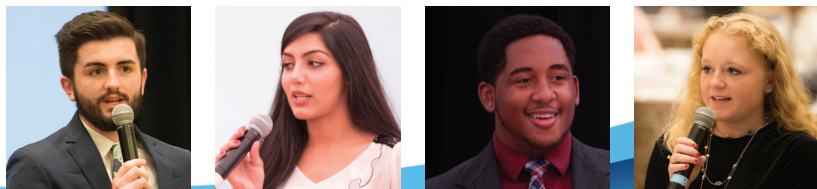


# ETHICS MATTERS

NASBA  
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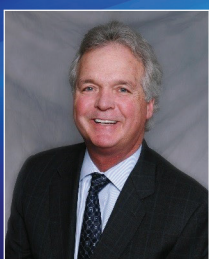
## WE CHAMPION ETHICAL LEADERS

November

### CPT Selects *Bill Daniels Being a Difference* Award Honorees



Robert Bray



John Ikard



Emmanuel Lulin

The NASBA Center for the Public Trust recently selected a new class of honorees for the *Bill Daniels Being a Difference* Award. Through this award program, the CPT recognizes individuals practicing high standards of ethical leadership in business. These individuals do not simply aspire to make a difference – they are continuously being a difference in their careers and communities.

#### This year's honorees include:

- **Robert Bray, CEO of Bray Real Estate**
- **John Ikard, Former President & CEO of First Bank**
- **Emmanuel Lulin, Senior Vice President & Chief Ethics Officer for L'Oreal**

The award program is sponsored by the Daniels Fund, and is named in honor of its founder, the late Bill Daniels. He is fondly remembered for his reputation for ethics and integrity, and his sincere compassion for those in need.

This year's honorees embody the ethical business principles Bill Daniels used to guide his actions and decisions. These principles include integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. Although individuals worthy of this award very rarely seek recognition, their commitment to ethical leadership deserves being recognized.

**If you know business leaders who fit this description, the CPT encourages you to honor these individuals by nominating them for this award. Nominations are accepted year-round, and the selection committee meets each year to select the next class of honorees. The next class of *Bill Daniels Being a Difference* Award honorees will be selected in 2019. ☆**

## GOOD NEWS

### Disney Offers Free Tuition to Employees

The beloved and well-known The Walt Disney Company, or simply Disney, recently announced the launch of its Disney Aspire program, intended to fund tuition for more than 80,000 hourly workers. The educational options for employees are almost unlimited, including vocational training, English-language learning and bachelor's and master's degree programs. The program will cover all tuition costs and even reimburse students for educational expenses, such as books and other materials.

"Disney Aspire is the most comprehensive program of its kind," said Jayne Parker, Senior Executive Vice President & Chief HR Officer for The Walt Disney Company. "I am incredibly proud that Disney is embarking on this historic launch."

The CPT loves to hear about companies that empower their employees. Have you heard of a good news story lately? Share it with us at [info@thecpt.org](mailto:info@thecpt.org). ☆

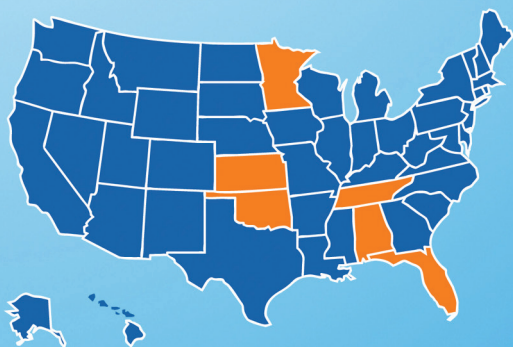
## INSIDE

Lead With Integrity .....	2
CPT Expands Professional Reach .....	2
StudentCPT Chapter Updates .....	2
Student Spotlight .....	3
Giving Tuesday .....	4

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# CPT Expands Professional Reach



In 2016, the NASBA Center for the Public Trust launched the Ethical Leadership Training & Certification Program. This program is broken up into three modules, focused on areas related to Culture, Leadership and Strategy.

The Missouri Board of Accountancy was the first state to offer the program as a disciplinary tool for CPAs who receive infractions. Since then, additional programs were created for Boards of Accountancy in Alabama, Florida, Kansas, Minnesota, Oklahoma and Tennessee.

**If your state is interested in assigning the program to offenders in your state, email [info@thecpt.org](mailto:info@thecpt.org). Three module programs and customized programs are available. ☆**



## LEAD WITH INTEGRITY

*Do You Truly Know Yourself?*

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

Do you know yourself? If you're like most people, your answer is yes. According to industrial psychologist, Tasha Eurich, 95 percent of people think they are self-aware. However, her research shows that less than 15 percent truly are. This information is both interesting and challenging to me. Throughout the years, I have used several competency development tools to improve myself and develop staff, and they all consider self-awareness a critical competency. In addition, numerous articles site self-awareness or self-objectivity as keys for successful employees, leaders and companies. If it is accurate that such a small number are truly self-aware, I wonder if self-awareness may be the key differentiator for business and leadership success.

