015. Burkett serves as the executive vice president of Burkett Burkett & Burkett CPAs, and he previously served as NASBA chair for 2015-2016. James currently serves as dean for the North Carolina Agricultural and Technical State University College of Business and has published nearly 20 articles related to professional accounting and diversity issues. Katz is the dean of Western Kentucky University's Gordon Ford College of Business and serves on the International Board of Governors for Beta

Gamma Sigma. These individuals bring a tremendous amount of experience, organizational knowledge and leadership to the CPT Board of Directors.

The CPT also bid farewell to four board members in March 2018: Janet Buchanan; Linda Ferrell, Ph.D.; O.C. Ferrell, Ph.D.; and Louis Upkins, Jr. With their leadership and guidance, the CPT grew a number of ethics-related programs. The Ferrells helped produce the student and professional training and certification programs. Buchanan helped the CPT update and advance its fundraising models. Upkins' strategic advice and support helped the CPT experience multiple years of growth. The CPT sincerely appreciates the commitment and dedication these four board members provided to the organization during their terms. ☆

Summer 2018

GOOD NEWS

Chick-fil-A Employee Uses \$3 to Display Company Values

Has a company employee ever gone out of his or her way to show you that you are a valued customer? In spring 2018, Danny Cadra ordered food from Chick-fil-A, but forgot to take his change (approximately \$3) before leaving the drive-thru window.

Marcus Henderson was working the drive thru-window that day, and he recognized Cadra as a frequent customer. Henderson put Cadra's change in an envelope, and carried it with him for three weeks until Cadra came back to the restaurant.

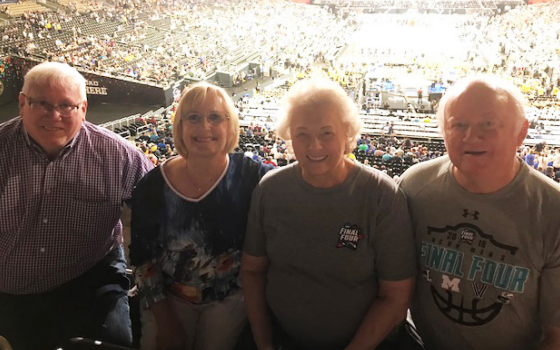
Cadra said Henderson's kind act means a lot to him, not because of the money itself; but because Henderson went out of his way to return the money, when he could have kept it without anyone knowing. [continued on page 2](#)



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Production Editor: Katrina Mitchell



Bids on Broadway Winners Enjoy Vacation Packages

The NASBA Center for the Public Trust's (CPT) 2017 *Bids on Broadway* fundraising event was just the beginning of the fun for attendees. In addition to raising more than \$35,000 for CPT programs, winning bidders won some great prizes! Some of the most popular prizes included tickets to the NCAA Men's *Final Four* Basketball Championship, a New Year's Eve package at the New York Marriott Marquis and an exclusive golf outing in Nashville, TN.

NASBA Vice Chair, Janice Gray, won tickets to the Men's *Final Four*. Of the experience, she said, "[My husband] Rodney and I had a wonderful time at the Final Four. We enjoyed the company of Kent and Dee Smoll and Alfonzo Alexander! The atmosphere was very energetic, the music was great and the games were great!"

Nancy Whipp, retired CEO of the Chartered Professional Accountants of New Brunswick, was the winning bidder for the Nashville golf outing. She and her husband enjoyed two days on the green at The Governors Club and Westhaven Golf Club with CPT Board Chair, David Costello, and CPT President, Alfonzo Alexander. Whipp said, "The courses were breathtaking and very challenging, but our hosts made it a really fun time and treated us like king and queen. This was certainly a win-win situation for all. We got to play two great days of golf in very good company at beautiful courses while helping the CPT with its mandate. We would encourage all to support this great organization."

Perhaps the most highly sought-after auction item went to Nevada State Board of Accountancy member, Nicola Neilon, who walked away with a New Year's Eve package in Times Square. Neilon and her husband had a blast ringing in the new year at the New York Marriott Marquis' exclusive New Year's Eve party.

