

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST



## WE CHAMPION ETHICAL LEADERS

December 2018 Edition

## GOOD NEWS

### Companies Assist Victims of California Wildfires

The 2018 California wildfires tore through the state at rapid speed, destroying over 100k acres of land, killing dozens of citizens and displacing thousands of residences. During such catastrophes, it is important for leaders to tend to their communities in whichever capacity they can to help.

Following the destruction, many companies on the west coast and beyond sprang into action to help those in need: Airbnb helped evacuees find temporary shelter with its Open Homes program; Anheuser-Busch sent more than 300K cans of emergency drinking water to the communities affected; Chevron donated \$1 million to the Red Cross; Wells Fargo donated \$250k in support of wildfire efforts; Lyft provided free transportation to those affected through its Relief Rides program; many others contributed to the relief efforts, too. \*

The NASBA Center for the Public Trust (CPT) loves to hear about companies that give back to their communities during trying times. Have you heard of a good news story lately? Send it to us at

[info@thecpt.org](mailto:info@thecpt.org). ☆

\*<https://www.bizjournals.com/sanfrancisco/news/2018/11/14/camp-fire-bay-area-companies-donate-relief-aid.html>

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## CPT Hosts Fun Under the Arizona Sun Event at NASBA Annual Meeting

The NASBA Center for the Public Trust (CPT) recently held a Fun Under the Arizona Sun fundraising event at the 2018 NASBA Annual Meeting in Scottsdale, AZ. The event, which was sponsored by Prometric, helped raise funds to support the training and development of current and aspiring ethical leaders.

Attendees were invited to soak up the sun while learning about the CPT and its programs. They also had the opportunity to bid on a series of auction items that included: a New Year's Eve experience in Times Square; a stay in magical Orlando, FL; a trip to scenic Lake Tahoe; and many more.

In total, 1,414 giveaway tickets were purchased, 208 bids were placed and \$36,000 was raised!

The CPT humbly thanks everyone who attended the Fun Under the Arizona Sun event, those who generously donated auction items and those who graciously contributed to the cause.

If you are interested in supporting the NASBA CPT, donate online by visiting [thecpt.org](http://thecpt.org). ☆



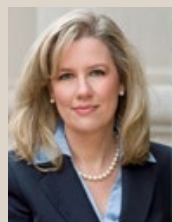
## CPT Honored with Award at 2018 Salute to Excellence Ceremony

On October 9, 2018, the NASBA Center for the Public Trust (CPT) was honored with the Frist Foundation Revenue Development Award at the Center for Nonprofit Management's *Salute to Excellence* awards celebration. This award recognizes the innovative creation of the professional and student online certifications. The CPT was also a finalist for the Diversified Trust New Generations Award.

Nonprofit leaders, volunteers and community partners gather annually to commend nonprofits that are making a big impact. Commonly known as the "Emmys for Nonprofits," this event is the largest nonprofit awards banquet in the United States.

As the winner of the Frist Foundation Revenue Development award and as a finalist for the Diversified Trust New Generations Award, the CPT took home \$26,000.

The CPT is honored to have received this award and remains committed to engaging ethical leaders across the country. ☆



## NASBA Annual Meeting Goers Earn CPE with Cynthia Cooper

The NASBA Center for the Public Trust (CPT) hosted a free CPE workshop for NASBA Annual Meeting attendees in Scottsdale, AZ. Cynthia Cooper, CEO of The CopperGroup LLC and whistleblower in the WorldCom scandal, led a two-hour workshop titled *Ethical Leadership for the 21st Century*. Cooper gave insight to the fall of WorldCom and what could have been done differently. She shared 10 steps to recognizing ethical dilemmas and finding courage. She concluded by inspiring attendees to define their personal mission, vision and values. Participants were eligible to earn up to two hours of CPE credits in behavioral ethics. ☆



## LEAD WITH INTEGRITY Can You Make a Tough Call?

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

As ethical leaders, we are often called on to make a *tough call*. While difficult decisions are not easy for anyone, some leaders seem to consistently make better tough decisions than others. If you are like me, you have made some good ones and some bad ones. Recently, I looked back at my best decisions and I found some common themes.

