

# ETHICS MATTERS

NASBA  
CENTER FOR THE  
PUBLIC TRUST



## WE CHAMPION ETHICAL LEADERS

### Board Member Spotlight



**David Costello, CPA**  
NASBA CPT Founder & Life Director,  
President & CEO, Retired  
NASBA & NASBA CPT



**Donald Burkett, CPA**  
NASBA CPT Chair  
Executive Vice President  
Burkett, Burkett & Burkett CPAs

We asked these NASBA Center for the Public Trust (CPT) CPT Board members the following question:

**Why do you believe the CPT is needed?**

**David Costello, CPA** - The CPT is not a cure for illicit and unethical behavior, but it does point university students, professionals, businesses, and government to the north star of doing the right thing. Even in times of ethical crises, we still search for dreamers, those leaders who propel significant and positive change in our society. The CPT continues to be dream-fluenced and is driven to share our dream—our mission, “to develop, empower and promote ethical leaders.”

Is the CPT needed? Negative, destructive, dark forces and detestable conduct must not ever approach normality. That’s reason enough for the CPT.

**Donald Burkett, CPA** - The vision of the CPT is advancing ethical leadership to influence the world. In our world today, there is a staggering absence of moral and ethical behavior. I believe that ethics is the lynchpin to the successful longevity of any business or relationship. If the CPT is successful in its vision of advancing ethical leadership, our impact will evolve for generations. ☆

## 2020 NASBA CPT Run for What’s Right Virtual 5K Recap

During the last quarter of 2020, the NASBA Center for the Public Trust’s (CPT) Run for What’s Right Virtual 5K brought together 40 participants from across the country who committed to complete a run, walk or equivalent activity of 3.1 miles. This year, the CPT was delighted to have several students from StudentCPT chapters participate in this event for community service.

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February 2021

## GOOD NEWS

### Amazon Updates the Public on How it is Helping Protect Employees and Communities During the COVID-19 Pandemic

For nearly a year since this pandemic began, essential workers have been just that – essential. They have helped purchase groceries for families, taught children in virtual classrooms, and delivered packages and mail. As we continue to quarantine in our homes, delivery drivers and fulfillment center workers continue to help us get through each day by supplying us with our varying needs in a safe and socially distant way.

Recently, Amazon described on its website what it is doing to keep its employees and their communities safe during this very busy time for the company. The company’s blog stated that it is lending support to President Joe Biden’s administration in its effort to vaccinate 100 million people in the first 100 days of his presidency, advocating for COVID-19 vaccinations for its front-line employees, including team members working in fulfillment and data centers, and at Whole Foods Market stores. The company has also ramped-up onsite COVID-19 testing for employees (thanks to the ingenuity of its fast-moving response team), made over

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## The CPT Cohosts 15th Annual Audit Conference

More than 150 business leaders, public accountants, educators, and policy setters convened for Ensuring Integrity: The 15th Annual Audit Conference, on December 1 – 2, 2020. Hosted by the Robert Zicklin Center for Corporate Integrity at Baruch College and the NASBA Center for the Public Trust (CPT), the annual conference provided 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).

CPT President Alfonzo Alexander opened the conference by welcoming guests and giving opening remarks. The program was headlined by Diana Stoltzfus, Deputy Chief Accountant, Office of the Chief Accountant at the SEC, and Barbara Vanich, Deputy Chief Auditor, Office of the Chief Auditor, PCAOB.

Other conference speakers and panelists included: George Botic (PCAOB), Jim Burton (Grant Thornton), Ben Campbell (Deloitte), Douglas Carmichael (Baruch College), Harry Cohen (KPMG LLP), Bob Dohrer (RSM), Audrey Gramling (Oklahoma State), Tracy Harding (ASB), Chair, Susan Jones (KPMG International), Kathleen Karatas (Bee, Bergvall & Co.), Diane Larsen (EY), Jeff Mahoney (Council of Institutional Investors), Mike Maloney (Credibility International), Dennis McGowan (Center for Audit Quality), Claudius Modesti, (Akin Gump Strauss Hauer & Feld LLP), and Alan Skinner (Carr Riggs & Ingram).

For the first time in its 15-year history, the conference was held virtually, via Zoom, due to the ongoing COVID-19 pandemic. The duration of the conference was shortened, and the program was divided over two days for all attendees to retain the maximum amount of information. The conference will be featured in an upcoming issue of *The CPA Journal*. Are you interested in attending the 2021 conference? Email [info@thecpt.org](mailto:info@thecpt.org) for more information. 



