

The Oklahoma Business Ethics Consortium



PROMOTING OKLAHOMA VALUES OF INTEGRITY AT WORK SINCE 2003!

BE THE DIFFERENCE • WWW.OKETHICS.ORG

AGENDA • JANUARY 11TH, 2017 • OKC CHAPTER

I. Welcome & Guiding Principle

(Gratitude) — Jim Priest
CEO, Sunbeam Family Services
Director, OK Ethics Board

II. Kudos — Shannon Warren

Founder/CEO, OK Ethics

Member Honors

Note that, because of the large volume of members and volunteers who deserve recognition, we will be continue recognizing them in stages through the February event. Please help us to remain true to our principle of appreciation for those who make these events possible.

Star Members:

- American Fidelity
- Bama Companies (Tulsa)
- Citizen Potawatomi Nation
- Enterprise Holdings
- Express Employment Professionals
- Love's
- Matrix Service Company (Tulsa)
- McAfee Taft
- Pelco Products
- SandRidge Energy
- The Williams Companies (Tulsa)

Welcome Amanda Heppner;
Senior Member Care Coordinator

III. Upcoming Events — Shannon Warren

- See page 4 for details.

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

Oklahoma High School Ethics Challenge — Judges & Moderators Needed

January 28, campus of the University of Oklahoma

Contact Shannon Hiebert, Co-President of SEED Foundation (e.g. The Student Education & Ethics Development Foundation [formerly OK Ethics])

Email: Shannon.R.Hiebert@ehi.com
Phone: (405) 330-9191

A Student's Perspective: Megan McKinley Oklahoma Christian University

(See page 2 for Oklahoma winners.)

National Intercollegiate Ethics Bowl — Judges & Moderators Needed

Sunday, February 26, 2017 at the Westin Dallas Park Central in Dallas

Contact Colin Schoonover, Co-President of SEED Foundation.

Email: prez@studentethicsbowl.org
Phone: (405) 200-7382

IV. Discussion Topic

Social media is a powerful tool for communicating and connecting. Please share your perspectives on how this technology may enhance or compromise ethical behavior in the workplace.

V. Introduction — Oscar Womack

CEO, Coherent Contracts
Director, OK Ethics Board

VI. Keynote Speaker — Michael Carolina

Executive Director, Oklahoma Center for the Advancement of Science & Technology (OCAST)

See program highlights on page 6.

UPCOMING EVENTS



MIKE MING

General Manager of General Electric's Global Research Oil & Gas Technology Center in Oklahoma City.

He formerly served as the Oklahoma Secretary of Energy under Governor Mary Fallin

Feb 22

**PETROLEUM CLUB
DOWNTOWN OKC**

MICHELLE CORREIA TEMPLIN



Author of **FIVE STAR TEAMWORK** and **SELLING IT RIGHT! GETTING RESULTS WITH INTEGRITY**

Co-Hosted by

Southern Nazarene University

CHARACTER | CULTURE | CHRIST

Mar 22

**PETROLEUM CLUB
DOWNTOWN OKC**

**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.**

PINNACLE MEMBERS



NAVIGATOR MEMBERS



STAR MEMBERS



CONGRATULATIONS!



Oklahoma Christian University



University of Central Oklahoma - Team 1



University of Oklahoma Team - Team 1

DONATE NOW!

The top 4 schools advance a team to the National APPE IEB competition.

If you or your organization wish to assist by providing a donation to SEED, a 501c3 organization, these can be mailed to

The SEED Foundation
P. O. Box 7866
Edmond, OK 73083-7866

Statewide Student Ethics Challenge

SEED is an acronym for the Student Education and Ethics Development Foundation, an organization started by the OK Ethics Foundation and recently renamed SEED. A portion of OK Ethics' members dues are donated to assist volunteers and students in these educational initiatives.

The Statewide Student Ethics Challenge is specifically for undergraduates for universities in the state. The competition was held on the campus of the University of Central Oklahoma in October.

