

# The Oklahoma Business Ethics Consortium



BE THE DIFFERENCE > WWW.OKETHICS.ORG

MANY THANKS TO OUR NAVIGATOR MEMBERS:



MANY THANKS TO OUR STAR MEMBERS:

ENTERPRISE HOLDINGS.



Agenda – March 30, 2011

- I. **Welcome & Announcements**
- II. **Resolving Everyday Conflict –** *Joy LaBar, Vice President, Internal Audit, SandRidge Energy*
- III. **Introduction of Guest Speaker -** *Lynda Mobley, OK Ethics Board; Community Investment Program Coordinator, ONEOK & ONG*
- IV. **Keynote Speaker –** **John Gibson, Vice Chair, President and CEO of ONEOK and Chairman, President & CEO of ONEOK Partners**  
**“How Not to Change During Change”**
- V. **Upcoming Events –** *Shannon Warren, Founder, OK Ethics*
- VI. **Adjourn**

.....

## I. Welcome & Kudos

OK Ethics has no staff and relies on volunteers to achieve the organization's successful pursuit of Oklahoma's values of integrity at work. See page 3 for a list of those who make the events happen each month.

## CPE CERTIFICATES

It is the responsibility of participants to demonstrate applicability of each program as it relates to his/her area of practice. OK Ethics makes no guarantees. Also, **attendees must be present** to accept CPE certificates and these will be issued at the back of the room upon the conclusion of the program.

**Please note that we do not have the manpower capabilities to email these later.**

CPE certificate recipients must be registered on our attendance list to receive a certificate, so please be sure to check in with the registration team.

## **Oklahoma Business Ethics Consortium 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 Institute's values and philosophies.*

### **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 and speakers.
  - 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.



## VOLUNTEER RECOGNITION:

OK Ethics has no staff and relies on volunteers to achieve the organization's successful pursuit of Oklahoma's values of integrity at work.

**Registration Team:** These dependable individuals show up every month to diligently record our guests' attendance and handle the collection of fees:

- **Mark Neumeister**, D. R. Payne & Associates: Co-Chairperson
- **Mary Vaughan, CPA**; Co-Chairperson
- **Marvinette Ponder**, Devon Energy
- **Lucius Crandall**, Grant Thornton LLP

**Ambassador Team:** These friendly people welcome our guests each month and assist in helping them locate seats:

### Team Leaders:

- **Tere Bettis**, Coppermark Bank: Co-Chairperson
- **Linda Streun**, Ideal Homes: Co-Chairperson

### Team Members:

- **Scott Harris** – Oklahoma Baptist University
- **Shannon Hiebert**, Enterprise Rent-A-Car
- **Brent Martens**, Accounting Principals

**CPE Certificates** – Michael Mount, Oklahoma Accountancy Board

**Logistics:** Jamie Potter, Eide Bailly

**Name Tags:** Kim Whyburn, Devon Energy

**Accounts Receivable Reconciliation:** Susan Pate, Stinnett & Associates

**Pre-meeting Slide Show & AV:** Connie Rutz, Maximum Multimedia

### Join our team - Contact our leadership

- ✓ **Programs:** Shannon Warren, Founder, OK Ethics [warrenokla@cox.net](mailto:warrenokla@cox.net) or 858-2233
- ✓ **Membership & Recruiting:** Shannon Hiebert, Vice President of Human Resources, Enterprise Rent-A-Car; [Shannon.Hiebert@erac.com](mailto:Shannon.Hiebert@erac.com) or call 330-9191
- ✓ **Public Relations:** Kellian Schneider, Owner, FullForce Branding & Marketing; [kellian@fullforcebusiness.com](mailto:kellian@fullforcebusiness.com)
- ✓ **Ambassador Co-Chairs:** Tere Bettis, Vice President of Human Resources, Coppermark Bank, [TBettis@coppermarkbank.com](mailto:TBettis@coppermarkbank.com) or Linda Streun, Director of Human Resources, Ideal Homes, [lindastreun@ideal-homes.com](mailto:lindastreun@ideal-homes.com)
- ✓ **Registration:** Mark Neumeister, D. R. Payne; 272-0511; [moneumeister@drpayne.com](mailto:moneumeister@drpayne.com)

## OK ETHICS VISION:

To be recognized as a statewide and national forum for promoting business ethics.

