

Student Leadership Conference a Huge Success

Twenty-one college students attended the inaugural NASBA CPT Student Leadership Conference held in conjunction with the NASBA Eastern Regional Meeting in Point Clear, Alabama. This day and a half event exposed students to a variety of leadership development workshops designed to broaden their understanding of accountability, communications, personality traits and career awareness. As a result of the sessions, attendees increased their awareness of the importance of ethical behavior and transparency. Students were also given the unique opportunity to meet and network with the NASBA Regional Meeting participants.

Students represented schools such as the University of New Mexico, Albuquerque, NM; Denver University, Denver, CO; University of Tennessee, Knoxville, TN; Baruch College, New York, NY; Elon University, Elon, NC; Lipscomb University, Nashville, TN; Winthrop University, Rocky Hill, SC; and Birmingham Southern, Birmingham, AL, to name a few.

Featured speakers included Linda Galindo, author of *The 85% Solution: How Personal Accountability Guarantees Success*; Robert Chandler, Director of Nicholson School of Communication; Alfonzo Alexander, NASBA Chief Relationship Officer; Julie Peters, Faculty Relations Manager at PricewaterhouseCoopers; Elizabeth Wallin, Senior Tax Manager at Deloitte Tax LLP; Jennifer Bouchard, CPT Manager of Programs; Jack Faris, retired CEO of National Federation of Independent Business and Lisa Axisa, CPT Executive Director and Vice President.

From Galindo, the students learned that personal accountability is critical to success and that culture competence plays a big role in this world, with 90 percent representing awareness. Chandler's presentation focused on vocabulary and how it leads into communication. He stressed the model, "Seek first to understand, then seek

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Good News

A Better Way to Do Well by Doing Good

Over the last decade, investors have been increasingly interested in finding ways to blend their social concerns with their investment strategies, otherwise known as socially responsible investing or SRI. From SRI, "impact investing" has evolved proactively using invested funds to solve social or environmental goals, while at the same time achieving competitive financial returns. In April of this year, the first International Impact Investing Challenge took place in New York City. Twelve teams of business-school students, from top American and British schools, presented ideas that showcased how those investing opportunities might look. Kellogg MBA students Sachprett Chandhoke and Puneet Gupta's first-place portfolio outlined a plan to improve grain storage and distribution in India. They predicted an initial investment of \$17 million to build storage silos in India's bread belt could deliver a return rate of 19 percent for investors over a 15-year period, improve revenues for local farmers, generate new employment, and provide more grain for food. "The beauty of this is that it is simple," said Chandhoke, "We've gotten to the heart of what impact investing is all about."

Boy Without Hands Honored for Penmanship

Nicholas Maxim, a 10-year-old fifth grader from Maine, garnered the spotlight this year in a [continues on page 3](#)

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Vice President's Voice

I knew our Student Leadership Conference would be a success because going into the event we had so many things in place: excellent speakers, a well thought-out agenda, a beautiful location, and the brilliant NASBA Meetings Department as our support. The success of the conference exceeded all of my expectations. Each speaker resonated with the students in a different and meaningful way. The students bonded with each other and left planning a reunion. Our strategy was that the students would meet and network with the NASBA Regional Meeting participants. Never did I imagine that both groups would enjoy the encounter so much. We are already having fun working on next year's Student Leadership Conference.

This issue's reprint article is from Frank Bucaro's blog. Frank Bucaro is a leading authority on helping organizations create values-based, high performance cultures that understand the relationship between ethics and business. Clearly, he also understands that if we want to be effective, we need to communicate differently with people in different age groups. Also, if you want to manage and motivate in the modern world, take a look at my book review for *Drive* by Daniel Pink.

Our new endeavor, the Ethics Network, continues to gain momentum. But in a world where writing an ethics column is easy because there is always something to write about, that's no surprise is it Mr. Murdoch?

Lisa Axisa

Executive Director/Vice President
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SCPT Chapter Impact

In the last two years, the Student Center for the Public Trust (SCPT) chapters at Lipscomb University and Birmingham-Southern College have impacted the ethical thinking and heightened the ethical actions of students on their respective campuses.