## LEAD WITH INTEGRITY Going WIDE in 2021

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

We are excited about this year and what we will accomplish in 2021. The NASBA Center for the Public Trust (CPT) will go WIDE in 2021. Allow me to explain.

**Wisdom...**At the CPT, we often speak of the value of a mentor. Regardless of age or experience level, we all need mentors. Mentors bring us wisdom. Wisdom can come from many sources; prayer, advice, reading, listening to elders, experiencing new things, etc. In 2021, one of the ways the CPT will go WIDE is through the pursuit and growth of wisdom.

**Innovation...**In 2020, we learned we must create new ways to accomplish our goals. We all saw organizations and individuals use innovation on new levels. In 2021, I believe the distinguishing element for many will be innovation. Even when the pandemic ends, things will be different. In 2021, you will see the CPT's innovation. We will introduce improvements and technological upgrades, new programs and exciting events.

**Discipline...**To balance innovation, one needs discipline in order to remain focused on the important. Using the CPT's mission and strategic plan as our guide, we will have a disciplined approach in 2021. We recognize the value and impact we can make at the CPT. However, we also know our discipline and consistency will drive our overall effectiveness. We are committed to our mission, strategy and disciplined execution.

**Execution...**All the great plans in the world mean nothing without execution. At the end of 2021, we expect to look back at how we went WIDE and executed at an extremely high level. I learned from my athletic background that execution can defeat talent and can overcome a lack of resources. We plan to passionately pursue execution each time we have an opportunity to develop, empower and promote ethical leaders in 2021.

We invite you to join our journey as we go WIDE. As always, lead with integrity.

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## 2020 NASBA CPT Run for What's Right Virtual 5K Recap

The CPT's Run for What's Right Virtual 5K launched during NASBA's Annual Meeting on November 2 and concluded on December 31, raising \$25,639. Proceeds from this event enable the CPT to take its programs to more college campuses and support the CPT's mission to develop, empower and promote ethical leaders.

The CPT is excited about the opportunities this support will bring to help expand program offerings to students and professionals in 2021. Thanks to all who supported the CPT's Run for What's Right Virtual 5K!

Your continued support is critical to the CPT's mission. If you would like to invest in ethical leadership, please visit [www.thecpt.org/donations/](http://www.thecpt.org/donations/). 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!

**“It is important to know the many ways that ethical practices manifest in the workplace, and they are not always immediately apparent, but they are opportunities for us all to become better, more ethical leaders.”**

**- Student Survey Respondent, LWI Fall 2020 Series**

## STUDENT NEWS

The Lead with Integrity (LWI) Speaker Series is back! Over the course of three days, for one hour each day, national speakers will present on topics such as ethical leadership, equity, integrity, academic honesty, and more. StudentCPT and non StudentCPT leaders alike are invited to join the virtual leadership conference. Learn more at [studentcpt.org](http://studentcpt.org).

### **Tuesday, March 2, 12:00 p.m. – 1:00 p.m. (Central)**

**Mariah Yates**, PhD, Assistant Professor - Management at Western Kentucky University's Gordon Ford College of Business

### **Wednesday, March 3, 12:00 p.m. – 1:00 p.m. (Central)**

**Alfonzo Alexander**, Chief Ethics and Diversity Officer of the National Association of State Boards of Accountancy (NASBA) and President of NASBA's Center for the Public Trust (CPT)

### **Thursday, March 4, 12:00 p.m. – 1:00 p.m. (Central)**

**Traci Otey Blunt**, SVP Corporate Communications, National Football League (NFL)

## We want to hear from you!

The NASBA Center for the Public Trust (CPT) invites you to participate in a 15-minute survey to provide valuable feedback on the CPT's brand strategy. The results of this project will shape future strategies for marketing and communication for the CPT, so your responses are very important.

Thank you in advance for taking the time to complete this survey!

<https://www.surveymonkey.com/r/8L5B6VP>

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## Amazon Updates the Public on How it is Helping Protect Employees and Communities During the COVID-19 Pandemic

150 process updates, including enhanced cleaning and social distancing measures, and implemented disinfectant spraying and temperature checks across operations worldwide. Lastly, Amazon distributed an abundant amount of personal protective gear, including millions of masks for employees and much more.

The CPT loves to hear about companies that are looking out for the best interests of their employees. Especially during these trying times, it is reassuring to learn that large companies, like Amazon, place a high importance on the safety and well-being of their workforce. ☆

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# Lead with Integrity



**March 2 - 4, 2021**

**Learn more at  
[studentcpt.org](https://studentcpt.org)**