

# The Oklahoma Business Ethics Consortium



ENTERING OUR TENTH YEAR OF PROMOTING OKLAHOMA VALUES OF INTEGRITY AT WORK!

BE THE DIFFERENCE · WWW.OKETHICS.ORG

## AGENDA • DECEMBER 11, 2013 • OKC CHAPTER | UPCOMING EVENTS

### I. Welcome

#### Breakfast:

**Pam Fountain**, CEO, Principal Technologies, Past President, OK Ethics Foundation Board of Directors

#### Luncheon:

**Myrna Schack Latham**, Attorney, McAfee & Taft General Counsel, OK Ethics Board of Directors

### II. Kudos

Congratulations to the winners of the Annual Regional Ethics Bowl in San Antonio, held November 16, 2013:

- First Place: University of Oklahoma's "Boomer" team
- Second Place: University of Central Oklahoma's "Bronchos," team
- Third Place: Oklahoma Christian University's "Talons" team

(Continued on Page 4)

### III. Announcements

OK Ethics has been selected as the "Outstanding Organization of the Year" by the Greater OKC Hispanic Chamber of Commerce. This award is given to a Non Profit organization that has achieved outstanding success and accomplishments.

Stay tuned! Cameron University anticipates a live teleconference with our OKC Chapter in January. If you have colleagues in Lawton, you may want to

advise them of this exciting, potential opportunity.

#### Welcome to our new members!

- Leading Member: HoganTaylor LLP
- Leading Members: First Fidelity Bank, Finley & Cook, Luxa Enterprises LLC
- Frontier Member: Dialogue Institute of Oklahoma City

### IV. Guiding Principle

#### Breakfast Presenter

**Tony A. Scott, Esq, CPA**, CFO, Oklahoma Heritage Association; OK Ethics Executive Ambassador Team

#### Luncheon Presenter

**Charlie Wright**, Vice President of Internal Audit, Devon Energy, "Trust is an Action Verb"

### V. Introduction

#### Luncheon

**Bob Byrne**, Chief Diplomat, OK Ethics Board of Directors Retired - Boeing

### VI. Keynote

**Warren Martin**, Executive Director for the General Tommy Franks Leadership Institute and Museum "You Were Never Called To Be Normal"

### SPIRITUAL INTELLIGENCE: LEADERSHIP EDGE

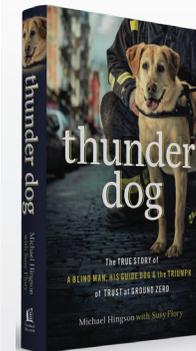


Presented by  
**Gael O'Brien**  
Entrepreneur Magazine's  
The Ethics Coach

Wednesday, January 8, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

### TRUST, TEAMWORK & THUNDERDOG'S TRIUMPH



Presented by  
**Mike Hingson**  
Best Selling Author  
and Inspirational  
Speaker

Thursday,  
February 6, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

Did you know that 501c3, non-profit organizations can join for free at the Frontier level?

Vision: To be recognized as a statewide and national forum for promoting business ethics.

Additional Events on Page 6.

#### PINNACLE MEMBERS

**Bama Companies**  
PEOPLE HELPING PEOPLE BE SUCCESSFUL

**KIMRAY INC.**

**Chesapeake ENERGY**

**HOBBY LOBBY**

**devon**

**SANDRIDGE**  
THE POWER OF US

#### NAVIGATOR MEMBERS

**ONEOK**

**Williams**

**WPX ENERGY**

#### MEDIA ALLIES

**99.7 HANK FM**  
plays country legends

**1640 AM TRUE OLDIES**  
KZLS OKLAHOMA CITY

#### STAR MEMBERS

**Career Development Partners**  
Providing Students Inspiring Lives



Citizen Potawatomi Nation

Enterprise

**Express**  
EMPLOYMENT PROFESSIONALS

**Hertz**

**pelco**  
PELCO PRODUCTS, INC.

**VALIR**  
Health

# REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.

## VOLUNTEER APPRECIATION:

OK Ethics relies primarily on volunteers to achieve the organization's successful pursuit of Oklahoma's values of integrity at work. It takes leadership and teamwork to host these exciting events and we salute your dedication in achieving OK Ethics' mission! Listed below are today's volunteers who consistently provide service to our members:

## AGENDAS:

Many thanks to the volunteers from **Metro Technology Centers** who provide our monthly agendas.

