

THE OKLAHOMA BUSINESS ETHICS CONSORTIUM



# The **2014** **OK Ethics** **Awards**

Featuring keynote speaker

**Paula Marshall, CEO of The Bama Companies**

and Executive Pilot Award Recipient,

**Jim Priest, Attorney-At-Law and OK Ethics Founding Member**

PROMOTING INTEGRITY AT WORK  
[WWW.OKETHICS.ORG](http://WWW.OKETHICS.ORG)



# The OK Ethics Story

**Who Knew?** Certainly not the handful of people who started a small discussion group in the fall of 2003. That little group grew by word-of-mouth to nearly double attendance at every meeting for the first few months. By the spring of 2014, the Oklahoma Business Ethics Consortium had grown to over 1,000 individual members representing more than 200 companies. And, this was primarily accomplished through the efforts of dedicated volunteers.

What started in Oklahoma City as a grassroots effort, kicked into high gear during the summer of 2004, when business leaders and educators from Tulsa and Oklahoma City gathered for a strategic planning session in Stroud, Oklahoma. By then, we figured we were “onto something big” and decided to formalize into what has become known as “OK Ethics.” The purpose became clear: to help one another in reinforcing standards of ethical behavior while remaining true to our humble roots.

**Now We Know!** Most business leaders truly care about integrity in the workplace. In addition to the Consortium’s regular monthly forums on ethical issues, OK Ethics has annually hosted The OK Ethics Awards since 2006. These include the Compass Awards for best practices in business ethics and the Community Impact Awards honoring businesses, non-profits and educational institutions that have uplifted our communities by promoting strong principles, ethical leadership and integrity.

**Student Initiatives:** At the same time that the Consortium was launched, the OK Ethics Foundation was established to reinforce high standards of integrity among students on various campuses throughout the state. Through OK Ethics’ support of local, regional and national ethics competitions, our students have excelled in demonstrating Oklahoma’s legacy of honorable behavior and moral courage. For more information about these initiatives, please see page 14 or visit our website at [www.okethics.org](http://www.okethics.org).

## Why Join OK Ethics?

- Monthly luncheon forums inspire ongoing commitment to ethical behavior.
- Practical tools for reinforcing ethics in organizations – large and small.
- Interactive discussions with other business, community and academic leaders.
- Consistent opportunities to achieve continuing education credits (CPE’s).
- Best practices shared by those who have developed strong ethical processes in their companies.
- **It’s The Right Thing To Do...For You...For Your Employees...  
For Your Company...For Our Community.**

The Oklahoma Business Ethics Consortium is a non-profit organization for business leaders dedicated to promoting Oklahoma values of integrity in the workplace. For more information, visit [www.OKEthics.org](http://www.OKEthics.org).

# Thank You

to our Pinnacle, Navigator and Star members for their incredible support in promoting Oklahoma values of integrity at work.

## Pinnacle Members—\$10,000



PEOPLE HELPING PEOPLE BE SUCCESSFUL.

Since the 1960s, the Bama Companies, Inc. has been an innovator of wholesome bakery products that cater to the needs of the biggest restaurant chains worldwide. Today, the company serves customers in more than 20 countries. They achieve this through vision, leadership, integrity, strategic focus and a single mission of "People Helping People Be Successful." The Bama Companies were honored for high ethical standards when they received the 2007 OK Ethics Compass Award for the large business sector.



Chesapeake Energy Corporation, a founding Pinnacle member, sets high ethical standards for the conduct of its employees and business partners while maintaining an unwavering commitment to finding and producing America's oil and natural gas resources in the most environmentally responsible manner. A leading independent exploration and production company and a top Oklahoma employer, Chesapeake implements programs that promote the health and safety of its employees, partners and the environment and gives back to communities. In 2009 Chesapeake received the OK Ethics Compass Award for the large company category.



Devon Energy was one of the first companies to fully support OK Ethics and was among our first Pinnacle members. It is, one of the world's leading independent oil and gas producers. The company builds value for shareholders by creating an atmosphere of optimism, teamwork, creativity, resourcefulness and by dealing with everyone in an honest and ethical manner. In 2011, Devon earned the coveted Compass Award for large business and, Larry Nichols, their Executive Chairman, received the Executive Pilot Award for his principled leadership in shaping his company as well as our great state.



For over 40 years, Oklahoma City-based Hobby Lobby Stores, Inc., has served the arts, crafts and home accents industry to become the leading retailer of its kind in America. Since its modest beginnings, Hobby Lobby has grown into over 550 stores in 45 states and employs more than 25,000 people. From its 6-million-square-foot manufacturing, distribution and corporate headquarters, Hobby Lobby serves its employees and their families by establishing a work environment and company policies that build character, strengthen the individual, and nurture families. Hobby Lobby is the place to shop with Super Selection, Super Savings... Everyday!



Kimray is an industry-leading global manufacturer celebrating 65 years of excellence. The company manufactures a comprehensive line of control equipment for the oil and gas industry and is the third largest family-owned company in the state. In 2010, Kimray received the Compass Award and at the same time, Kimray's Chairman, Tom Hill, was honored with the very first Pilot Award for his outstanding commitment to promoting Oklahoma values of integrity at work. As a company, Kimray's vision is "to make a difference in the lives of those we serve: our employees, our customers, and our community."