| April 5 – April 26, 2011  | April 26, 2011   | May 18, 2011  |
|---|--|---|
| <p><b>Bill Blew</b><br/> <i>Pastor &amp; Former Judge</i><br/>                     “Resolving Everyday Conflict”</p> <p>Lunch &amp; Evening Workshops</p> <p>Go to <a href="http://www.okethics.org">www.okethics.org</a> for times/locations</p> | <p><b><u>Compass Awards</u></b><br/> <b><u>Keynote</u></b><br/> <b>Rita Aragon</b><br/>                     Secretary of Veterans Affairs – State of Okla.</p> | <p><b>“Building Trust in Customer Relations”</b><br/>                     A Panel Discussion featuring business leaders from organizations that have highly successful customer interactions. Panel will include <b>Pete Winemiller, Senior VP of Guest Relations for the OKC Thunder</b></p> |
|   |    |   |

**UPCOMING EVENTS FOCUSED ON INTEGRITY AT WORK (Not affiliated with OK Ethics)**

For nearly eight years, we have been inspired by our friendship with the Character First Institute. Leaders with that organization provided the wisdom and insight for OK Ethics’ Guiding Principles.



**All events are by invitation only.** To learn more about the Character First Institute, please contact John Burnett or Steven Menzel at 405-815-0001 for a personal invitation.



The Character Council of Central Oklahoma is a separate organization dedicated to promoting character in the Oklahoma City area. Each month, they host a luncheon highlighting one of the 49 character traits developed by the Character First Institute. Cost is \$10 and reservations may be made by contacting them at (405) 526-0001.

**General Program Disclaimer:**

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. 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 avoid profanity, preaching, politics and self-promotion during their lectures

**About Your Presenter:**



**John W. Gibson, Vice Chair, President and CEO of ONEOK and  
Chairman, President & CEO of ONEOK Partners**

Mr. Gibson began his career in the energy industry in 1974 as a refinery engineer with Exxon Company, USA. He has held domestic and international positions in the natural gas, natural gas liquids and production businesses with Phillips Petroleum Company, GPM Gas Corporation and Koch Energy, Inc.

Prior to joining ONEOK in 2000, Gibson was the executive vice president of Koch Energy, Inc., a subsidiary of Koch Industries, responsible for its interstate natural gas pipelines and gathering and processing businesses.

A native of Kansas City, Kansas, Gibson earned an engineering degree in 1974 from the University of Missouri at Rolla, now called Missouri University of Science and Technology. He has also completed advanced studies at Harvard University.

Gibson's presentation, "How Not to Change...During Change", will provide a glimpse into how ONEOK has remained true to its core values and strived to keep its ethics and integrity intact as the company has undergone unprecedented change.

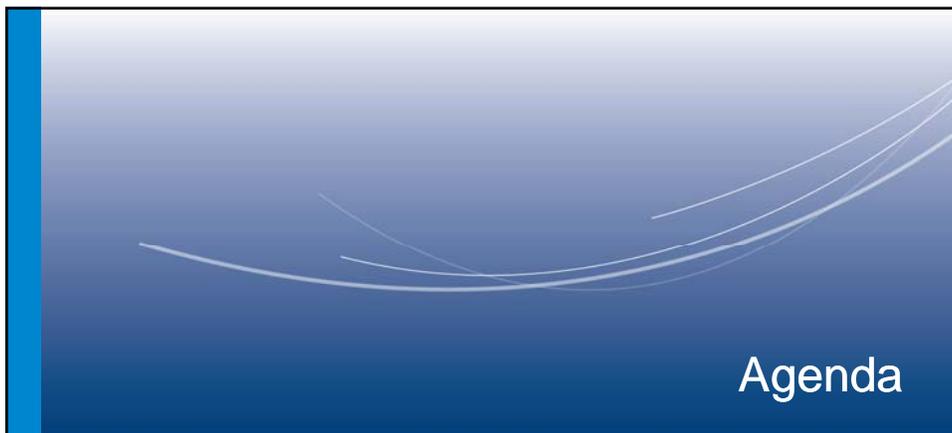
Gibson will outline the company's constant commitment to its values, vision and employee development and illustrate the integral role that this commitment played in transforming ONEOK from primarily a single utility, Oklahoma Natural Gas Company, before 1997 into one of the nations premier energy companies today with operations and employees in more than a dozen states.





## How Not to Change... During Change

*Oklahoma Business Ethics Consortium*  
*Oklahoma City | March 30, 2011*



## Agenda

- How ONEOK has changed
- What ONEOK believes in
- Commitment to our culture
- Conclusions



