

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

November/December 2019

RUN FOR WHAT'S RIGHT

★★ Virtual 5K ★★

Hosted by the NASBA Center for the Public Trust



CPT Friends Race to Finish Line

The NASBA Center for the Public Trust (CPT) hosted the Run for What's Right Virtual 5K Celebration at the 2019 NASBA Annual Meeting, in Boston, MA.

Throughout the month of October, donors, supporters and friends of the CPT were challenged to adopt a healthy lifestyle and run (or complete an activity) the equivalent of a 5K by the time of the celebration. Gardening, golfing (without a cart), hiking, swimming and running around the neighborhood all counted!

In addition to this activity challenge, nine "friends" of the CPT were asked to raise \$2,000, which would help get them to the finish line (with a gold medal). Thank you to the following friends for not only meeting their \$2,000 goal, but exceeding it: Alfonzo Alexander, Coalter Baker, Ken Bishop, Michael Bryant, Donny Burkett, Jimmy Burkes, David Costello, Tom Kenny, and Sedrik Newbern!

The celebration, sponsored by Prometric, gave participants the opportunity to win great prizes, such as flat screen TVs, tickets to the March Madness 2019 Final Four, and various luxury hotel stays to properties around the country!

In total, the CPT raised \$37,460, which will support the CPT's student and professional programs. The CPT graciously thanks everyone who attended the Run for What's Right Virtual 5K Celebration and participated by donating or completing a healthy challenge! ☆

GOOD NEWS

Lyft Offers Free Rides to Interviewees

There are many rideshare programs available nowadays. But, only one of these companies recently announced an initiative to assist job seekers and the recently employed – Lyft. This program is part of Lyft's pledge to invest \$50 million annually or one percent of profits (whichever is greater) to transportation initiatives across the country.

As part of the company's Jobs Access Program, Lyft has partnered with several nonprofits to help riders find transportation to and from training programs, job interviews and the first three weeks of employment. The service will be called on behalf of a rider through any one of Lyft's partnerships, there by discouraging other riders from falsifying demand. The nonprofits currently working with Lyft on this program include The United Way and 211, Generation, Goodwill, The USO, The Campaign for the Fair Sentencing of Youth, Upwardly Global, National Down Syndrome Society, Year Up and #cut50 (Dream Corps). The CPT commends Lyft for putting the community they serve top of mind. ☆

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LEAD WITH INTEGRITY

Are You Truly Committed to Giving?

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

A Great Year for the CPT

With the holiday season approaching and 2019 coming to a close, the NASBA Center for the Public Trust (CPT) team would like to thank you for the support you've provided the CPT this year. The CPT's success is directly attributed to the incredible volunteer leaders and contributions received throughout the year. Your gifts of time and resources continue to make a lasting impact on the lives of young students and professionals across the United States.

Last fiscal year, the CPT had 4,977 students enrolled in the Ethical Leadership Certification Program, which means more than 10,000 students have been certified since the program's launch. Additionally, the CPT now has 46 StudentCPT chapters, with three chapters coming on board in the coming months. These milestones were made possible because of your generous support!

As we look forward to celebrating with friends and family this holiday season and anticipate what's ahead for 2020, the CPT team hopes you will be a part of this organization's continuous growth. Your support will ensure that the CPT continues to advance ethical leadership and champion the public trust. ☆

Make your contribution today by visiting www.thecpt.org/donations. You can also contribute by mailing a check to:

NASBA Center for the Public Trust
P.O. Box 306272,
Nashville, TN 37230

Throughout my life, I have heard of concepts and philosophies like the law of reciprocity, return on giving and even strategic giving. While the first thought many of us have with these phrases is related to finances, I believe there is a greater opportunity for ethical leaders to give more of themselves. Therefore, I ask the question, are we giving enough?

In some of my latest readings about great leaders, I have seen a common theme emerge with many of them. This theme can be quickly described in the parable of the farmers... the one where one farmer sows sparingly and reaps a small harvest while the other sows generously and reaps a great harvest. In both my study of ethical leaders and this parable, the concept of *committed giving* glaringly jumps out at me.

Think about it. If leaders are truly *committed to giving* effort, time and focus to their goals, they stand the greatest chance to accomplish those goals. In sports references, we often talk about participants giving 100 percent while they are on the field. We also ask athletes to put in the extra time during the off season to improve their skills and techniques. Championship teams always set goals at the beginning of the year and commit to focusing on those goals all year. In almost every case, the leaders of these teams always set the example with *committed giving*, above and beyond the other members of the team.

Our business lives are no different. If we, as leaders, *commit to giving* 100 percent effort in our activities, others on our teams will see the quantity we produce, and they will try to emulate our efforts. If we *commit to giving* extra time to continuous learning, we will grow and have more to offer. Setting goals and remaining focused is the best way to have our teams unify around common objectives. As ethical leaders, if we *commit to giving* more of ourselves to the people we lead and to our objectives, we will be amazed at the bountiful harvest we will receive through accomplishing things we never thought imaginable.

