

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

January/February 2019 Edition



The NASBA CPT Co-Hosts 13th Annual Audit Conference

On December 4, 2018, business men and women, public accountants, educators and policy setters gathered for the 13th annual Ensuring Integrity: Audit Conference at Baruch College. Hosted by the Zicklin Center for Corporate Integrity and the NASBA Center for the Public Trust (CPT), the conference provides a forum for interaction and discussion between representatives 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: Mark Adler (PCAOB); Cathy Allen (Audit Conduct); Noel Allen (NASBA); Douglas Bloom (PwC); Meredith Canady (KPMG); Douglas Carmichael (Baruch College); Robert Colson (Baruch College); Brian Croteau (PwC); Sheri Fabian (Grant Thornton); Chris Halterman (EY); Kathleen Healy (PwC); Matthew Jacques (SEC); James Kaiser (PCAOB); Brian Lunch (EY); Patrick McNamee (PCAOB); Kyle Owens (Crowe LLP); Marc Panucci (SEC); Amy Park (Deloitte & Touche LLP); Jennifer Rand (PCAOB); Thomas Ray (Baruch College); Mike Santay (ASB); Lisa Snyder (BDO); Scott Taub (Financial Reporting Advisors LLC); Scott Univer (Mazaras USA LLP); Phil Wedemeyer (Ensko LLC); Michael Young (Willkie Farr & Gallagher) and Megan Zietsman (IAASB).

Attendees were eligible to earn up to eight hours in continuing professional education (CPE). Are you interested in attending the 2019 conference? Email info@thecpt.org for more information. ☆

GOOD NEWS

John's Crazy Socks Prioritizes Giving Back

In late 2018, NASBA was introduced to John's Crazy Socks, a father-son venture lead by John Lee Cronin, a young man with Down syndrome. John's love for crazy socks led him to create a successful sock company built on four pillars: inspiration and hope, giving back, socks you can love and making it personal.

From the day they opened, they pledged to donate five percent of their earnings to the Special Olympics. As the company garnered more recognition and growth, they were able to expand their Giving Back Program. With profits from their Charity and Awareness Socks, John's Crazy Socks helps raise money for its charity partners, like the National Down Syndrome Society and the Autism Society of America.

NASBA was so touched by the tireless efforts of John's Crazy Socks that the company bought many of John's socks and included them in the 2018 holiday gift bags for each employee.

Have you heard of a good news story lately? Share it with us at info@thecpt.org. ☆

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Contributors: Alfonzo Alexander, Dina Barabash,	
Sara Irving, Ashley Metivier	
Production Editor: Katrina Mitchell	



The CPT Welcomes Donald H. Burkett as Chairman

The NASBA Center for the Public Trust (CPT) is proud to announce Donald H. Burkett, CPA, as the new CPT Board chairman. Burkett is the former president and current vice president of Burkett, Burkett & Burkett, CPAs, PC, of Columbia, SC. He served as NASBA Board chairman, from 2015-2016, and experienced significant highlights and accomplishments during his term. Burkett also held several additional leadership roles as a member of the NASBA Board of Directors, including vice chair and Middle Atlantic regional director. He has also chaired and served as a member of several NASBA committees including the Communications Committee, Administrative and Finance Committee, Awards Committee, Nominating Committee, International Qualifications Appraisal Board, Standards Study Group and Past Chair Advisory Council.

Burkett is a former chairman, vice chair, secretary and member of the South Carolina Board of Accountancy. He is a member and past president of the South Carolina Association of CPAs and a member of the American Institute of CPAs' Vision Project Team. *Money* magazine's article on "The Best Tax Practitioners" cited him as one of the four South Carolina "tax pros" available for middle and upper-middle income taxpayers. Burkett is a graduate of the University of South Carolina.

The CPT is grateful for Burkett's servant leadership, expertise and enthusiasm around ethics and leadership.

David A. Costello, CPA, served as the previous CPT Board chairman and will continue to serve the CPT Board as a life member. ☆



LEAD WITH INTEGRITY

What Do You Value?

