

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

Fall Edition

GOOD NEWS

Men's Wearhouse Suit Drive Steers Folks in the Right Direction

For over 40 years, retail chain Men's Wearhouse has supplied men with high-quality and affordable apparel for all occasions. For the past 11 years, the company has hosted a suit drive that encourages individuals, who, are located near one of the 700+ stores to donate gently used business attire items, such as suits, sport coats, dress shirts, jackets and ties.

In 2017, the retailer collected 322,714 donated items and set a 2018 goal of 346,167 items. The donated items were given to nonprofit organizations, helping clothe men and women re-entering the workforce. As a thank you from Men's Wearhouse, donors received 50 percent off a regular priced item on their next purchase.

The NASBA CPT loves to hear about companies that bring their communities together for a good cause. Have you heard of a good news story lately? Share it with us at info@thecpt.org. ☆

Students Experience Leadership Magic in Orlando at Annual Leadership Conference

The NASBA Center for the Public Trust (CPT) hosted its 8th annual StudentCPT Leadership Conference (SLC) in Orlando, FL, June 4-6. Sixty-one energetic student leaders from around the country were invited to participate in an intense, two-day conference focused on ethical leadership and development.

The conference kicked off with keynote speaker, Cynthia Cooper, CEO of The CooperGroup, sharing her personal story of being a whistleblower during the WorldCom fraud case. Next, Ryan Hirsch, Vice President of the CPT, gave an interactive presentation focused on strategic communication. Students were then tasked to put their communication skills to the test and construct towers made of newspaper and office items, some stretching seven feet tall!

Dr. William Latham, Chief Student Development and Success Officer at the University of the District of Columbia, had students examine their strengths and learn how they can best use them as it relates to leadership. Also, Ashley Metivier, Business Development Specialist, and Sydney Shearer, NASBA ALL Manager, shared tips and tricks on how chapters can achieve Golden Star Chapter status.

On the final day, students gave presentations, giving counsel and advice to executives in a series of ethics cases. Alfonzo Alexander, CPT President, concluded the conference with a session titled "Next Level Leadership," which allowed students to

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Why I Give

G. Alan Long, CPA, CITP, CGMA, is the managing member of Baldwin CPAs, PLLC, in Richmond, KY, and a longtime supporter of the NASBA Center for the Public Trust (CPT). As a former board member and current associate member of the Kentucky State Board of Accountancy, Long stated that his involvement at NASBA Regional and Annual Meetings introduced him to the work of the CPT. He saw the impact the StudentCPT program had on future leaders in the accounting profession and decided it was time to give back to the profession that has given so much to him.

“Students are the future of the profession,” Long said, when describing his motivation to support the CPT. As an appointed leader, Long also sees it as his obligation to lead by example and give back. He hopes this will inspire others in the profession to do so as well.

We thank Long for his continued, generous support of our students and invite you to join him in supporting the CPT. For more information about how to get involved, email info@thecpt.org. ☆



CPT Featured as Nashville Sounds Charity of the Night

On August 16, the NASBA Center for the Public Trust (CPT) was featured as the Charity of the Night for the Nashville Sounds Triple-A baseball team. Matt Pellettiere, President of the Belmont University StudentCPT Chapter, joined CPT Staff, as they passed out CPT-branded fans and promoted the CPT to game-goers. ☆



LEAD WITH INTEGRITY

What Do You Choose?

ALFONZO D. ALEXANDER
PRESIDENT, NASBA CENTER FOR THE PUBLIC TRUST
CHIEF ETHICS AND DIVERSITY OFFICER, NASBA

One of the uncomfortable realities of life is that we all face adversity. It rarely comes when we are looking for it, we often are not prepared for it, and we are never excited about it. However, how we respond to adversity presents opportunities, but also tests our leadership and character. In short, things will happen, *what we choose* to do about them is what makes us the person and the leader your stakeholders see you as.

Choosing negative responses to adversity often leads to negative consequences, and they almost always delay resolving the issue(s) creating the adversity. Conversely, choosing positive responses are much more productive, and leads to better, more timely resolutions.

I encourage you to address adversity in a way that will enable you to make the best of the situation. Let's call it the “How-When Approach.”

Here are the steps that make up the How-When Approach:

1. **Recognize the adverse circumstance.**
2. **Briefly work through the initial emotional response to the adverse situation.**
3. **Gather and analyze all the information available to you.**
4. **Choose HOW you will respond in the most ethical manner.**
5. **Choose WHEN you need to respond to get the best results.**

Executed well, this approach can help any leader resolve difficult situations and gain respect from his or her peers and stakeholders. An important fact about leadership is that people watch behavior and listen to the words of their leader. Keeping that in mind, ethical leaders have the responsibility to choose and deliver responses to adversity wisely. What do you choose?

As always, *lead with integrity.* ☆

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Students Experience Leadership Magic in Orlando at Annual Leadership Conference



analyze where they currently are in their leadership journey and assess where they aspire to be.

The CPT is thankful for the generous sponsors who made this conference possible! The CPT staff looks forward to working closely with these phenomenal student leaders during the upcoming school year. ☆



The 2018 CPT Golf Classic was held on July 9, 2018, at the Governors Club in Brentwood, TN. This year's event was a huge success, and the CPT is grateful to all of the sponsors, teams, individual players and volunteers who participated.

The support from these individuals and organizations is essential to helping the CPT raise funds to develop, empower and promote ethical leaders.

Learn more about this event by visiting thecpt.org/golfclassic/. Here are a few photo highlights from this year's tournament.





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Chapter Awards



STUDENT NEWS

StudentCPT Chapters Shine Bright During the 2017-2018 School Year

Congratulations to the following StudentCPT chapters for achieving Star and Golden Star status during the 2017-2018 school year. These chapters have demonstrated extraordinary commitment to advancing ethics awareness and leadership on their campuses.

STAR CHAPTERS

Colorado State University
Middle Tennessee State University
Minnesota State University, Mantako
North Carolina A&T State University
University of Delaware
University of Utah
University of the Virgin Islands



GOLDEN STAR CHAPTERS

Colorado Mesa University
Lipscomb University
Ohio University
Rutgers University
Southeast Missouri State University
Truman State University
University of New Mexico
University of Northern Colorado
University of Wyoming
East Central University



TN StudentCPT Members Volunteer at CPT Golf Classic



Campus leaders and StudentCPT officers, Katie Bilbrey, Tennessee Technological University, and Matt Pellettiere, Belmont University, volunteered at the 2018 CPT Golf Classic. Proceeds from the golf tournament support programs like the annual StudentCPT Leadership Conference, which Bilbrey and Pellettiere attended. "Thank you for providing such a wonderful experience for leaders like me," said Bilbrey, at the closing reception. ☆

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SAVE THE DATE

Business with Purpose Awards Luncheon

November 7, 2018

Join the NASBA Center for the Public Trust (CPT) and the
Lipscomb University Dean Institute for Corporate Governance and Integrity
in celebrating Middle Tennessee's most ethical companies.

For tickets and table information, visit thecpt.org.