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**PUBLIC RELATIONS SOCIETY OF AMERICA &
OKLAHOMA BUSINESS ETHICS CONSORTIUM
TULSA CHAPTERS**

**DOUBLETREE HOTEL DOWNTOWN | 11:30 AM TO 1:00 PM
616 WEST SEVENTH STREET | TULSA, OKLAHOMA**



TULSA CHAPTERS OF PRSA AND OKETHICS PROUDLY PRESENT

WHEN WORLDS COLLIDE: *Internal Conflicts & External Communication*

THURSDAY, NOVEMBER 17 | GUEST PANELISTS

Bill Blew

Founder
The Olive Branch

Kristen Brightmire

Partner
Doerner, Saunders, Daniel & Anderson, LLP

Lauren Brookey

VP for External Affairs
Tulsa Community College



Moderated by Kristin Dickerson

Co-anchor
KTUL Channel 8 Evening Newscasts



About this program:

Conflict has always been a part of life. However, in today's internet-based society, business conflicts can spread all over the world at the speed of light. When conflict happens, it requires fast resolution to mitigate the potential damage to a company's reputation and productivity, especially in today's social media world.

*Recommended for 1 CPE, Professional Development or Ethics**

TODAY'S AGENDA

- I. Welcome**
Michael Oonk, OKEthics Chapter President, and Amber Remke, PRSA Chapter President
- II. OKEthics Announcements**
Michael Oonk
- III. PRSA Announcements**
Amber Remke
- IV. Guiding Principle**
Kevin Kennemer, OKEthics Chapter President-Elect
- V. Moderator Introduction**
Amber Remke
- VI. Panel and Table Discussion**
Kristin Dickerson, KTUL, and panelists
- VI. Closing**

Cost: Members—\$25.00 and Non-Members—\$35.00 | *Reservations Required* at okethics.org
For more details contact: Lynn Flinn | The Rowland Group | lynn@rowland-group.com | 918.836.1900
Michael Oonk | American Bank and Trust Co. | mpo@americanbanktulsa.com | 918.481.3822

* CPE STATEMENT: 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.



UPCOMING EVENTS AND SPONSORS

MANY THANKS TO OUR NAVIGATOR MEMBERS



MANY THANKS TO OUR OKLAHOMA STAR MEMBERS

ENTERPRISE HOLDINGS



CHARACTER & INTEGRITY - THE FOUNDATION OF OUTSTANDING LEADERSHIP

THURSDAY, DECEMBER 15



Scott Anderson

Senior Executive
Vice President,
Dollar Thrifty
Automotive Group, Inc

MOMENTS MATTER!

BUILDING A CULTURE THAT EMPOWERS EMPLOYEES, BENEFITS CUSTOMERS, AND CREATES LOYALTY INSIDE AND OUT

THURSDAY, JANUARY 26, 2012



Pete Winemiller

Senior Vice President,
Guest Relations,
Oklahoma City Thunder

THANK YOU!

Many thanks to our volunteers and Legacy team members for making this and every other meeting possible: Rhonda Bailey, Tom Clatfelter, Lynn Flinn, Alicia Goodloe, James Kelley, Royce Kelly, Kevin Kennemer, Jan Laub, Jennifer Lyon, Nick Minden, Doyle Paden, Shere Rockwell, Steve Rockwell, and John Stancavage.

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.

PRSA December Brainstorming Meeting

Thursday, Dec. 8, 11:30 a.m. to 1 p.m., Te Kei's, Tulsa

It's hard to believe, but 2011 is coming to a close - and that means it's time for our annual brainstorming session on next year's PRSA Tulsa Chapter programming. Join us for lunch at Te Kei's (food provided by PRSA Tulsa) to recap a great year of learning and networking and to look ahead to 2012. Cost: Free to attend, but seating is limited.

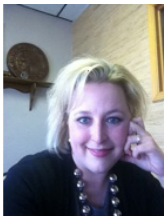
Register at www.prsatulsa.com

●●● COMING TO OKLAHOMA CITY ●●●

Unless otherwise noted, Events listed will be held at: The Petroleum Club | 100 North Broadway Avenue | Oklahoma City

ACCOUNTABILITY

WEDNESDAY, DECEMBER 14



Heather Griswold
Executive Director
Oklahoma Quality
Award Foundation



Joy LaBar
VP - Internal Audit
SandRidge Energy



Jean Warner
Chair
Oklahoma
Women's
Coalition



Marnie Taylor
President & CEO
Oklahoma Center
for Nonprofits



Moderator:
Myrna Schack
Latham
Shareholder
McAfee & Taft

DAVID MYERS

FORMER WORLDCOM CONTROLLER



WEDNESDAY,
MARCH 14, 2012

"When Worlds Collide: Internal Conflicts & External Communication"

November 17, 2011

A joint meeting with PRSA and OK Ethics

ABOUT YOUR PRESENTERS

Moderator

Kristin Dickerson

Co-Anchor – KTUL Channel 8 News

Kristin co-anchors Channel 8's evening newscasts at 6 p.m. and 10 p.m. Kristin can also be found reporting on everything from the news of the day, to local heroes who are inspiring others and changing lives.