Do you want to grow as an ethical leader? Begin by asking, are you giving enough? I encourage you to become *committed to giving*. ☆

Business with Purpose

Every fall, the Dean Institute for Corporate Governance & Integrity at Lipscomb University honors companies and individuals throughout middle Tennessee who have distinguished themselves through business practices based on integrity and purpose. The luncheon was held on November 21 at the JW Marriott in Nashville, TN, to honor this year's finalists and winners. ☆

Congratulations to the 2019 winners:

Private Company Award Category
Asurion

Public Company Award Category
Healthstream

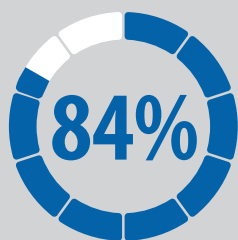
Professional Firm Award Category
LBMC

Government/Nonprofit Award Category
YWCA

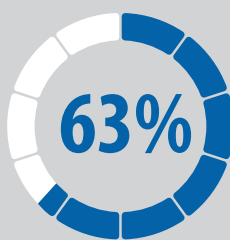
Leadership with Purpose Award Category
Mike Hardwick, CEO, Churchill Mortgage

Lifetime Leadership Award Recipient
James W. (Jim) Ayers

Mission: To develop, empower and promote ethical leaders by providing forums for ethics education, affirming and encouraging what is ethical, showcasing best practices, and promoting a positive perspective impacting both college students and professionals.



of those who feel pressure to compromise standards also observed misconduct.

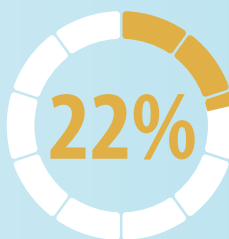


see such practices rewarded, fueling the likelihood that violations will appear.

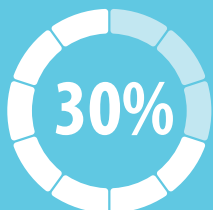
Source: 2018 Global Business Ethics Survey™

Interesting Stats About Misconduct in the Workplace

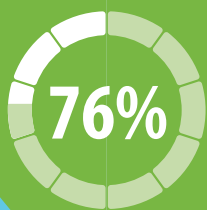
*Reference: 2016 Global Business Ethics Survey™



of U.S. employees felt pressure to compromise their standards/values.



of U.S. employees observed misconduct.



of the 30% who observed misconduct, 76% reported the misconduct.



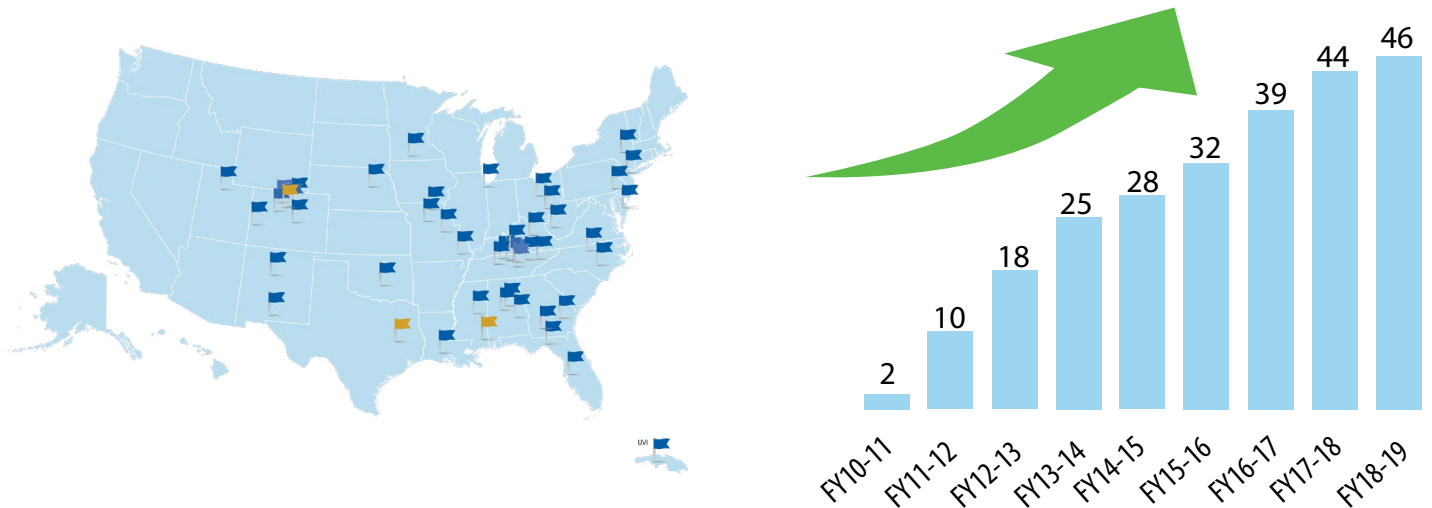
of the 76% who reported misconduct, 53% experienced retaliation for reporting the misconduct.

