

The Oklahoma Business Ethics Consortium



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

BE THE DIFFERENCE · WWW.OKETHICS.ORG

AGENDA • NOVEMBER 21, 2013 • TULSA CHAPTER | UPCOMING EVENTS

I. Welcome

Michael Oonk, American Bank and Trust; OK Ethics Board of Directors

II. Kudos

New Members & Upgrades:

- **Leading:** Senior Star; Tulsa Technology Center; Cole & Reed
- **Trail Blazer:** 4ward Strategy
- **Frontier:** Better Business Bureau Serving Central Oklahoma; Duncan Oil Properties (Walter Duncan, Inc); National Hispanic Disaster Relief Network; Dialogue Institute Oklahoma City
- **Scout:** Improv Business Consulting; Rod Edwards (retired)

III. Upcoming Events

Lynn Flinn, The Rowland Group, President; Tulsa Founder, OK Ethics
(See page 6 for details)

IV. Guiding Principle

Alicia Goodloe, The Bama Companies, Inc.

V. PRSA Announcements and Speaker Introduction

Lucinda Ross, PRSA Tulsa president

VI. Keynote

**Navigating Difficult Issues:
How Authentic Communication
Wins the Day**

*Presented by
Hannibal B. Johnson,
Jeremy Burton,
Rebecca Greenbaum Ph.D.*

*Moderated by
Wayne Greene*

TEN YEAR ANNIVERSARY GALA



Speaker:
Phil Lakin
Tulsa Community Foundation
**Tuesday,
December 10, 2013
5:30 - 7:30 PM**

Southern Hills Country Club
2636 East 61st Street, Tulsa, OK 74136

THE LEADERSHIP EDGE



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

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

**The Doubletree Hotel
Downtown Tulsa**

Thank you to our co-sponsors



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		MEDIA ALLIES		STAR MEMBERS	

BUILD A LEGACY OF INTEGRITY...

THE TEAM:

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

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

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.*

PROGRAMS: *Assistance needed in locating high quality speakers for OK Ethics. Please contact Lynn Flinn if you are interested in joining the program committee. lynn@rowland-group.com*

RECRUITERS FOR MEMBERSHIP COMMITTEE: *Friendly members who are plugged into the community are needed to assist in membership efforts with James Kelley of The Rowland Group by introducing new folks to the great benefits that OK Ethics has to offer. Call James at (918) 836-1900 if you are interested in joining this group.*

TENTH ANNIVERSARY GALA: *Volunteers needed to spearhead and manage this milestone event this fall. Contact Lynn Flinn at lynn@rowland-group.com if you want to help.*



Like us on Facebook.



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! *Thanks to Steve Rockwell, University of Tulsa, for printing the agendas!* Listed below are today's volunteers who consistently provide service to our members:

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.

Doyle Paden	<i>Community Volunteer</i>	<i>Chief Ambassador</i>
Tom Clatfelter	<i>Community Volunteer</i>	<i>Ambassador</i>

REGISTRATION TEAM:

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

Alicia Goodloe	<i>Bama Companies</i>	<i>Registration</i>
Jan Laub	<i>Twin Foods</i>	<i>Registration</i>
David Christie	<i>Bama Companies</i>	<i>Registration & Treasury</i>
Factor 110		<i>Name Tags & Registration</i>

SPECIAL INITIATIVES:

Susie Wellendorf	<i>Wellendorf Communications</i>	<i>PR</i>
Michael Oonk	<i>American Bank and Trust</i>	<i>Facilities & Logistics</i>
Lynn Flinn	<i>The Rowland Group</i>	<i>Tulsa Chapter Founder & Programs</i>
James Kelley	<i>The Rowland Group</i>	<i>Membership</i>
Debra May	<i>CRTS</i>	<i>Membership</i>
John Stancavage	<i>The Tulsa World</i>	<i>Programs</i>
Nick Minden	<i>Darby Equipment</i>	<i>Programs</i>
Susan Pate	<i>Stinnett & Associates</i>	<i>Accountant</i>
Jalisha Petties	<i>OK Ethics</i>	<i>Member Care Coordinator</i>

MANY THANKS TO OUR HORIZON MEMBERS:





OK ETHICS 2013–2014 MEMBERSHIP DUES & BENEFITS

Please note that dues are effective during the fiscal year that begins October 1, 2013 and ends September 30, 2014. OK Ethics does not typically prorate dues, except during the last quarter and only by special permission from the OK Ethics Board and/or Founder. Occasionally, OK Ethics may offer workshops or programs that are not necessarily included in the price schedule below.