## AMBASSADOR TEAM:

These friendly people welcome our guests each month and assist in helping them locate seats. They also arrive early to help distribute agendas and assist with name tags.

<b>Brent Martens</b>	<i>Accounting Principals</i>	<i>Team 1 Leader</i>
<b>Daniel Yunker</b>	<i>Kimray, Inc.</i>	<i>Team 2 Leader</i>
<b>John Burnett</b>	<i>Kimray, Inc.</i>	<i>Ambassador</i>
<b>Chris Ferguson</b>	<i>Oklahoma Funeral Board</i>	<i>Ambassador</i>
<b>Jamie Gorman</b>	<i>Hyde and Company</i>	<i>Ambassador</i>
<b>Valorie Hodges</b>	<i>Valir Health</i>	<i>Ambassador</i>
<b>Bill Turner</b>	<i>Valir Health</i>	<i>Ambassador</i>
<b>Nancy Hyde</b>	<i>Hyde and Company</i>	<i>Ambassador (Executive Team)</i>

## REGISTRATION TEAM:

These dependable individuals diligently record our guests' attendance and handle the collection of fees:

<b>Mark Neumeister, CPA</b>	<i>D. R. Payne &amp; Associates</i>	<i>Registration Chairperson</i>
<b>Mary Vaughn, CPA</b>	<i>JMA Energy</i>	<i>Cash &amp; Visitors</i>
<b>Marvinette Ponder</b>	<i>Devon Energy</i>	<i>Pre-paid Registration Co-Chair</i>
<b>Lucius Crandall</b>	<i>SandRidge Energy</i>	<i>Pre-paid Registration</i>
<b>Factor 110</b>		<i>Early Bird Team</i>

## SPECIAL INITIATIVES:

<b>Michael Mount</b>	<i>Oklahoma Accountancy Board</i>	<i>CPE's</i>
<b>Susan Pate</b>	<i>Stinnett &amp; Associates</i>	<i>Accountant</i>
<b>Jamie Potter</b>	<i>Eide Bailly LLC</i>	<i>Facilities &amp; Logistics Chair</i>
<b>Jalisha Petties</b>	<i>OK Ethics</i>	<i>Member Care Coordinator</i>
<b>Anna Rosenthal</b>	<i>OK Ethics</i>	<i>Special Projects</i>
<b>Factor 110</b>		<i>Name Tags and Guest Services</i>
<b>Shirley Mears</b>	<i>Champlin Broadcasting</i>	<i>(99.7) Announcements on the Morning Drive</i>



**TUNE IN!** Our own **Bob Byrne** and **Shirley Mears** featured on the morning drive for **Hank FM 99.7 (Classic country western)** – Tune in between 7:00 and 8:00 a.m. to learn more about Oklahoma's legacy! Also, hear interviews with speakers thanks to Champlin Broadcasting and the folks with the Oklahoma Heritage Association who provide the research for our historic profiles!

## MANY THANKS TO OUR HORIZON MEMBERS:



# BUILD A LEGACY OF INTEGRITY...

## JOIN THE TEAM:

Want to be part of the recruiting team that helps OK Ethics flourish? Talk to these leaders below:

- In OKC, Contact Lynda Mobley with Oklahoma Natural Gas at [Lmobley@ong.com](mailto:Lmobley@ong.com) or call (405) 551-6774
- In Tulsa, contact James Kelley with The Rowland Group at [james@rowland-group.com](mailto:james@rowland-group.com) or call (918) 836-1900.