This year, Express Employment Professionals contributed prize monies to cover travel expenses for student teams to compete in the Regional Ethics Bowl in San Antonio.

— WINNERS WERE AS FOLLOWS —

1st Place: Oklahoma Christian University

2nd Place: Oklahoma City University

3rd Place: Oklahoma Baptist University

Regional Ethics Bowl

The Texas Regional Ethics Bowl (TREB) event was the largest in the event's 19 year history and held last weekend. A total of 24 teams representing 17 schools from Oklahoma, Texas, and Louisiana competed. Some interesting statistics:

- There were 24 teams from 17 schools
- Of the total, 11 (46%) teams representing 7 (41%) schools are from Oklahoma
- Only 4 schools are eligible to compete in the National APPE IEB in Dallas, TX; Sunday, February 26th, 2017
- **3 of the schools (75%) advancing to the national competition are from Oklahoma**

— 2016 TOP 5 WINNERS —

1st Place: University of Central Oklahoma — Team 1 (Dr. Kathy Terrell)

2nd Place: St. Mary's University — Team 2

3rd Place: Oklahoma Christian University — Team 2 (Dr. Jeff Simmons)

4th Place: University of Oklahoma — Team 1 (Dr. Steve Ellis)

5th Place: Oklahoma Christian University — Team 1

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.

Daniel Yunker	<i>Kimray, Inc.</i>	<i>Sr. Team Leader & OK Ethics VP of PR</i>
Thad Chance	<i>Accounting Principals</i>	<i>Team Leader</i>
Sally Boyd	<i>Duncan Oil Properties</i>	<i>Ambassador</i>
Bob Byrne	<i>USAF & Boeing (Retired)</i>	<i>Chief Diplomat OK Ethics Board</i>
Rachel Olsen	<i>Devon Energy</i>	<i>Ambassador</i>
Dr. Ed Walker	<i>University of Central Oklahoma</i>	<i>Ambassador</i>
Nancy Hyde, CPA	<i>Hyde & Co.</i>	<i>Executive Ambassador</i>
Tony Scott	<i>Heritage Trust</i>	<i>Executive Ambassador & The SEED Foundation Board</i>
Oscar Womack	<i>Coherent Contracts</i>	<i>Executive Ambassador & OK Ethics Board</i>

REGISTRATION TEAM:

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

Mark Neumeister, CPA	<i>D. R. Payne and Associates</i>	<i>Registration Chairperson</i>
Mary Vaughn, CPA	<i>JMA Energy</i>	<i>Cash & Visitors</i>
Marvinette Ponder	<i>Devon</i>	<i>Cash & Visitors Team Leader</i>
Aleena Chaudry	<i>Devon</i>	<i>Prepaid Registration</i>
Lucius Crandall	<i>SandRidge</i>	<i>Prepaid Registration</i>
Kim Sun Young	<i>Devon</i>	<i>Prepaid Registration</i>

OTHER INITIATIVES:

Meet **Amanda Heppner, Senior Member Care Coordinator**

Amanda is originally from Olympia WA and joins us with an impressive background working with non-profits, including the Boys & Girls Clubs, Olympia School District and the YMCA. She is a graduate of Aurora University, obtaining a BA in Communication.

Amanda Heppner*	<i>Express Employment Professionals</i>	<i>Senior Member Care Coordinator</i>
Anna Rosenthal*	<i>Accounting Principals</i>	<i>Member Care Coordinator</i>
Lauren Weingart*	<i>Creative Photo Video Inc.</i>	<i>Videography</i>
Brad Holt*	<i>Factor 110</i>	<i>Nametags</i>
Phillip Grimes*	<i>The Creative Guy</i>	<i>Agenda Design</i>

**Paid Service Provider*

HELP WANTED

Pre-Paid Registration Team: Contact Marvinette Ponder at Marvinette.ponder@dv.com.
Responsibilities: Arrive early to meetings to check-in pre-paid guests.