Let's get SOCIAL! Connect and engage with NASBACPT:



With chapters on college campuses nationwide, the Student Center for the Public Trust (StudentCPT) provides an interactive environment where ethical business behaviors and ideas can flourish, while creating opportunities for students to network with the business community and develop professional leadership skills.

EXPANDING THE COLLEGIATE FOOTPRINT

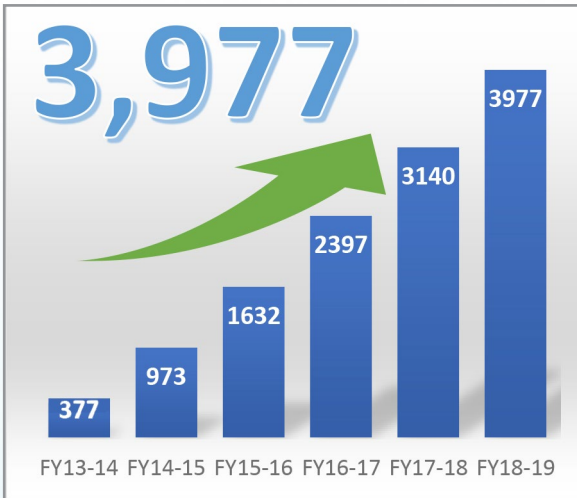


The NASBA Center for the Public Trust (CPT) continues to make an impact on future leaders through StudentCPT chapters on college campuses across the U.S.

With 46 chapters established and 65 colleges and universities using the CPT's Ethical Leadership Certification Program within fiscal year 2018/2019, we are providing students with the tools needed to build a strong foundation of ethical leadership.



ETHICAL LEADERSHIP TRAINING & CERTIFICATION



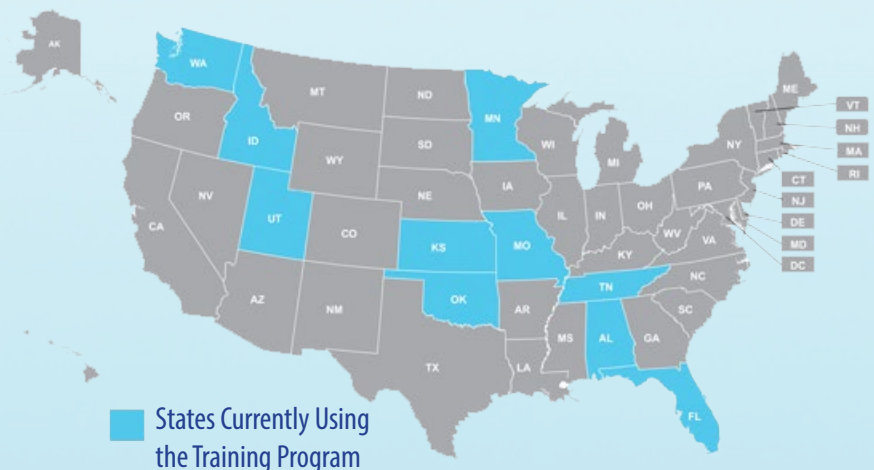
STUDENT ETHICAL LEADERSHIP CERTIFICATION

The Ethical Leadership Certification Program is an online tool that helps college students identify ethical issues, learn how to respond to ethical dilemmas, and enhance their ethical decision-making abilities. This program also helps students build their resumes and communicate their values to future employers.

PROFESSIONAL ETHICAL LEADERSHIP TRAINING

Ethical decision-making is one of the most important components of sustainable business success.

This training and certification program is designed to help professionals recognize ethical issues, resolve ethical dilemmas, and create an atmosphere that promotes positive ethical behavior and sustained success throughout their career. Last fiscal year, there were 202 certifications completed and 10 states using the certification program with more states coming on board soon.