## HELP WANTED

**ANNUAL REPORT:** *Expertise needed from those with knowledge in organizing annual reports for non-profits to spearhead this endeavor for OK Ethics. Contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net).*

**PUBLIC RELATIONS:** *If you have experience in constructing press releases and have contacts who can help, please contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net).*

**EARLY BIRD AMBASSADORS:** *Please contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net) if you'd like to be considered to serve as an ambassador for future breakfast meetings.*

**BREAKFAST REGISTRATION:** *Please see Mark Neumeister if you would like to serve on the registration team for future breakfast meetings.*

**PHOTOS:** *Donations of pictures depicting inspiring scenes of life in our great state. Selected photos will be used in OK Ethics tenth anniversary commemorative publication. See [okethics.org](http://okethics.org) home page to submit photographs. Questions about the project may be directed to Kellian Schneider at [kellian@fullforcebusiness.com](mailto:kellian@fullforcebusiness.com)*



Like us on  
Facebook.



## PROGRAMS FOCUSED ON INTEGRITY

(Not Affiliated with OK Ethics)

### CHARACTER FIRST

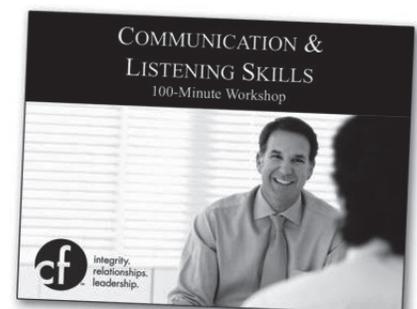
Since the beginning, OK Ethics members have been inspired by our friendship with Character First. Leaders with this organization provided the wisdom and insight for OK Ethic's Guiding Principles. Go to [www.characterfirst.com](http://www.characterfirst.com) to learn more about tools to help you integrate character and ethics into your organizational culture, or contact Beau Bailey at 405-815-0001.

## Ethics-Based Leadership Seminars

by Character First, a division of Strata Leadership LLC

Full-Day and 100-Minute Workshops available, including:

- Trust-Building Skills
- Communication Skills
- Time Management
- Workplace Stress
- Customer Service
- Managing Conflict
- Hiring for Character
- Diversity & Culture
- Giving & Receiving Feedback
- Energizing & Engaging Employees



Learn more at 405.815.0001 or [www.characterfirst.com/events](http://www.characterfirst.com/events)



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# WINNERS

✻ FROM THE ✻

## REGIONAL ETHICS BOWL

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***Congratulations to the winners of the  
Annual Regional Ethics Bowl in San Antonio,  
held November 16, 2013:***

### **FIRST PLACE:**

#### **University of Oklahoma's "Boomer" team**

Participating Students: Jeremy Allen, (Economics and Environmental Sustainability); Storm Dowd-Lukesh, (Economics) and Rahul Gaikwad, (Economics and Finance)

Advisors: Dr. Stephen Ellis, is Associate Professor and Graduate Liaison in the Department of Philosophy at OU. The team also received coaching from faculty members Breea Clark, Will Spain, and Adrienne Jablonski; and graduate student Kelly Epley, who served as argument coach.

### **SECOND PLACE:**

#### **University of Central Oklahoma's "Bronchos," team**

Participating Students: Jordan Atterberry, (Accounting); Matthew Franklin, (Accounting); Xiang Li, (Accounting); Matthew Olesen, (Accounting) and Shirley Tran, (Accounting)

Advisors: Dr. Katherine Terrell, Prof. Charles Gray, Dr. Bambi Hora, and graduate student John Spencer (team mate prior two years).

### **THIRD PLACE:**

#### **Oklahoma Christian University's "Talons" team**

Participating Students: Jasper Bawcom, Hunter Farhat, and Gabriel Gasiorowski

Advisor: Associate Professor of Business, Jeff Simmons.