Public Relations: Contact Colin Schoonover at Colin.Schoonover@negas.com or Shannon Hiebert at Shannon.R.Hiebert@ehi.com, Co-Presidents of the SEED Foundation (formerly OK Ethics Foundation) to spearhead branding project.

PR/Marketing Assistance to help promote upcoming Foundation's Statewide Student Ethics Challenge.

Want to volunteer for other areas?

Contact Shannon Warren, OK Ethics Founder/CEO at 858-2233 or okethics@okethics.com

MANY THANKS TO OUR HORIZON MEMBERS:



UPCOMING EVENTS



MIKE MING

General Manager of General Electric's Global Research Oil & Gas Technology Center in Oklahoma City.

He formerly served as the Oklahoma Secretary of Energy under Governor Mary Fallin

FEBRUARY 22, 2017
PETROLEUM CLUB

CO-HOSTED BY
Southern Nazarene University
CHARACTER | CULTURE | CHRIST

MICHELLE CORREIA

TEMPLIN

Author of

**FIVE STAR TEAMWORK AND
SELLING IT RIGHT! GETTING RESULTS WITH INTEGRITY**

WEDNESDAY, MARCH 22



UPCOMING TULSA EVENTS

MAYOR G. T. BYNUM

A New Vision – Continuing a Family Legacy of Servant Leadership • Elected 40th Mayor of Tulsa on June 28th 2016
Thursday, February 23, 2017 • 11:30 – 1:00

MICHELLE CORREIA TEMPLIN

Author of *Five Star Teamwork* and *Selling It Right! Getting Results with Integrity*
Thursday, March 23, 2017 • 11:30 – 1:00

Visit okethics.org for resources, videos, articles and to see who's who.



Like us on Facebook.



ABOUT C. MICHAEL CAROLINA



C. Michael Carolina is the executive director of the Oklahoma Center for the Advancement of Science and Technology (OCAST)—the state's agency for technology development, technology transfer and technology commercialization. He is the agency's third executive director in its 30-year history. Prior to joining OCAST in 2005, he held management and executive positions with the Western Electric Company, AT&T and Lucent Technologies in Oklahoma City, Morristown, NJ and Basking Ridge, NJ. From his (AT&T) NJ base, Carolina was involved in engineering, interfacing with (AT&T) Bell Laboratories on new product design and introduction, technology transfer and joint venture operations in Europe, Asia and Latin America. His management and leadership positions included engineering director at the 40-acre Lucent Technologies facility in Oklahoma City. In 2001, he retired from AT&T/Lucent Technologies after a 25-year career. Shortly after retiring from Lucent Technologies, he became an adjunct professor in OSU's College of Engineering, Architecture and Technology.

Carolina grew up in Wewoka, Oklahoma and holds a B.S. in biological science from Oklahoma State University and M.S. in environmental science (School of Civil Engineering and Environmental Science) from the University of Oklahoma. While with AT&T, he completed the company's Executive Development Program in Princeton,

NJ. He serves on several boards and advisory committees including the Oklahoma Medical Research Foundation (OMRF); the Governor's Science and Technology Council; the Governor's International Team; the Oklahoma Experimental Program to Stimulate Competitive Research (EPSCoR) Advisory Committee; the Center for the Advancement of Science and Mathematics Education in Oklahoma (CASMEO); the Board of Visitors for the OU Gallogly College of Engineering; and the Dean's Strategic Advisory Council at Oklahoma State University's College of Engineering, Architecture and Technology; and the Engineering Advisory Council, Department of Engineering and Physics, the University of Central Oklahoma. He is a member of Leadership Oklahoma City, Class XXVI (2007).

In February of 2016, Carolina was selected as a (2016) member of the University of Oklahoma's Gallogly College of Engineering Distinguished Graduates Society.

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 okethicsadmin@okethics.com or okethics@okethics.com or call (405) 558-1996 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.

Visit okethics.org for resources, videos, articles and to see who's who.