SandRidge Energy, Inc. is an active participant in the transformation of downtown Oklahoma City. SandRidge also participates in the transformation of lives through both financial investment and employee engagement. Ethics and moral obligation drive the company's mission to make a tangible difference in the communities where their employees work and live.

## Navigator Members—\$8,000



## Star Members—\$5,500

## Media Allies



**Promote Integrity at Work.**

**For More Information About Becoming a**

**Member of OK Ethics visit [www.OKEthics.org](http://www.OKEthics.org).**

# Leadership

Oklahoma Business Ethics Consortium & Foundation Boards

The Oklahoma Business Ethics Consortium is guided by these dedicated and conscientious leaders who graciously serve the business communities in Oklahoma City and Tulsa.



**TODD LISLE**  
President, State Council,  
Oklahoma Business Ethics Consortium  
*BKD, Inc.*



**SHANNON HIEBERT**  
President of the Foundation,  
Vice President of Mentoring  
& Education for the Consortium  
*Enterprise Holdings*



**SHANNON WARREN**  
Founder, Oklahoma Business Ethics  
Consortium & Foundation  
*Warren Consulting LLC*



**DAVID MAYFIELD**  
Treasurer  
*Tri-State Industrial  
Group*



**ROB MARTINEK**  
Vice President of Risk  
Management  
*The Bama Companies*



**LYNDA MOBLEY**  
Vice President, Membership  
*ONE Gas*



**LYNN FLINN**  
Founder, Tulsa Chapter  
*The Rowland Group*

## OK ETHICS FOUNDATION BOARD



**SHANNON HIEBERT**  
Interim President & Founding Member  
*Enterprise Holdings*



**PAM FOUNTAIN**  
Past President  
*Principal Technologies*



**SHANNON WARREN**  
Director Emeritus (non-voting)  
*Warren Consulting LLC*



**BOB BYRNE**  
Chief Diplomat, Consortium Board  
Director & Liaison to the OK Ethics  
Foundation Board  
*Boeing (Retired)*



**KELLIAN SCHNEIDER**  
Vice President, Public Relations  
*FullForce Marketing  
& Branding*



**MYRNA  
SCHACK LATHAM**  
General Counsel  
& Founding Member  
*McAfee & Taft Law Firm*



**TRAVIS JONES**  
Vice President, Fun &  
Organizational Spirituality  
*Career Development  
Partners*



**BOB BYRNE**  
Director  
*Boeing (Retired)*



**TONY BLASIER**  
Director  
*Chesapeake Energy*



**JOY LABAR**  
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*SandRidge Energy*



**VALERIE FRIED**  
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*Capitol Abstract  
& Title Company*



**GARYL GEIST**  
Director, Oklahoma Business  
Ethics Consortium  
*Oklahoma Allergy  
and Asthma Clinic*



**SUSIE WELLENDORF**  
Director, Consortium Board  
*Wellendorf  
Communications*



**RANDY THURMAN**  
Director, Consortium Board  
*Retirement  
Investment Advisors*



**COLIN SCHOONOVER**  
Director  
*ONE Gas*

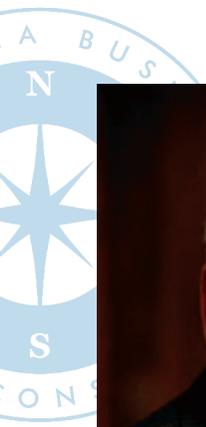


**JANICE DOBBS**  
Director Emeritus, Founder  
*Devon Energy Corporation  
(Retired)*

### Want to get involved?

OK Ethics is a volunteer-driven organization. If you would like to join other like-minded business leaders in promoting integrity at work, we invite you to **call (405) 858-2233 for opportunities.**

The Foundation is a 501(c)3 organization dedicated to sponsoring ethics initiatives on Oklahoma campuses.



# JIM PRIEST <sup>2014</sup> OK Ethics Pilot Award recipient

*“Fame is a vapor, popularity an accident and riches take wings. Only one thing endures and that is character.”*

—Horace Greeley

**OK Ethics is pleased to honor Jim Priest, an attorney with Rubenstein & Pitts, as our Executive Pilot Award recipient.** As a founding member of OK Ethics when it formed in 2003, Jim became one of OK Ethics' most popular presenters. A talented speaker, he has been invited to serve as Master of Ceremonies for OK Ethics' fifth and tenth anniversaries. Not only that, but he has presided over The OK Ethics Awards and provided insightful programs to all of our chapters on a variety of topics.

Jim exhibits the virtues that OK Ethics holds dear: compassion, forthrightness, wisdom and integrity. All of these are tempered with a sense of humor and creativity that is beyond measure. Throughout the history of this organization, he has been a consummate guide and can always be counted on to do the right

thing. We honor him, not only for his service to OK Ethics, but also to the community.

Jim is a husband, dad, attorney and ordained deacon in the Church of the Nazarene. He has practiced law in Oklahoma for thirty four years and has been consistently recognized as one of the best lawyers in the nation in the field of Employment and Labor law. He and his wife, Diane, have been married for 36 years and have two adult children, Amanda, and her husband Martin Howell, who live in Oklahoma City and Spencer who lives in San Diego, California.

In the three decades Jim has practiced law, he has tried nearly a hundred cases in the state and federal courts and has argued many cases before the Tenth Circuit Court of Appeals. In addition to practicing law, he serves as an adjunct professor at Oklahoma City University School of Law teaching Complex Litigation and Employment Law. Jim also serves as the volunteer

Executive Director of the nonprofit substance abuse education organization Fighting Addiction Through Education (F.A.T.E.). The mission is to “educate and motivate Oklahomans to do something about substance abuse.” To learn more, visit [www.fate.org](http://www.fate.org).