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This year's regionals featured a total of 16 teams. In addition to the first through third place winners, there were three additional teams entered from the Sooner state. Across the nation there are ten separate regional competitions. Three to four teams will advance from each of those contests to the National Student Ethics Bowl, scheduled for February 27, 2014 in Jacksonville, Florida.

Representing the Oklahoma Business Ethics Consortium and Business Ethics Foundation at the event were Colin Schoonover, manager of pipeline systems and engineering services for ONEOK Distribution Companies in Tulsa, and Jack Rosenberg, senior manager of corporate security and ethics compliance for Chesapeake Energy Corporation.

Judges evaluated the teams based on clarity, relevance, use of central ethical dimensions and deliberative thoughtfulness. Teams were ranked by number of wins, number of ties, and the point differential as awarded by judges. Each team researched and presented positions involved with cases based on current examples of ethical challenges. Winners were selected by teams of judges representing a cross section of educational backgrounds and professional disciplines.

# UPCOMING OKC EVENTS

## SPIRITUAL INTELLIGENCE: LEADERSHIP EDGE

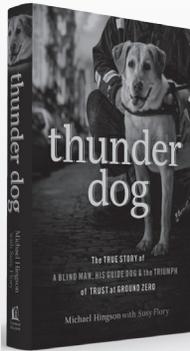


Presented by  
**Gael O'Brien**  
Entrepreneur  
Magazine's  
The Ethics Coach

Wednesday, January 8, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

## TRUST, TEAMWORK & THUNDERDOG'S TRIUMPH



Presented by  
**Mike Hingson**  
Best Selling Author  
and Inspirational  
Speaker

Thursday,  
February 6, 2014  
11:30AM-1:00PM

The Petroleum Club  
Oklahoma City

## DAVE LOPEZ

Interim Superintendent, OKC Public Schools;  
Former Secretary of Commerce, Oklahoma;  
Former President, American Fidelity Foundation

Wednesday, March 12, 2014

11:30AM-1:00PM

The Petroleum Club  
Oklahoma City



Co-hosted by the Greater OKC  
Hispanic Chamber of Commerce

## UPCOMING TULSA EVENTS

### THE LEADERSHIP EDGE



Presented by  
**Gael O'Brien**  
Entrepreneur  
Magazine's  
The Ethics Coach

Thursday, January 9, 2014  
11:30AM-1:00PM

The Doubletree Hotel  
Downtown Tulsa

Gael O'Brien is The Ethics Coach columnist for *Entrepreneur Magazine*, a columnist for *Business Ethics Magazine* and publisher of *The Week in Ethics*. An expert on leadership, corporate responsibility and building trust and reputation, Gael works with the ethics centers at Bentley University, California State University at Long Beach and Marymount Loyola University. She is a Senior Fellow in Social Innovation at the Lewis Institute at Babson College.

Recruited to Mitsubishi Motor Manufacturing of America in 1996 to help lead a model workplace initiative after the company was sued by the Equal Employment Opportunity Commission, Ms. O'Brien led a values process with 4,000 employees that helped accelerate the culture change. Promoted to a vice president at Mitsubishi Motors North America, she was responsible for government relations, corporate communications and responsibility, and president of the Mitsubishi Motors USA Foundation.

Ms. O'Brien is President of Strategic Opportunities Group, a consulting and executive coaching firm which has included her working with RAND's Center for Corporate Ethics and Governance, and as program director for a Conference Board research working group on fostering ethical leadership.

## DUES AND BENEFITS INFORMATION

**VISIT [OKETHICS.ORG](http://OKETHICS.ORG) FOR INFORMATION  
ON DUES AND BENEFITS.**



OK ETHICS®

# GUIDING PRINCIPLES

Adopted July, 2004

To ensure that the Consortium fosters positive characteristics of integrity in the successful achievement of its goals, these Guiding Principles were discussed and adopted (with revisions) during a milestone planning session held by Consortium leaders in Stroud on June 18, 2004. These principles were developed based on the Character First's values and philosophies.

