

Q1 2020


Does Your State Use the Ethical Leadership Training Program?

States Currently Using the Training Program

State	Using Program
WA	Yes
OR	No
CA	No
NV	No
UT	Yes
AZ	No
NM	No
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OK	Yes

Ethical decision-making is critical but difficult when the tools to do so aren't readily available. The NASBA Center for the Public Trust (CPT) is committed to training and providing professionals and students with the tools needed to make ethical leadership decisions.

violated their state's expectations. In addition to the three training modules provided with the Professional ELT, there is an introductory video, which is customized by state, and an option for a fourth module that addresses state-specific regulations.

To learn more about the training components and to implement this program in your state, contact Sedrik Newbern at (615) 564-2129 or snewbern@nasba.org. 

Milton Brown, PA, CPT Life Director

Milton Brown serves as a Life Director for the NASBA Center for the Public Trust's Board of Directors and is a proud supporter of the CPT. Mr. Brown was influential in the founding of the CPT and continues to serve a special role within the organization.

Why do you give to the CPT?

I feel attached to the CPT. I feel strong about the important work the CPT does. For me, it's like [continued on page 2](#)

Multiple Companies Donate Toward Australian Bushfire Relief

In late 2019, Australia began experiencing one of its worst bushfire seasons to date. Millions of animals have been affected, thousands of people have been displaced, dozens of citizens have died, and millions of acres have been burned. Through this tragedy, people from around the world have sprung into action to help with relief efforts. The generosity has included many companies, including Coach, Merrell, Amazon, Qantas, luxury group Kering, and many more.

In the face of tragedy, hardships and struggles, we must remember to lean on others. As a community, near and far, if we come together, we can overcome any challenge. ☆



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INTEGRITY

The NASBA CPT Co-Hosts 14th Annual Audit Conference

On December 3, 2019, 175 professionals, business leaders, public accountants, educators and policy setters gathered for the 14th annual Ensuring Integrity: Audit Conference at Baruch College in New York, NY. Attendees included partners from the Big 4 accounting firms. 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). The conference will be featured in the 2020 February and March issues of the *The CPA Journal*.

CPT President, Alfonzo Alexander, opened the conference by welcoming guests and giving opening remarks. The program was headlined by William Duhnke, III, recently appointed chair of the PCAOB. Other conference speakers and panelists included: Noel Allen (NASBA), Beverley Bahlmann (IAASB), Ami Beers (AICPA), Brandon Brown (Deloitte & Touche LLP), Douglas Carmichael (Baruch College), Bob Dohrer (AICPA), William Duhnke, III (PCAOB), Jeremy Goss (Grant Thornton), Ronald Hauben (EY), Susan Jones (KPMG LLP), Jeff Mahoney (CII), Caludius Modesti (Akin Gump), Shawn O'Brien (Thomson Reuters), Marc Panucci (SEC), Thomas Ray (Baruch), Mike Santay (ASB), Tom Seidenstein (IAASB), Lisa Smith (AAS), Jagruti Solanki (Aprio), Amy Steele (Deloitte), Kirsten Vosen (Deloitte), and Megan Zietsman (PCAOB).

Attendees were eligible to earn up to eight hours in continuing professional education (CPE). Are you interested in attending the 2020 conference? Email info@thecpt.org for more information. ☆



LEAD WITH INTEGRITY

Do You Ever Wonder Why?

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

Ever wondered why you are not quite hitting the mark in some key area of your business or life? You have laid out the perfect plan. You have the right team in place. The resources you need to execute are available, and all should be moving forward. However, the breakthroughs are not happening, or the big opportunity is evading you. I too, have wondered like this before. The reasons could vary, depending on the situation.

A few times in my life, when I have wondered, I discovered that motivation was the common denominator. I am a highly motivated leader, and I attract motivated people to my teams. However, collectively, we can at times be misaligned in our motivations.

Recently, I led a workshop for approximately 100 leaders at a conference focused on influential leadership. My session addressed leading from any level of an organization. During my preparation, it struck me that we often have different motivations based on our levels in organizations, the scope of our involvement and a host of other potential factors.

For example, the CEO may be motivated by the net profit yielding from the organization's product or service offering(s). At the same time, the middle manager may be motivated by getting the exposure needed from a particular product launch to propel him or her to a senior management position. While the individual contributor working on the marketing of the same launch may be motivated by winning the local marketing association award he or she may be qualified to win for leading a successful campaign.

