

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

December 2020

## GOOD NEWS

### It is Important to Give Back

Despite the curves that 2020 has thrown, organizations continue to give back to communities around the country. Large and small, companies across several industries understand that when we give back to our communities and those in need, we allow everyone the opportunity to thrive.

TOMS donates a pair of shoes for every pair that is sold, UncommonGoods continues their Better to Give program, which donates one dollar to a participating partner of your choice with every purchase, Warby Parker initiated a Buy a Pair, Give a Pair program, The Honest Company spreads holiday cheer with toy donations and raising money for a children's hospital, and the list goes on. Now, it is your opportunity to give back.

The NASBA Center for the Public Trust (CPT) relies on donors to continue its programs throughout the year to advance ethical leadership among students and professionals. By developing, encouraging, acknowledging and promoting ethical leaders, the CPT is helping current and future business leaders regain the public's trust and make sound ethical decisions. This holiday season, please consider giving back by donating to the CPT. Visit <https://thecpt.org/donations/> to give back today. Thank you!

## INSIDE

Lead With Integrity .....	2
Why the CPT Needs Your Support .....	2
Student News .....	3
You Are Essential to the CPT .....	4

Editors: Jenna Elkins and Cassandra Gray  
Contributors: Alfonso Alexander, Dina Barabash,  
Ashley Metivier, Sedrik Newbern  
Production Editor: Katrina Mitchell



## Join the Run for What's Right Virtual 5K Today!

Are you ready to Run for What's Right? You still have time to show your support and join the NASBA Center for the Public Trust (CPT) for this year's Run for What's Right Virtual 5K. What is a virtual 5K? All you have to do is walk or run 3.1 miles by December 31, 2020. Even if you're not a runner or walker, you can log the equivalent of 3.1 miles by doing any of the following activities:

- Golfing (without a cart) for 90 minutes
- One hour of gardening or yardwork
- A leisurely hike for 40 minutes
- A 35-minute bike ride
- Exercising on the elliptical for 30 minutes

As CPT supporters, you can participate in three ways:



### SUPPORTER (GIVE)

Make a donation to the Run for What's Right Virtual 5K

### RUNNER (GIVE + RUN)

Walk, run, or an equivalent 3.1 miles activity



### CHALLENGER (GIVE + RUN + CHALLENGE)

Serve as a leader and challenge at least 5 others to participate

\*Runners and challengers will receive a medal and t-shirt for participating

Join the Run for What's Right Virtual 5K and help the CPT cross the finish line by reaching the fundraising goal set for 2020.

Visit [thecpt.org/run-for-whats-right](https://thecpt.org/run-for-whats-right) for more information, to register, and to donate. You can also contact the CPT at [info@thecpt.org](mailto:info@thecpt.org). ☆

thecpt.org



## Why the CPT Needs Your Support

To say this year has been “unique,” would be an understatement, and the adjustments we had to make due to the pandemic impacted most everyone. However, what hasn’t changed, is the role the NASBA Center for the Public Trust (CPT) plays in impacting the lives of college students to shape ethical leaders for the future.

Each year, the CPT reaches thousands of college students through programming, like the Lead with Integrity Series, the *Ethics in Action* Video Competition, the Student Leadership Conference, leadership activities through 49 StudentCPT chapters across the United States, Virgin Islands and Guam, and trainings and speaking engagements with colleges and universities. This exposure to ethical leadership for thousands of students only happens thanks to people like you. Your generous support and donations make a difference, and the CPT truly appreciates your support.

As 2020 comes to an end, please consider the CPT for your year end contributions. You can donate by visiting the website at [thecpt.org/donations/](http://thecpt.org/donations/) or through the CPT’s Run for What’s Right Virtual 5K at [thecpt.org/run-for-whats-right/](http://thecpt.org/run-for-whats-right/). You can even donate while making purchases on Amazon by shopping on [smile.amazon.com](http://smile.amazon.com). Checks can also be mailed to:

Center for the Public Trust  
P.O. Box 306262  
Nashville, TN 37230-6272

Again, thank you for your support of the CPT and ethical leadership development! ☆



## LEAD WITH INTEGRITY

Serving With Optimism in 2021

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

As we conclude this year, I am reflecting on this unusual “experience” we call 2020, and I am optimistically visualizing 2021. Yesterday, a friend told me a story of a woman sharing her goals for 2020. Unfortunately, the woman was not able to reach any of them because of the impact of the global pandemic. Amazingly, this woman was able to make light of it and be optimistic about next year. It was refreshing to hear the story because I am choosing the same approach for the remainder of 2020 and all of 2021.

I encourage you to join me and this unknown woman as we look to live and lead with confidence and in expectation. I plan to focus on a few growth areas to help me achieve my goals for 2021. These items are not my goals, but they are critical to me achieving them. Here is my list: 1) Grow my relationships with key people in my life, 2) Model the behavior I desire from others, 3) Celebrate the success of others around me, 4) Acknowledge when things are done right (ethically), and 5) Inspire others.