During the fall 2011 semester, the SCPT will continue to do just that with the launch of three new chapters at Baruch College, New York, NY, Rutgers University, Newark, NJ, and the University of Tennessee, Knoxville, TN. Throughout the semester, each chapter will focus on recruitment, implementing unique and interactive student activities and promoting the chapter on their campus.

"We really believe that Student CPT will be a leading student organization on our campus," said Tyrone Heggins, an executive council officer for the Rutgers University chapter.

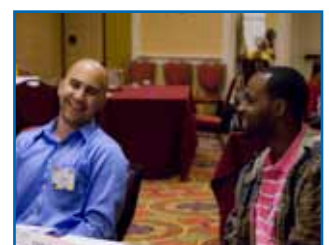
In addition, Adrain Budny of Bayonne, NJ, and Stella Continanza from Hasbrouck Heights, NJ, are also leading the chapter effort at Rutgers University. At the forefront of the University of Tennessee chapter is Peyton Sweeney from Memphis, TN, while Kishwar Ahmed from Jamaica, NY, and Omar Sofizada from Valley Stream, NY, spearhead the Baruch College chapter.

"After attending the Student Leadership Conference, I knew there was an opportunity for the Student CPT on UT's campus," Sweeneysaid. "This year we will hold campus-wide ethics activities

and host events with the business community through partnerships with Leadership Knoxville and the Chamber of Commerce."

Also for this fall, chapters have planned member activities such as an interviewing ethically session and a screening of "Wall Street" featuring a question and answer panel with business leaders following the movie.

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James Reider and Tyrone Heggins share a laugh at the 2011 Student Leadership conference

The CPT staff works closely with each student chapter, particularly during the inaugural year, to ensure its success in recruiting, programming and networking. If you would like to work with the CPT to establish a chapter at your Alma Mater or current campus, please contact Lisa Axisa at laxisa@nasba.org or visit www.studentcpt.org ☆

Sponsor a CPT Student Chapter

CPT student chapters allow ethical behaviors and ideas to flourish, while creating opportunities for students to network with the business community and develop professional leadership skills. Through NASBA's support and guidance, events can be offered for all students, providing colleges and universities a forum for ethics education blended with real-life events.

The mission of the Student Center for the Public Trust (SCPT) is to promote ethical thinking in the developing character and conscience of students. The SCPT provides students with the opportunity to develop a real awareness of ethical issues which will provide a moral and ethical foundation for all future endeavors and create a better, more thoughtful world.

GOALS

- ◆ Affect behavioral changes in students so ethical and moral concerns become a foundation for decision-making processes for life.
- ◆ Influence students, prior to joining the business world, to acquire ethical thinking and behavior so that as business leaders, they are more fully equipped to shape an ethical society.
- ◆ Create opportunities that will allow students to develop leadership skills.
- ◆ Provide opportunities for students to network with the business community through the development and sponsorship of seminars, programs, service projects, competitions and social activities.
- ◆ Develop an environment where ethical behavior can flourish.
- ◆ Provide a forum for promoting positive news and activities on campus.

We are looking for firms or organizations to become sponsors of specific student chapters through financial support and mentorship programs. By providing support to a student chapter, a firm will receive promotion and acknowledgement as a sponsor on NASBA's website, and in national and local promotional and public relations materials. For more information on becoming a sponsor of a student chapter, please contact laxisa@nasba.org.

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Student Leadership Conference a Huge Success

to be understood." Alexander's True Colors session was interactive and introduced the students to four distinct personality traits and paired them based on their most dominant and least dominant traits. Wallin and Peters led a riveting panel discussion on transitioning from college to corporate America. The conference came to close with a discussion on ethics led by Faris and a closing wrap-up with Axisa.

All participants expressed great appreciation to NASBA and the CPT for hosting the event and inviting them to participate. The students found the training, as well as the networking activities timely and beneficial to their growth as young professionals. One student noted in her written evaluation, "The speakers were very beneficial. The best thing about them was that I felt I could apply their lessons to my life, academically and professionally, as well as personally." Another student noted, "I wasn't exactly sure what to expect. I knew we'd be sitting through workshops, but the speakers we had exceeded my expectations. I also hadn't expected to have as much fun as I did. I had fun learning, hanging out with my peers, and meeting professionals. I felt that having all three was a very valuable experience."