Pinnacle Membership

Dues \$10,000

REGULAR OPTION: Highest level of involvement that includes *sixteen pre-paid memberships* with *premium seating* for every regular monthly program. *Inclusion in the annual Compass Awards banquet. An extra eight seats will be provided for the special ten-year anniversary gala.*

See “Benefits” section below for additional details. Also, please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

ENHANCED OPTION: This level includes an option for the company to allow up to eight additional seats (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the sixteen reservations per month for the seats reserved for the company’s members. Please note that empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of sixteen guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

MEMBER BENEFITS:

- **Reserved premium seating** defined as those seats closest to the podium.
- Includes up to **20 seats at special workshops, exclusive dinners/breakfasts with speakers or bonus programs** as offered per year as well as **an additional 8 seats at the special ten-year anniversary gala and membership recognition event.** (Note: Does not include additional seats at Compass Awards.)
- **Logos featured on table tent cards** at monthly events.

- Company will be prominently listed as a **flagship company** in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Company logo will be prominently featured on the revised Home Page and “Who’s Who” of OK Ethics website and customary communiqués, including meeting notices and agendas.
- \$500 earmarked in your company’s name to support university and college initiatives including an opportunity to support Oklahoma’s winning teams in the Regional Ethics Bowl Regional Competition in San Antonio.
- Inclusion in the annual Compass Awards banquet.
- Special commemorative presented to your company acknowledging your meaningful support of OK Ethics’ initiatives.

Navigator Membership

Dues \$8,000

REGULAR OPTION: Includes *sixteen pre-paid memberships* for participation in every regular chapter activity. *Inclusion in the annual Compass Awards banquet. An additional eight seats will be provided for the special ten-year anniversary gala.*

See “Benefits” section below for additional details. Also, please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

ENHANCED OPTION: This level includes an option for the company to allow up to eight additional seats (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the sixteen reservations per month for the seats reserved for the company’s members. Please note that

empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of sixteen guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

MEMBER BENEFITS:

- Company will be prominently listed as a **flagship company** in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Company logo will be prominently featured on the revised Home Page and “Who’s Who” of OK Ethics website and customary communiqués, including meeting notices and agendas.
- \$500 earmarked in your company’s name to support university and college initiatives including an opportunity to support Oklahoma’s winning teams participate in the Regional Ethics Bowl Regional Competition in San Antonio.
- Crystal obelisk presented to your company acknowledging your meaningful support of **OK Ethics’ initiatives.**

Oklahoma Star Membership

Dues \$5,500

REGULAR OPTION: A prominent level of involvement that includes *eight pre-paid seats at special reserved tables* for participation in every regular chapter activity. *Inclusion in the annual Compass Awards banquet and four extra seats for the special ten-year anniversary gala.*

Please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

(Continued from Page 4)

ENHANCED OPTION: This level includes an option for the company to allow up to **four additional seats** (or fewer as specified) to be used by students who are involved in ethics initiatives on their campuses. This is more than the eight reservations per month for the seats reserved for the company's members. Please note that empty corporate seats will be filled first by company representatives and any extras will be donated for students to use. As a convenience, if your company exceeds the regular allotment of eight guests per meeting including students, OK Ethics will bill your company for additional attendees at the end of the fiscal year (September 30, 2014).