For ten years Jim was a volunteer weekly columnist for *The Oklahoman*, writing a column called “Family Talk” that addressed issues relating to marriage, parenting and families. He also wrote a weekly business ethics column for *The Journal Record* for many years. Jim has taught countless seminars on ethics for a variety of groups such as Leadership Oklahoma, The Metro Employer’s Council, the Oklahoma Bar Association, and the Oklahoma Society of CPAs. Jim has also served as an adjunct professor teaching Business Ethics in Southern Nazarene University’s MBA program.

## About the OK Ethics Executive Pilot Award:

Recognizing that positive outcomes are not created by people who are perfect, but by those who consistently and sincerely strive to do the right thing, the OK Ethics Board selects an individual who has shown support of OK Ethics, epitomizes our Oklahoma values and uses their talents to promote integrity in our community.

## Honoring Previous Pilot Award Recipients

2013



**JACQUE FIEGEL**  
Central Oklahoma  
Region for Prosperity Bank

2012



**THOMAS LEGAN**  
Oklahoma Business  
Roundtable

2011



**LARRY NICHOLS**  
Devon Energy

2010



**TED STREULI**  
The Journal Record

**TOM HILL**  
Kimray, Inc.

## PREVIOUS HONOREES

2013



2012



2011



2010



2009



2008



2007



2006



# About the Compass Awards

## Selection Process, Criteria & Outcomes

The OK Ethics Compass Awards Program was implemented in 2006 to encourage companies in their efforts to reinforce integrity in the workplace. Each year, nominees are asked to share their processes with others. The application process, which is open to OK Ethics members and non-members, is a useful tool in assisting companies to objectively evaluate their approaches. Many companies have strengthened their efforts by simply investing time in this endeavor.

The criteria and scoring process are based on the Malcolm Baldrige Quality Award standards. Ratings are assigned according to how well the companies' policies and actions support on-going and systemic behavior in each organization. Companies are asked to demonstrate the effectiveness of their ethics programs through independent data.

In evaluating the company's practices for each specific area defined by the criteria, the selection teams are always mindful of some basic questions:

- Can the processes be replicated by other companies?
- Have measurable outcomes demonstrated success in enabling the company's efforts to reinforce ethical behavior?
- Is there a clear indication of a culture with the heart for doing the right thing?

There are a number of great Oklahoma businesses that demonstrate an outstanding commitment to ethical behavior, but only a few may be selected to receive the annual honors.

OK Ethics' mission is to support businesses' efforts through a mentoring process and to assist each company as it humbly strives for continual improvement. For that reason, previous recipients of the award may be asked to work one-on-one with other business leaders who wish to apply for the award. Honorees may also be invited to serve on the selection team in the following year's process and provide feedback to Compass Award candidates with the intent of fostering Oklahoma values of integrity at work. (Recipient companies are discouraged from submitting applications for three years so that they may serve as advisers, or as members of the Selection Team.)

Each member of the selection team is asked to sign a conflict of interest statement. OK Ethics requests that participants recuse themselves if they have any interest, or if their families have any control or interest, in the nominee companies. Likewise, they may not serve on a team that is involved in evaluating a competitor. The Selection Team acts independently to the extent that they do not report their findings to the OK Ethics Board or seek the Board's approval of selected finalists. Applications from recipients are posted on the OK Ethics' website.

**Want to reinforce ethical behavior in your organization?  
Visit [www.OKEthics.org](http://www.OKEthics.org) (Compass Award applications)  
for hundreds of proven techniques.**

## OKLAHOMA BUSINESS ETHICS CONSORTIUM

# Guiding Principles

*Vision*

TO BE RECOGNIZED AS A STATEWIDE AND NATIONAL FORUM FOR PROMOTING BUSINESS ETHICS.

### I. 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.

### II. 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, speakers and 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:

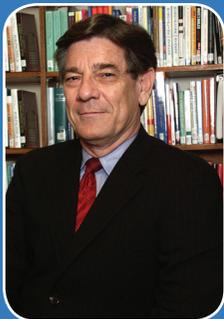
- Speak the truth with confidence and encourage others to do the same.

### III. 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.

These principles were inspired by lessons from Character First, as well as author Stephen M. R. Covey.

# 2014 Compass Award Selection Team



## DR. JAMES BRANSCUM

Superintendent Emeritus of Metro Technology Centers, Dr. James Branscum has served as a member of the OK Ethics Compass Awards Selection Team since 2009. He has an extensive background in the academic field, with previous service as the Vice President of Business Affairs at Rose State College in Midwest City and the Executive Vice President at Eastern Oklahoma State College in Wilburton. His work experiences have provided him with the opportunity to be a North Central evaluator for colleges and universities for six years. Additionally, Dr. Branscum is uniquely qualified to assist OK Ethics because of his extensive training as an Oklahoma Quality Award Foundation examiner and a Malcolm Baldrige National Quality Award Program examiner. Currently, Dr. Branscum serves as Business Manager for BD Home, Classen Curve.