The inaugural CPT Student Leadership Conference was a win-win for the CPT and most importantly the participants as they created friendships, learned about NASBA and left planning a reunion.



At right: Student Participate in the 2011 Student Leadership Conference. Pictured top to bottom: Stella Continanza, Adrian Budny and Cornelius Lloyd

Generational Ethics

by "Boomer" Frank C. Bucaro and "Gen X'er" Meg Wojtas

'Boomer' Rick cannot understand why 'Gen X'er' Jim cannot seem to get to work on time. 'Millennial' Stacy cannot seem to understand why 'Traditionalist' Fred has worked at this company for 40 years although, clearly, he is unhappy.

Statistics tell us that there are four generations in our workforce today. Much research focuses on the differences and how to best work with and manage the varying degrees of experience, viewpoints and work styles. I wonder how the mixing of these very different experiences contributes to the overall ethical culture in companies today.

To clarify, the generations we are talking about are described in the article "New-age challenge: Four generations now occupy the workplace" by James Amos, Pueblo Chieftain, The (CO) 3/7/10 consist of:

- 10% Traditionalists (born 1900-1945)
- 45% Boomers (born 1946-1964)
- 30% Gen. X (born 1965-1980)
- 15% Millennial (born 1981-2000)

The problem is that when we hear the word 'ethics' we assume it means the same thing to everyone. However, there is some gray area here, particularly when it comes to four different generations. What is ethical behavior for a Millennial may be considered highly unethical to a Traditionalist, Boomer or even a Gen X'er. So who is right? Which generation is more ethical? The answer may surprise you!

The Harvard Graduate School of Education researchers wrote the book, "Making Good: How Young People Cope with Moral Dilemmas at Work," (Harvard University Press 2004) on the "ethical conflicts faced by generations in the start of their career ladder." In this book, the young professionals who were surveyed recounted the pressures of participating in unethical conduct, i.e. prematurely publishing data or sensationalizing news stories, for assumed advance in their profession. Would a Boomer make the same choices?

So which generation is more ethical?

Joe Smith at Company 123 has a daughter who is participating in 'the big game' at 4 p.m. on a weekday. Traditionalists' tendency is to stick to their work regimen, as always, regardless of personal/family activities, not because they are heartless but because they view hard work and a strict regime as sacred values. Boomers, whose generational values include 'Workaholism' concentrate on the competition at work and may focus on what he/she may be

missing as productive time at work, rather than personal time, particularly during weekday work hours.

Gen X'ers, conversely, hold work/life balance as a great benefit at work. They also know they can check email via their phone at the big game, and not miss a beat at work.

Millennials realize that their physical presence at work does not equate their ability to get the job done. They are so tech savvy that not only will they check email, but they can easily stay connected to the office/clients while at the game and follow up at home, post game. Millennials, due to growing up with technology, can multi-task seamlessly at an entirely new level.

So...who is more ethical? The generations who stay at work until 5 p.m. or later? Or are those who place value on important family events more ethical?

The answer? It depends.

The answer depends on what expectations were communicated to each employee in the beginning.

Any ethics training program in any company that has different generations MUST have the following three elements in any ethics training program.

1. Acknowledgment of different generational viewpoints. Do you know what percentage of each generation is in your office? There are many resources available for free, that explore the best tactics to manage each generation. Each age group requires a bit of a different approach to be most effective.

Once you know who is in your 'audience' you will be able to understand the varying views of what type of behavior is ethical and what is not. Oftentimes, seemingly unethical behavior is not conducted on purpose...at times, it is just that a member of a certain generation holds beliefs based on their experiences, and that may be different from what your organization advocates.

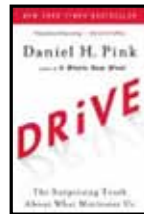
2. Define ethics. Walk employees through situations pertinent to their job and help them appropriately analyze the situation. Give them the tools, not just definition. A community college mandates that all employees must take online training courses prior to hire date. This training program included examples about keeping grades private, appropriate and inappropriate relationships with co-workers, as well as who is and is not allowed to view their

“What is ethical behavior for a Millennial may be considered highly unethical to a Traditionalist, Boomer or even a Gen X'er. So who is right?”