MEMBER BENEFITS:

- Company will be prominently listed as a **flagship company** in special commemorative ten year anniversary publication circulated throughout the Oklahoma business community. (Membership commitment must be made by 9/30/2013 to be included)
- Featured in "Who's Who" of OK Ethics website as well as routine communiqués, including meeting notices and agendas.
- Company will be routinely highlighted on the home page of the OK Ethics website.
- \$500 earmarked in your company's name to support university and college initiatives including Oklahoma's winning teams that participate in the Regional Ethics Bowl Competition held in San Antonio.

****NEW**** Special crystal star obelisk presented to your company acknowledging your meaningful support of OK Ethics' initiatives.

Horizon Membership

Dues \$3,500

Includes **eight pre-paid memberships** for participation in most chapter activities with the *exception of the Compass Awards banquet* and special bonus workshops.

Please note that each participant must continue to make reservations for each meeting in order for volunteers to prepare name tags and provide accurate head counts to our banquet facilities.

- Eight seats provided for the special tenth anniversary gala.

- Convenience of reserved seating for all programs, except the annual Compass Awards event.
- Featured in "Who's Who" page on OK Ethics website.
- Special plaque presented to your company acknowledging your meaningful support of OK Ethics' initiatives.

Leading Membership

Dues \$1,500

Includes two pre-paid memberships for participation in all chapter activities except bonus workshops.

- Includes attendance at the annual Compass Awards event and the special tenth anniversary gala.
- Featured in "Who's Who" of OK Ethics website.

Trailblazer Membership

Dues \$500

Includes one pre-paid membership for participation in all regular chapter activities, *except* special bonus workshops and the annual Compass Awards.

- Mentioned in "Who's Who" on OK Ethics website.

Frontier Membership

Dues \$400

Eight members from your company will receive discounts on meals for participation in most chapter activities. *Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.* (See Horizon or Star membership categories for upgrades.)

Non-Profit Membership

Dues \$0

As a special service to the community, OK Ethics offers free Frontier memberships to non-profit organizations and staff. The only thing we ask in return is that you help us by promoting our organization to your members.

Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from using this as a sales forum.

- Eight members from your organization will receive discounts on meals for participation in most chapter activities. Note that this category may exclude

discounts for the annual Compass Awards and special bonus workshops. (See Horizon or Star membership categories for upgrades.)

- Mentioned in "Who's Who" of OK Ethics website.

Scout Membership

Dues \$75

Individual receives discounts on meals for participation in most chapter activities. Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.

Retiree Membership

Dues \$25

- In recognition for the valuable volunteer services provided by our retirees, OK Ethics offers a discount to retirees who are actively involved in our activities.
- Individual receives discounts on meals for participation in most chapter activities. Note that this category may exclude discounts for the annual Compass Awards and special bonus workshops.

Transitional Membership

Dues \$0

- As a special service to the community during these challenging economic times, OK Ethics will offer a free Scout membership to anyone who has been laid off from a professional capacity position.

Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from imposing job requests or resumes on other participants unless invited to do so.

Student Membership

Dues \$0

Students with member schools may join for free. For more information, consult your campus' advisor. Others may join at the Scout level.

Please note that our primary purpose remains a discussion of ethical behavior in the workplace. Although networking is an additional benefit of these discussions, guests are asked to refrain from imposing job requests or resumes on other participants unless invited to do so.

HELP GET THE WORD OUT: PLEASE POST THIS ON YOUR COMPANY'S BULLETIN BOARD

UPCOMING TULSA EVENTS

TEN YEAR ANNIVERSARY GALA



Speaker:
Phil Lakin
Tulsa Community
Foundation

**Tuesday,
December 10, 2013**
5:30 - 7:30PM

Southern Hills Country Club
2636 East 61st Street, Tulsa, OK 74136

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



OK ETHICS®

UPCOMING OKC EVENTS



YOU WERE NEVER CALLED TO BE NORMAL

Presented by **Warren Martin**
Executive Director of the General Tommy
Franks Leadership Institute and Museum

Wednesday, December 11, 2013
11:30AM-1:00PM

The Petroleum Club
Oklahoma City

SPIRITUAL INTELLIGENCE: LEADERSHIP EDGE

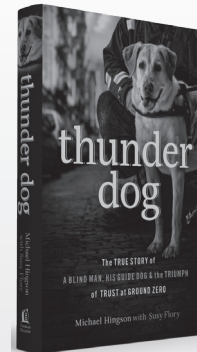


Presented by
Gael O'Brien
Entrepreneur
Magazine's
The Ethics Coach

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

**SEE ALL UPCOMING EVENTS AND
DESCRIPTIONS AT OKETHICS.ORG.**

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.