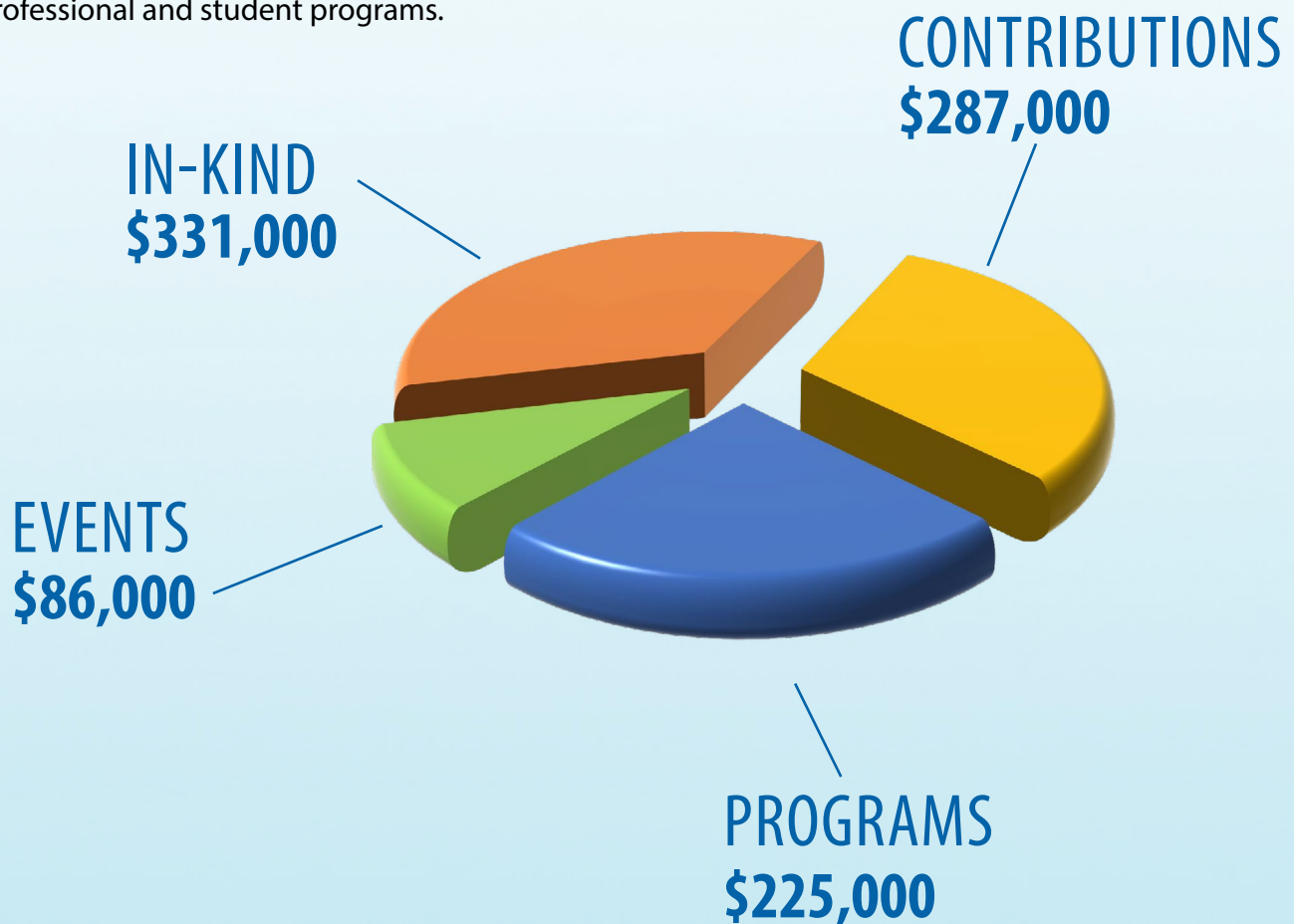
To learn more about the certification program, please contact info@thecpt.org.

2018/2019 CPT TOTAL REVENUE

\$929,000



The CPT has grown total revenue by 11 percent over last fiscal year, thanks in large part to a focus on expanding professional and student programs.





Oklahoma State University StudentCPT members with Wes Colwell

STUDENT NEWS

Oklahoma State University

StudentCPT members heard from Wes Colwell, former chief accounting officer of Enron North America, who discussed ethical dilemmas he faced throughout his career and how he navigated through them.



East Central University StudentCPT members

East Central University

Earlier this semester, East Central University StudentCPT members teamed up with the Stonecipher School of Business and Oklahoma Society of CPAs to host the 6th Annual OSCPA Meet Up. Accounting students participated in a career fair followed by a panel discussion that featured practicing accountants with varied professional backgrounds.

The chapter hosted a booth at the career fair and encouraged membership.

Tennessee Tech University

Tennessee Tech University StudentCPT recently hosted a bake sale. Funds collected from the bake sale will go toward an organization near and dear to their hearts, Operation Christmas Child. This is the chapter's second year supporting Operation Christmas Child and they raised \$100 which will pack 12 boxes!



TN Tech University StudentCPT Bake Sale

CPT LEADERSHIP

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HAPPY HOLIDAYS

*Happy Holidays
from the CPT!*



ACCOUNTABILITY ♦ INTEGRITY ♦ TRUST ♦ CONFIDENCE