First, I considered the immediate impact on all important stakeholders. I wanted to get to the bottom line, and make the best decision in the most efficient timing. However, I needed to look beyond the impact on me and the business to consider the impact on other stakeholders. When broadening my thinking, I was able to see some additional factors that led to positive results for others, which helped me, too.

Secondly, I looked at long-term impact and unintended consequences. Considering what the decision meant to everyone tomorrow (as best I could predict the future) was critical. Once I was leaning in a particular direction, I took time to consider how decisions, at that time, would impact everyone later. Sometimes the immediate fix can cause challenges later, so in considering these decisions, I looked at the present and future impact.

Finally, I recognized the emotional component, but I did not let it drive the decision. We all know emotions can often cause us to make a quick decision that is not in our best interest. However, emotions are not to be completely dismissed when making difficult decisions. I have found it best to recognize and acknowledge the emotions I experience when making a tough decision. Through this recognition, I can fully address the situation by recognizing biases my emotions bring into the equation. When doing so, I can compartmentalize them to make sure they are considered, but are not a driver of my decision.

Here is the reality...as ethical leaders, we are expected to make the right *tough call*. Are you equipped? Are you ready? If not, I encourage you to develop a process that you can use to help you do what is right when faced with a *tough call*. With a process, you will win more than you lose.

As always, Lead with Integrity. ☆

## NASBA CPT Board Chairman Honored with Award



NASBA CPT Board Chairman and former NASBA CEO, David Costello, was honored with the CPT Chairman's Award at the 111th NASBA Annual Meeting. Costello founded the NASBA CPT in 2005. He is the current chairman and will serve as a Life Time member of the NASBA CPT Board of Directors. The CPT is grateful for Costello's servant heart and commitment to promoting ethical leadership. ☆



With your support, the NASBA CPT has expanded its reach across the nation, impacting students and professionals. Thank you and happy holidays!

*Season's Greetings!*

# 2018 CPT Tracker



CPT staff visited 22 student chapters and had over 5,600 touch points with students

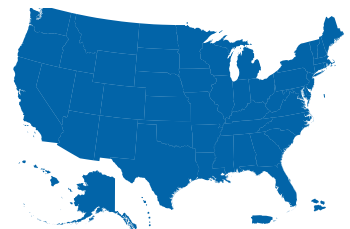
Over 3,100 students enrolled in the Ethical Leadership Certification program



22 Campus *Being a Difference* Awards were presented



6 StudentCPT chapters have been established



Over 3,400 *Ethics in Action* Video Competition views



17 chapters hosted community service projects



To give the gift of ethical leadership this holiday season, visit:  
<https://thecpt.org/donations/>



University of Delaware Students

## STUDENT NEWS

### Minnesota State University- Mankato Finds Passion in Ethical Leadership

In November, CPT President, Alfonzo Alexander, joined the StudentCPT chapter at Minnesota State University- Mankato. He discussed how easy it is to get swept up into ethical dilemmas and the importance of ethical leadership in the workplace.

### Ohio University StudentCPT Members Learn about Ethical Risk Areas

In November, Ashley Metivier, Business Development Specialist, visited Ohio University for "Accounting Night." Student groups Beta Alpha Psi, Accounting Club and StudentCPT all came together and learned about some of the factors that influence ethical risk with young professionals.



### University of Delaware Young Professionals Prepare for Ethical Dilemmas

The University of Delaware StudentCPT Chapter hosted guest speaker, Gene Truono. Truono shared what he experienced as a young professional in the business world. He provided insightful information about potential ethical dilemmas young professionals could face. Truono was instrumental in implementing JP Morgan Chases's USAPATRIOT ACT compliance program to combat money laundering and terrorist financing.

### Local Leaders Support Belmont StudentCPT

Belmont students were treated to Lisa Harless, Senior Vice President of Wealth Management at Regions Bank. She spoke about her leadership experience in the banking industry. Other StudentCPT Officers from Lipscomb University and Middle Tennessee State University were also in attendance and came out to support the Belmont chapter. ☆



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# HAPPY HOLIDAYS

*Holiday  
Wishes*  
from the CPT