## RESPONSIBILITY TO SELF AND OTHERS

### Service

- Passion for promoting ethics and integrity
- Encouraging the promotion of ethical behavior through personal actions and
- Sharing ideas and resources
- Responsibility and accountability for fulfilling the mission of the Consortium.

### Collaboration

- Achievement of common goals through the promotion of ethical, mutually beneficial relationships
- Service to the Consortium over promotion of self-interest
- Cooperation emphasized over competition in promoting ethical business conduct
- Members collaborate by being constructively engaged in discussions regarding ethics
- Seeking consensus in interactive discussions regarding ethical matters.

### Respect

- Members may become aware of confidential information shared by others in an effort to determine an ethical course of action. We ask members to be sensitive in recognizing and respecting the efforts made toward achieving ethical behavior. In that vein, public disclosure of this information is discouraged.
- We respect other members and the process by:
  - Exhibiting listening skills and actively listening to discussions
  - Being open to other points of view and outcomes
- We are an inclusive organization and demonstrate this by welcoming members who are in different stages of learning as applied to ethical behavior.

## LEAD WITH INTEGRITY

### Dependability

- Members are asked to demonstrate their support of this initiative by consistently attending meetings.

### Initiative

- Recruiting other members who have demonstrated a desire to promote ethical behavior in their organizations.
- Recognizing what needs to be done to help promote the Mission of the Consortium and taking action to assist in that effort.

### Honor

- Members are asked to honor the Consortium through the practice of integrity and ethical behavior in their business dealings.
- We express gratefulness to our hosts, sponsors and speakers; as well as to those whose volunteer service makes OK Ethics a stronger organization.
- Realizing that each of us is in a mode of continual learning, we demonstrate humility, care and compassion when sharing our thoughts and knowledge.

### Courage

- Speak the truth with confidence and encourage others to do the same.

## INSPIRE TRUST

**We serve and promote the cause of truth with integrity, objectivity and fairness to all persons.**

- We hold ourselves accountable by consistently honoring our word.
- We extend trust abundantly to those who have earned it.
- Trust, once earned, will not be taken for granted, manipulated or abused.

**Visit [okethics.org](http://okethics.org) for resources, videos, articles and to see who's who.**



## **YOU WERE NEVER CALLED TO BE NORMAL**

*Presented by*  
**Warren Martin**

*Executive Director of the General  
Tommy Franks Leadership  
Institute and Museum*

**W**arren Martin, Executive Director of the General Tommy Franks Leadership Institute and Museum, is the primary presenter of all Inspired Leadership Experiences. Warren has been leading leadership workshops, presenting keynote presentations and consulting with Fortune 500 corporations for 16 years. A Philosophy graduate from Texas Tech and author of 5 books, Warren is known for his unique teaching style. He has worked in 28 countries around the world (mostly in the Middle East and Latin America). He has also worked with teachers, organizations, churches and youth ministers to develop curriculum and need specific training. His passion is to invest in the lives of others through servant leadership to assist them in reaching their full potential.

### **"You Were Not Called To Be Normal"**

Normal, by definition, is the standard or common type. Think about what that means. What is the standard or common type of character we find in society today? Surveys are clear that the common type in our society exhibits a significant absence of ethics and integrity. Don't ever try to be normal...you will succeed...and you will be miserable! You were never called to be normal. You were

called to be extraordinary, but it doesn't just happen. Greatness has to be chosen. Your greatness is found in being the unique individual you were created to be. Integrity is central to the pursuit of greatness; it is what keeps you true to the unique, talented and gifted leader you were called to be.

There is nothing normal about this presentation. It is all about breaking out of normality and discovering greatness. G. W. Carver once stated, "No individual has the right to come into this world and go out of this world, without leaving behind distinct and legitimate reasons for having passed through this world." This session will explore the distinct and legitimate reasons you are leaving behind as you pass through this world. It will explore how to break the mold of normality. You will discover the true meaning of integrity and why it is so essential to success and happiness. You will discover the difference between a decision and a choice, and how one can empower you while the other can weaken you. Best of all, you will discover the true picture of integrity; i.e. who you were called to be!

