

The Oklahoma Business Ethics Consortium



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

BE THE DIFFERENCE · WWW.OKETHICS.ORG

AGENDA • FEBRUARY 27, 2014 • TULSA CHAPTER | UPCOMING EVENTS

I. Welcome

Lynn Flinn, The Rowland Group, President; Tulsa Founder, OK Ethics

II. Kudos

Recognition The Linde Group as new Navigator member

Thank you to everyone whom has nominated companies for the upcoming OK Ethics Awards!

III. Announcements

Videos of past programs are made available on the OK Ethics' website under "Resources" page.

The OK Ethics Annual Awards—April 24
Featuring:

- Executive Pilot Award Recipient—Jim Priest
- Keynote by Paula Marshall, CEO of The Bama Cos., Inc.
- Live Streaming from Tulsa to OKC
- Nominations sought for Community Impact Awards & Compass Awards

New Members and Recent Upgrades!

OK Ethics has reached 983 individual members representing approximately 200 companies. Our goal is 1000!

Welcome New Members

- **Star:** Matrix Service Company
- **Leading:** Access Midstream
- **Frontier:**
Sunbeam Family Services
Refuge Fellowship Church
Epworth Villa

IV. Upcoming Events

Lynn Flinn, The Rowland Group, President; Tulsa Founder, OK Ethics

V. Guiding Principle

Becky Ford, Linde Process Plants, Inc.

VI. Introduction

Susie Wellendorf, Wellendorf Communications, OK Ethics PR

VII. Keynote

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

CRACKING THE CULTURE CODE



Presented by
Libby Sartain
Co-author, *Cracking the Culture Code*

Thursday, March 27, 2014
11:30AM–1:00PM

The Doubletree Hotel
Downtown Tulsa

2014 STATEWIDE OK ETHICS AWARDS

COMPASS, COMMUNITY IMPACT & EXECUTIVE PILOT AWARDS



Keynote Speaker:
Paula Marshall
CEO of the Bama Companies, Inc.

Executive Pilot Award Recipient:
Jim Priest, Attorney

Thursday, April 24, 2014
11:30AM–1:15PM

TULSA & OKC LOCATIONS

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

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

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:

VOLUNTEERS-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>
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VOLUNTEERS-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>IBT</i>	<i>Registration</i>
David Christie	<i>Bama Companies</i>	<i>Registration & Treasury</i>

VOLUNTEERS-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>
Travis Jones	<i>Career Development Partners</i>	<i>Programs</i>
Nick Minden	<i>Darby Equipment</i>	<i>Programs</i>
John Stancavage	<i>The Tulsa World</i>	<i>Programs</i>
Susan Pate	<i>Stinnett & Associates</i>	<i>Accountant</i>

OTHER APPRECIATION:

Jalisha Petties	<i>OK Ethics</i>	<i>Member Care Coordinator</i>
Anna Rosenthal	<i>Accounting Principals</i>	<i>Notices & Special projects</i>
Factor 110		<i>Name Tags & Registration</i>



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

JOIN THE TEAM:

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

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

If you would like to volunteer for special initiatives such as preparing an annual report or constructing press releases, contact Shannon Warren at warrenokla@cox.net.

MANY THANKS TO OUR HORIZON MEMBERS:





2014 Statewide

OK ETHICS AWARDS

Compass, Community Impact & Executive Pilot Awards

Thursday, April 24, 2014, 11:30–1:15

Locations in Tulsa and Oklahoma City

A 10% EARLY BIRD DISCOUNT WILL APPLY TO RESERVATIONS RECEIVED PRIOR TO APRIL 10TH.



Keynote Speaker:

Paula Marshall

CEO of the Bama Companies, Inc.

Paula Marshall was named the CEO of her family's business, The Bama Companies, in 1985. Bama provides frozen baked goods to large-scale restaurant chains including the nation's largest hamburger chain, the nation's largest pizza chain and the nation's largest retailer. Marshall received her Bachelor of Science in Business and her Doctorate of Commercial Science from Oklahoma City University.

While at the helm of Bama, Marshall has grown the organization to a \$300 Million company all while putting a precedent on quality. Bama won the prestigious Malcolm Baldrige Award for Quality in 2004 from the United States Department of Commerce, and has been hailed as a leader in the baking industry.

Marshall has served as Chairman of the Tulsa Chamber of Commerce, and was one of the first women asked to join the Young Presidents Organization Oklahoma Chapter in 1990. In 1993, she was named one of the Top Ten CEOs by Industry Week Magazine. She was selected Entrepreneur of the Year by Ernst & Young in 1997. In 1998, she was named to the Oklahoma Department of Commerce Business Hall of Fame. Recently she was nominated as one of Oklahoma's Most Admired CEOs by the Journal Record.

Paula is the author of *Finding the Soul of Big Business* and *Sweet as Pie, Tough as Nails*. Her newest release, *The Executive Entrepreneur* was co-authored with New York Time Bestselling author Jim Stovall. Her books are available on Amazon.com.



Executive Pilot Award Recipient:
Jim Priest, Attorney

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. Priest also serves as the volunteer Executive Director of the nonprofit substance abuse education organization F.A.T.E. (Fighting Addiction Through Education)(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 has also served as a volunteer columnist for the Journal Record newspaper writing columns on business ethics. 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, the Oklahoma Society of CPAs. Priest has also served as an adjunct professor teaching Business Ethics in Southern Nazarene University's MBA program.

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 35 years and have two adult children, Amanda and Spencer.

****DEADLINE FOR APPLICATIONS - MARCH 27****

Go to www.okethics.org under "Awards" tab for Compass & Community Impact Award Applications

NOMINATE A DESERVING COMPANY, SCHOOL OR NON-PROFIT ORGANIZATION TODAY!

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.



***Like us on
Facebook.***





YOU WERE NEVER CALLED TO BE NORMAL

Presented by
Warren Martin

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

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

“You Were Not Called To Be Normal”

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

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

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

Recommended for 1 CPE in Ethics*

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

GENERAL PROGRAM DISCLAIMERS:

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

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

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

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

PRESENTATION STANDARDS:

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

Are you normal?

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

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


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

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

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

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

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



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

