

# The Oklahoma Business Ethics Consortium



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

BE THE DIFFERENCE · WWW.OKETHICS.ORG

## AGENDA • FEBRUARY 4<sup>TH</sup>, 2015

### I. Welcome & Upcoming Events

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

*Travis Jones, CEO of Career Development Partners; Vice President of Fun & Spirituality, OK Ethics Board*

**Compass & Community Impact Award**  
—Seeking nominations (Refer to page 7 for a sample application.)

### II. Kudos to our volunteers!

### III. Guiding Principle and Introduction

*Andrea D. Mogab, The Williams Companies, Inc.*

### IV. Keynote

#### Emotional Vampires

*Marsha Petrie Sue*

*The Accountability Master*

**Did you know that 501c3, non-profit organizations can join for free at the Frontier level?**

## UPCOMING EVENTS

RECOMMENDED FOR 1 CPE IN ETHICS

# ETHICS ON TRIAL

**PROSECUTION**  
**JIM PRIEST**  
Attorney with Rubenstein & Pitts

**DEFENSE**  
**BILL LEACH**  
Shareholder and Attorney for McAfee & Taft

**JUDGE**  
**JUSTICE NOMA D. GURICH**  
Justice of the Supreme Court of Oklahoma

**DEFENDANT**  
**REV. LINDA L. BRINKWORTH**  
Pastor of Congregational Care, Ministry, St. Luke's United Methodist Church

**WITNESS**  
**DR. STEVE ELLIS**  
Professor of Philosophy, University of Oklahoma

**YOU'RE THE JURY.**  
**MARCH 26<sup>TH</sup>**

# 2015 OK ETHICS AWARDS



**STEPHEN HOWARD**  
*ESPN College Basketball Analyst*

**May 1, 2015**  
**Tower Hotel**  
Oklahoma City

## CROSSING THE ETHICAL LINE: INSIGHTS INTO WORKPLACE FRAUD

Presented by  
**Jeffrey Roberts**  
CPA, CFE, CFF  
BKD, LLP, Managing Director Forensics and Valuation Services



**Thursday, June 25<sup>th</sup>**  
**11:30AM – 1:00PM**  
**DoubleTree by Hilton**  
Downtown Tulsa

## NEW GENERATION ETHICS: NAVAL LEADERSHIP LESSONS

Presented by  
**CDR Arthur Gibb, III, USN, Ph.D.**  
Permanent Military Professor and Chair, Leader Development and Research Department United States Naval Academy



**Thursday, August 20<sup>th</sup>**  
**11:30AM – 1:00PM**  
**DoubleTree by Hilton**  
Downtown Tulsa

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

PINNACLE MEMBERS	NAVIGATOR MEMBERS	MEDIA ALLIES	STAR MEMBERS
    	     	<p><b>99.7</b> <b>HANK FM</b> plays country legends</p> 	         

# REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.

## APPRECIATION:

Special thanks to University of Tulsa, Dr. Steve Rockwell, for printing this month's agendas.

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:

## HELP WANTED:

Volunteers to print the monthly agenda. Please contact either Lynn Flinn at [lynn@rowland-group.com](mailto:lynn@rowland-group.com) or Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net).

Ambassadors to welcome and assist guests at monthly events. Please contact either Karie Mullins at [Karie.Mullins@onegas.com](mailto:Karie.Mullins@onegas.com) or Alicia Goodloe at [AGoodloe@bama.com](mailto:AGoodloe@bama.com).

## 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.

<b>Karie Mullins</b>	<i>ONE Gas, Inc.</i>	<i>Team Leader</i>
<b>Mark Belanger</b>	<i>ONE Gas, Inc.</i>	<i>Ambassador</i>
<b>Russ Knight</b>	<i>Career Development Partners, Inc.</i>	<i>Ambassador</i>
<b>Cassandra Oliver</b>	<i>The Williams Companies, Inc.</i>	<i>Ambassador</i>
<b>Perry Henson</b>	<i>The Rowland Group</i>	<i>Ambassador</i>
<b>Laura O'Connor</b>	<i>The Rowland Group</i>	<i>Ambassador</i>