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Good Reads

In *Drive: The Surprising Truth about What Motivates Us*, author Daniel H. Pink provides a new paradigm for motivation and provides solid evidence on why our old models don't work in today's environment. The traditional method of motivating employees was to increase pay or include a bonus—often known as “if-then” management. Over and over, Pink debunks this theory and even depicts how it can lead to unethical behavior when used on too-specific goals. Such extrinsic goal setting often leads to choosing the quickest route, not the best: Sears imposed a sales quota among auto repair staff and workers began completing unnecessary repairs; Ford rushed to complete a car by a certain date, omits safety checks and releases the unforgettable Pinto. Enron sets high revenue goals, and well, you know how that ends. Pink espouses that, “...when the reward is the activity itself—deepening learning, delighting customers, doing one's best—there are no shortcuts.”



“People will be motivated and happier with autonomy, mastery and purpose.”

What makes *Drive* such a fine read are the chapters and deep explanations on how to motivate today's work force, along with explanations why such concepts work. Pink tells us once base salary is met, adding additional dollars doesn't motivate someone or make them happier. People will be motivated and happier with autonomy, mastery and purpose. Reading about the various models used by innovative, highly successful companies that have already realized that money isn't always the answer is the most fun part of the book. 3M's technical staff is permitted to spend 15 percent of their time on any project they would like, which was when scientist Art Fry developed the Post-it. Today there are more than 600 Post-it products. Pink also provides a very solid toolkit most every manager can use to implement some of his ideas into his or her workplace. ☆

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Generational Ethics

personnel file. These situations are very specific to the employees at this community college. The college defined ethics in their culture for all employees.

3. Provide ongoing messaging that communicates expectations. Marketing research states that a consumer would need to see the product seven times before they recognize it. Why should ethics training be any different? Even if it is every other month, can you commit to six times a year, dedicated to ethics messaging? More importantly, training should be sensitive to all generations.

By following these three suggestions, you may find that certain ethics sticking points may not be as much of a problem anymore. If you fully understand the generational differences that your employees bring to the workplace, and include this information in your ongoing ethics training, you will be in a better position to have all generations focused on the same ethical path. ☆

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Good News

penmanship contest despite being born without hands or lower arms. Nicholas, who writes by holding a pencil between his arms, is known at his elementary school for his penmanship and illustrated comic strips, though it's not easy for him. During its 20-year history, over 2.5 million students have participated in the national handwriting contest sponsored by Zaner-Bloser of Columbus, Ohio. This year, the judges were so impressed with young Maxim's entry, they created a new category for students with disabilities to inspire others. Nicholas didn't know his paper had been entered in the contest, so it came as a surprise to receive the first “Nicholas Maxim Special Award for Excellent Penmanship.”

Winning High School Student Splits \$40,000 Among Runners-Up

Organizers of a foul-shooting contest for top academic students at a Los Angeles high school wanted to show kids how to create community spirit with college scholarship money as the incentive. Allan Guei, a star player on the basketball team at Compton High School, won the \$40,000 top prize. Three months later, he donated all of his winnings to the seven other finalists. Guei, who is going to Cal-State Northridge on a full scholarship, felt the others could use the money more than he could. “I've already been blessed so much and I know we're living with a bad economy, so I know this money can really help my classmates,” he said. “It was the right decision.”

Boaters Save Humpback Whale's Life

Boater Michael Fishback and his colleagues were on a small boat when they encountered a humpback whale entangled in a fishing net and on the verge of death. Coincidentally, Fishback and colleague Gershon Cohen founded The Great Whale Conservancy to help and protect whales, but they had never had an opportunity to save one themselves. For over an hour, the men worked with a small knife to untangle the complex web of nylon netting. Once the whale was finally freed, its display of joy was obvious and was captured on video.

Join a Unique Network of Ethical Professionals

The Ethics Network is a new and dynamic initiative created for professionals who believe in ethics, accountability and integrity. This unique membership program was created for professionals to share a higher purpose with a diverse group of individuals who also want to connect, promote and advance ethical behavior.

MEMBERSHIP BENEFITS INCLUDE:

- ◆ Webinars and Professional Development
- ◆ Ethics Network Branding
- ◆ Resources and Publications

Begin creating a community focused on influencing ethical decision-making and promoting an outstanding level of ethical practices and efforts.

Join Today!

