

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

September 2016



## STUDENTS SUIT UP FOR THE 6TH ANNUAL STUDENTCPT LEADERSHIP CONFERENCE

The NASBA Center for the Public Trust (CPT) recently hosted its 6th Annual StudentCPT Leadership Conference (SLC) in Denver, CO, June 22-23. Students from across the country gathered for an intense, two-day conference featuring leadership development sessions, networking and chapter training. Because of generous donations from the Sponsor a Leader campaign and the Daniels Fund, 69 students were able to attend the conference at no cost.

The conference began with an inspiring presentation from Cynthia Cooper, who told her personal story of being a whistleblower during the WorldCom scandal. Then, attendees learned about how their ethical lenses affect their ethical decision-making through a dynamic presentation by Catharyn Baird, founder/CEO of the EthicsGame. Shortly after, William Latham, Chief Student Development and Success Officer at the University of the District

of Columbia, gave a powerful and interactive presentation, which allowed students to examine their strengths via Gallup's StrengthsFinder assessment. The assessment helped determine how the students' strengths can best be used in their day-to-day lives and careers. Each presentation promoted the importance of self-awareness and ethics in the workplace.

After the keynote presentations, conference attendees watched several CPT board members act out a business ethics case simulation. In less than 24 hours, teams of students had to create presentations, giving counsel and advice to executives in the case simulation.

The students ended the conference with an interactive workshop where they were invited to share and learn best practices on how to run a *Golden Star* StudentCPT chapter. Also, throughout the conference, students had several opportunities to network with NASBA [continues on page 2](#)

## GOOD NEWS

### Dallas Cowboys and Ashley Furniture Host Slumber Party for Underprivileged Kids

What do kids dream about? Perhaps hula-hooping in the middle of the AT&T Stadium, munching on pizza with some of the biggest names in the NFL, or maybe, snuggling up in a cozy bed while watching *Finding Nemo* on a big screen. Well, all three of these hypothetical dreams recently came true for 100 underprivileged children!

In June, the Dallas Cowboys and Ashley Furniture teamed up to host the ultimate slumber party. Thanks to Ashley Furniture's Hope to Dream program, the children were surprised with a bed that was decked out in a Dallas Cowboys comforter set. Best thing about the bed? They could take it all home!

The kids entered the stadium, where some of their personal heroes play during football season, on a red carpet, and enjoyed an evening of field games and fun with the Dallas Cowboys football players and cheerleaders. [continues on page 2](#)

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Contributors: Alfonzo Alexander, Ryan Hirsch, Alexia Kammer, Ashley Metivier, George Reynolds	
Production Editor: Katrina Mitchell	

## Are You Addressing Your Ethical Risk Areas?

Drs. O.C. and Linda Ferrell, renowned ethics professors and consultants, and content developers for the CPT's online certification programs, state that everyone within an organization is prone to encountering ethical dilemmas. Do you know your ethical risk?

It is a common misconception that only those in high-ranking positions risk facing unethical situations. However, an ethical dilemma can present itself to anyone – interns through C-suite executives. While there is no cookie cutter solution that will make employees ethical overnight, there are ongoing programs and professional development opportunities that can offer proper guidance when developing an ethical company culture or facing an ethical dilemma.

How are you addressing the potential ethical risk areas of your organization? How are you maintaining your integrity and credibility as an employee? Not sure where to start? For more information on developing ethical decision-making skills, visit: <https://thecpt.org/ethical-leadership-certification-program/>. ☆

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## Students Suit up for the 6th Annual StudentCPT Leadership Conference

members who were in attendance at the 2016 NASBA Western Regional Meeting, which was held at the same location.

The students' professionalism and engagement made a lasting impression on the CPT staff, board members and NASBA members. We cannot wait to see what they will do at their respective campuses this fall and in their future careers! ☆



## LEAD WITH INTEGRITY

Paying it Forward

**ALFONZO D. ALEXANDER**  
PRESIDENT, NASBA CENTER FOR THE PUBLIC TRUST  
CHIEF RELATIONSHIP OFFICER, NASBA

Recently, I saw the benefits of *paying it forward* first hand. Here is the story. Almost 20 years ago, I was a senior executive at an organization with 53 offices across the United States. During this period, I was responsible for the nine offices in the Southeast. The organization had many talented professionals who went on to do great things. However, a young professional, Jonathan Porter, at the Birmingham office was exceptionally full of potential and promise.