## VOLUNTEERS-REGISTRATION TEAM:

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

<b>Alicia Goodloe</b>	<i>The Bama Companies, Inc.</i>	<i>Registration &amp; Volunteer Coordinator</i>
<b>David Christie</b>	<i>The Bama Companies, Inc.</i>	<i>Registration</i>
<b>Debra Rubink</b>	<i>The Bama Companies, Inc.</i>	<i>Registration</i>
<b>Vanessa Statum</b>	<i>Career Development Partners, Inc.</i>	<i>Registration</i>

## SPECIAL INITIATIVES:

<b>Susie Wellendorf</b>	<i>Wellendorf Communications</i>	<i>PR</i>
<b>Michael Oonk</b>	<i>American Bank and Trust</i>	<i>Facilities &amp; Logistics</i>
<b>Lynn Flinn</b>	<i>The Rowland Group</i>	<i>Tulsa Chapter Founder &amp; Programs</i>
<b>James Kelley</b>	<i>The Rowland Group</i>	<i>Membership</i>
<b>Travis Jones</b>	<i>Career Development Partners</i>	<i>Programs</i>
<b>Nick Minden</b>	<i>Darby Equipment</i>	<i>Programs</i>
<b>Tom Vincent</b>	<i>Gable Gotwals</i>	<i>Programs</i>
<b>Susan Pate</b>	<i>Stinnett &amp; Associates</i>	<i>Accountant</i>

## OTHER INITIATIVES:

<b>Jalisha Petties*</b>	<i>OK Ethics</i>	<i>Member Care Coordinator</i>
<b>Sue Miller*</b>	<i>Accel Financial Staffing</i>	<i>Notices &amp; Special projects</i>
<b>Tawni Phelan*</b>	<i>Factor 110</i>	<i>Name Tags and Guest Services</i>

\*Paid Service Provider

## JOIN THE TEAM:

Want to be part of the recruiting team that helps OK Ethics flourish? Talk to these leaders below:

- Contact James Kelley with The Rowland Group at [james@rowland-group.com](mailto:james@rowland-group.com) or call (918) 836-1900.
- To assist with the Ambassador team, contact Alicia Goodloe at [agoodloe@bama.com](mailto:agoodloe@bama.com).

## MANY THANKS TO OUR HORIZON MEMBERS:



**REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.**

# EMOTIONAL VAMPIRES

*Stop them before they drive you batty!*

Presented by  
**Marsha Petrie Sue**  
*The Accountability Master*



Marsha Petrie Sue is a best-selling author of *Toxic People: Decontaminate Difficult People at Work Without Using Weapons or Duct Tape* and also *The Reactor Factor: How to Handle Difficult Work Situations Without Going Nuclear*. She is also the author of several other resources including the award-winning book *The CEO of YOU: Leading YOURSELF to Success*. As a former corporate executive of Fortune 100 companies, Marsha understands what it takes to improve productivity and profits.

## Occupational Highlights:

- President and CEO – Communicating Results Inc., a speaking practice, executive coaching and training company
- Executive Vice President, Westinghouse Financial Services, American Directory Project
- Director, National Accounts, USWest/Qwest
- Regional Markets Manager, GTE Directory Company
- Visiting Professor – Arizona State University

### Recommended for 1 CPE in Ethics\*

\*Program is designed at the basic level and is suitable for anyone aspiring to or currently holding a leadership position. Note that it is up to the individual attendee to demonstrate relevance to his/her own area of practice. OK Ethics makes no guarantees.

## Education:

- MBA, University of Phoenix
- BA, California State University, Long Beach
- Darden School of Business

## Sampling of clients:

Marsha's clients include small and large corporations, associations, healthcare institutions and multilevel marketing companies.

- American Express
- National Association of Realtors
- The Pampered Chef
- Harley-Davidson Motor Company
- Tastefully Simple
- Association of Accounting Administration
- Cold Stone Creamery
- Society for Information Management
- Wells Fargo Bank
- Association of Legal Administrators
- Internal Revenue Service
- US Army
- US Census Bureau
- Society of Foodservice Managers

Featured in *The New York Times*, *The Wall Street Journal*, *USAToday*, *Newsweek On-Line*, *Business Journal*, *The Boston Globe*, *Women's Media*, *AllBusiness.com*, *Cosmopolitan* and more.

