

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

November/December 2022



Annual Fundraiser Recap

The NASBA Center for the Public Trust (CPT) hosted its annual fundraiser on October 31, in conjunction with NASBA's 115th Annual Meeting, in San Diego, CA. Themed as a Hocus Pocus silent auction, the CPT incorporated the spirit of Halloween into the event with attendees 'scaring up' fun with the giant Jenga, ring toss, axe throwing and a photo booth. Also, no Halloween would be complete without trick-or-treating, and the auction featured a candy bar that was all treats and no tricks.

Guests from 53 U.S. jurisdictions networked and participated in the Hocus Pocus silent auction. Big ticket items included a Palm Springs Getaway, tickets to the NCAA Final Four, Tennessee Titans football tickets, a foursome at the 2023 CPT Golf Outing and resort packages spanning the sugar white beaches of Hilton Head, SC, to the cobblestone streets of Boston, MA.

A highlight of the evening was the visit from the three characters of Hocus Pocus fame. Alfonzo Alexander, President of the CPT; Donald Burkett, Chairman of the CPT Board and David Costello, CPT Founder, donned capes and witches' hats to scare up donations for the CPT. Needless to say, it worked! In total, 832 giveaway tickets were purchased, 117 silent auction bids were placed and \$20,000 was raised.

The CPT extends special thanks and appreciation to Prometric for serving as this year's event sponsor, to CPT volunteers, to the NASBA Communications and Finance departments, and to all donors who made this year's event a success through their generous contributions. The CPT staff is excited to continue offering ethics focused training and programming on college and university campuses across the country and to develop the next generation of leaders. ☆

GOOD NEWS

Professional Athletic Teams Unite for Hurricane Ian Relief Efforts

The Tampa Bay Buccaneers and the Atlanta Falcons franchises recently teamed up for Hurricane Ian relief efforts. The teams visited the American Red Cross of Central Florida to provide assistance for those in need by helping volunteers build comfort kits and kids care packages and deliver the packages to displaced families in the area.

"Our message for today is just to let them know that there's people who care," said Brian Ford, the Bucs chief operating officer in a recent *USA Today* story. "This is a unified mission to try to bring some help to people that deserve it and need it. It doesn't stop today. The American Red Cross is here and they're throughout the country. The National Football League, the Atlanta Falcons, and the Tampa Bay Buccaneers are just proud to lend our support and our thanks for what they do day in and day out."

Atlanta Falcons President and CEO Rich McKay said that it was important to give back to the local community. "When you can make an impact and bring awareness, not just the work we did here today, it's kind of the awareness of all that's going to go on

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Growing Our Impact with AAA

The NASBA Center for the Public Trust (CPT) showcased product and service offerings to accounting educators as exhibitors during the American Accounting Association (AAA) Annual Meeting, held July 31-August 2, in San Diego, CA. "Growing Our Impact" was the theme of the meeting, which attracted over 1,500 college professors and administrators. As exhibitors, the CPT team strived to educate AAA members on ways the Ethical Leadership Certification Program (ELCP), *Ethics in Action* Video Competition and StudentCPT chapter program can benefit and help grow the impact of their school's curriculum and student success. Representing the CPT and NASBA was Jasmine Jenkins, CPT Student Programs Manager, CPT President Alfonzo Alexander, NASBA Associate Director of Communications, Cassandra Gray, Kyle Barrier, NASBA Associate Director of Client Services, and Erin Scruggs, NASBA Sr. Account Manager, CPE Audit Service and ALL. Staff members also supported The PhD Project at their Accounting Faculty Alumni Association dinner, which was held in conjunction with the Annual Meeting. NASBA is a proud partner of The PhD Project, which aims to empower professionals from underrepresented demographics to earn their doctorates and become college professors. The CPT looks forward to participating in the AAA Annual Meeting in 2023. ☆

**2023 ETHICS IN ACTION
VIDEO COMPETITION**



**NOW
OPEN!**



LEAD WITH INTEGRITY A POWERFUL THREE: WISDOM, STUDY AND PRIORITIZATION

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

Many times, we marvel at how certain leaders always seem to get things done. We are often impressed with the successes some leaders attain. At times, we are even surprised by how other leaders may pull a theoretical rabbit out of the hat to accomplish a great feat. As I continue to study leaders and leadership, I am reminded of the many traits and characteristics that make leaders great. Today, I am reflecting on wisdom, study and prioritization.

Wisdom could arguably be considered the greatest asset any leader could possess. The ability to make sound decisions that are in the best interest of key stakeholders requires wisdom and integrity. Many of history's best leaders are recognized for the smart, difficult and sometimes heroic decisions they have made. When you get a chance to hear or read their perspective, you will learn that many of them credit their own wisdom, or that of others, as the driving factors behind key decisions. Wisdom is essential.

Every situation is different, but we can learn from studying success and failure of the past. We use a phrase in our society, "Experience is the best teacher." I contend that experience can teach us and save us significant time, if we study our own past and that of others before us. Many great leaders site lessons they learned from study or consulting others who had the same or similar roles before them. At times, we reflect and study lessons we learned before and later understand why we went through certain experiences. For example, my best friend from college suffered through a bout with cancer many years ago. I was part of his village that supported him. Now, my mother suffers through a form of cancer. To help support her, I study the things my friend experienced. We are working together, partially by studying the past.