## CARLA D. BROCKMAN

Carla Brockman is Vice President Corporate Governance and Secretary of Devon Energy Corporation. Devon is a Founding Member of the OK Ethics Consortium and was honored in 2011 as the OK Ethics Compass Award recipient for the large-sized company category. The following year, Ms. Brockman was invited to join the Compass Awards selection team and in 2013, presented a best practices seminar for aspiring award candidates. Prior to joining Devon, Ms. Brockman spent 29 years with OGE Energy Corporation, most recently as Vice President of Administration and Corporate Secretary. Ms. Brockman serves on the Governor's Council for Workforce and Economic Development and is a member of the Board of Advocates for the OU Stephenson Oklahoma Cancer Center. She is a graduate of Southern Nazarene University and holds a bachelor's degree in human resources management and a master's degree in management.



## DR. JOHN FOUST

Joining the OK Ethics Selection Team in 2011, Dr. John Foust has served as Executive Director of the Oklahoma State Board of Pharmacy since 2009. He has extensive experience with other award selection processes and has served as a consultant in JCAHO compliance mock-surveys. Dr. Foust is a key leader for the Community Impact Awards initiative that he proposed in 2012. That comes as no surprise since he is personally involved in many endeavors serving the community, such as a scoutmaster for several Boy Scout National Jamborees, where he received the BSA Silver Beaver Award for his service to scouting. In 2012, the Oklahoma Pharmacist Association presented him with the Bowl of Hygieia award for his dedicated service to community. Dr. Foust has practiced in many areas of pharmacy during his career, including positions as the director of pharmacy for several hospitals in the state. He earned his Doctor of Pharmacy degree from the University of Oklahoma, and serves as an adjunct assistant professor for both the University of Oklahoma and Southwestern Oklahoma State University Colleges of Pharmacy.



## OSCAR JACKSON

Oscar Jackson is a charter member of the OK Ethics Compass Award Selection Panel, serving since its inception in 2006. OK Ethics is honored to have Mr. Jackson's wise counsel and dedication. Mr. Jackson is a Past-President of the National Association of State Personnel Executives (NASPE); and the International Public Management Association for Human Resources (IPMA-HR). In June, 1991, Governor David Walters appointed Jackson as Administrator of the State of Oklahoma Office of Personnel Management and Cabinet Secretary of Human Resources and Administration, and he was subsequently reappointed to both positions in January 1995 by Governor Frank Keating; Governor Brad Henry in January 2003; and Governor Mary Fallin in January 2011. Mr. Jackson retired from the State of Oklahoma on November 1, 2011, with 41 years state service, which also included employment with the University of Oklahoma and the Oklahoma Department of Human Services.



## MIKE STRONG

### *OK Ethics Compass Awards Co-Chairperson*

Mr. Strong is the “Chief Architect” of the OK Ethics Compass Awards and has served as Chairperson for the Selection Panel since 2006. Mr. Strong recently retired as Executive Director of the Oklahoma Quality Award Foundation, an organization that recognizes organizational excellence as a competitive edge. His knowledge of Malcolm Baldrige standards was essential in the development of the Compass Awards program. Mr. Strong’s personal principles are reflected in the award process, which is designed to support best practices in business ethics by sharing knowledge that can be replicated by others. Mr. Strong is a retired US Air Force Colonel and began work with the Oklahoma Quality Award Foundation, Inc. in 1994. In his former role as Executive Director, he has trained over 550 examiners and evaluated over 170 organizations. Mr. Strong is a graduate of the University of Oklahoma and has a M.A. in Public Administration from Ball State University in Muncie, Indiana.



## EDITH STEELE

### *OK Ethics Compass Awards Co-Chairperson*

A charter member of the Selection Team, Mrs. Steele helped develop the Compass Awards in 2006 and contributed to the development of the OK Ethics Community Impact Awards in 2013. Hired by the Oklahoma Accountancy Board in 1970, she has worked as a CPE Coordinator and served as Deputy Director. In 2001, the Board added the assigned duties of the Executive Director to Mrs. Steele’s responsibilities. She was officially appointed as Executive Director in November 2002 where she remained Director until her retirement on March 1, 2010. She has served as Chairman of the National Association of State Boards of Accountancy’s Executive Director Committee as well as Vice Chairman of the Oklahoma Financial Manager’s Association, Co-Chair of a United Way Investment Committee and various local, state and national committees.

## THOMAS LEGAN

Thomas Legan, Chairman of the Central Oklahoma Region for Prosperity Bank, joined the OK Ethics Selection Team in 2012. At that time, his company (Coppermark Bank) was the only two-time honoree of the Compass Award, having won it in 2007 and again in 2011. This year, Mr. Legan is being recognized as an Executive Pilot Award recipient for his dedication to the highest standards of ethical principles as well as his support of the OK Ethics mission. Prior to joining Prosperity Bank, Mr. Legan was President and Chief Executive Officer for Coppermark Bank and Coppermark Bancshares, Inc. where he served for nearly 34 years. Given his leadership, it is no surprise that Coppermark Bank was consistently named as one of the Best Places to work in Oklahoma for several years.



## CONFLICT OF INTEREST PROCESS

To ensure the integrity of the award process, the Selection Team members are assigned to two different teams. As part of that process, judges do not view applications from companies that pose a conflict of interest, such as competitors, former employers or significant customers. Careful discernment is used in determining whether or not a judge may be permitted to comment on their clients’ applications. (Some candidates may have a large number of customers and only have minimal contact with each one. In those cases, a customer/ supplier relationship is not a determining factor, e.g. utility companies or banks.)



