

Reporting for Duty

CPT Honors Family for Supporting US Soldiers

Michael Weinschel, Carol Weinschel and Susan Spivack were honored with CPT *Being a Difference Awards* on October 2, 2009, in Easton, CT. They were recognized for their continuous encouragement and selfless endeavor to boost the morale of U.S. soldiers overseas.

They started in October of 2005, when the 2,850 soldiers of the 159th Aviation Brigade were deployed to Iraq -- these three family members adopted the entire brigade and purchased, packaged and shipped a Christmas gift for each soldier.



Pictured left to right: David Costello, Michael Weinschel, Carol Weinschel and Susan Spivack.

When the threesome learned of how the gifts impacted the soldiers and that in some cases, their gift was the only one some soldiers received, they decided to continue their efforts with monthly theme gifts. Today they are sending packages to nearly 9,000 soldiers.

Col. Jeffrey Colt's 4,000 soldiers were the first to receive the gift packages. He flew from his home in Nevada to attend the award ceremony last month. "You cannot

imagine the reaction of soldiers when they receive something like this," he said. "They have literally supported thousands of soldiers they have never met, and asked for nothing in return." Col. Colt became emotional when he stated, "It is my honor to be here. You are an example for the country." He described the family members as "remarkably generous" and "selfless volunteers".

"We are so proud to be honoring these three. They truly embody the concept of this award program—they are making a

difference to thousands of young men who are representing our country," noted David Costello, President & CEO of the NASBA CPT, who flew in from Nashville, TN, to attend the award ceremony.

The award - established by the NASBA CPT in 2006 - honors individuals and organizations for their unique contributions to ethical leadership in their community or profession. ☆

Good News

CPT Board Member Writes New Book

CPT Board member Linda Galindo has written a new book, *The 85% Solution*. Galindo is President of Galindo Consulting, Inc. and is an author, educator and keynote speaker on the topic of personal and organizational accountability.

Galindo's publisher, Jossey-Bass / Wiley, took on the project recognizing that in today's uncertain world, the concept of accountability has taken center stage as a vital business concern. *The 85% Solution; How Personal Accountability Guarantees Success*, shows that true accountability is "personal accountability." The book reveals that the only way to achieve real accountability it is to take responsibility for the outcomes of your choices, behaviors and actions in business and in life.

Deloitte Developing Ethics-Based Education Programs for Young People

As part of its effort to redefine how its employees can be socially responsible, Deloitte Touche Tohmatsu, is developing a program where its employees help school-age students build skills like ethics, innovative thinking and global awareness. Deloitte plans on charging 20 high-potential managers with leading the education project locally through existing nonprofits in their regions. [continues on page 5](#)

INSIDE

Reporting for Duty.....	1
Good News.....	1
Vice President's Voice.....	2
New Fundraising Channels for the CPT.....	3
Best in Class.....	3
A Personal Accountability Pandemic.....	5
A New Addition.....	6

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Vice President's Voice

The CPT Celebrates Fifth Anniversary

The CPT celebrated its five year anniversary this year. We started in 2004 with a conference and a dream. Five years later, we've sponsored courses and given awards across the country. We've added a full-time professional development director to our staff, too. We're most excited about our newest program to bring the CPT to college campuses.

Our "Be One" campaign mailer has reached you and I encourage you to think about becoming one of the people to help make a difference. Need some inspiration? See the movie, "The Blind Side." One woman helps one boy change the course of his life and so many more are inspired and affected. It's one of those movies where the entire audience cheers along the way and applauds at the end.

We've landed on our first campus with the Student Center for the Public Trust (SCPT). Our goal is simple—help affect change in future business leaders. Warren Buffet once said: "In looking for people to hire, look for three qualities: integrity, intelligence and energy. But if they don't have the first, the other two will kill you." The SCPT will help lay the foundation for a future of business leaders dedicated to integrity and ethical leadership.

As has become our custom, we held a "CPT Night" during NASBA's Annual Meeting. This year, the effervescent NASBA Meetings Director, Tom Kenny, played game show host during a hilarious rendition of "The Family Feud." Many thanks to the good sports from the AICPA, the CGA, the NASBA Board of Directors and the TN Board of Accountancy who gathered as "families" to participate and then were generous enough to donate their prize money to the CPT. Although the AICPA team ended with the most points, we were all winners that night.

Lisa Axisa

Honoring our Supporters

Special Event for Founding Members

The NASBA CPT celebrated its five year anniversary by honoring its Founding Members at the NASBA Annual Meeting in Phoenix, AZ. Founding Members were given a specially designed coin as a token of the CPT's appreciation for their generous support.

"Your contribution to the NASBA Center for the Public Trust and status as a Founding Member truly reflects your belief in the endeavor to promote ethics and ethical leadership," noted Executive Director Lisa Axisa. "What is most impressive is that many of you donated to an idea—we had just a few programs in place, but many *ideas* and you were willing to support us."