SCIENCE AND TECHNOLOGY

CREATING BENEFITS TO SOCIETY USING STANDARDS OF EXCELLENCE

This presentation is about the concept and practice of ethics and ethical behavior as a core value of an organization. The presentation includes the “pillars” of successful organizations and documented examples of organizations that faced ethical dilemmas in consumer and public trust, for example social media and filters for real science and news. The presentation will also include the three pillars of organization governance (transparency, accountability and security) as well as the associated five pillars (culture, leadership, alignment, structure and systems) that should be the foundation of an effective and efficient organization. The lecture will also include technology trends and the acceleration of technology in the global economy.

Outline


- I. Ethics Defined
- II. Ethics in “The New Normal”
- III. The Internet and Social Media
- IV. Multidisciplinary Ethics
- V. Some Documented Ethics Cases
- VI. Binary Ethics
- VII. Ethics in the Organization Cultural

Goals

- Provide perspectives on leadership and governance
- Discuss aligning mission, vision, goals and guiding principles
- Offer Insights on making the right decision every time
- Reinforce thoughts on institutionalizing ethics into core values of the organization
- Stimulate interactive discussion and Q&A
- Increase awareness of the connectivity between research, technology, innovation and ethics

“A company’s brand is their promise to consumers; if you break that promise, you lose the customers, you lose their loyalty.”

— John Jacobs, Expert on Reputation and Crisis Communication, Georgetown University



“Ethics in Science and Technology”

A Presentation to the Oklahoma Business Ethics Consortium



January 11, 2017

Michael Carolina, Executive Director

Innovation

“Take a state you normally wouldn’t think of in this regard: Oklahoma. It has its own Oklahoma Center for the Advancement of Science and Technology (**OCAST**) which describes its mission as follows: in order to compete in the new economy, **Oklahoma must continue to develop a well-educated population; a collaborative, focused university research and technology base; and a nurturing environment for cutting-edge businesses**, from the smallest start-up to the largest international headquarters...”

Thomas L. Friedman, *The World Is Flat: A Brief History of the Twenty-First Century* [page 244]

Since 1987, the state’s agency and engine for technology development, transfer and commercialization

By the Numbers

- 2,587 merit-based R&D awards
- \$278 million invested
- 12,500 jobs (in the last five years alone)
- \$5.8 billion economic impact
- 21:1 cumulative ROI

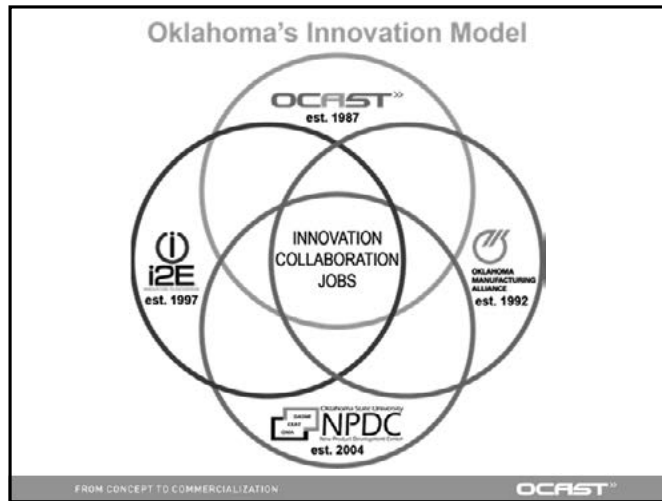
Diversify. Grow. Innovate. Thrive.

- Investing in research and technology
- Providing startup capital and support services
- Developing, retaining and recruiting talent

OCAST’s mission: diversify and grow Oklahoma’s economy...

As measured by:

- growth in industry sectors
- good-paying jobs
- talent development, retention and recruitment
- expanding research/STEM capacity
- sustainable economic impact



“Everything that could be invented has been invented.”

— Charles H. Duell, Commissioner of Patents, 1899

FROM CONCEPT TO COMMERCIALIZATION OCAST™

Innovation is about doing things differently and making them work...

