

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

March/April 2019



Board Spotlight: Coalter Baker

Board Spotlight - Coalter Baker, CPA

Coalter Baker was born and raised in Austin, TX, and graduated with a degree in accounting from the University of Texas. Since then, Baker has had a very full career and says, "It is so much more than numbers. This is a learned profession that allows us to help people solve problems in their financial lives."

Become better acquainted with Baker and his journey to becoming the leader that he is today. The full interview can be found on thecpt.org.

Tell us a little about yourself.

I was then very honored when the Governor of Texas asked me to join the Texas Board of Accountancy in 2003. I approached my service on the Board very seriously and had the chance to serve and chair several committees and task forces, as well as serve as presiding officer over the 11 years I served.

Once I became involved with NASBA, I experienced opportunities I never thought were possible. To date, I have served on many committees and as a NASBA representative to the AICPA Professional Ethics Executive Committee.

How did you become involved with the NASBA Center for the Public Trust?

The CPT is very visible at all NASBA functions. Its goals and objectives advance the ethical ideals that our profession should hold and begin training the next generation at a time when they are besieged with personal conflicts almost daily. I have been fortunate to get to know Alfonzo Alexander and the CPT is an extension of his heart.

What characteristics should every leader possess?

"Listen, Learn and Lead." And always do it with a smile!

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GOOD NEWS

Amazon Announces Plan to Reduce Carbon Footprint

The retail giant has plans to go green! Amazon recently announced it would like half of its shipments to become carbon neutral by 2030. How do they plan to do this? The retailer, which has nicknamed the project "Shipment Zero," plans to use renewable energy and the use of electric vans. Currently, Amazon's commitment to sustainability is evident with its use of Frustration Free Packaging, solar panels on the rooftops of its fulfillment centers and its network of solar and wind farms.

According to Amazon's website, they have over 200 scientists, engineers and product designers dedicated exclusively to inventing new ways to leverage their scale for the good of customers and the planet. Ultimately, the company has plans to be powered entirely by renewable energy. ☆



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CPT President Featured in Southwest The Magazine

“For optimal success in your career, your work has to correlate with your purpose.”
— Alfonso Alexander

Alfonzo Alexander, CPT President, was recently featured in the February edition of Southwest Airline’s inflight magazine, *Southwest The Magazine*. The A-List Preferred flyer frequently uses Southwest Airlines as he travels for NASBA and CPT obligations as well as family vacations. Alexander talked about his Southwest favorites, such as priority boarding and the open seating policy. He also talked about his philosophy for career success, “For optimal success in your career, your work has to correlate with your purpose.” To read the full article, visit southwestaircommunity.com. ☆



Janessa Harkley – Alumni Spotlight

Janessa Harkley, a campus recruiter for Dixon Hughes Goodman LLP (DHG), is an alumna of the StudentCPT program and this month’s Alumni Spotlight. Currently at DHG, Harkley attracts top talent on various campuses and leads campus recruiting efforts. A graduate of North Carolina Agricultural and Technical State University, she earned a bachelor’s degree in accounting.

To become better acquainted with Harkley, read her partial interview on page 5. To read the interview in its entirety, visit thecpt.org. **continued on page 5**

LEAD WITH INTEGRITY

A Perspective on the Clash of Ethics & Academic Entry

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CHIEF ETHICS AND DIVERSITY OFFICER, NASBA

The recent college-entry scandal implicating dozens of affluent parents, top school recruiters and coaches, and educational testing proctors shines a light on the unfortunate direction ethics has taken in this country. Multimillions of dollars were illegally paid by and to individuals who, in many instances, are considered role models - making the academic scandal even more of a concern.

In each case portrayed in the media, the parent(s) who were allegedly involved can be considered a significant success in their fields, ranging from CEO-level businessmen and women to nationally recognized actors. Also, the coaches allegedly involved are from some of the most prestigious colleges and sports programs in the country, if not the world.

Some have portrayed the scandal as parents, albeit well-off ones, simply trying to do what is best for their children. In reality, what the whole sordid experience really illustrates is the ‘succeed at any cost’ ethical mentality, which has prevailed all too often, in too many sectors of our lives, and in the lives of our children.

At the end of the day, much will be said and done, and punishment will likely be meted out to those who acted unethically. Unfortunately, the key underlying issues will remain. Where will we find the role models to help guide our future business and political leaders? How will we show that ‘succeed at any cost’ is not really succeeding?

Let’s not mince words – in the instance of the academic entry scandal, the alleged participants knew they were acting unethically. Some were even wiretapped, confirming their involvement. Because many students work hard to achieve academic success, we should not let this academic scandal taint the many, hardworking, ethical and sincere students who rightfully earned their way into college the honest way.

