

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

May/June 2019

2019 ETHICS IN ACTION VIDEO COMPETITION

WINNERS

Ethics in Action Video Competition Tops the Chart with 94 Video Submissions

The 2019 *Ethics in Action* Video Competition was a success with a record number of video submissions. A total of 94 videos from more than 20 colleges and universities, nationwide, were received.

The competition allows students to creatively demonstrate why ethical leadership is important in business. Students submitted videos in two categories; commercials ranging from 30 seconds to 59 seconds, or short films ranging from one to three minutes. Students were also encouraged to have their peers vote for their favorite videos in a week-long Viewer's Choice competition.

The competition is sponsored by the Dean Institute for Corporate Governance and Integrity.

Congratulations to the 2019 winners and all of the teams that participated.

Short Film Category (1-3 Minutes)

First Place:

Fake It Until You Make It ... Or Until You Get Caught ..., Tennessee Tech University

Runner Up:

Management Pressure in the Workplace, University of Northern Colorado

Commercial Category (59 Seconds or Less)

First Place:

Ethnic Dilemma, University of Central Florida

Runner Up:

Hiring Inequality, University of Louisiana, Lafayette

Viewer's Choice Short Film (1-3 Minutes)

First Place:

Ethics in Data Analysis, University of Northern Colorado

Runner Up:

Ethics in the Small Things, Ohio University

Viewer's Choice Commercial (59 Seconds or Less)

First Place:

Get Ethics, University of Wyoming

Runner Up:

Common Conflicts of Interest, University of Northern Colorado ☆

GOOD NEWS

Igloo Debuts "World's First" Eco-Friendly Cooler

Igloo, which offers quality, durable and innovative products for food and drink, just announced the release of its Igloo RECOOL, made of organic molded pulp. According to Igloo, RECOOL is the world's first cooler made from biodegradable materials and is an environmentally sensitive alternative to harmful single use EPS (Expanded Polystyrene) foam coolers. In fact, Styrofoam can take hundreds of years to decompose in landfills and thousands of municipalities have already banned the sale of foam coolers.

This eco-friendly cooler can hold up to 75 pounds, ice for up to 12 hours, and water without leaking for up to five days. Best of all is that this cooler is reusable, unlike many other EPS foam coolers. Once RECOOL is emptied, simply let it dry out completely and reuse.

The CPT loves to hear about companies that work hard to improve the environment and communities around the world. Have you heard of a good news story lately? Share it with us at info@thecpt.org. ☆

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The Big Payback – A Recap

The Big Payback is a 24-hour online giving event created to increase philanthropy across middle Tennessee. This year's campaign surpassed the event's previous one-year record, raising \$4,106,182. In total, 964 non-profits participated across 36 counties, with missions ranging from human service, education, community improvement, arts and culture, to youth development, animal welfare, health, housing and shelter, and the environment. Since its inception in 2014, The Big Payback has raised \$16,606,182 for local non-profits.

The NASBA Center for the Public Trust (CPT) team participated in the annual Plaza Party in front of Bridgestone Arena, celebrating the annual giving event, mingling with other nonprofits, and spreading the good news of the CPT. While the CPT supports students and professionals nationwide, The Big Payback is a great avenue to spread our mission at the local level, especially with seven StudentCPT chapters within middle Tennessee. The Big Payback is made possible by The Community Foundation of Middle Tennessee. ☆



LEAD WITH INTEGRITY

Lead or Be Led

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

In 1994, I was fortunate enough to be selected to run my first small business. During my initial meetings with board members, one of them gave me some invaluable advice that is relevant to any leader. He told me that the pace of this business is fast, and I should decide to lead the business or the business would lead me.

That day, I decided to lead rather than be led by the business. As ethical leaders, we are often faced with decisions that position us to lead or be led by the environment around us. I propose that we should assess the situation and choose to influence and lead in a positive, ethical manner.

We can lead in any environment, particularly new ones, with an approach that includes the following six steps:

1. Quickly understand the environment and culture
2. Engage the subject matter experts already on the team
3. Look to enhance the good, before making major changes
4. Anticipate problems and be a proactive problem-solver
5. Know the needs and desires of your customers
6. Establish and implement a strategic plan

Twenty-five years later, I still choose to lead. Using my recommendations above will help you lead, too. I encourage you to lead with integrity. ☆

Congratulations to the 2018-2019 Star and Golden Star Chapters! We applaud your commitment and dedication to ethical leadership. Thank you for being role models on your campus and in your community.



Star Chapter

Auburn University
Creighton University
North Carolina A&T State University
Temple University
University of Missouri
University of Mount Olive
Valdosta State University



Golden Star Chapters

Colorado Mesa University
East Central University
Lipscomb University
Marshall University
Minnesota State University, Mankato
Ohio University
Southeast Missouri State University
Tennessee Tech University
Truman State University
University of Delaware
University of New Mexico
University of Wyoming

STUDENTCPT 2019
LEADERSHIP
CONFERENCE

HOSTED BY:
NASBA
CENTER FOR THE
PUBLIC TRUST

SUSTAINABLE LEADERSHIP: MISSION POSSIBLE

JUNE 10 - JUNE 12, 2019

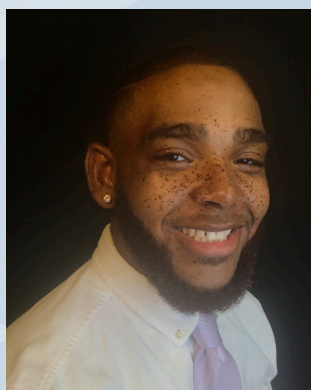
The Class of 2019 agents have been selected for the StudentCPT Leadership Conference. Their mission is to develop their decision-making skills, empower others through strong leadership, and promote ethical business practices. See what our agents are all about.





Name: Xhena
University: Temple University
Major: International Business and Marketing
Minor: Spanish
Looking forward to: “Meeting other people in my field who are passionate about ethical and transparent business practices.”

Name: Winston
University: University of Missouri-Columbia
Major: Finance
Looking forward to: “Being able to network with fellow conference attendees and with NASBA Members.”



Name: Jay
University: Southeast Missouri State University
Major: Human Resource Management
Minor: Finance and Entrepreneurship
Looking forward to: “Learning new skills that will help me develop more into a leader. Also, I look forward to networking with other students from different campuses, and I’m excited to learn new leadership qualities that can help grow my chapter.”

Name: Jalimar
University: Rutgers University
Major: Accounting

Looking forward to: “What I am looking forward to is meeting a variety of different people from so many different backgrounds. The diversity within a single organization is extraordinary and I am excited to learn many different things from so many people.”



The Sponsor a Leader campaign provides the necessary funds to support our agents, including student travel, airport transportation, hotel accommodations, meals at the conference, and materials. Help make their #MissionPossible today by visiting www.thecpt.org/sponsor or contacting info@thecpt.org.

Congrats to Our StudentCPT Grads!

STUDENT NEWS



CPT LEADERSHIP

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Swing for the StudentCPT

The NASBA Center for the Public Trust's (CPT) third annual Golf Classic will be held at The Governors Club on July 8, 2019. Sign up your team for a great day of golf and networking while supporting the CPT's mission to develop, empower and promote ethical leaders. An individual player is \$250 and a team of four is \$1,000, which includes an attendee gift, 18 holes of golf, lunch, dinner and awards.

Register at thecpt.org/golfclassic/
or contact Sara Irving at sirving@thecpt.org.

