

# The Oklahoma Business Ethics Consortium



BE THE DIFFERENCE > WWW.OKETHICS.ORG

## Agenda – May 12, 2010

MANY THANKS TO OUR NAVIGATOR MEMBERS:



MANY THANKS TO OUR STAR MEMBERS:



- I. Welcome & Announcements
- II. “Trust” – Steven Menzel, Character First Institute
- III. “Lifting Others Up When The Chips Are Down”  
Peter Dobelbower, Hobby Lobby  
Steven Shoemaker, Ideal Homes
- IV. Preview of Upcoming Events – Summer Symposium
- V. Adjourn

- 
- I. Welcome & Announcements *Garyl Geist, President OK Ethics State Council Board Member, Valir Health*
    - Kudos, Congratulations and Goodbye to Greg Byers
    - Condolences to OK Ethics Foundation Board Member Bob Byrne on the sudden passing of his wife, Jeanne Byrne. Services pending. Cards may be sent to 10105 Eastlake Drive, OKC 73162
  - II. “Trust” *Steven Menzel, Director of Business Development Character First!*

### Excerpt from OK Ethics Guiding Principles:

**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.

### Discussion Questions:

"What factors help you to trust a person or company?"

### CPE CERTIFICATES

It is the responsibility of participants to demonstrate applicability of each program for demonstration of earned CPE credits, to his/her area of practice. OK Ethics makes no guarantees. Also, **attendees must be present** to accept CPE certificates that will be issued at the conclusion of the program. **Please note that we**

**do not have the manpower capabilities to email these later.**  
**Also, you must be registered on our attendance list to receive a certificate.**



## THANK YOU

OK Ethics is directed and operated entirely by volunteers.  
Today's event was made possible by the following individuals:

### Registration Team Leaders:

- **Mark Neumeister**, D.R. Payne & Associates
- **Joe Walker**, Grant Thornton

### Ambassador Team Leaders:

- **Tere Bettis** - Coppermark Bank
- **Linda Streun** – Ideal Homes

### Ambassador Team Members

- **Beau Reed and Brent Martens** with Accounting Principals
- **Debbie Gardner** with Accel Financial Staffing
- **Arete Kamphaus** with ITT Technical Institute
- **Melanie Thompson-Stillinger** with HLP Solutions
- **Lisa Giles**

**CPE Certificates:** Edith Steele, Retired (Oklahoma Accountancy Board)

**Logistics Chairperson:** Jamie Potter, Eide Bailly

**Name Tags:** Shannon Hiebert, Enterprise Rent-A-Car

**Power Point Presentations:** Connie Storey - Maximum Multi Media Creations

**Member Care Coordinator:** Deborah Gavula, OK Ethics

### 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:** Mary Kay Huggard, Principal Technologies, [marykay@principaltechnologies.com](mailto:marykay@principaltechnologies.com) or call .858.8800 x 105

### CREATE A LEGACY – MENTOR A COLLEGE OR UNIVERSITY

Contact OK Ethics Foundation President, Pam Fountain at [pfountain@principaltechnologies.com](mailto:pfountain@principaltechnologies.com) if you are interested in working with a university to coach a team for participation in the Ethics Bowl, serving as a judge for the statewide competition on October 16 or at the regional competition in San Antonio this November.

## **ABOUT YOUR PRESENTERS:**

### **“Trust”**

**Steven Menzel is Director of the *Character First!* Business Development, a division of the Character Training Institute (CTI) located in Edmond, Oklahoma.** Steven’s primary goal is to introduce business leaders to the *Character First!* way of thinking, especially dealing with their people.

A trained Character First! Consultant since 1994, Steven joined the CTI team full-time in June 2005. His training for schools, businesses, government departments, and families has taken him across the United States, from Texas to Alaska and New York to California. Additionally, his character-based training has been instrumental in encouraging the development of character councils outside of the US in Peru, Costa Rica and Mexico. While traveling across the nation and internationally, he discovered the need for connecting character initiatives around the world. The CF! Network holds online training and forums on a monthly basis.