## KEITH JOSSELL: CHIEF STRATEGIC ADVISOR

As the Chief Strategy Advisor for Integrated Impact, LLC, Keith Jossell was invited to provide his insights regarding the award selection process. A graduate of Loyola University in New Orleans, Mr. Jossell earned his Executive MBA from Northwestern University Kellogg School of Management in Chicago, Illinois. Prior to Integrated Impact, he worked in executive level positions for Sonic for over thirteen years. These responsibilities included finance, treasury and market strategies.



The Hertz Corporation is the world's largest airport general use car rental brand. Combined with the Dollar and Thrifty brands, the company operates from approximately 11,500 locations in approximately 145 countries worldwide. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, through approximately 335 branches in the United States, Canada, China, France, Spain, and Saudi Arabia. Hertz also owns Donlen Corporation, a leader in providing fleet leasing and management services. Roughly 7.5% of their U. S. employee base is located in Oklahoma.



**The OK Ethics' Compass Awards Selection Team was impressed with several aspects of The Hertz Corporation's methods for promoting integrity at work, particularly those described below:**

**Standards of Business Conduct** – Hertz' Standards of Business Conduct is a robust, yet user-friendly, document outlining not only what ethical business conduct entails, but also providing helpful Questions & Answers for potential real-life occurrences. The standards are available in eight languages to ensure that all employees within Hertz' global workforce are able to acknowledge that they have read and will comply with the policy. Understanding is reinforced through training, while accountability with these Standards is measured on an annual basis through employee surveys and ensured through performance appraisals. Additionally, the company provides a hotline for employees to report any concerns.



**Corporate Social Responsibility** - Hertz in the Neighborhood (HITN) is an Oklahoma City-based, employee-led initiative committed to building stronger neighborhoods, being a good corporate citizen, and being a positive influence on neighbors. A group of 35 key employee volunteers arrange and plan a host of events and activities throughout the year focused on improving the quality of life in the local neighborhood. HITN activities include a Contributions team, who vet donation requests. Through HITN, donations have been made to local organizations such as Classen School of Advanced Studies PTSA, Down Syndrome Association of Central Oklahoma, March of Dimes, The University of Oklahoma Scholarship Foundation and many others. Efforts to extend these activities beyond Oklahoma City have been successful. The Hertz Corporation's new Headquarters in Naples, FL, as well as their Dollar Thrifty subsidiary in Tulsa, OK have already started the process of establishing their own Hertz in the Neighborhood group.

**Excerpt from the Hertz Corporation Application:**

The Standards of Business Conduct outlines what Hertz management considers ethical behavior, including that employees should never “bend the rules” and that while Hertz wants to win the competitive battles we fight, that does not mean winning at any cost. Hertz employees should treat each other with dignity and respect and deal fairly with our business partners and customers. The key sections within the standards are:

- We Treat Our Customers and Business Partners Right
- We Treat Each Other and Hertz Right
- We Comply with the Laws Governing Public Companies
- We Engage in Proper Business Practices and Protect the Environment

The Hertz culture emphasizes the virtues of P.R.I.D.E. (described below).

- |   |   |                           |
|---|---|---------------------------|
| } | P | Passion & Professionalism |
|   | R | Respect & Responsibility  |
|   | I | Innovation & Integrity*   |
|   | D | Diversity & Discipline    |
|   | E | Excellent & Execution     |

*\*The value of Integrity is defined as 'acting ethically, fairly, honestly and transparently.'*

**Environmental sustainability** is integrated throughout Hertz, from car washes to the construction of new rental locations. In Oklahoma City, a team of employees in the company's payroll department worked together to implement e-systems and reduced paper consumption by 5.2 tons a year, over 1,000,000 sheets. Very impressive!





WPX Energy specializes in producing natural gas, oil and natural gas liquids from non-conventional resources such as tight-sands and shale formations, and from coal-bed methane reserves. Based in Tulsa, Oklahoma, WPX Energy has operations and interests in Colorado, New Mexico, North Dakota, Pennsylvania and Wyoming, as well as Argentina and Colombia. In addition to their exploration and development activities, the company also engages in natural gas sales and marketing.

Previously a wholly owned subsidiary of Williams, WPX Energy became a separate, independent company as of year-end 2011. Today, WPX Energy has an ownership interest in more than 14,000 oil and gas wells, operating just over half of them.

WPX Energy's heritage dates back to 1908 and the Williams brothers' unwavering commitment to "do a good job on time." Their values reflect a proud Oklahoma heritage and a firm belief in doing what's right.



**The Compass Awards Selection Team members were impressed with several aspects of WPX Energy's approach to promoting integrity at work. These included:**

**Code of Conduct:** WPX Energy's Code of Conduct is written using a down-to-earth approach with terms that are easy to understand. The Code highlights examples of dilemmas that employees may face and provides solid advice for addressing these situations in an ethical manner.

**Benchmarking:** WPX Energy's Code of Business Conduct has been evaluated by Corpedia, through the NYSE Governance Services division) and received an "A" grade. It was given high marks in several key areas including Public Availability, Tone from the Top, Readability, Values and Commitments as well as Non-Retaliation and Reporting.

