

The Oklahoma Business Ethics Consortium



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

BE THE DIFFERENCE • WWW.OKETHICS.ORG

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

I. Welcome

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

II. Kudos

OK Ethics' Commemorative Book:
Thanks to the Oklahoma Heritage Association for their help. We anticipate distribution of the book at the OK Ethics Awards.

National Ethics Bowl Participants:

- University of Oklahoma
Dr. Steven Ellis
 - Oklahoma Christian
Professor Jeff Simmons
 - University of Central Oklahoma
Dr. Kathy Terrell
- (See page 2 for highlights.)

- Colin Schoonover, ONE Gas Inc's and OK Ethics Foundation Board member—served as a judge.

III. Announcements

GOAL SURPASSED!

1,018 OK Ethics individual members representing approximately 200 companies!
Thanks for your efforts in promoting Oklahoma values of integrity at work!

Welcome New Members

- Navigator Member:
- ONE Gas (Tulsa and OKC)

Star Member:

- Matrix Service Company (Tulsa)

Leading Member:

- Access Midstream (OKC)
- Arvest Bank (OKC)

Trailblazer Members

- CRTS, Inc. & Corpro
Sand Springs/Tulsa (Tulsa)
- Wildcat Well Logging (OKC)

Frontier Members

- Epworth Villa (OKC)
- The F&M Bank & Trust Company (Tulsa)
- Refuge Fellowship Church (OKC)
- Sunbeam Family Services (OKC)
- Tulsa Ballet Theatre, Inc. (Tulsa)
- WINGS (OKC)

IV. Upcoming Events

Shannon Warren, *Founder, OK Ethics*

- Award application deadline: March 27, 3 PM
- The OK Ethics Awards, including Compass and Community Impact: April 24, 11:30–1:15

V. Guiding Principle

Robert Schooley, *Matrix Service Company*

VI. Introduction

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

VII. Keynote

Libby Sartain, *Former Head of HR, Yahoo! and Southwest Airlines*

Co-author, Cracking the Culture Code

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
11:30 AM–1:15 PM
TULSA & OKC LOCATIONS

PRESENTATION BY RAY SANDERS



CEO of
Water4, Inc.

Thursday, May 22, 2014
11:30 AM–1:00 PM

The Doubletree Hotel
Downtown Tulsa

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

Bama Companies
PEOPLE HELPING PEOPLE BE SUCCESSFUL

KIMRAY INC.

Chesapeake ENERGY

HOBBY LOBBY

devon

SANDRIDGE
THE POWER OF US

NAVIGATOR MEMBERS

THE LINDE GROUP
Linde

ONEOK

ONE Gas

Williams

WPXENERGY

MEDIA ALLIES

99.7 WANK FM
plays country legends

THE EAGLE
AM 1640

STAR MEMBERS

Career Development Partners
A CIP PARTNER

Enterprise
Citizen Potawatomi Nation

Express
EMPLOYMENT PROFESSIONALS

Hertz

MATRIX SERVICE COMPANY

pelco
PELCO PRODUCTS, INC.

VALIR
Health

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:

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>
Rick Christensen	<i>Career Development Partners</i>	<i>Ambassador</i>
Perry Henson	<i>The Rowland Group</i>	<i>Ambassador</i>
Tom Hillie	<i>The Crosby Group</i>	<i>Ambassador</i>
Karie Mullins	<i>ONE Gas</i>	<i>Ambassador</i>
Laura O'Connor	<i>The Rowland Group</i>	<i>Ambassador</i>
Amber Waid	<i>ONEOK</i>	<i>Ambassador</i>

VOLUNTEERS-REGISTRATION TEAM:

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

David Christie	<i>Bama Companies</i>	<i>Registration & Treasury</i>
Jessica Cordt	<i>The Rowland Group</i>	<i>Registration</i>
Alicia Goodloe	<i>Bama Companies</i>	<i>Registration</i>
Jan Laub	<i>IBT</i>	<i>Registration</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>

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 Lynda.Mobley@onegas.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.

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.

RENAISSANCE HOTEL

6808 South 107th East Avenue, Tulsa, OK 74133

PETROLEUM CLUB

100 N Broadway Ave, Oklahoma City, OK 73102

****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.**





Oklahoma university students proved they can tackle the most challenging ethical dilemmas at this year's Intercollegiate Ethics BowlSM in Jacksonville, Fla. The event is sponsored by the Association for Practical and Professional Ethics.