Steven is the Director of the *Character First!* Summit (formally “*Building Cities of Character*” Conference), held annually in Oklahoma City since 1999. This conference has attracted community officials and citizens from many countries within Africa, Asia, Australia, Europe, and North and South America. Conference participants learn effective strategies for casting the vision of creating a community-wide culture of character and for establishing character councils empowered to transform this vision into reality.

***General 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.*

## “Lifting Others Up When the Chips Are Down”



**Peter Dobelbower,  
Chief Legal Officer,  
Vice President & General  
Counsel for Hobby Lobby  
Stores and Mardel, Inc.**

Peter Dobelbower is the Chief Legal Officer, Vice President and General Counsel for Hobby Lobby Stores, Inc., Mardel, Inc., Every Tribe Entertainment LLC and their many affiliated entities. Mr. Dobelbower is a lifelong resident of OKC. In 1985, he began his legal career at the firm of Wright & Johnson. In 1987, he joined the law firm of Behrens, Taylor, Dobelbower & Gee where he continued his private practice until 1996. In September, 1996, he became General Counsel for the Hobby Lobby companies. He works closely with many different departments within the Hobby Lobby family of companies to identify and resolve all legal areas of concern. Mr. Dobelbower has spoken often on employer/employee relations, ethics, arbitration, health and welfare benefits, and substance abuse and brings with him a unique perspective gained from the experience of working within the mission of a faith-based organization. In 2006, he was selected as an Oklahoma Super Lawyer, representing only 5% of the top lawyers in the State of Oklahoma. Mr. Dobelbower received a Bachelor of Arts degree in Political Science from Westminster College in Fulton, Missouri in 1981 and a Juris Doctorate from Oklahoma City University School of Law in 1984.



**Steve Shoemaker,  
Director of Marketing  
Ideal Homes**

Steve Shoemaker is the director of marketing for Ideal Homes - headquartered in Norman, Oklahoma. Ideal one of the largest home builders in Oklahoma and one of the top 300 largest builders in America. The company has received numerous national awards including 2007 America's Best Builder, and most recently 2010 Builder of the Year by Professional Builder Magazine.

At Ideal Homes Shoemaker and his staff manage all programs designed to drive qualified foot traffic to 17 community model homes. In his day-to-day responsibilities Shoemaker oversees all components of brand management, research, advertising, public relations, web development, customer relations/referral programs, REALTOR relations, special events, and sales support. He is also heavily involved in customer satisfaction research and improvement processes, and sales training. He serves as a member of the company's department, product development, and quality teams.

Prior to joining Ideal Homes, Shoemaker worked at Jordan Associates advertising where he was the primary account executive for full service and public relations accounts including the Oklahoma Department of Commerce, and various other economic development, healthcare, and real estate clients.

Shoemaker holds a Certified Marketing Professional (CMP) designation from the National Association of Homebuilders, is a member of the Central Oklahoma Homebuilders Association Sales and Marketing Council, of which he is an executive committee member, the American Marketing Association, the Public Relations Society of America, and is one of three Oklahoman's who holds the designation Member - Institute of Residential Marketing (MIRM). He is active in the community as a volunteer with the Norman and Central Oklahoma United Way, the American Cancer Society's Relay for Life, and in his local church as a small group leader.

### **Overview of key points:**

- 1) A brief history of the companies.
- 2) Lifting up employees.
- 3) Lifting up the community.
- 4) Lifting up customers.
- 5) Practical suggestions for participants.

### **Ideal Homes Mission, Vision, Purpose & Core Values:**

*“Leaders connect their followers to each other.” -Seth Godin, in his book Tribes*

#### **Mission:**

Quality Affordable Homes, Today and Tomorrow.

#### **Vision:**

“Building the American dream through mutually beneficial relationships with customers, contractors and co-workers.”

#### **Purpose:**

Building Quality of Life

#### **Brand Promise:**

Anything else is less than Ideal

#### **Core Values:**

1. Integrity  
Being honest, reliable, and accountable.
2. Quality  
Building the best performing homes through our people and processes.
3. Leadership  
Inspiring higher performance from others through our actions.
4. Relationships  
Through respect, empathy, courtesy, and responsiveness.

### **Hobby Lobby examples of outreach to employees:**

1. Employee clinic
2. Angel food network
3. Relationship seminars
4. Peacemakers workshops
5. Financial Peace University