### **WPX Energy's Values**

*Every company needs words to live by and rally around. These are ours. They reflect the heart of who we are, what we want to achieve and the resolve that we share. At WPX, we're:*

- **Involved.** We want to be difference-makers in our communities and in our industry- people who support worthy causes, openly engage with our stakeholders and are active in the arenas that shape our ability to do business. Reaching out to build relationships and trust is important to us.
- **Determined.** We are driven by our desire to be excellent operators. Safety must be second nature to us- part of our DNA. We will champion a pro-active safety culture and work to continuously improve the structure that helps make it happen. Our personal safety and the public's safety depend on it.
- **Disciplined.** Our financial position is the foundation of our ability to execute our objectives and produce desirable results and returns. We will watch our cash, costs, capital expenses and commodity prices closely- being agile enough to adjust our plans accordingly.
- **Committed.** We're passionate about what we do and how we do it. Our can-do attitude comes from our integrity and work ethic. We embrace the need to work hard, to follow the rules that govern our business and to protect the environment. If we should miss the mark, we'll learn from it.
- **Connected.** We're a part of something here. We want WPX to be a fun place to work, where it feels like family. We believe in each other, and we enjoy working together. We recognize, respect and value the variety of talent, background and experience that each person brings to the table.



**See WPX Energy's Award Application  
Online at [www.KEthics.org](http://www.KEthics.org)**

# Oklahoma Students

## *Ethics for the Future*



### OKLAHOMA STUDENTS **SCORE BIG** AT NATIONAL ETHICS BOWL

*The University of Oklahoma team placed statewide, regionally and nationally in ethics competitions.*

The mission of the Oklahoma Business Ethics Foundation (a 501c3 organization) is to support initiatives on various campuses throughout the state in promoting ethical behavior. One of the biggest events of the year is the annual Statewide Student Ethics Challenge which involves undergraduate university students who present arguments on a variety of ethical issues. The day-long event requires weeks of preparation and provides an opportunity for students to crystallize their thinking on dilemmas involving personal integrity. Ultimately, this helps prepare them for difficult issues they may encounter in the workplace.

Winners are selected by a team of prominent business and community leaders in a lively competition each fall. Thanks to earmarked funds from dues provided by OK Ethics Pinnacle, Navigator and Star members, three universities were able to progress to the Regional Ethics Bowl in San Antonio. These were the **University of Oklahoma** teams coached by **Dr. Steven Ellis** and **Oklahoma Christian University** led by **Professor Jeffrey Simmons**. They, along with the **University of Central Oklahoma** under the direction of **Dr. Katherine Terrell**, qualified to compete in the National Ethics Bowl in Jacksonville, Florida. The event, sponsored by the Association for Practical and Professional Ethics, featured 32 other teams from across the country that had advanced from other state and regional events.

**Colin Schoonover, manager of pipeline systems and engineering services for ONE Gas, Inc. in Tulsa**, represented the Oklahoma Business Ethics Foundation at the national event. "The Oklahoma college teams' presentations were literally among the best in the nation at this year's competition," Schoonover said. "As business leaders, we are encouraged to know that many of these students will enter our workforce with a head start by having knowledge of the practical application of ethics."

The teams debate and defend their moral assessment of some of the most troubling and complex ethical issues facing society today. Questions address a wide array of topics in business and professional ethics in personal relationships and in social and political affairs. In the competitions students demonstrate their ability to:

- Understand the facts of the case
- Articulate the ethical principles involved in the case
- Present an effective argument on how the case should be resolved
- Respond effectively to challenges put forth by the opposing team as well as the panel of expert judges

#### **Student Chapters\***

Oklahoma City University  
Rose State College  
Southern Nazarene University  
University of Central Oklahoma  
University of Oklahoma

*\*Formally organized chapters with ongoing events held on campus*

#### **Student Initiatives\***

Cameron University  
Metro Technology Centers  
Oklahoma Baptist University  
Oklahoma Christian University  
Oklahoma State University  
Oral Roberts University  
University of Tulsa

*\*Student participation in OK Ethics events and/or Statewide Competition*

# Best Practices from

Please note that previous Compass Award winners, Devon and OGE Energy Corp, organized and hosted OK Ethics' first "Best Practices" workshop in 2013. This can be viewed online at [www.okethics.org](http://www.okethics.org).

The OK Ethics Compass Awards Program was implemented in 2006 to encourage companies in their endeavors to promote integrity in the workplace. Nominees are asked to complete a rigorous application, based on Malcolm Baldrige quality award criteria. Previous recipients unselfishly share their experiences, processes and wisdom to help all of us as we continually seek to strengthen our efforts to reinforce ethical behavior.



Originally founded in 1906 as an intrastate natural gas pipeline business in Oklahoma, ONEOK, Inc. is a Fortune 500 energy company and one of the nation's premier energy companies involved in the natural gas and natural gas liquids businesses. ONEOK's values guide daily decisions and drive responsible actions. Leaders ask all employees to commit to the company's values of ethics, quality, diversity, value and service, and to apply them to all aspects of their business. They guide expectations for employee behavior and, just as importantly, they set an expectation for those outside the company – ONEOK's stakeholders.



Headquartered in Munich, Germany, Linde Process Plants, Inc. (LPP) is an integrated engineering, fabrication and construction company with more than 100 gas processing plants worldwide. The Linde Group employs nearly 400 American workers and the company's core values are carefully infused in every location. The Tulsa plant has embraced these high standards that provide guidance for employee engagement with one another, customers and stakeholders. Linde's strong Anti-Corruption Compliance Guide and Integrity Line for reporting concerns are prominent aspects of their endeavors to promote ethical behavior. Their customer and employee feedback mechanisms ensure that these efforts are realized.