Kristin comes to the late night shift after roughly five years on the morning show. For *Good Morning Oklahoma* and *Good Day Tulsa*, she could be found skydiving, rock climbing, noodling for catfish, or most often on horseback.

Bill Blew

Founder – The Olive Branch

After graduating Phi Beta Kappa from Rhodes College in Memphis and from Vanderbilt University School of Law in Nashville, Bill headed to Cherokee, Oklahoma, near where Bill's great-grandfather settled after the Cherokee Strip Run of 1893, to begin the practice of law. Bill was looking for a cross between Young Mr. Lincoln and The Andy Griffith Show, and although he was about 30 years too late to find that, he enjoyed ten great years of being a country lawyer and part-time farmer. It was in Cherokee that Bill began his journey of community involvement, ultimately becoming part of Class I of Leadership Oklahoma.

Halfway through Class I, Bill had the opportunity to take the bench in Enid as a district court judge. He and his family spent seven years there. During that time, Bill served on the board of Leadership Oklahoma, became involved in community leadership on the national level, was trained as a trainer of the Community Trusteeship Program funded by the Lilly Endowment, and became one of the founders and volunteer executive director of Leadership Greater Enid. It was during this time that Bill also began facilitating programs for community leadership programs across Oklahoma and throughout the region.

An opportunity opened up to practice with a highly specialized products liability defense firm in Oklahoma City, which led to eight years in Edmond for Bill and his family. Soon after moving, Bill became part of Class XIV of Leadership Oklahoma City. He also continued his facilitation work during these years.

At the end of 2002, a legal practice opportunity arose which took Bill and his family to the Indianapolis area. While that opportunity ultimately didn't work out, it put Bill in the right place to hear Ken Sande, founder of Peacemakers Ministries, speak at a conference. Following that encounter, Bill started attending the annual Peacemaker conferences as well as additional Peacemaker training. From this, he found what he had been searching for ever since becoming a judge – a way to help people resolve conflict without destroying their relationship. Since 2006, Bill has been the founder and executive director of The Olive Branch, a non-profit ministry that helps people find peace in relationships by teaching them how to deal with conflict from a biblical basis. Bill uses training and materials from Peacemaker Ministries and also materials from the Harvard Project on Negotiation.

At the beginning of 2010, family reasons brought Bill back to Oklahoma. Since his return, he has been building his relocated reconciliation work and developing an executive coaching practice.

Kristen L. Brightmire, J. D.

Partner – Doerner, Saunders, Daniel & Anderson, L.L.P.

Kristen L. Brightmire leads the Employment Law Practice Group of Doerner, Saunders, Daniel & Anderson, L.L.P. Ms. Brightmire has substantial experience in Title VII cases, Age Discrimination in Employment (ADEA), American with Disabilities Act (ADA), Family and Medical Leave Act (FMLA), Fair Labor Standards Act (FLSA) and state wage and hour issues, Wrongful discharge in violation of public policy, retaliatory discharge for pursuing rights under the workers' compensation act, and drug and alcohol testing.

Ms. Brightmire began her practice at Doerner Saunders in 1990 representing employers in a myriad of labor and employment matters. In 2002, she left to join one of her clients, CITGO Petroleum Corporation, as in-house counsel responsible for its employment, labor, and employee benefits legal matters. She remained with CITGO until its relocation of its corporate offices to Houston. Ms. Brightmire returned her labor and employment practice to Doerner Saunders and now heads the firm's Employment Law Practice Group.

Lauren F. Brookey, APR

Vice President for External Affairs – Tulsa Community College

Lauren F. Brookey started her career as a journalist for the *Tulsa Tribune* daily metropolitan newspaper in 1982. She joined the Metropolitan Tulsa Transit Authority in 1983 and rose to the position of Marketing and Communications Manager overseeing the public transit agency's advertising, media relations and public affairs functions. In 1988, she joined the public relations firm of Schnake Turnbo and Associates, the largest public relations firm in Oklahoma with clients in the corporate, education and public agency sectors. After transferring to Houston with her husband, she served as a public relations consultant for Ward Creative Communications with responsibility for clients in the oil, drilling, international trade, and health care sectors. She later rejoined Schnake Turnbo Brookey & Associates as partner and owner in 1995.

In 2000, she joined Tulsa Community College as Vice President for External Affairs where she has management responsibilities for the departmental functions of public affairs, advertising, public relations, community relations, and the Tulsa Community College Foundation.

Ms. Brookey has a bachelor's degree in News Communications from The University of Oklahoma. She is past president and chair of the Tulsa Zoo Friends, Inc., and currently serves on the Executive Committee of the Family & Children's Services Board, and the Board of the Oklahoma Foundation for Excellence. She is public affairs chair for the State March of Dimes Board. She is also a member of the Oklahoma Academy, a state policy and issues organization.