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

NAVIGATING DIFFICULT ISSUES: HOW AUTHENTIC COMMUNICATION WINS THE DAY



Presented by
Hannibal B. Johnson
Jeremy Burton
Rebecca Greenbaum Ph.D.

Moderated by
Wayne Greene

Panelists will discuss Navigating Difficult Issues: How Authentic Communication Wins the Day. During a time when scandals seem to fill newspapers on a daily basis, our natural response is to become skeptical. The cynicism underscores the importance of authenticity in all that we do and say.

During the panel discussion moderated by Tulsa World Editorial Pages Editor Wayne Greene, the local experts will share their experiences and tips to ensure your communication is believed, trusted and valued.

The panelists include:

- **Jeremy Burton**, senior director for university relations and communications at Oral Roberts University, has led PR efforts for several crises during his more than 10 years at ORU. He oversees the marketing, public relations, video production, community relations and social media efforts for ORU.
- **Rebecca Greenbaum, Ph.D.**, is an assistant professor in the Management Department of the Spears School of Business at Oklahoma State University. Her research interests include behavioral ethics, dysfunctional leadership, organizational justice and workplace deviance.
- **Hannibal B. Johnson** is an attorney handling employment law, author, independent consultant and nationally known speaker. The Harvard Law School graduate is past president of Leadership Tulsa and past president of the Metropolitan Tulsa Urban League. He directed Anytown, Oklahoma, a statewide human relations camp for teens, for more than a decade.

Recommended for 1 CPE in Ethics*

**This program is designed at the basic level for those individuals who may face ethical challenges in the workplace and must articulate the importance of principled approaches to resolving such conflicts. This session highlights the importance of understanding context and maintaining a respectful dialogue that emphasizes fairness, authenticity and accuracy. Note that CPAs in attendance are solely responsible for demonstrating the relevance of this program to their individual areas of practice. OK Ethics can make 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 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.



NAVIGATING DIFFICULT ISSUES: HOW AUTHENTIC COMMUNICATION WINS THE DAY

Hannibal Johnson, author of several books on African American history, college law professor and employment attorney will discuss several issues related to communication and confrontation. Key points:

- Conflicts happen, and are a necessary part of dealing with others. The key is figuring out how to negotiate conflicts in ways that address the core issue(s) and maintain the dignity and respect of all parties.
- There's a popular expression, "Just do you." Those three words have everything to do with the kind of authenticity that is often lacking in our communications. Be who you are; say what you mean—live with integrity.
- To effectively communicate, it is important to understand the context in which one is communicating. Additionally, confront issues as immediately as possible versus letting things fester.

Jeremy Burton, senior director for university relations and communications at Oral Roberts University

Key points in communication related to crisis and authenticity:

1. The response must be quick
2. The response must be accurate
3. The response must be thoughtful

The media is no longer waiting until 5pm to tell the story on the news or in the morning paper.

Communication is now instantaneous. Communication must be respectful to the community at large but consider specific needs in addition to the community at large. Specific examples will be cited related to ORU and crisis communication.

Rebecca L. Greenbaum, Oklahoma State University Spears School of Business,
Department of Management

- Fairness is based on employee perceptions
- Why should leaders care about fairness?
- What are the types of fairness that employees care about?
- How do employees make outcome comparisons?
- Why do employees care about fairness?
- Other considerations

KEY TAKEAWAYS

If not anything else, remember these two points...

1. Thorough, sincere, and honest explanations can carry you a long way.
 - Overcome the fear associated with delivering uncomfortable information.
 - In the end, your employees will appreciate your candid nature and see you as more fair.
2. Allow employees to express themselves, even if you cannot change the outcome.