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

Leaders are recognized for various things. Many receive acknowledgement for their work, awards for their success, and rewards for their achievements. A friend of mine is an example of a leader who has received accolades for all of the above, and more. However, in a recent conversation, he shared with me that what he values most is his giving.

My friend, who I will refer to as Chuck to keep him anonymous, had a successful career prior to his retirement. He built a great reputation as an integrity-based leader, and he was recognized by many as an industry trailblazer in his area of expertise. All of this work, though rewarding for him, was not fulfilling.

Chuck receives his fulfillment from giving. Yes, he provides financial support to causes and organizations that compel him. However, he thrives off giving his time and talents to others. Chuck believes he experienced career success so he could share his knowledge and experience to develop others.

Through Chuck and other ethical leaders, I have noticed that many enjoy and value giving to develop others. I encourage you to incorporate this type of giving into your personal value system.

This year, join me in creating value by dedicating some of your time and talent to develop someone else.

As always, Lead with Integrity! ☆

A Donor's Social Return on Investment

During the start of a new year, you may take time to look closely at your personal return on investments, like the value of your home or your retirement plan. Do you ever wonder about your return on donations? As a NASBA Center for the Public Trust (CPT) donor, not only are you investing in students and their ethical leadership skills, you are also investing in the development of volunteer work and community relationships fostered by StudentCPT chapters.

Let's look at a donor's social return on investing in StudentCPT chapters:

- **Tennessee Technological University raised funds and packed gifts for Operation Christmas Child, which supports children of low-income families during the holiday season.**
- **East Central University collected over 2,500 books and donated them to schools and outreach centers in the community.**
- **Valdosta State University participated in the Adopt-A-Road program with Beta Alpha Psi, disposing of trash and debris on a local highway.**
- **The University of Alabama at Birmingham volunteered at a local women's community center, dedicated to women rebuilding their lives.**

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Ohio University Clean Up

STUDENT NEWS

Temple University Sees the Importance of Ethics Through For Eyes

Temple University StudentCPT members were treated to an interactive conversation with Professor Daniel E. Goldberg, founder of the national optical chain For Eyes. Goldberg spoke to students about the importance of ethics and how maintaining ethical business practices can sustain a successful business.

Home Depot CFO Encourages Auburn Students to Practice Ethics

Approximately 150 students joined the Auburn University StudentCPT chapter for a discussion with Carol Tome, CFO of Home Depot. Tome discussed the importance of a strategic and ethical organizational culture at Home Depot and some of her personal experiences overcoming ethical dilemmas.

ULL Students Discuss Ethics in Their Favorite Movies

University of Louisiana, Lafayette, StudentCPT members came together and had a discussion about ethical dilemmas in some of their favorite movies. Conversations of heroism and leadership were discussed in popular movies, such as *The Avengers*, *Black Panther*, *Transformers* and *Harry Potter*.



Left to Right: Truman State Trunk or Treat, East Central University Book Drive, University of Delaware Special Olympics

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A Donor's Social Return on Investment

- The University of Delaware aided in preliminary and day of tasks for a 5K, which supported the Special Olympics.
- Truman State University partnered with Rotaract and sold pretzels on campus. All proceeds went to the Make-A-Wish Foundation. In addition, students participated in Trunk or Treat, providing a safe environment for kids to trick-or-treat on Halloween.
- Marshall University collected canned goods for a local food bank.
- Ohio University partnered with Beta Alpha Psi and removed invasive autumn olive shrubs from Wayne National Forest.

These are just a few of the ways your support is allowing our students to make a impact in unique areas of need. Celebrate your social return on your investments! ☆

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THANK YOU

The NASBA Center for the Public Trust (CPT) would like to thank all those who kindly contributed to our mission in 2018.
With your generosity, we can continue to develop, empower and promote ethical leadership nationwide.

A special thanks to the following corporate sponsors and foundation supporters:

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