A former Malcolm Baldrige recipient, Tulsa-based MESA is a leading supplier of cathodic protection systems and pipeline integrity solutions. MESA's culture is focused around valuing all their stakeholders, a desire for world-class performance, honesty and creating great relationships based on respect. They use a comprehensive set of indicators to ensure that their actions support their company's values. These include comprehensive Customer, Employee and Supplier Satisfaction Surveys. In addition, employees and their supervisors meet every three months for quarterly performance appraisals.



OGE Energy Corp is the parent company of Oklahoma Gas and Electric Company and Enogex Holdings LLC. Their company's Core Values emphasize transparency, respect, integrity and public service. Leaders are expected to set the tone at the top and everyone in the organization is held accountable through a comprehensive performance evaluation process. Regular face-to-face training is another key aspect of reinforcing the company's Values. The effectiveness of this training is analyzed using outside resources such as CELC (Compliance and Ethics Leadership Council Surveys) and measured against industry benchmarks. Feedback from the survey is used to continuously enhance the Ethics Program.



Devon Energy Corp. goes to great lengths to promote their values, including a simple yet powerful definition of what integrity means to their organization. Officers and employees embrace honesty and integrity by "sticking by their word" and doing the right thing "even when no one is watching." The company invests in extensive ongoing coaching to promote open, forthright relationships and a strong sense of accountability.



Coppermark Bank is OK Ethics' only two-time recipient of the Compass Award. Employees are encouraged to evaluate decisions on three basic premises:

1. Is it legal and within regulatory guidelines?
2. Is it the right and fair thing to do?
3. Is it ethical?

2010



2009



2008



2007



2006



Want to reinforce ethical behavior in your organization?  
Visit [www.OKEthics.org](http://www.OKEthics.org) (Compass Award applications) for hundreds of proven techniques.

2013  
2012  
2011



## About these awards...

I) **Education:** Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

II) **Community:** Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting **strong principles, ethical leadership and integrity.**



# Community

## Community Impact Awards: Education

### *Dove Science Academy*



**SCIENCE ACADEMY**

An honoree in 2013, Dove Science Academy in Oklahoma City continues to instill strong virtues among its 489 students, grades 6-12. Every middle school student is enrolled in a character education course each year, but the entire school integrates the Character First™ trainings into their weekly lesson plans.

Community involvement is a key initiative at Dove Science Academy, a non-profit charter school. Despite being a small campus with a student population of more than 70% at or below the poverty level, the students have shown extraordinary outreach to others. For example, during the summer of 2013, students and staff organized clean-up efforts to assist residents after the devastating tornadoes impacted Moore. This is one of countless examples of virtuous behavior involving benevolence and compassion that Dove students have demonstrated. In fact, Dove's high school students must provide a total of 120 hours of community service in order to graduate. That translates into an impressive 7,000 hours in donated time this year alone!

*For more information, please contact Principal Yunus Bicici at [yunus@dsaokc.org](mailto:yunus@dsaokc.org). Website: [www.dsaokc.org](http://www.dsaokc.org)*

### *Metro Technology Centers*



**Metro Technology Centers**  
Preparing for Life

Congratulations to the Oklahoma City-based Metro Technologies Center for their second Community Impact award!

With a campus of 26,000 enrollments, Metro Tech touches many lives. The key to success at Metro Tech is their ability to operate on a set of core values infused into their diverse employee and student culture. In addition to promoting innovation and continuous quality improvement, leaders also emphasize accountability and ethical behavior. By engaging

Metro Tech's many stakeholders in several community service projects, their Community Service Participation Initiative fosters teamwork, sensitivity and support. In fact, these are built into the curriculum, with employees and students selecting volunteer opportunities to make a difference in the lives of their neighbors.

Hats off to Metro Tech for their reinforcement of Oklahoma values of integrity at work!

*For more information, please contact Bertha Robinson at [Bertha.Robinson@metrotech.edu](mailto:Bertha.Robinson@metrotech.edu), Website: [www.metrotech.edu](http://www.metrotech.edu)*

### *University of Oklahoma Integrity Council*

Speaking to over 7,000 students each year, the University of Oklahoma's Integrity Council highlights the value of integrity even beyond the campus reach. Using a holistic approach, resources are available to instructors and students alike. The sole purpose of the organization is to have a long-reaching impact on the students' lives that will translate into ethical behavior as they move forward in their career endeavors.



This is achieved a number of ways, including games modeled after the popular television show *Jeopardy*, with questions focused on matters of academic integrity. Other creative approaches include a six week class titled *Do You Understand Integrity?* During the course, students discuss topics such as OU's academic misconduct system and the long-term impact of decision-making. In addition, OU students compete in the state, regional and national ethics bowls. (Also see page 14)

We commend OU's commitment to promoting high standards of ethical behavior!

*For more information, please contact Breea Clark at [breea@ou.edu](mailto:breea@ou.edu).*

## com·mu·ni·ty

/ke'myoōnitē/

1. a group of people living in the same place or having a particular characteristic in common.
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.
3. **a unified body of individuals promoting Oklahoma values and virtues**

# Impact Awards

## Community Impact Awards: Overall Community

### Champlin Broadcasting



Champlin Broadcasting is part of the Chisholm Trail Broadcasting company of Enid, Oklahoma, which operates five radio stations reaching the breadth of Oklahoma. It is a family owned, locally operated media company dedicated to promoting values of good character, faith and integrity.

