

ETHICS MATTERS



WE CHAMPION ETHICAL LEADERS

May 2020



The Lasting Impact of the Coronavirus

The last several months have been challenging for everyone. From education to employment, the coronavirus (COVID-19) pandemic has impacted so many aspects of our daily lives that go far beyond just how we interact with other.

In times like these, ethics can be a concern. It has been so encouraging to witness so many businesses step up to support their employees, the communities they serve, and those impacted by this pandemic. We have seen measures implemented immediately to try and prevent individuals and businesses from taking advantage of the fears that have come with this pandemic. Also, we have seen businesses and individuals commit to provide funding to fill the income gap for hourly and tip workers impacted.

The NASBA Center for the Public Trust (CPT) has had to adjust how we engage with colleges and our StudentCPT chapters. Within the past month, we have seen increased interest in our Ethical Leadership Training Program from various

professionals considering activities for employees working from home. We have also encountered cancelled conferences and speaking engagements with students and professionals around the country. All of this while balancing different working arrangements ourselves.

Nonetheless, the pandemic has had positive outcomes when we go beyond our own inconveniences. Businesses and universities have now tested their continuity planning and made adjustments, as needed, to ensure minimal bearing on customers. Technology like Zoom Meetings has been proven to be an effective means to conduct meetings, lead presentations and host online learning, even for elementary school children.

The lasting impact of the coronavirus pandemic is likely to continue for months and even years to come. As many of us adjust to our new normal, the CPT encourages you to explore new ways of doing business and building them into your strategies moving forward. ☆

GOOD NEWS

Companies Vow to Continue Paying Employees During COVID-19 Outbreak

On March 18, President Donald Trump signed the “Families First Coronavirus Response Act” into law. According to *npr.org*, this allocated roughly \$8 billion for coronavirus prevention, preparation and response efforts, including guidelines for paid sick leave, free testing and expanded unemployment benefits. Millions of Americans face financial uncertainty as COVID-19 health concerns rage on in the U.S.

However, numerous companies have committed to paying their employees. Among these companies include Abercrombie and Fitch, Apple, Crocs, GAP, Lululemon, Macy’s, Nordstrom and Sephora, just to name a few.

Macy’s, a well-known retail chain, announced in a press release that it would temporarily close stores under its brand, including all Macy’s, Bloomingdale’s, Bluemercury, Macy’s Backstage, Bloomingdale’s the Outlet and Market by Macy’s stores. According to the release, [continued on page 2](#)

INSIDE

Lead With Integrity	2
Why Giving Matters	2
Student News	3
Let Your Voice be Heard	4

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LEAD WITH INTEGRITY

The Thrill of Victory

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

My early childhood was in the pre-cable television days. During that time, I always enjoyed watching the *WildWorld of Sports*. One of my favorite parts was the start of the show. Each episode began with a phrase describing the “thrill of victory” and the “agony of defeat.” I always loved the personal experience of the thrill of victory.

As we experience this difficult time with COVID-19, many are feeling the agony of defeat in various ways. I am motivated to encourage you to drive toward your thrill of victory. Your thrill of victory can be achieved by moving through your response to adversity.

It is safe to say that we have all faced some level of adversity of late. It is completely natural for us to have an initially negative response; usually fear, anger or both; to adverse situations. However, once we get past that initial reaction, we increase the possibility to convert that negative situation into a positive outcome. That’s right, we can control how quickly we move from the agony of defeat to the thrill of victory.

It is not always simple to make the transition, because there is an additional phase that slows us down. This phase is filled with uncertainty and often shakes our confidence. During this phase, we have to coach and advise ourselves. During this phase, we must remember the road to success is rarely easy, but it is always worth the journey, if we endure.

Enduring the difficult time takes us to the thrill of victory. I challenge you to move from the initial negative response, to hurdle over the uncertain feelings and reconnect with the original purpose for your journey. This movement is attainable, and it will lead you to the “*thrill of victory!*” ☆

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Companies Vow to Continue Paying Employees During COVID-19 Outbreak

Macy’s, Inc. will provide benefits and compensation to its impacted workforce. “We will work with government and health officials to assess when we will reopen our stores and safely bring our colleagues back to work,” said Jeff Gennette, chairman and chief executive officer of Macy’s, Inc.

As families around the world continue to stay abreast of new information almost daily, and with concerns that the pandemic will continue into the months ahead, homes across America have newfound worries. With the help of the companies previously listed, and many not on the list, corporations are reinforcing what many already know – that a company is only as great as its employees and we must take care of each other. Even in uncertain times, you can do the right thing and help a relative, employee, neighbor, stranger or friend. Remember, we must continue to care for one another. ☆

Why Giving Matters

Life has been challenging for our students adjusting to new ways of learning and staying connected. Our professionals have been impacted as well from businesses restructuring, facing workforce reductions, and even worse, having to shut down.

The question is how do we move forward from here?

The NASBA Center for the Public Trust (CPT) was created with the mission of championing the public trust by advancing ethical leadership in business, institutions and organizations. In times like this, our mission couldn’t be more important.

Throughout this pandemic, we have continued to support our students and professionals, and we will continue to do so in the weeks and months ahead as we continue to recover. Your continued support of our efforts to promote and advance ethics is not only appreciated, but needed now more than ever.

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



Oklahoma State University StudentCPT members

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STUDENT NEWS

Colleges and universities around the globe have transited their students off campus to online learning platforms in efforts to fight the spread of COVID-19. StudentCPT chapters are staying engaged while utilizing technology, despite being unable to meet in person.

Oklahoma State University

Oklahoma State University StudentCPT members recently tuned into a virtual meeting. Old and new officers completed a fun facts sheet, which was then turned into a fun Get to Know You Kahoot game with the chapter members. Members also established chapter goals for the upcoming school year.

Florida State University

CPT President, Alfonzo Alexander, recently spoke to Florida State University StudentCPT members along with two business classes via Zoom. During his presentation, Alexander shared personal experiences of how he overcame ethical dilemmas early on in his career. He also discussed how to manage chaos during challenging times.

2020 Ethics in Action Video Competition

Each year, the NASBA Center for the Public Trust (CPT) encourages college students to creatively demonstrate why ethical leadership is important in business. This year, 117 videos were received from 33 schools, signifying a record-breaking response! Let's give a round of applause for our 2020 *Ethics in Action* Video Competition winners. Special thanks to the Dean Institute for Corporate Governance and Integrity for sponsoring this year's competition.

Short Film Category (1-3 Minutes)

First Place:

Tax Preparer Dilemma, Austin Community College

Runner Up – It's a tie!:

A Clean Conscience, Texas Woman's University

Toxic Behavior in the Workplace, University of New Mexico

Commercial Category

(59 Seconds or Less)

First Place:

Dilemma, University of Colorado,
 Colorado Springs

Runner Up:

Generation Collaboration, University of New Mexico

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

First Place:

Ethical Decision Making While Working From Home,
 Carroll University

Runner Up:

Ethical Dilemmas, Georgia Gwinnett College

Viewer's Choice Commercial (59 Seconds or Less)

First Place:

Best Ethical Decision Making During a Pandemic at Work, Georgia Gwinnett College

Runner Up:

Problems at Your Workplace, Georgia Gwinnett College



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Let Your Voice Be Heard



**We Want
to Hear from
YOU!**

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to share your feedback on news topics, viewing preferences,
and more. Thanks in advance for your time and input!

The CPT Team