Prioritization is extremely powerful. Great leaders have an ability to make the most impactful things the priority. Many tackle the urgent things first while some place top priority on the difficult things. Still, vast numbers of people choose the easy or fun things first. However, the best leaders prioritize the most impactful things first. If the desired result is to win the race, great leaders determine the most significant thing that needs to be done to win and focus on that thing first.

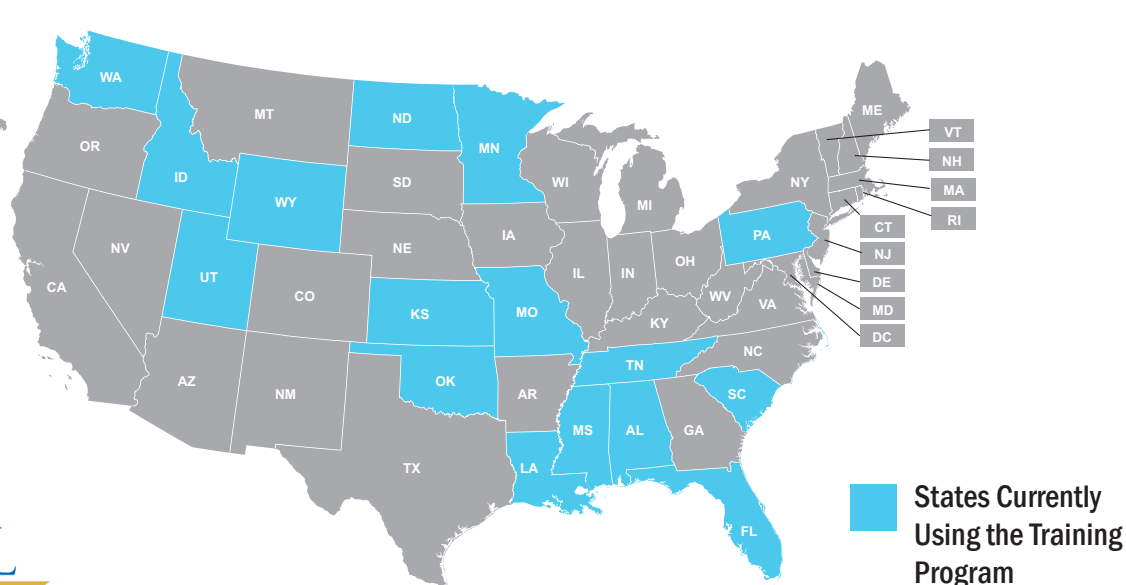
If we, as leaders, seek wisdom first, study the past, and prioritize our future, we increase our chances for great success. As always, Lead with Integrity. ☆

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Professional Athletic Teams Unite for Hurricane Ian Relief Efforts

here in south Florida and all that's needed. That's what we're here for," McKay said via NBC News affiliates.

The CPT loves to hear about communities coming together during times of crisis. If you would like to donate to relief efforts, please visit <https://www.redcross.org/donate/hurricane-ian-donations.html/>. ☆



30% of the United States is using the Ethical Leadership Training Program

The NASBA Center for the Public Trust (CPT) is excited to welcome Louisiana to its Ethical Leadership Training Program. With this addition, the CPT training program is successfully being used as a remediation tool by 15 State Boards of Accountancy as part of each of their settlement agreements with practitioners who have violated their state's expectations. All states using the Ethical Leadership program realize ethical behavior is critical but can be difficult without the proper education and information. The states that are participating the CPT's Ethical Leadership Training Program show that they have commitment to ethical leadership in their state.

The Ethical Leadership Training Program is designed to help practitioners recognize ethical issues, resolve ethical dilemmas, and create an atmosphere that promotes positive ethical behavior in their state.

Research & Behavioral Change Based Content

The CPT has conducted research about the best methods for optimizing engagement during online training programs, and have combined these elements into a training that is informative, insightful and engaging. The behavior change focused content that is covered in each training module is grounded in research and case studies from past successes and failures of businesses. ☆

States are using the CPT's 3-module program because it gives practitioners in their state the tools and resources to make ethical decisions in the future because:

- This program shows the value of ethical leadership at personal and organizational levels
- It illustrates the impact of an ethical culture on the behavior of stakeholders at all levels
- This course also helps practitioners recognize opportunities to improve the ethical environment in which they operate

Participating Boards of Accountancy benefit from the Ethical Leadership Training Program by:

- Having an auditable course included in settlements
- Passing reasonable course costs along to the professional
- Easy enrollment, completed by the professional
- 24/7 technical support

To learn more about the training components, to schedule a demo of the Ethical Leadership Training, or ways to leverage the program in your state, contact info@nasba.org to schedule an appointment.