As you can see, in 2021, my path to attaining my goals is through serving others. I firmly believe helping the people I am tasked with leading to achieve success will help me accomplish my goals. I also believe that as I encourage others to win, wisdom for my journey will come my way. This concept of paying it forward has led to success for me and many other leaders. In 2021, I will make it a priority to serve others before self. I look forward to seeing others grow and to seeing how it impacts me, too. Earlier, I encouraged you to join me in this journey. Now, I challenge you to come with me and enter 2021 with confidence and a willingness to serve others. It is a great opportunity we have as leaders.

Happy Holidays. Thank you for your continued support. Lead with Integrity!

The NASBA Center for the Public Trust’s (CPT) student programs continue to grow each year thanks to the commitment of supporters like you. Here is a look at the impact your gifts made on the 2019/2020 school year:

### StudentCPT Impact Report

**4,457**

**Students enrolled in the Ethical Leadership Certification Program**

**117**

**Videos were submitted in the *Ethics in Action* Video Competition**

**48**



**Student chapters established across the country**

You can be part of the CPT’s continued growth and success by making an end-of-year gift. Together, we will champion ethical leadership by making an impact on the lives of more future leaders across the United States.



Lipscomb University StudentCPT chapter

## STUDENT NEWS

**Lipscomb University** is starting off the holiday season by spreading joy! Members encouraged students to stop by their craft table and decorate cards and notes of encouragement. The chapter collected more than 100 cards that will be distributed to seniors at a local nursing home.



**Oklahoma State University** StudentCPT teamed up with Beta Alpha Psi and ACE to host Strategies for Success. Students had the chance to network with OSU alumni, practice navigating ethical dilemmas and received career advice.



**University of Colorado, Colorado Springs** welcomed three new officers to serve next semester. Congratulations and thank you for your leadership!



## CPT Hosts Second Lead with Integrity Series of 2020

Over the summer, the highly anticipated StudentCPT Leadership Conference was canceled due to COVID-19 concerns. The NASBA Center

for the Public Trust (CPT) swiftly adjusted to the changing environment and put together the Lead with Integrity (LWI) series, a virtual leadership conference for college students.

After receiving great feedback, the team decided to host another series during the fall semester. Over the course of three days, more than 200 students tuned in! Linda Galindo, CEO of Galindo Consulting, focused her presentation on leading with authenticity and accountability, and CPT President, Alfonzo Alexander, shared his leadership tips for success. The week ended with Brian Griffith, CEO and Founder of G360, discussing the importance of giving and receiving honest feedback. He then gave students free access to the G360 assessment tool.

Thank you to the speakers who made the fall series possible! The CPT will continue to host the Lead with Integrity virtual leadership series in the spring and fall semesters as another way to connect with students near and far.



## CPT LEADERSHIP

### BOARD OF DIRECTORS

**DONALD H. BURKETT, CPA**  
CPT Chair

Executive Vice President,  
Burkett, Burkett & Burkett CPAs

**DAVID A. COSTELLO, CPA**  
CPT Life Director

Retired President & CEO, NASBA & NASBA CPT

**LARRY W. BRIDGESMITH, ESQ.**  
CPT Life Director

CRO, ERM Legal Solutions

**MILTON BROWN, PA**  
CPT Life Director

President & Owner,  
Accounting Offices of Milton Brown, LLC

**JIMMY E. BURKES, CPA**  
CPT Secretary

Consultant, Haddox Reid Eubank Betts PLLC

**COALTER BAKER, CPA**

Baker & Cockburn, PLLC, CPAs

**TOMMYE BARIE, CPA**

Executive Vice President of Leadership  
Development  
Succession Institute, LLC

**CYNTHIA COOPER**

CEO, The CooperGroup, LLC

**BILL FOWLER, CPA**

Senior VP, Scholarship Program, Daniels Fund

**LAWRENCE W. HAMILTON, MPA, ED.S.**  
Consultant

**KEVIN JAMES, PH.D., CPA**

Dean, North Carolina A&T State University

**JEFF KATZ, PH.D.**

Professor of Management and the  
Oppitz Endowed Professor of Business,  
Western Kentucky University

**MELVIN J. MALONE, ESQ.**

Practice Group Leader, Butler Snow

**SEAN P. MCVEY, CPA**

Partner, Regulatory & Public Policy Group,  
Deloitte

**VICKY PETETE, CPA**

Executive VP & CFO, Vision Bank

**JOSEPH PETITO, ESQ.**

Retired Principal - Public Policy,  
PricewaterhouseCoopers LLP

### CPT STAFF

**KEN BISHOP**

CEO, NASBA CPT

**ALFONZO ALEXANDER**

President, NASBA CPT

**SANDRA DAVIDSON, CPA**

CFO, NASBA CPT

**SEDRIK NEWBERN**

Operations Director

**ASHLEY METIVIER**

Student Programs Manager





150 Fourth Avenue North, Suite 700  
Nashville, TN 37219-2417  
[thecpt.org](http://thecpt.org)

# You Are Essential to the CPT!

Thank you for all you've done this year.  
The CPT wishes you and your family the  
happiest of holidays and a bright New Year!