Every morning at 7:10 a.m., listeners of 99.7 Hank FM are greeted by inspirational prayers from local pastors. This message, in the coveted "drive time" slot, encourages people to begin each day with faith and hope. In addition, Champlin broadcasts a message from OK Ethics that highlights Oklahomans who have shaped our state in a positive way. Based on information provided by the Oklahoma Heritage Association, these spots air every week day during the morning drive time.

During the "Where's Shirley?" show, Shirley Mears features OK Ethics presenters and promotes upcoming OK Ethics events. Champlin Broadcasting's Market Manager, Kevin Waltman, believes in supporting the communities in our listening areas. Certainly, Champlin Broadcasting has demonstrated a devotion to inspiring our community and reinforcing strong moral principles.

For more information, contact Shirley Mears at [smears@champlinbroadcasting.com](mailto:smears@champlinbroadcasting.com).

### Girl Scouts



The Girl Scouts of Eastern Oklahoma organization reaches over 10,000 girls and 2,400 volunteers across 30 counties in eastern Oklahoma. Some of the programs specifically reach 2,620 girls considered "at risk" such as those whose parents are incarcerated or who are located in rural areas where opportunities are limited. Girl Scouts of Eastern Oklahoma also has a troop at the Oklahoma School for the Blind.

Partnering with a wide spectrum of organizations including the Oklahoma Department of Corrections, Resonance, Celebrate Recovery and leaders in the public school systems, the Girl Scouts of Eastern Oklahoma help girls pursue their vision of making the world a better place.

For more information, please contact Ingrid Williams, Director of Communications at [iwilliams@gseok.org](mailto:iwilliams@gseok.org). Website: [www.gseok.org](http://www.gseok.org)



The Girl Scouts of Western Oklahoma serves 39 counties in their endeavors to achieve the organization's mission to build girls with courage, confidence and character. With a focus on diversity as a key component of their efforts, they have reached nearly 11,000 girls, adult members and volunteers in central and western Oklahoma. Their intent is to "bring scouting to every girl, everywhere." They do this not only through traditional troops, but by offering programming through in-school activities as well as juvenile detention facilities and public housing communities.

Lessons promoted by the Girl Scouts are lasting and constructive. According to a national study conducted in 2012 among alumnae by the Girl Scout Research Institute, the majority of respondents indicated that their experiences had contributed to later success in life. Not only that, but the most important aspect had to do with instilling "good values."

For more information, contact Regina Randall at [rRANDALL@gswestok.org](mailto:rRANDALL@gswestok.org). Website: [www.gswestok.org](http://www.gswestok.org)

**From the very beginning, when a girl joins Girl Scouts, she learns the Girl Scout Promise and Law:**

#### The Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

#### The Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

### Global Gardens



Global Gardens is a Tulsa-based non-profit organization dedicated to empowering students in low-income communities to become agents of change. Serving approximately 1,400 students, ages 4 through 12, Global Gardens is dedicated to planting and nurturing seeds of resiliency that will sustain future generations.

Most of the children involved in Global Gardens are living in poverty under extremely difficult circumstances. Many go hungry and more than half of them are in families headed by a single parent. The Tulsa Police Department reported that 483 violent crimes took place in these children's neighborhood – an average of ten per week.

The "Peace Table" is one of the innovative approaches used by Global Gardens to equip children with important virtues needed to overcome their circumstances. By employing this method, children learn to resolve conflicts in a respectful manner, using words rather than violence or aggression. The Peace Table reinforces

the idea that a community is a place where people are heard and treated fairly. Teachers at Rosa Parks Elementary have incorporated it into their classroom activities and this has resulted in a dramatic drop in suspensions for bad behavior.

We salute Global Gardens for their outstanding efforts to promote a cornerstone of integrity: respect for others.

For more information, please contact Ayschia Kuykendall, Community Outreach Director at [ayschia@global-gardens.org](mailto:ayschia@global-gardens.org). Website: [www.global-gardens.org](http://www.global-gardens.org)

## Honoring Previous Community Impact Award Honorees:

2013

- Dove Science Academy
- SandRidge Energy/Public Strategies
- Girls Scouts of Eastern Oklahoma
- Metro Technology Centers
- General Tommy Franks Leadership Institute
- Oklahoma Center for Non-Profits

2012

- ONEOK

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## MEDIA PARTNERS



## STAR MEMBERS - \$5,500



## WHY JOIN OK ETHICS?

- Monthly luncheon programs inspire ongoing commitment to ethical behavior.
- Practical tools for reinforcing ethics in organizations – large and small.
- Interactive discussions with other business leaders.
- Consistent opportunities to achieve continuing education credits (CPE's).
- Best practices shared by those who have developed strong ethical processes in their companies.
- It's the right thing to do... for you... for your employees... for your company... for our economy.

**SHIP APPLICATION, VISIT OKETHICS.ORG**



OK ETHICS™

# Mission Statement

Through the efforts of passionate, committed members, the Oklahoma Business Ethics Consortium strives to establish Oklahoma as a state known for high, personal and corporate ethical standards. The consortium provides a forum of support to the Oklahoma business community so that ethical standards and integrity in the workplace can be discussed, defined and reinforced.

**Be the difference – Join Now**  
**[www.OKEthics.org](http://www.OKEthics.org)**

**Details of each company's application**  
**may be found on the website.**

# Thank You!

*OK Ethics appreciates the support of our co-host for this special event!*



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QUALITY

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