Kent Nobel- Newest CPT Board Member

The CPT is thrilled to have Kent Noble as the newest member of the CPT Board of Directors. As the Bill Daniels Chair of Ethics at the University of Wyoming (UW),

Nobel brings principal-based leadership to all his endeavors. He was awarded the the StudentCPT Campus *Being a Difference* Award and served as the executive director of The Center for Cowboy Ethics and Leadership from 2013-2016.

In 2018, Nobel received the Professor of the Year distinction at the UW College of Business. In 2019 and 2020, UW's Mortar Board Honor Society recognized him as a "Top Prof;" and in 2021 it presented him with UW's Outstanding Service and Dedication Award. In 2022, he received the UW College of Business's Impact Award.

Nobel was appointed by former Governor Matt Mead to the Wyoming Commission on Judicial Conduct and Ethics in 2018, and he was reappointed in 2021 by Governor Mark Gordon. He also serves on the board of directors of the John P. Ellbogen Foundation and the Better Business Bureau Foundation Board of Advisors for Northern Colorado and Wyoming.

For his outreach efforts, he has developed ethics-based presentations, which he delivers to diverse audiences. Since 2013, he has conducted hundreds of sessions for business, government, and community organizations. In total, participants representing all 50 states have enjoyed his talks.

This is Nobel's second stint with the UW College of Business. Previously, he served as assistant dean for external relations. In this role, he teamed up with former Dean Brent Hathaway to raise approximately \$25 million for the College of Business.

Nobel's first professional connection to UW was in the Athletics Department. As the senior associate athletics director, he secured a multi-million dollar agreement to outsource the department's media rights; negotiated a seven-figure naming-rights commitment for its multi-use facility; increased gross revenue from corporate sales by more than 50%, while net revenue increased in excess of 100%; and chaired an effort to ensure compliance with the NCAA's mandated attendance policy for Division IA football programs.

He and his wife, Leslie, have three children - Lindsey, Tate, and Ella. ☆



Nobel's Aspirational Code to Live By:

Remember, at the end of the day, it's all about God, family, and friends.

Figure out why you're here—
then go get it done.

Effort and attitude can trump
intelligence, but nothing trumps
integrity.

Make the room better when
you enter it.

Find the humor and share it.

Live each moment like your
kids are watching.

Don't make it more difficult
than it really is.

Strive for win-win situations.

Bet on those who buy into the
"half-full" theory.

Some things matter, some things
don't—don't confuse the two.

All it takes is all you've got.



Congratulations 2022-2023 Golden Star Chapters:

Belmont University
Lipscomb University
Marshall University
New Mexico State University
Oklahoma State University
Tennessee Tech University
University of Alabama at Birmingham

University of Colorado,
Colorado Springs
University of Guam
University of New Mexico
University of Southern
Mississippi
University of Wyoming

STUDENT NEWS

Star Chapter Status Expectations

A Star Chapter meets the following criteria:

- Elects officers annually
- Has a minimum of five (5) student members
- Conducts at least four (4) membership meetings and/or activities annually
- Has chapter members participate in at least one (1) community service activity annually
- Submits Chapter Information Form, Executive Council Roster and Annual Report annually
- Communicates chapter updates to the CPT national office monthly (including photos and/or videos)
- Assists the CPT national office in promoting the *Ethics in Action* Video Competition
- Sends two (2) students to the StudentCPT Leadership Conference annually

Golden Star Chapter Status Expectations

A Golden Star Chapter must meet the Star Chapter criteria plus the following:

- Conducts at least one (1) additional membership meeting and/or activity annually
- Hosts or co-hosts a community service project
- Presents a Campus *Being a Difference* Award for a deserving student and/or faculty member annually
- Participates in the *Ethics in Action* Video Competition or outside ethics competition annually ☆



2022 Beta Alpha Psi Annual Meeting: Creating What is Possible

The NASBA Center for the Public Trust (CPT) is a proud professional partner of Beta Alpha Psi and was honored to attend the 2022 Annual Meeting, the organization's first in-person meeting in two years.

The meeting took place in Orlando, FL, July 28-30, and featured prominent student leaders, community service outings, and

competitions. Representatives from NASBA and the CPT were in attendance to promote the Accountancy Licensing Library (ALL) and CPT student programs such as the Ethical Leadership Certification Program and StudentCPT Chapters. Student Programs Manager, Jasmine Jenkins, served as a judge on the Best Practices Competition panel, where students develop and execute programs that promote awareness and student involvement in projects exemplifying values on topics that include ethics, diversity, corporate responsibility and more. Jenkins and CPT President, Alfonzo Alexander, also participated in Community Impact Day: Operation Backpack, where they filled backpacks with supplies for local Orlando elementary schools. ☆

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Support the CPT



The NASBA Center for the Public Trust (CPT) aims 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. The CPT achieves its mission through student and professional programming, certification programs, publications, and award programs. Help the CPT further its mission by acting below!

<https://thecpt.org/donations/>

<https://cpt.secure.nonprofitsoapbox.com/sponsoraleader>

If you have any questions, please send an email to info@thecpt.org.

ACCOUNTABILITY ♦ INTEGRITY ♦ TRUST ♦ CONFIDENCE