A video depicting the CPT's activities was premiered at the reception and highlighted the positive work being done by the CPT. New CPT Chair Larry Bridgesmith noted, "Historically, negative events in the business community have been considered newsworthy and much attention and energy has been expended in that direction. The NASBA Center for the Public Trust takes an



alternative approach - focus and attention is given to the organizations and individuals who truly elevate the ethical threshold in the world."

Milton Brown, who served for five years as the first chair of the CPT commented, "This was a warm and satisfying evening. Everyone's comments and support has been very uplifting." ☆



l-r: Brooke Jackson, Sarah Stone, Daniel Smith, Lisa Shacklett.

Best in Class

CPT Launches First Student Chapter

The NASBA Center for the Public Trust has created the Student Center for the Public Trust (SCPT) to focus on educating and engaging future business leaders on ethics, accountability and integrity. The first SCPT was launched in September on the Lipscomb University campus in Nashville, TN.

The SCPT provides an interactive environment where ethical behaviors and ideas can flourish, while creating opportunities for students to network with the business community and develop professional leadership skills.

continues on page 4

New Fundraising Channels for the CPT

Development Campaigns Growing

These are exciting times for the NASBA Center for the Public Trust. As we celebrate our fifth anniversary, CPT initiatives are interspersed throughout society. Whether it is a *Being a Difference Award* ceremony, a student chapter meeting at Lipscomb University or an ethics conference at Baruch College, the CPT is

reaching out to foster trust in American society. To help us meet the demand for our programs, as well as continue to develop new initiatives, please consider making a tax-deductible gift to one of our new campaigns.

The **Public Trust Council** is designed for the individual donor who desires to make a significant gift to the CPT. You can invest in the future of our organization through one of the following giving levels:

- 1Ethics Leader - \$10,000 or more
- 1Ethics Partner - \$5,000 - \$9,999
- 1Ethics Associate - \$1,000 - \$4,999
- 1Ethics Friend - Less than \$1,000

All contributions are totally tax-deductible.

During the next few months, we will be meeting with individuals throughout the country to acquaint them with the Public Trust Council. If you would be interested in hosting us, please contact **Kathy Phillips** at kphillips@nasba.org.



The **Be One** Campaign is a way to give a boost to the CPT. We are seeking **100 Associates to give \$1,000.**

When the goal of this campaign is achieved, the CPT will be the beneficiary of \$100,000 to jump-start its programs. **This gift is also totally tax-deductible.**

The **Trust Society** was established as a group of industry-leading companies, organizations and institutions that commit to financially supporting activities of the CPT. The giving levels of the Trust Society are as follows:

- 1Mettle of Trust - \$100,000 over a five year period
- 1Pillar of Trust - \$50,000 over a five year period
- 1Builder of Trust - \$20,000 over a five year period

For your convenience, contributions may be made online by visiting us at centerforpublictrust.org or by mailing your check to the NASBA Center for the Public Trust, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219 Attention: Kathy Phillips

If you would like more information about either campaign, please contact the CPT's Director of Development, Kathy Phillips at (615) 312-3841.

Best in Class

The mission of the Student Center for the Public Trust 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.

The goals of the SCPT are to:

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

“We are working closely with universities to promote ethical thinking to tomorrow’s business leaders,” said Lisa Axisa, Executive Director of the NASBA CPT. “To ensure a future generation of ethical business leaders, we must address them early, before they even set foot in the workplace. That’s why the Student Center for Public Trust is so important. It will guide the next generation of employees and executives who have seen the mistakes of the last decade.”

Supported by NASBA, and guided by Lipscomb University faculty advisor Lisa Shacklett, the on-campus club is led and organized by students. Two events have been held to date. On October 2, 2009, Jack Faris spoke on the impact and power of trust in the workplace. For 14 years, Faris was the President and CEO of the National Federation of Independent Business which was ranked as the top business lobby in D.C. During this time, he was named by *Fortune magazine* as the most powerful person for small business in our nation’s capital.

Faris told the students, “Being a part of the SCPT will help when you have to make those momentary decisions when it would be easier to go left, but you stay right.”

On November 18, the SCPT Lipscomb members discussed ethics and leadership issues with J. David Whitfield and Drew Monks, young executives from Ernst & Young, one of the world’s leading professional service organizations. They discussed how ethical behavior seems clearly defined in studies and theory. However, when the pressures of real life are added to the mix, such as when your job might be on the line, standing up for values and principles becomes a lot more complicated.

They also noted that the recession has put much more pressure on auditors and accountants, as business owners struggle to cut costs and keep companies afloat.

“...strength is even more crucial as we prepare students for today’s business environment, where the news headlines often demonstrate the heavy cost of operating a business outside ethical boundaries.”



Lipscomb is very pleased to be the first campus with a SCPT. “Lipscomb students have proven themselves over the years as graduates of character who bring excellent business prowess and high integrity to the companies they lead,” said Lipscomb University College of Business Dean Turney Stevens. “That strength is even more crucial as we prepare students for today’s business environment, where the news headlines often demonstrate the heavy cost of operating a business outside ethical boundaries.”☆

A Personal Accountability Pandemic

By Linda Galindo



Pandemic outbreaks, and Ponzi schemes have two things in common. They can adversely affect a lot of people really fast and they involve detailed accounting to get a clear understanding of their impact.