Although these are examples, the point is that we sometimes must look at our **true** motivations for what we are doing. If those motivations are not in alignment with an overall mission or purpose, we can miss the mark and fall short of our goals. Also, as ethical leaders, we have the responsibility of learning the motivations of the people we lead. When we know their motivations, we can manage the alignment of individual motivators with the overall team's goals and objectives.

If you ever wonder, look at your motivations and the motivations of the people around you.

As always, Lead with Integrity. ☆

continued from cover Why I Give

planting seeds. You must nurture what was planted to get the results you desire and that's exactly what the CPT does. The sooner you plant seeds, the sooner you get the right results. By planting seeds with students, we can direct their paths to make ethical decisions in the future.

I couldn't be prouder to be a part of this organization. The CPT is a dream come true. The organization has grown so much since we first made the decision to start it. It's just unbelievable to see all the schools and students we are impacting through the CPT. **This is why I give!** ☆

SPONSOR A LEADER

in Their Climb to Leadership Success



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 intensive, 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
- Put into practice conflict management, personal responsibility and strategic networking
- Recognize, apply and boost their strengths
- Learn leadership best practices for their StudentCPT chapters and future endeavors

WHY IT MATTERS

More than 80 percent of young professionals find themselves in an ethical dilemma within their first two years in the workforce.

Through the SLC, students learn how to navigate these ethical dilemmas. By investing in SLC attendees, you are investing in future leaders who act with honesty and integrity, while applying high standards of ethical behavior to their daily activities.

Climbing to Leadership Success can be a challenge, but your gift toward the CPT's Sponsor a Leader campaign can change the life of a future leader.



Sponsorship Levels



Sponsor a Student

\$1,000

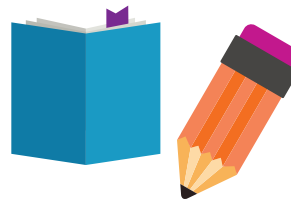
Sponsor Student Travel

\$500
Per student



Sponsor
Student Meals

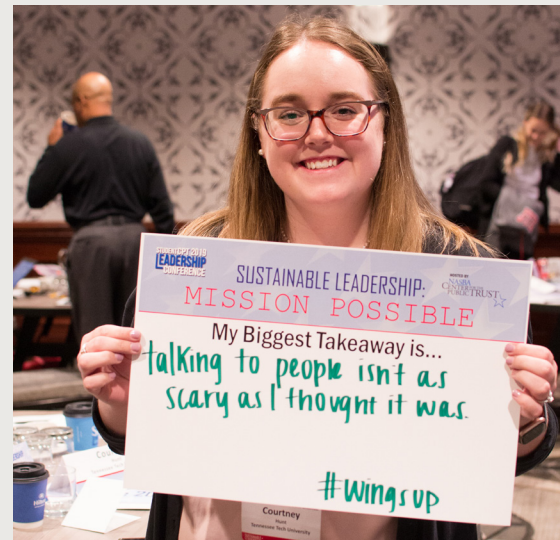
\$150
Per student



Sponsor Conference Materials

\$25 Per student

Here's what attendees of last year's StudentCPT Leadership Conference had to say:



Support a young leader Climbing to Leadership Success today 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:
Sedrik Newbern | Operations Director | (615) 564-2129 | info@thecpt.org



STUDENT NEWS



Colorado Mesa StudentCPT Gives Back

Colorado Mesa University StudentCPT encouraged chapter members and other organizations to support the Angel Tree. Gifts ranging between \$10-\$20 were collected and given to families in need. They celebrated with a wrapping party topped off with hot cocoa!

Florida State Feeds the Hungry

Florida State StudentCPT chapter members recognize the importance to giving back to their local community. This semester, they wanted to feed those who cannot afford to feed themselves. The chapter hosted a canned food drive to support Second Harvest of Big Bend.



TN Tech Takes Networking to the Next Level

In November, Student Programs Manager, Ashley Metivier, joined the Tennessee Tech StudentCPT chapter for an interactive presentation focused on Networking. Students perfected their handshakes, created personal pitches and came up with conversation starters. ☆



Video Submission Deadline: March 29, 2020

Visit Studentcpt.org/videocompetition to learn more.

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Please take a few moments to review the
Ethics Matters 2020 Readership Survey.

Visit <https://www.surveymonkey.com/r/ethicsmatters2020>
to share your feedback on news topics, viewing preferences,
and more. Thanks in advance for your time and input!

The CPT Team



ACCOUNTABILITY ♦ INTEGRITY ♦ TRUST ♦ CONFIDENCE