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LEAD WITH INTEGRITY

A Couple Lessons From a Game

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

As many of you know, I played four years of college football. I am grateful for the experience because it completely funded my undergraduate education. However, I also learned several significant life, business and leadership lessons through that great experience. Let me share a couple of these lessons that continue to drive me 30 years later.

"Prioritize your efforts" was one of the first and most important lessons I learned. Inspired by one of my coaches, I adopted an attitude that I would work when appropriate, play when appropriate, and rest when appropriate. Today, I know it is important for an effective leader to have a great work ethic, build some fun in the work environment, and take time to rest and recharge. We all need to work, play and rest in the correct proportions to be successful. As a leader, I encourage my teams to work hard, play hard and rest well.

"Good performance creates opportunities" was another key lesson I learned from my football experience. On the first day of practice of my sophomore year, my coach pointed out that he had 26 athletes competing for four starting positions. He also told us the athletes playing in the games would be the four who perform best in practice. From that day forward, I decided to be one of the top four and the top one at my position. It worked... and it still works. I have seen in my career, and the career of others, that performing with excellence and integrity creates opportunities for leaders to grow their businesses and grow personally. Strong performance opens doors and weak performance closes them, creating opportunities for others. We all can better serve our businesses, our teams and ourselves by improving our performance.

Although these are lessons I learned during my football experience, they can be applied to all leaders. How are you prioritizing your life? Is your performance helping or hurting you? If you want more of yourself, look at your prioritization and your performance. You may find some opportunity for growth within you.

Until next time, *LeadWith Integrity!*

**We all need to work,
play and rest in the
correct proportions
to be successful.**

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Chick-fil-A Employee Uses \$3 to Display Company Values

Henderson's display of integrity reflects the sentiment of Chick-fil-A's founder, Truett Cathy, who said, "We should be about more than just selling chicken. We should be a part of our customers' lives and the communities in which we serve."

The CPT commends Chick-fil-A on creating an environment that encourages its employees to exhibit ethical behavior. ☆

SPONSOR A LEADER

IT STARTS WITH YOU



Why I Sponsor a Leader

The Sponsor a Leader Campaign provides life-changing leadership and ethics training to high-potential college students through the NASBA Center for the Public Trust's (CPT) annual StudentCPT Leadership Conference (SLC). This conference is made possible by gifts from generous donors—like you!



Vicky Petete, CPA, is the chief financial officer at Vision Bank, NA, a member of the Oklahoma Accountancy Board and an instructor at East Central University. In addition to her busy job, Petete serves on the NASBA Center for the Public Trust (CPT) Board of Directors and is a longtime supporter of the Student Center for the Public Trust (StudentCPT). When asked why she invests in the Sponsor a Leader Campaign, Petete said, “I have personally witnessed the impact the CPT has on students, not only here at East Central University, but also as I have watched with amazement the impact on the students attending the conference each year. Students and individuals hear the word ethics quite frequently. But many times, truly understanding what it means to act ethically, especially in specific circumstances, may seem confusing or blurred. The CPT provides not only students, but also businesses and individuals the tools to do ‘the right thing’.”

We thank Petete for her continued, generous support of our students and invite you to join her in sponsoring a leader and changing a life.



Sponsorship Levels



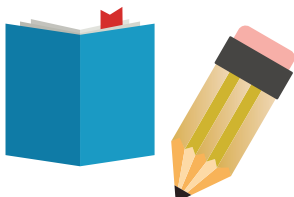
Sponsor a Student
\$1,000

Sponsor Student Travel



\$500
Per student

Sponsor
Student Meals
\$150
Per student



Sponsor Conference
Materials:
\$25



Why It Matters

Across the United States, employees and organizations are facing ethical dilemmas on a continuous basis. Unfortunately, good people sometimes make poor decisions because they are unprepared to manage these types of scenarios.

Through the SLC, students learn how to navigate these ethical dilemmas. By investing in SLC attendees, you are investing in future leaders who act with honesty and integrity, while applying high standards of ethical behavior to their daily activities.