Why are people not more self-aware? We all have filters that guide how we perceive things. Some people see themselves better than others see them, while some are more critical of themselves than others. Therefore, there is a common conflict between what we see and what others see. Being honest with ourselves can be a tremendous challenge, but it is not insurmountable.

How do we become more self-aware? Here is the formula I will use to become more self-aware. **First, I will recall a few things from my past.** Specifically, I will review my past failures and successes to determine how I contributed to the outcomes. This step will enable me to objectively assess my performance and identify trends. **Secondly, I will look at my current activities.** In this step, I will seek to better understand my strengths and weaknesses. After this self-evaluation, I will engage in two additional steps. Initially, I will ask for specific feedback on my strengths and weaknesses from a small number of peers who I trust will be honest with me. Following the first set of discussions, I will meet with my mentors and ask them to help me identify ways to capitalize on my strengths and explore resources to cover my weaknesses.

I am committed to getting to know myself, so I can be better tomorrow than I am today. I challenge you as ethical leaders to *know yourself*.

As always, Lead with Integrity! ☆

## StudentCPT Chapter Updates



University of Wyoming Students

### University of Wyoming Welcomes Back Students

On September 10, University of Wyoming students welcomed past and future StudentCPT members. Officers gave introductions and they reviewed the fall 2018 activities calendar.

### Truman State Freshmen Are Introduced to the StudentCPT

Aspiring business administration and accounting students at Truman State University were invited to a "Majors Welcome Event." Incoming freshman participated in an Escape Room challenge then met members of the StudentCPT. ☆





## STUDENT NEWS

### StudentCPT Alumni Spotlight: Sean Perera, CPA

While obtaining an accounting degree from Baruch College's Zicklin School of Business, Sean Perera was one of the founding members and secretary of Baruch's StudentCPT chapter, helping facilitate the initial club registration process, becoming a collaborator with the Baruch Accounting Society and Beta Alpha Psi, and much more. Fast forward, Sean has been an invaluable team member of Deloitte for more than five years.

**Tell us a little bit about yourself, including your background and your journey to where you are today.** In 2017, I came to the United States from Sri Lanka. First, I went to LaGuardia Community College and graduated with an Associate of Science degree. Then, I transferred to Baruch College for my bachelor's in accounting. I graduated from Baruch College in 2013 and started my career at Deloitte. Currently, I serve clients in the financial services industry, specializing in real estate.

**How was your StudentCPT chapter formed?** I had the opportunity to speak with CPT President, Alfonzo Alexander, during my time at Baruch College. Alfonzo was thinking of starting a new chapter at Baruch, and I was interested in getting involved.

**Have you noticed a difference in your sense of confidence to handle any situation, in terms of your career, compared to your colleagues who have not received the same CPT training?** Absolutely! Trust is the most important thing in my career and having learned how to maintain that trust is something I use most. I feel an increased sense of confidence. Now, data security is so important, but five years ago it wasn't something of concern. I really felt like I had a jump start on trust and confidentiality as it became more relevant, and I felt more prepared because I had this training.

**Would you recommend future leaders attend the StudentCPT Leadership Conference? If so, why?** Definitely! It's important we learn early-on about trust. Unfortunately, they just don't have that in school today. Maintaining the client's trust has a huge impact on business, and that wasn't the primary focus of our school curriculum. It's important to learn about trust early-on, and when I was interviewing with employers, being a part of the StudentCPT gave me the confidence to ask them about the types of programs their company had in place to train people about trust. In my profession, you must maintain client trust because you handle client data and information. It's important the firm and clients trust you with that information. And it's important for clients to trust auditors so they can engage in meaningful dialogue about any issues that arise.

**What would you say to potential supporters, who are thinking about making a contribution to the CPT?** This is the best program to help prepare students for future challenges. Very few programs in school cover trust and ethics.

View the full interview with Sean by visiting [thecpt.org](http://thecpt.org). ☆

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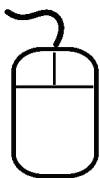
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# #GIINGTUESDAY

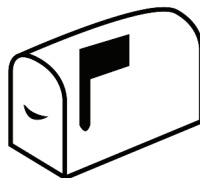
**Tuesday, November 27, 2018**

Please remember the CPT during this year's Giving Tuesday.  
Help support our StudentCPT Chapters and champion  
ethical leaders across the country.



**ONLINE**

[thecpt.org/donations](http://thecpt.org/donations)



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