Of late, I have been in awe of the power of numbers, the multiplier effect, and the concept of “critical mass.” I find it difficult to get my thinking around “billions and trillions” so I leave that to the experts as they explain what is going on in our corporate, social and global economy. To feel more in control of what I can influence, I’ve got to bring it down to my personal level, my role in things and my personal accountability --which is where the ultimate power lies for each of us.

I for one, would love to see an explosion of accountability. I think it can happen if we are willing to step up and engage personal accountability - ownership for results, (good or bad) without fault, blame or guilt. The easiest place to cause an accountability outbreak is in organizations where “the top” has the most to gain from infecting employees with personal accountability by demonstrating it. Once it starts, it has the potential to pay out huge rewards.

Imagine an organization that is filled with employees that live personal accountability. Imagine the riches that go with it --not just riches in dollars, but in relationships. When everyone is accountable for the quality of work and the work environment, relationships flourish. In an environment of trust, problems are escalated to where they belong and mistakes are considered experiences that carry insight and new learning. Without personal accountability, the organization suffers all the opposite conditions and becomes a breeding ground for unethical behavior. Like a chronically ill patient, the cost can be in the hundreds of thousands of dollars.

The good news is how fast personal accountability can be instilled in a corporate culture. It’s like a really potent flu strain, but it’s a flu strain you want. I know you can’t imagine walking up to someone who has the flu and saying “Hey, sneeze on me.” But you can imagine going into the office of a colleague and saying, “Your division is making money and saving the rest of us, how are you doing that?” What if he said “I’m washing my hands every time I handle a new piece of paper.” What?! Well a similar solution was implemented in hospitals and risk managers implored everyone to follow it to lower infection rates. There is a direct correlation between compliance to hand-washing and lower infection rates. So goes spreading personal accountability. Be known for these behaviors and you’ll be a good virus waiting to spread. (OK, it’s admittedly a little tougher than washing your hands but just as simple to understand.)

Don’t gossip or participate in “meetings after the meeting”; make clear agreements so that you are totally responsible for what you take on as a task, project or role; make sure you have role clarity and know the difference between empowerment and authority; answer for your results good or bad, don’t finger-point or blame when the results are not good and celebrate successes.

Go ahead, be this person and start a personal accountability pandemic. It is only a matter of time before you become a statistic, counted among those being a difference.

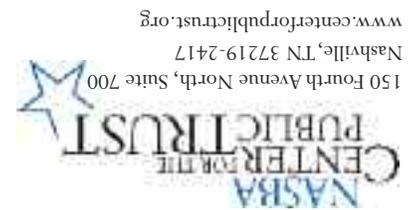
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Good News

Yale Adds Course to Teach Corporate Social Responsibility

“Business Ethics Meets Behavioral Economics,” a new course at the Yale School of Management, aims to integrate public and societal interests into corporate decision-making strategies. Classroom discussions center on issues such as the value of giving up the most profitable course of action if the second most profitable action better aligns with shareholder values. The course is case based and study is focused on companies that seek to create some type of public good.

Rachel’s Challenge

Rachel Scott was the first person killed at Columbine High School on April 20, 1999. To honor her life, her father started, Rachel’s Challenge, one of the most life-changing school programs in America. The foundation of the program is based on her acts of kindness and compassion coupled with the contents of her six diaries. Their mission is to inspire, equip and empower every person to create a permanent positive culture change in their school, business and community by starting a chain reaction of kindness and compassion. Powerful video footage of Rachel’s life and the Columbine tragedy holds viewers spell-bound during a presentation that is designed to motivate viewers to make positive changes in the way they treat others. One of Rachel’s essays entitled, “My Ethics, My Codes of Life,” is an amazing dissertation on kindness from a teenager. The essay’s opening paragraph reads: “Ethics vary with environment, circumstances and culture. In my own life, ethics plays a major role. Whether it was because of the way I was raised, the experiences I’ve had, or just my outlook on the world and the way things should be. My biggest aspects of ethics [sic] include being honest, compassionate and looking for the best and beauty in everyone.”



A New Addition

CPT Hires Director of Development



Kathy Phillips joined the NASBA Center for the Public Trust as its first full-time Director of Development. She has over 20 years of nonprofit development experience and most recently served as the Executive Director of the ALS Association's Northern New England Chapter based in Concord, NH. She holds a Master's of Science degree from Indiana University and is the mother of three grown children.

"It is my goal to maximize funding for the CPT through expansion of its Trust Society and the creation of a new individual giving campaign, the Public Trust Council," states Phillips. "The CPT is making positive changes through its programs. With additional funding, it will continue to impact American society for the greater good."

"The CPT is making positive changes through its programs. With additional funding, it will continue to impact American society for the greater good."