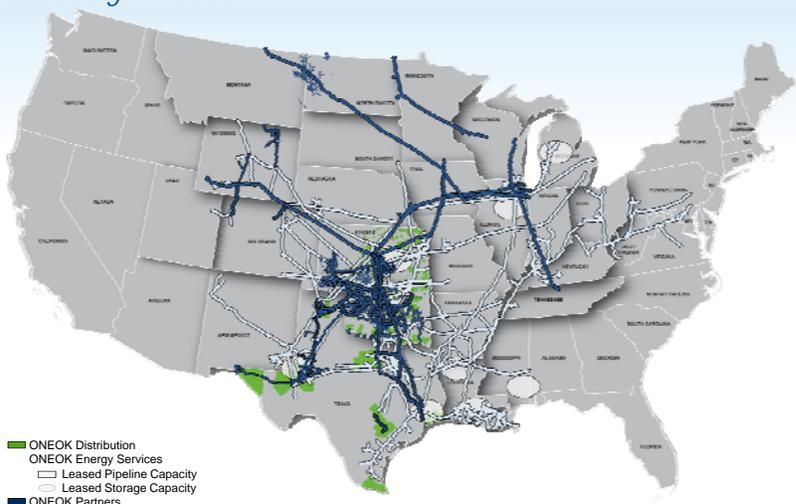
# Change at ONEOK

Page | 3



## ONEOK and ONEOK Partners

*Executing the Vision*



- ONEOK Distribution
- ONEOK Energy Services
- Leased Pipeline Capacity
- Leased Storage Capacity
- ONEOK Partners

Page | 4



## Our Vision

*A Premier Energy Company*

**Creating exceptional value for all stakeholders by:**

- Re-bundling services across the value chain, primarily through vertical integration, to provide customers with premium services at lower costs.
- Applying our core capabilities — gathering, processing, fractionating, transporting, storing, marketing and distributing — to natural gas, natural gas liquids and other energy commodities.



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing



Markets



Page | 5

## ONEOK Today

*A Premier Energy Company*





- Three business segments
  - ONEOK Partners – General partner and 42.8% owner
  - Distribution – Three distribution companies serving more than 2 million customers
  - Energy Services – Leading marketer of natural gas
- Expanding participation in energy value chain
- OKE: \$7.1 billion\* market capitalization
- OKS: \$8.3 billion\* market capitalization
- Ranked 209th on FORTUNE 500
- Member of Standard and Poor's 500 Stock index



**Operating Income**  
2011 Guidance: \$977 million



\* As of March 22, 2011

Page | 6

## Change

*Don't jeopardize ethics for change*

- Change is necessary to survive and prosper
  - Not at the expense of values and beliefs
- Trust that uncomfortable feeling
  - When actions conflict with beliefs
  - You are being challenged



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing



Markets

Page | 7



What ONEOK believes in

Page | 8



## Our values

*Guide our decisions and actions*

### Ethics:

- Actions founded on trust, honesty and integrity through open communications and adherence to highest standards of business ethics

### Quality:

- Commitment to quality driven by continuous improvement and quest for excellence

### Diversity:

- Value diversity, as well as the dignity and worth of each employee, and believe that a diverse and inclusive workforce is critical to our continued success

### Value:

- Commitment to maximizing value for all investors, customers, employees and communities, recognizing their interest in the optimum development and utilization of resources

### Service:

- Provide responsive flexible service while enthusiastically embracing our commitment to improving the quality of life for employees and communities, preserving the environment and providing a safe work environment

Page | 9



## Our values

*Guide our decisions and actions*

- Go beyond posters
- Practice them... through:
  - Discussion, socialization, sharing
  - A commitment to employee development
    - Answering the “Five Questions”
    - Helping another person
    - More than once a year



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing



Markets



Page | 10

## The Five Questions

*Easier to Ask Than Answer*

The Five Things Every Employee Wants to Know:

1. What do you expect of me?
2. How am I doing?
3. What do I need to improve?
4. What opportunities exist?
5. What's the payoff?