Change the life of a future leader by making a gift toward the CPT's Sponsor a Leader campaign.

By Sponsoring a Leader, you are providing scholarships to 60 outstanding college students who attended the 8th Annual StudentCPT Leadership Conference, June 4-6, in Orlando, FL.

IT STARTS WITH YOU!

Change the life of a young leader today by visiting thecpt.org/sponsor.

Or send a check to:

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

For questions, additional sponsorship opportunities or more information, contact:

Ryan Hirsch

Operations Director

615-564-2129 | info@thecpt.org





2018 ETHICS IN ACTION VIDEO COMPETITION

STUDENT NEWS

CPT Gives Awards to Seven Teams In *Ethics In Action Video Competition*

The 2018 *Ethics in Action* Video Competition was a huge success. This year, a total of 37 video entries were received from 13 college and universities.

These videos generated more than 3,000 views and hundreds of viewer's choice votes from individuals who watched students use their creativity to demonstrate

how ethical dilemmas *should* and *should not* be handled in business. The NASBA Center for the Public Trust (CPT) is thrilled with the continued interest and support for these student videos.

The competition is sponsored by the Dean Institute for Corporate Governance and Integrity, which helped the CPT award more than \$4,000 in cash prizes to seven different teams of winners.

Please see a complete list of competition winners below:

Judges' Awards:

Short Film Category (1-3 Minutes)

First Place:

#MeToo, University of Colorado Denver

Runner Up:

Own Your Mistakes, Austin Community College

Commercial Category (59 Seconds or Less)

First Place:

Giving Voice to Values (GVV),
University of Northern Colorado

Runner Up:

Stealing Company Time,
University of Northern Colorado

Viewer's Choice Awards:

Short Film Category (1-3 Minutes)

First Place:

Clock Theft, Loyola University, New Orleans

Runner Up:

An Ethical Dilemma, University of Wyoming

Commercial Category (59 Seconds or Less)

First Place:

EthicsInAction_FSU_2018, Florida
State University

First launched in 2011, the annual competition seeks creative video entries showcasing examples of ethical behavior in the business world, and is open to undergraduate and graduate students attending colleges and universities throughout the United States. Visit studentcpt.org to learn more. ☆

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Bids on Broadway Winners Enjoy Vacation Packages

The CPT is grateful for all of the donors who bidded on giveaway items at the *Bids on Broadway* fundraiser event, and for those who support the CPT in other ways throughout the year. With your help, the CPT continues to develop and empower the next generation of ethical leaders. ☆



CPT LEADERSHIP

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CPT Operations Director

ASHLEY METIVIER
Business Development Specialist

cut & mail in form

CPT GOLF CLASSIC

Registration/Sponsorship Opportunities

(Visit thecpt.org for sponsorship details)

- ☐ Eagle Sponsorship (8 players): \$5,000
- ☐ Birdie Sponsorship (4 players): \$2,500
- ☐ Par Sponsorship (4 players): \$1,500
- ☐ Registration Sponsorship (4 players): \$1,500
- ☐ Golf Cart Sponsorship (4 players): \$1,500
- ☐ Driving Range Sponsorship (4 players): \$1,500
- ☐ Putting Range Sponsorship (4 players): \$1,500
- ☐ Beverage Station Sponsorship (4 players): \$1,500
- ☐ Hole Sponsorship: \$250
- ☐ Team of Four Players: \$1,000
- ☐ Individual Player: \$250

For more information about this event and sponsorship opportunities listed above, or to pay online, visit thecpt.org/golfclassic

Send Registration Form to:

NASBA Center for the Public Trust (Attention: Ryan Hirsch)
150 4th Avenue North, Suite 700 | Nashville, TN 37219

Email registration form to: rhirsch@thecpt.org

Checks are payable to: NASBA Center for the Public Trust

CPT Golf Classic | Governors Club Golf Course (Brentwood, TN)

Monday, July 9, 2018 (11 a.m. Check-in and Lunch)

Sponsorship Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Player Names, Phone Numbers and Email Addresses:

1. _____

2. _____

3. _____

4. _____