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OK ETHICS®

## OKLAHOMA BUSINESS ETHICS CONSORTIUM TULSA CHAPTER EVENTS

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

### "Moments Matter! Building a Culture that Empowers Employees, Benefits Customers and Creates Loyalty Inside and Out"

THURSDAY, January 26 | GUEST SPEAKER

## PETE WINEMILLER

*Recommended for 1 CPE, Management \**



Today, we are pleased to welcome Pete Winemiller, Senior Vice President, Guest Relations, Oklahoma City Thunder

People do not remember days, they remember moments - Moments Matter! Your verbal and nonverbal communication with customers can make or break consumer loyalty in a split second. That is because customers think more about their experiences with people than they do about products and services.

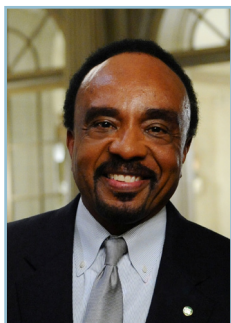
Research shows retaining a consumer or sending him/her off to the competition comes down to the sum of countless interactions between customer and employee.

Winemiller has been an executive for 16 seasons with NBA franchises. He is charged with creating repeat customers in a business environment where you cannot control the level of success on the basketball court (the purchased product), but you can control what happens in the stands (the fan experience).

He has been recognized by 1 to 1 Magazine as one of a select few executives in North America to be honored as a "Customer Champion." His efforts have been noted by David Stern, Commissioner of the NBA, "for setting the gold standard for the NBA fan experience." Most recently, he led the implementation of a national award winning customer service program in the inaugural season of the OKC Thunder, which was called "the most compressed beginning ever in professional sports."

## COMING SOON!

### ETHICS & ENTREPRENEURSHIP: YOUR PERSONAL BRAND MATTERS THURSDAY, FEBRUARY 23, 2012



#### CLIFTON TAUBERT

Entrepreneurship is being hailed as the long-term answer to our economic challenges. Perhaps it is. However, the term also conjures up actions and deals, that could bring the lack of ethics into the conversation. Can these two terms occupy the same space: Ethics and Entrepreneurship? Taubert will outline eight lessons resulting from decoding the mystique of successful and ethical entrepreneurs - men and women who adhere to and embrace both.



#### THE SLIPPERY SLOPE THURSDAY, MARCH 15, 2012

DAVID MYERS  
Former WorldCom Controller



#### DOUBTING, WORRYING & WONDERING: THE PATH TO ETHICAL DECISION-MAKING IS AWARENESS THURSDAY, MAY 24, 2012

PROFESSOR ANDREW URICH, J.D.  
Puterbaugh Professor of Ethics and Legal Studies, Spears School of Business, Oklahoma State University

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



# AGENDA

## JANUARY 26, 2012

### TULSA CHAPTER MEETING

**MANY THANKS TO OUR NAVIGATOR MEMBERS**



**MANY THANKS TO OUR OKLAHOMA STAR MEMBERS**



- I. Welcome and Announcements**  
Michael Oonk, American Bank & Trust Co.,  
OKEthics Chapter President
- II. State News**  
Shannon Warren, Founder, OK Ethics
- III. Guiding Principle**  
Nick Minden, Darby Equipment
- IV. Speaker Introduction**  
Lynn Flinn, The Rowland Group
- V. Pete Winemiller**  
*Moments Matter! Building a Culture that Empowers Employees,  
Benefits Customers and Creates Loyalty Inside and Out*

**THANK YOU!**

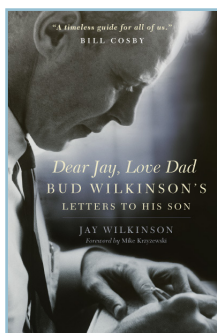
Many thanks to our volunteers and Legacy team members for making this and every other meeting possible: Rhonda Bailey, Tom Clatfelter, Lynn Flinn, Alicia Goodloe, James Kelley, Royce Kelly, Kevin Kennemer, Jan Laub, Jennifer Lyon, Nick Minden, Doyle Paden, Shere Rockwell, Steve Rockwell, and John Stancavage.

**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.

## ●●● COMING TO OKLAHOMA CITY ●●●

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

**A CHAMPION'S PERSPECTIVE**  
WEDNESDAY, FEBRUARY 8, 2012



**JAY WILKINSON**

Standout college football player, public servant, business leader, and author—Jay Wilkinson is also the son of Bud Wilkinson, legendary football coach. His presentation will center on principles such as values, attitude, preparation, perseverance, character, selflessness and faith.

**THE SLIPPERY SLOPE** WEDNESDAY, MARCH 14, 2012  
**DAVID MYERS, Former WorldCom Controller**

**SAVE THE DATE:**  
**April 18, 2012**

**OKEthics**  
**Compass Awards**

*featuring Stephen M.R. Covey*



# Oklahoma Business Ethics Consortium

Promoting Integrity at Work.



JANUARY 26, 2012

**Pete Winemiller**  
Senior Vice President, Guest Relations  
**OKLAHOMA CITY THUNDER**  
Two Leadership Square  
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**OKC THUNDER – GUEST RELATIONS**

## FAST FACTS

- 85% of consumers said they would pay 5% to 25% more to ensure a superior customer experience
- 85% of consumers wanted to warn others about the pitfalls of doing business with a company and 66% wanted to discourage others from buying from that company
- 82% of consumers have stopped doing business with a company as a result of a negative experience
- 76% of consumers say they appreciate it when brands and companies take a personal interest in them
- 66% of consumers said that great customer service was their primary driver for greater spending
- 55% of consumers cite great service, not product (49%) or price (42%), as their primary reason for recommending a company

Source: RightNow Customer Experience Impact Report – North America 2010

## MANY THANKS TO OUR HORIZON MEMBERS:



# Oklahoma Business Ethics Consortium

Promoting Integrity at Work.



## OVERVIEW KEY TAKEAWAYS

- **MARKETPLACE/WORKPLACE**
  - Customers and employees live in parallel worlds
  - If you want to create value in the marketplace, start by creating value in the workplace
  - Move the needle on the Four R's
    - Retention
    - Referrals
    - Reputation
    - Revenue
  
- **CULTURE**
  - Culture eats strategy for lunch
  - Understand your organization's culture is your organization's personality
  - A culture of trust is powered by R.A.V.E.
  
- **MOMENTS MATTER**
  - Feel the power of thinking big & ACTING SMALL
  - Understand that amazingly practical things can generate practically amazing results
  - Commit to an Attitude of Invitation (exercise)
  
- **HUMAN CAPITAL**
  - You are in the people business first
  - Great brands spend a lot of time on their people
  - Know your front-line staff dictates your bottom-line cash
  
- **CUSTOMERS**
  - We cannot control the play on the floor, but we can control how we treat our customers
  - Believe you can treat all of your customers differently – As long as you treat all of them well
  - Find out how to CLICK!<sup>TM</sup> with your customers
  
- **LOYALTY**
  - Customer Service is when you do something for a Customer – Customer Loyalty is when a Customer does something for you
  - Success is not defined by smiling at your customers – Success is defined by getting customers to smile at you
  - Produce trusting customers...By trusting employees
  
- **GOLDEN RULES**
  - Good process leads to good results
  - Create more red carpet & Less red tape
  - A complaint is a gift – It is free consulting