Through student chapters at more than 40 colleges around the country, the the NASBA Center for the Public Trust (CPT) helps students understand that ethical leadership is sustainable leadership. By embracing and celebrating best ethical business practices and individuals who personify those practices, students find actual, ethical role models they can emulate. The CPT is committed to making a difference for students, our future leaders. ☆

continued from cover

Board Spotlight - Coalter Baker

Which book should every leader read?

River of Doubt follows the trials, tribulations and near-death experience of President Teddy Roosevelt in his quest to explore South America. Reading this book, you feel involved in the mission.

Why should leaders be involved in the CPT?

When CPT students speak at NASBA functions, they appear to have a high level of self-esteem and are focused on who they are and how they can be a part of solutions. People of any age could benefit from a connection with people who have goals to lead us into the future. ☆

Be the Foundation for Change

Sponsor a Leader Today

The Sponsor a Leader campaign provides transformative leadership and ethics training to high caliber college students through the NASBA Center for the Public Trust's (CPT) annual StudentCPT Leadership Conference (SLC). At this rigorous, two-day conference, students will:

- Replicate ethical dilemmas and evolve their decision-making skills
- Gain insight from speeches and networking sessions with premier industry professionals
- Study conflict management, personal responsibility and strategic networking
- Recognize, apply and boost their strengths
- Learn leadership best practices for their StudentCPT chapters and future endeavors

This year, we are excited to welcome 70 students to our summer conference in Washington, D.C.

Be a part of a monumental experience, pave a path toward success and give today at thecpt.org/sponsor!



Sponsorship Levels



Sponsor a Student
\$1,000

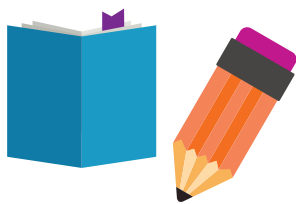
Sponsor Student Travel



\$500
Per student



Sponsor
Student Meals
\$150
Per student



Sponsor Conference Materials
\$25 Per student



"This has made me start working on what I want my career to look like, right now... I have learned how to use *Ethics in Action* everywhere I go and how to continually fine tune myself for my future career."

– Rose, University of Wyoming



"I would recommend the StudentCPT Leadership Conference because you learn more than just ethics. You learn about different people and how they are leaders in different ways. You get to be a part of something bigger than yourself, which is extraordinary!"

– Manny, Colorado State University



"The friendships and networking alone are life-changing. As if it couldn't get any better, the advice and information presented is invaluable and useful as well as eye-opening."

- Jordyn, Lipscomb University

Contribute to the success of an ambitious leader 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:

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Janessa Harkley, Alumna from North Carolina A&T

STUDENT NEWS

Janessa Harkley – Alumni Spotlight (continued)

Tell us about your experience in the StudentCPT program. Would you recommend it to other students and if so, why? The program helped develop me as a person and as a young professional. Yes, I would strongly recommend the StudentCPT program to students. The StudentCPT program really prepares students to face ethical dilemmas head-on, as well as shape them into the ethical people and professionals that they desire to become.

Tell us about the StudentCPT Leadership Conference. What was your favorite part or memory from that experience? The StudentCPT conference was amazing. It was my first time in Colorado, so I was very excited. I was also a little nervous because I wasn't sure what to expect. But, that quickly changed as soon as I went down to the lobby for registration and took a selfie with the CPT staff and the camera man! That is a moment that I will never forget and one of my favorite moments.

To read the interview in its entirety, please visit thecpt.org. ☆



University of Northern Colorado Practices Ins and Outs of Networking

CPT Student Programs Manager, Ashley Metivier, joined students at the University of Northern Colorado for an interactive presentation focused on networking. Students learned what she keeps in her networking toolbox and practiced firsthand what it takes to be a great networker.

Lipscomb University Wages Pros and Cons

Students at Lipscomb University StudentCPT discussed the ethical implications of established minimum wages. They watched videos that argued both sides of the conflict and then split up into small groups to discuss it further.



Colorado Mesa: "What is...Ethics?"

Colorado Mesa StudentCPT leaders taught their members about ethics using a homemade Jeopardy game! ☆

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2019 CPT GOLF CLASSIC

The CPT provides transformative leadership and ethics training to high-potential college students through the Student Center for the Public Trust (StudentCPT). Participating in the 2019 CPT Golf Classic on Monday, July 8, will help develop our next generation of business leaders. Student members learn how to navigate ethical dilemmas by developing their leadership and decision-making skills. Your support will make a tremendous difference for students and American businesses in the future.

Sign up today at thecpt.org/golfclassic/

For more information or questions, contact
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