### **Recommended for 1 CPE in Ethics\***

*\*Program is designed at the basic level and is suitable for anyone aspiring to or currently holding a leadership position. Note that it is up to the individual attendee to demonstrate relevance to his/her own area of practice. OK Ethics makes no guarantees*

#### **GENERAL PROGRAM DISCLAIMERS:**

**LEGAL:** Members of the Oklahoma Business Ethics Consortium frequently share information concerning various issues and developments that may have legal implications. The discussions, commentary, and handouts at Consortium meetings or presentations to other organizations are for general informational purposes only. They cover only some aspects of the subject topic, and do not constitute a complete legal analysis of the topic or how it might apply to any particular set of facts. Before taking any action based on information presented during a Consortium event, participants are encouraged to consult a qualified attorney.

**CPE'S:** From time to time, Continuing Professional Education credits are offered. Because OK Ethics relies heavily on volunteers to provide these, we do not have the manpower to send certificates after the program is completed.

#### **REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.**

**PHOTOGRAPHY:** Occasionally, photos of the event are made and these may be posted on the OK Ethics website or Facebook page. By attending the program, participants tacitly understand and agree to this process. If preferences are otherwise, please notify us at [okethics@yahoo.com](mailto:okethics@yahoo.com) or call (405) 889-0498 and we will be happy to comply with your wishes.

#### **PRESENTATION STANDARDS:**

The observations and comments of presenters at Consortium meetings and networking are the views and opinions of the presenter and do not constitute the opinion or policies of the Consortium or any of its members. Presenters are respectfully requested to honor OK Ethics Guiding Principles as well as avoid profanity, preaching, politics, put-downs and self-promotion during their lectures. To ensure accountability, participants are invited to evaluate each program according to these and other standards.

# ***Are you normal?***

Written by Shannon Warren (OK Ethics' Founder)  
for the November 9, 2013 edition of The Journal Record

What exactly is normal anyway? Sure, part of the equation involves conforming to community standards. Society has to have some level of cooperation in order to function smoothly. That's a given. But, is achieving normality a good goal to have?

Probably not. At least that's the stance of Warren Martin, Executive Director of the General Tommy Franks Leadership Institute, who will be speaking to an OK Ethics audience in Oklahoma City soon. According to Martin, being normal could lead to unhealthy compromises in one's own integrity.

He makes a good point. Studies suggest that normal typically means going along to get along. But, sometimes we lose our balance and make the wrong concessions in our efforts to conform. Consider a 2012 Ethics Resources Center report that indicated at least 62 million employees observed workplace misconduct. However, a whopping 21 million failed to report these observations. In other words, there's a lot of bad stuff going on that people recognize, but are simply unwilling to confront it. This is an indication that many workers will sacrifice their personal principles in order to conform to the company's "normal" business practices.

Martin's research indicates American workers value integrity in their boss more than any other single factor. Unfortunately, not everyone is getting the message. According to a Gallup poll cited in a July, 2013 edition of the New York Daily News, at least 70% of workers they surveyed "either hate work or are completely disengaged, and perks don't help." The report indicates that dissatisfaction due to bad bosses translates into big money: "an estimated \$450 to \$550 billion per year in lost productivity, stolen goods, and missed days of work."

Being normal these days can clearly be costly, both in financial and personal terms. As Martin puts it, "Striving for normal is not an ideal goal. Workers want more from their leaders."

Borrowing from lessons that he has learned from General Tommy Franks, Martin proposes that we aspire to achieve higher standards. As he put it, "Greatness has to be chosen. It requires an intentional commitment to extraordinary standards, including courageously speaking the truth to power."

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*Think of how the workplace  
might be transformed if  
we decided to not be so "normal."*

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