During the Feb. 27 competition, the **University of Oklahoma led by Dr. Steven Ellis**, defeated Loyola University Chicago in the semifinals to advance to the championship round against the University of Montana. **Oklahoma Christian University led by Professor Jeffrey Simmons** made it to the quarterfinals. The **University of Central Oklahoma led by Dr. Katherine Terrell** also participated in the bowl after advancing from the regional competition where Oklahoma schools outscored their Texas competitors. This year all of the teams in the Texas region advancing to the national competition were Oklahoma colleges or universities.

The Oklahoma Business Ethics Foundation established a statewide student ethics challenge several years ago. Currently, the Foundation's work is evident on 13 campuses throughout the state. The statewide, regional and national

competition's purpose is to equip students with knowledge, wisdom and skills necessary to ethically deal with challenges that they are likely to face in their personal and professional lives. This year's national competition featured 32 teams that had advanced from statewide and regional events. Rose State College will compete in another national ethics contest later this month.

"This is the first time an Oklahoma college has finished at this level in the competition," said **Shannon Hiebert, Oklahoma Business Ethics Foundation president and vice president of human resources for Enterprise Holdings**. "To have two schools place nationally in the top eight is quite impressive and underscores the commitment and importance that our Oklahoma institutions are placing on ethics education."

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

OK Ethics is proud of our students and confident that they will carry forward Oklahoma values of integrity at work! Congratulations to all involved!



CRACKING THE CULTURE CODE

Presented by
Libby Sartain
**Former Head of HR, Yahoo!
and Southwest Airlines**
**Co-author, Cracking the
Culture Code**

After a distinguished 30+ year career in human resources, Libby Sartain is now an active business advisor, board member, and volunteer. As head of HR of Yahoo! Inc. and Southwest Airlines, Sartain led significant business transformation initiatives as a member of executive leadership teams and guided global human resources efforts focusing on attracting, retaining, and developing employees. Her focus has been growth companies where she developed employment brand strategies that helped grow the workforce exponentially while establishing company reputation as a leading employer of choice. Both Yahoo and Southwest were listed on the Fortune 100 Best Companies To Work For in America and the Fortune 500 during her tenure.

Sartain serves on the Board of Directors of ManpowerGroup (NYSE: MAN) and was on the Board of Peet's Coffee & Tea, Inc., (Nasdaq: PEET) from 2007 to 2012. She is on the Board of the SHRM Foundation and is a Trustee for the National Academy of Human Resources Foundation. She advises several start-ups and Fortune 500 organizations on HR, Employer Branding and Talent Management.

Sartain served as Chairman of the Board of the Society for Human Resource Management in 2001 and was named fellow of the National Academy of Human Resources in 1998. Human Resources Executive named her as one of the 25 most powerful women in HR in 2005.

She holds an MBA from the University of North Texas and a BBA from Southern Methodist University.

Sartain co-authored: *HR from the Heart: Inspiring Stories and Strategies for Building the People Side of Great Business*, AMACOM, *Brand from the Inside: Eight Essentials to Connect Your Employees to Your Business*, Jossey-Bass, and *Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand*, Jossey-Bass. She contributed to and edited *The Chief HR Officer: Defining the New Role of Human Resource Leaders*. Recently she self-published a book with Brent Daley called *Cracking the Culture Code* which is available on Kindle. She is a frequent speaker and is often quoted as a thought leader in human resources in the business Media.

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.

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.

This program is NOT recommended for CPE, but look for future opportunities at okethics.org.

CRACKING THE CULTURE CODE

Companies and the business media tout corporate culture as the underpinning of corporate success. In turn, culture is often seen as the reason for corporate failure.

The difficulty with attributing business success or failure to culture is that sweeping statements about the workplace experience are traditionally based solely on anecdotal evidence. Most CEO's talk to employees and investors about culture and, although motivational, it is rarely one of the top priorities for the organization. It's often too daunting and too nebulous a topic to grasp.

So, it is not surprising that discussions around culture fade into the background along with other "soft" concerns; however, these are precisely the critical issues that determine the organization's destiny; like selecting a senior executive, considering a merger or acquisition, or implementation of a major change initiative.

The good news is that culture doesn't have to be anecdotal.

This presentation will challenge the audience to stop thinking of culture as a nebulous concept that is nearly impossible to manage and present methods to strengthen culture and mold it to align with the identified mission and values on company's lobby walls as follows:

- **Redefining the Culture Initiative**
- **Ten Steps to Align Culture**
- **Establishing a Culture Baseline**
- **Guiding Senior Leadership to Aspirational Culture**
- **Overcoming Obstacles**
- **Getting Started**