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing

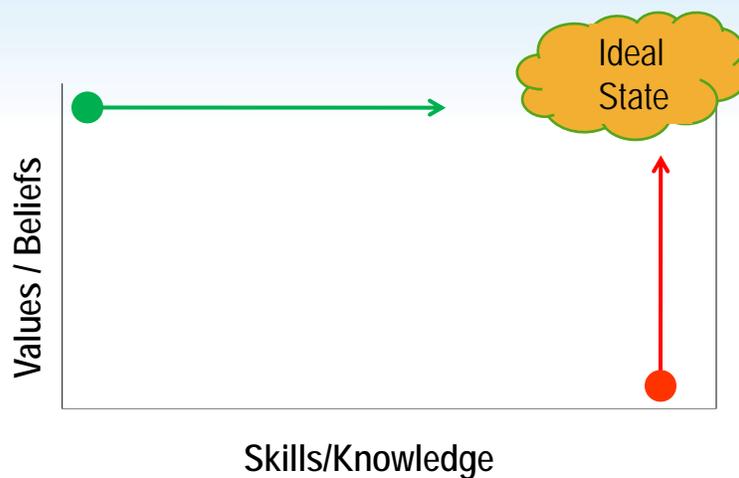


Markets



## The Hiring Matrix

*A guidepost*



**Commitment to our culture**

Growth won't change who we are

Page | 13

**A Commitment to our culture**  
*Attract, Develop and Retain*

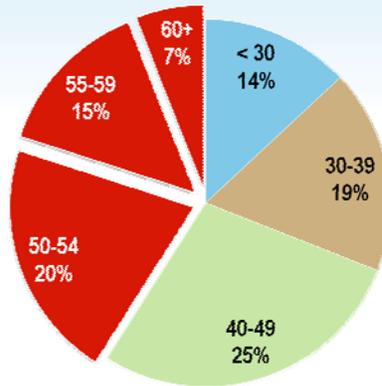
- Employee trademarks:
  - Hard work, humility and honesty
- Strong, value-oriented behavior...
  - Allows you to excel
- Necessary for continued growth

Exploration & Production    Midstream Natural Gas    Midstream NGLs    Distribution    Marketing    Markets

Page | 14

## The Need

Overall Work Force – Age 50-60+ (2010-2019)



42 percent of Employees are Eligible To retire Over the Next 10 Years

Page | 15 Data as of Dec. 31, 2010



## What Employees Are Looking For

Research

- A company's brand is important
- Employees seek stability and opportunity for advancement
- Employees under age 40 are nearly twice as likely to rate their work-life balance as most important
- What college recruits value and look for is changing:
  - Challenging work
  - Opportunity to be involved; make a difference
  - Company care and concern
  - Resources available to employees
  - Sense of trust among employees and employers, not just money



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing



Markets



Page | 16

## Ethics

### *Employees*

- Commit
  - To company values and beliefs
- Courage
  - To do what is necessary and right



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



Marketing



Markets



Page | 17

## The role of leadership

### *At all levels of the organization*

- Leaders *are* the company
- Ethical behavior at all levels
- Fatal conceit
- Work to get better



Exploration & Production



Midstream Natural Gas



Midstream NGLs



Distribution



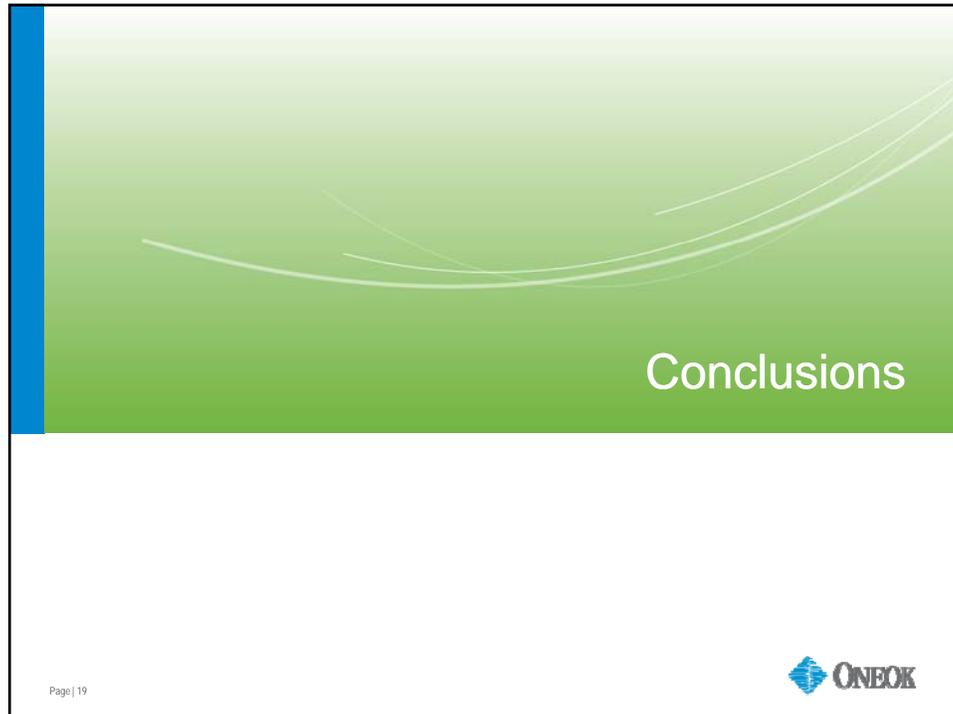
Marketing



Markets



Page | 18



# Conclusions

Page | 19




## Maintain values

*During unprecedented times of change*

- Anchor company to the right values
- Hire the right people
- Nurture values through employee development
- Help employees find personal growth
- Exemplify good behavior
- Focus on ethical behavior and tolerate nothing less
- Use common sense and accept responsibility



Exploration &  
Production



Midstream  
Natural Gas



Midstream  
NGLs



Distribution



Marketing



Markets

Page | 20



Questions & Answers

Page | 21