Ms. Brookey was appointed by Mayor Kathy Taylor and approved by the Tulsa City Council to serve on the Tulsa Metropolitan Utility Authority in 2009 and in 2011 serves as Chair. In addition, she was appointed by Mayor Kathy Taylor to serve on the Land Use Education and Communication Task Force. In 2010, she was appointed by Mayor Dewey Bartlett to serve as the TMUA representative on the Transportation Advisory Board.

Ms. Brookey was a member of Class XVII of Leadership Tulsa, Class XXIV of Leadership Oklahoma and has served on a number of local community boards including the Tulsa Press Club. She is past president of the Tulsa Chapter of the Public Relations Society of America (PRSA) and received the chapter's Public Relations Professional of the Year in 2000. She has achieved the designation of Accredited Public Relations from the national Public Relations Society of America.


CPE CERTIFICATES

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THE ETHICS OF COMMUNICATIONS – INTERNAL AND EXTERNAL




Kristin Dickerson
KTUL Channel 8
Moderator



Bill Blew JD, owner
of The Olive Branch




Kristen L. Brightmire
Doerner, Saunders,
Daniel & Anderson, LLP




Lauren Brookey
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EMPLOYMENT COMMUNICATIONS: ENHANCING THE WORKPLACE WHILE MINIMIZING LEGAL RISK



FORMS OF COMMUNICATION

- **Non-verbal**
 - Body language
 - Gestures
- **Verbal**
 - Conversation
- **Written**
 - Old school paper
 - Electronic (email; social networking; etc.)



SITUATIONS WHERE YOU COMMUNICATE IN THE WORKPLACE

- **Pre-hire**
 - postings; advertising; application; interview
- **During employment**
 - supervision; job assignment; evaluations
 - discipline; investigations
- **Separation of employment and post-employment**
 - whether voluntary or involuntary
 - references; comments in the marketplace



GOAL IN WORKPLACE COMMUNICATIONS

- **Clarity**
 - Clearly communicate your expectations and requirements
 - Written communications
- **Consistency**
 - Life isn't fair, but your employees want it to be so
 - Consistency does not equal Rigidity
- **Focus on the Work**
 - Best way to avoid legal liability




PRACTICAL STEPS TO FOLLOW IN COMMUNICATING

Decide what you want
Write it down
Take a break
Read what you wrote
(even better if to someone uninvolved)
Communicate





**TRANSFORMING CONFLICT
IN THE WORKPLACE**




CONFLICT IS OFTEN LIKE AN ICEBERG

- Above the water – the “stuff” or material issues
- Below the water – the “heart” or relationship issues
 - they are bigger
 - they are harder to identify
 - they are always there when a relationship is involved




FOUR G'S OF PEACEMAKING

- 1. Go to Higher Ground**
Conflict gives us an opportunity to model values
- 2. Get Real About Yourself**
We need to take responsibility for our own actions first




GET REAL ABOUT YOURSELF

- **The Seven A's of Confession:**
 - 1) Address everyone involved
 - 2) Avoid "if," "but," and "maybe"
 - 3) Admit specifically
 - 4) Acknowledge the hurt
 - 5) Accept the consequences
 - 6) Alter your behavior
 - 7) Ask for forgiveness (and Allow time)




FOUR G'S OF PEACEMAKING

3. Gently Engage Others
We are to then help the other party take responsibility for their actions – respectfully
4. Get Together on Lasting Solutions
We are called to restore the relationship as well as resolving the material or substantive dispute



GET TOGETHER ON LASTING SOLUTIONS


- **The Four Promises of Forgiveness**
 - 1) I will not dwell on this incident
 - 2) I will not bring this incident up and use it against you
 - 3) I will not talk to others about this incident
 - 4) I will not allow this incident to stand between us or hinder our personal relationship




GET TOGETHER ON LASTING SOLUTIONS

- The **PAUSE** Principle of Negotiation

Prepare, Prepare, Prepare
Affirm Relationships
Understand the Relationship of Issues, Positions, and Interests
Search for Creative Solutions
Evaluate Options Objectively and Reasonably



**EXTERNAL COMMUNICATIONS:
BUILDING A REPUTATION OF INTEGRITY**



ETHICS


- Personal
- Professional
- Institutional

CODE
of Professional Standards
for the Practice of Public Relations

Declaration of Principles


Code of Professional Standards for the Practice of Public Relations

PRSA Public Relations Society of America




CREATING A CULTURE OF ETHICS

- Code
- Modeling
- Recognizing
- Preparing



**THE STRESS TEST:
WHEN ETHICS AND EXPEDIENCY COLLIDE**

- Media
- Leadership
- Peers



**HOW TO KEEP YOUR ORGANIZATION AND
YOUR ETHICS INTACT IN A CRISIS**

- Culture
- Team
- Fast
- Honesty