For information, please contact  
Marcia Snow 1.888.797.6700

Email: [MarciaSnow@MarshaPetrieSue.com](mailto:MarciaSnow@MarshaPetrieSue.com)

## 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.

**CPE'S:** From time to time, Continuing Professional Education credits are offered. Because OK Ethics relies heavily on volunteers to provide these, we do not have the manpower to send certificates after the program is completed.

**REMINDER: PLEASE PICK UP CPE'S AT CONCLUSION OF EVENT.**

**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](mailto: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.

# Oklahoma Ethics – Tulsa Chapter Emotional Vampires!

## How to Decontaminate Toxic People without Weapons or Duct Tape

1. Identify the type of behavior the Toxic Person is displaying.
2. Choose the appropriate approach and avoid moral amnesia.
3. Eliminate mental terrorism and manage an ethical crisis.
4. Make deposits into everyone's emotional bank account.
5. Remember the T.L.C. when making choices. So what is your plan?
6. Consistently act with integrity by applying your ethical standards.
7. Peel the Spam off your mental filter. Keep an open mind.
8. Remember that individual perception is reality.
9. You are accountable for building relationships and diffusing conflict.
10. Train yourself to listen at Level I – tuned in and present!
11. Invest 2% of your gross annual income on your own development.

**STEAMROLLER:** Kim, as I was saying, I have a solution for this problem!



**KNOW IT ALL:** Al, you're the expert in this case and you may be right. Help me understand...

**BACKSTABBER:** That did sound like you were serious. Do the rest of you feel that way? Is this becoming a problem?



**ZIPPER LIP:** I expected you to have responded by now and you haven't. I'd like to know how you feel about this.

**NEEDY WEENIE:** Let's make a wish list of pros and cons to help clarify this.



**WHINE & CHEESER:** Are you looking for some specific solutions to this or do you want me just to listen to the problem?



# COMMUNITY IMPACT AWARD NOMINATIONS

*The purpose of these awards is to recognize organizations that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:*

**I) Education:** Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

**II) Community:** Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

*\*Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*



## 2015 OK ETHICS AWARDS

**STEPHEN HOWARD**

*Award Winning Speaker, Author,  
ESPN College Basketball Analyst,  
New Orleans Hornets Studio Analyst*

**May 1, 2015**

**Tower Hotel  
Oklahoma City**

# 2015 OK ETHICS COMPASS AWARD®

NOTE THAT THESE ARE EXCERPTS.  
FOR FULL APPLICATION, GO TO [WWW.OKETHICS.ORG](http://WWW.OKETHICS.ORG)



*The Oklahoma Business Ethics Consortium and Foundation (“OK Ethics”) are organizations committed to promoting Oklahoma values of integrity in the workplace. In the spirit of this award program, nominees are asked to share insights, events and processes that will be helpful to other companies who desire to instill strong ethical values in their workplace. Please note that the application is updated each year so questions may differ from previous ones. Be sure to carefully read the instructions.*

## PURPOSE & BENEFITS:

- 1) Promote Oklahoma values of integrity at work.** We do this by spotlighting those companies that have achieved success while staying true to the highest ethical standards. OK Ethics offers this award program as a means to inspire and encourage others.
- 2) The Compass Award application is designed to be a practical assessment tool for companies to use in evaluating the cohesiveness of their current processes for supporting ethical behavior.** Past applicants have commented that this is the most valuable aspect of the award. For first-time candidates, this has provided a comprehensive benchmark and springboard for future endeavors. To that end, OK Ethics will provide **two free consultations** to participating companies. One of these sessions is to offer guidance and support in the preparation of this application.<sup>1</sup> The other may be used at the company’s discretion and at the mutual agreement of the OK Ethics representative.
- 3) Finally, award recipients openly share their information with other companies who are continually focused on promoting strong ethical practices in their organizations.** To paraphrase John F. Kennedy, “All ships rise in high tide.”

OK Ethics wishes to acknowledge with gratitude the open sharing of criteria by the Malcolm Baldrige National Quality Program. Recognizing that integrity is an essential component of any business concern, criteria from the Baldrige program provided a strong basis for this award. As stated in the Baldrige program: *“Well designed and clearly articulated ethical principles should empower people to make effective decisions with great confidence.”*

<sup>1</sup> Appointments may be made by contacting Shannon Warren at (405) 858-2233 or via email at [warrenokla@cox.net](mailto:warrenokla@cox.net).