- New products
- New processes
- New services

FROM CONCEPT TO COMMERCIALIZATION OCAST™



Research needs to have societal benefits and public trust

FROM CONCEPT TO COMMERCIALIZATION OCAST™



“Technology changes everything...”

FROM CONCEPT TO COMMERCIALIZATION OCAST™

“Innovation is the central issue in economic prosperity.”

Michael Porter
Academic, Economist and Author
Harvard Business School

FROM CONCEPT TO COMMERCIALIZATION OCAST™

“The Art of the Possible”
(do science and science fiction converge?)

FROM CONCEPT TO COMMERCIALIZATION OCAST™





The 21st Century Economy

- Global
- Knowledge
- Digital

The 21st Century Workplace

The 21st Century Workforce

Honesty. Integrity. Truth.
Legal. Transparency.

A Brief Chronology of Ethical Issues

- Enron and Ken Lay (2001)
 - Money-laundering, bank fraud and insider trading
 - Destroyed Arthur Andersen audit firm
 - Bankrupted the company
 - Betrayed shareholders
 - Led to Sarbanes-Oxley (SOX) Act of 2002
- WorldCom and Bernie Ebbers (2002)
 - Conspiracy, securities fraud, false regulatory filings
 - Inflated assets by \$11B, leveraged to invest in other ventures

Top 10 Technology Developments

1. Drones
2. Big data and data analytics
3. Electric/autonomous vehicles
4. Internet of Things (IoT)
5. 3-D printing
6. Robotics/artificial intelligence
7. Wearable technology
8. Virtual and augmented reality
9. Next-generation operating systems/platforms
10. Battery technology

Who Will Be the Next Generation of Talent?

- Scientists
- Engineers
- Physicians
- Politicians
- Innovators
- Business and finance people
- Entrepreneurs

Codes of Ethics/Guiding Principles

- American Institute of CPAs (AICPA)
- Hippocratic Oath
- Military Oaths (“support and defend the Constitution”)
- State and National Bar Associations
- Society of Professional Journalists (SPJ) Code of Ethics (“honest, fair and courageous . . .”)

A Brief Chronology of Ethical Issues

- Merck recall of Vioxx (2004)
 - Painkiller that posed heart risks
 - Thousands of cardiac-related deaths
 - Company knew
 - \$80M settlement
- Baylor University football program (2016)
 - sexual assaults/coverups – “violations of principles of ethical conduct”
- Fake news in political, social or medical world
 - Including recent “fake” report that Israel’s would take a pre-emptive nuclear strike against Pakistan
 - Sony Music hack reporting Brittany Spears death
- Wells Fargo (sales practices scandal)
- Samsung Galaxy Note 7

Future Technologies and Jobs

- Bioscience and health care
- Information technology
- Aerospace
- Electronics/sensors/lasers/imaging
- Advanced composites (nanotechnology)
- Next-generation manufacturing
- Energy – traditional and renewable

Ethics, Standards, Professionalism and Culture

A Brief Chronology of Ethical Issues

- The Tylenol Story (1982)
- Morton Thiokol O-rings (Challenger Space Shuttle disaster, January 1986)
- Bridgestone/Firestone tire scandal/recall (1998)
 - 6.5 million tires
 - 200 deaths, 700 injuries
- Phillip Morris/Arthur Little Consulting (2001)
 - “Positive effects” on Czech Republic economy due to premature deaths
 - Flagship brand: Marlboro
 - 23,000 deaths/year
 - Net gain benefit per ADL Study: \$147M

Ethics, Standards, Professionalism and Culture

Do good things!

FROM CONCEPT TO COMMERCIALIZATION OCAST

Thank You

michael.carolina@ocast.ok.gov
 Agency Web site: www.ocast.ok.gov
 Facebook/Twitter

FROM CONCEPT TO COMMERCIALIZATION OCAST

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 for resources, videos, articles and to see who's who.



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