After a staff training session, Jonathan, who was in his mid-20's at the time, came up to me and asked if I would be his mentor. Flattered by the request, I accepted the assignment. During the early years of mentoring Jonathan, we maintained a great relationship and every so often, he called me for advice or to share updates and goals. This relationship began a path for me of embracing the role of mentor for several others. I am confident I have gained as much from these relationships as the mentees themselves as there are mutual benefits both parties gain when a leader decides to *pay it forward* by mentoring others.

Here is the exciting part. I am telling you this story because Jonathan, who is now

a very accomplished executive with one of the largest companies in the state of Alabama, and I recently saw each other. We met at his company where I presented him with the CPT's *Being a Difference Award* (BADA). Jonathan was nominated by one of his employees, and the BADA selection committee chose him as the final recipient of the award for 2016.

Seeing the impact mentees make while they grow professionally should motivate you to continue to *pay it forward*. I hope every ethical leader reading this article finds someone to mentor. It truly is rewarding for both individuals.  
*Pay it forward!* ☆



Ashley Metivier, Jonathan Porter, & Alfonzo Alexander



Photo: The Good News Network

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## Dallas Cowboys and Ashley Furniture Host Slumber Party for Underprivileged Kids

These two for-profit organizations came together and made a big difference in the lives of 100 impressionable children. The CPT commends the Dallas Cowboys and Ashley Furniture on the outreach and partnership, which resulted in a fun and memorable night for children who need it most. ☆



# Your Support IMPACTS *our students*







# SPONSOR *a* LEADER TODAY

FOR A BETTER BUSINESS WORLD TOMORROW

## It's Not Too Late...

Thank you to the Daniels Fund and to those who provided sponsorships to help send student leaders to our 2016 StudentCPT Leadership Conference.

We *still* need your help to reach our goal of covering conference expenses for all 69 students. We invite you to join the group of donors who have already made a difference to these young leaders.

Educating students on how to identify, resolve and prevent future ethical issues and dilemmas is one of the most worthwhile and rewarding investments you can make. After all, these students are our future business leaders.

Please donate online at: [thecpt.org/sponsor](http://thecpt.org/sponsor)

Or send a check to:

NASBA Center for the Public Trust

PO Box 306272

Nashville, TN 37230-6272

For questions or additional information, contact:

**Ryan Hirsch**

Operations Manager

(615) 564-2129

[rhirsch@thecpt.org](mailto:rhirsch@thecpt.org)

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



**"I gained valuable insights on ethics in the business world as well as general ethical principles, all while meeting many unique and creative individuals. Ultimately, I left with confidence in myself as an ethical leader."**

-Demi, University of Kentucky



**"I learned so much at the SLC! I learned so many aspects about ethics! I feel like I have been trained for my college life and future career."**

-Philip, Southeast Missouri State University



**"I met and connected with truly courageous and wonderful people who I have formed a deep respect for, and I also got the chance to interact with students from all over the country."**

-Somto, Vanderbilt University



## STUDENT NEWS

### StudentCPT Chapters Reaching for the Stars

Congratulations to the 2015-2016 StudentCPT *Golden Star* and *Star* chapter winners. These student chapters have demonstrated the highest commitment to promoting and discussing ethical leadership on their campuses, consistently.

#### 2015-2016 Golden Star Chapters:

Creighton University  
Ohio University  
University of Colorado - Colorado Springs  
University of Utah



*Golden Star* chapters conduct at least five (5) chapter meetings, host one (1) community service activity, participate in the *Ethics in Action* Student Video Competition or other external ethics competitions, and send students to the StudentCPT Leadership Conference each year.



#### 2015-2016 Star Chapters:

Colorado State University  
Rutgers University  
University of Kentucky  
University of Northern Colorado  
University of Missouri – Columbia  
Vanderbilt University



*Star* chapters conduct at least four (4) chapter meetings, participate in one (1) community service event, promote the *Ethics in Action* Student Video Competition, and send students to the StudentCPT Leadership Conference each year.



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# CONGRATULATIONS

The Business with Purpose Awards, presented by the Dean Institute for Corporate Governance and Integrity at Lipscomb University and sponsored by NASBA and the NASBA Center for the Public Trust, recognize individuals and companies in Middle Tennessee that demonstrate an outstanding level of commitment to social and ethical integrity.

*Congratulations to the 2016 Business with Purpose Award Winners:*

**Nonprofit Category:** [Second Harvest Food Bank of Middle Tennessee](#)

**Professional Firm Category:** [Crosslin & Associates](#)

**Private Company Category:** [Lee Company](#)

**Public Company Category:** [Louisiana Pacific Corporation](#)

**Business Leader Category:** [Vic Alexander](#)