## NOMINATION PROCESS

**NOTE: Please notify Shannon Warren via email at [warrenokla@cox.net](mailto:warrenokla@cox.net) right away if you intend to apply for the award.** While the notification is not a requirement or binding, this simple notification process will help to ensure that an adequate number of qualified selection team members are available to oversee the process.

**The deadline for submitting an application is 2:00 on Thursday, March 19.** (See details below.)

### Self-Nominations:

Companies are strongly encouraged to self-nominate. In the case of self-nominations, simply download the Application for completion and submission available on the website at [www.OKEthics.org](http://www.OKEthics.org) under the tab labeled “Compass Awards”.

### Nominating Other Organizations:

You may nominate a company by using the online form provided on the website under the Compass Award page at [www.OKEthics.org](http://www.OKEthics.org) or, if you are viewing this application online,

Once the nomination is received by OK Ethics the nominated organization will be automatically notified via email of your nomination and receive a link in order to download the award application form. (Note that, in the event of multiple nominations for a single organization, OK Ethics reserves the right to limit notifications to the first nomination received.)

Below are excerpts of the types of questions asked on the application:

### **I. Leading with Integrity:**

Leaders create the tone for ethical behavior to flourish in an organization. This section focuses on leadership’s actions and how they promote and ensure ethical behavior in all interactions.

How do senior leaders’ actions demonstrate their commitment to ethical behavior that goes beyond simple legal compliance? How do they promote an organizational environment that fosters integrity? What systematic measures or indicators do you use to determine the effectiveness of your management team’s efforts to promote ethical behavior? In other words, how do you know the efforts are truly working?

### **II. Cultivating an Ethical Culture:**

Rules are not sufficient enough to promote good conduct in an organization. Companies must build and continually reinforce a culture that promotes integrity in the workplace.

- A. *Definition:* Please provide a definition of ethical behavior as it relates to your organization. Explain how you arrived at your definition.
- B. *Principles & Values:* Please describe the ethical principles and values of your organization.
- C. *Selection Process:* Describe your organization’s employee selection process. In other words, how do you ensure that your organization is recruiting individuals whose values meet high ethical standards?
- D. *Orientation & Training:* What is your process for ensuring that the organization’s values are embraced by new employees?
- E. *Monitoring Processes:* Describe your key process measures or indicators for enabling and monitoring ethical behavior throughout your organization, including interactions with your workforce, customers, partners, suppliers, and/or other stakeholders.

- F. *Breaches*: How does your company monitor and respond to breaches of ethical behavior?
- G. *Rewards & Recognition*: How does your organization recognize and/or reward those employees, customers, vendors, partners who have gone “above and beyond” in their demonstration of highly ethical principles?

### **III. Forthright Communications:**

Transparency is a term that has broadened beyond the standard reference to accounting procedures.

- A. *Methods*: How does your company demonstrate open/transparent communication occurs throughout the organization?
- B. *Effectiveness*: How has the effectiveness of these communiqués been measured?

### **IV. Corporate Social Responsibility:**

According to the Baldrige criteria, opportunities to support key community efforts are available to organizations of all sizes. The Selection Team will be interested in initiatives that go well beyond regulatory compliance.

- a. *Strategy*: Describe your company’s strategy with regard to issues of social responsibility or corporate philanthropy. In other words, how does your company identify which community activities to support?
- b. *Impact*: What has been your company’s direct impact on the community? In other words, please state how your organizations’ involvement has made a difference. *(Note that your organization may be also be interested in applying for OK Ethics’ Community Impact Award. See separate award application and criteria for that opportunity.)*

Please provide an overview of:

- i. Your company’s involvement in the community
- ii. Benefits to the community
- c. *Engagement*: To what extent are employees actually engaged in the company’s social responsibility activities?

### **V. Building Trust in Customer Relations**

Sometimes, customers’ interests may conflict with an organization’s desired revenue goals. In these situations, it may be tempting to compromise ethical standards.

How does your company monitor the effectiveness of customer relations, specifically as it pertains to handling of customer concerns in a forthright and fair manner?

# 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](http://okethics.org) for resources, videos, articles and to see who's who.***



***Like us on  
Facebook.***

