

# The Oklahoma Business Ethics Consortium



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MANY THANKS TO OUR NAVIGATOR MEMBERS:



MANY THANKS TO OUR STAR MEMBERS:

ENTERPRISE HOLDINGS.



## Agenda – February 16, 2011

### Special Bonus Program

- I. Welcome & Announcements – Shannon Warren, Founder, OK Ethics
- II. Intentional Interaction
- III. Compass Award – Randy Thurman, Co-President & CFO  
Retirement Investment Advisors; 2010 Compass Award Honoree
- IV. Introduction -Myrna Latham, OK Ethics General Counsel; McAfee & Taft  
Keynote Speaker – Lyn Watson; “Combating Negativity”
- V. Upcoming Events – Shannon Warren, OK Ethics Founder
- VI. Adjourn

### I. Welcome & Kudos

**Boeing** – 2007 Compass Award recipient; upgraded to Leading Member

### Member Schools Represented:

- Metro Technology Centers
- OBU Graduate School - OKC
- University of Central Oklahoma
- University of Oklahoma

Many thanks to our corporate sponsors who are paying for our student's meals today:  
Chesapeake & Hobby Lobby

### II. Intentional Interaction: OK Ethics encourages interaction among our members

for the purpose of building relationships with others who share an interest in promoting Oklahoma values of integrity at work. At the same time, this is not an appropriate forum for sales activities. To that end, we ask that today's group discussion be centered on the topic of Positive Thinking:

- a. Best Oklahoma leaders – exemplifying integrity
- b. Best Oklahoma practices
- c. Best examples of corporate social responsibility in Oklahoma
- d. Best customer relationships in Oklahoma

Please ask someone to serve as a scribe and complete the form on your table. Turn these in to the registration desk at the end of the program.

### 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.

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



**We appreciate the efforts of these dedicated individuals:**

**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
- **Chade Nash**, Gabbard & Company; Registration Team Member (Pre-paids)
- **Sandy Lookabaugh**, Devon Energy, Registration Team Member (Pre-paids)

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

**Team Members:**

- **Kimberly Nation and Brent Martens**, Accounting Principals
- **Scott Harris**, Oklahoma Baptist University Graduate School

**CPE certificates** - Colin Autin, Oklahoma Accountancy Board

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

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

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

**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.**



## 2011 OK ETHICS COMPASS AWARD®

The Oklahoma Business Ethics Consortium and Foundation (“OK Ethics”) are 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.

### **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 has used this award program 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. 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. “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.”*

**NOTE:** You should notify Shannon Warren via email at [warrenokla@cox.net](mailto:warrenokla@cox.net) by **February 18 if you intend to apply for the award.** This simple notification process will help ensure that an adequate number of judges are available to oversee the process. **The deadline for submitting an application is March 24.** Self-nominations are encouraged!

### **ELIGIBILITY**

The Oklahoma Business Ethics Consortium wants our state to be recognized for Oklahomans’ strong values of ethics, character and integrity. Participation is limited to organizations conducting their business activities within the state of Oklahoma. This may include organizations whose corporate offices are based out of state, but maintain a presence through an office or facility in Oklahoma. (See Award Eligibility Categories for additional details.)

**Excerpts from the Compass Award application:  
(For complete details & application, visit [www.okethics.org](http://www.okethics.org))**

**I. Leading with Integrity:**

Leaders are expected to set the right tone for ethical behavior to flourish in their organizations. While latter aspects of this application will gauge additional methods used to promote an ethical culture, this section specifically focuses on leadership.

- a) How does your company hold managers accountable for ensuring that integrity is an integral component of your company's success?
- b) What indicators do you use to determine the effectiveness of your management team's endeavors to promote ethical behavior? In other words, how do you know the efforts are truly working? *(Please provide supporting data.)*

**II. Cultivating an Ethical Culture:**

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

- a) Please provide a definition of ethical behavior as it relates to your particular organization. Explain how you ascertained your definition.
- b) Please describe any codes, principles or values that are inherent in your organization.
  - 1. What steps does your company take in the selection process to ensure that new recruits' values are consistent with that of the organization?
  - 2. What is your process for ensuring that the organization's values are embraced by new employees?
- b) Describe any other processes that your company may have in place to ensure that an ethical culture is consistently reinforced. In sharing these examples, please provide measures the company uses to determine the effectiveness of these processes.
- c) How does your organization recognize and/or reward those employees, customers, vendors or partners who have gone "above and beyond" in their demonstration of highly ethical principles?
- d) How does your company monitor and respond to breaches of ethical behavior?

**III. Forthright Communications:**

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

- a) How does your company demonstrate open/transparent communication occurs throughout the organization?
- c) How has the effectiveness of these communiqués been measured? *(Please describe results of your findings.)*

#### **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) 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) What has been your company's direct impact on the community? In other words, please state how your organizations' involvement has made a difference. Provide an overview of:
  - i. Your company's involvement in the community
  - ii. Benefits to the community
- c) 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? *(Examples may be a policy or training program relative to customer satisfaction that includes mention of ethical issues. The Selection Team will be interested in seeing data that measures the effectiveness of these endeavors.)*

**Excerpts from the Compass Award application:  
(For complete details & application, visit [www.okethics.org](http://www.okethics.org))**

**APPLICATIONS DUE MARCH 24, 2011**

#### **Past Recipients Include:**

##### **2010 Recipients:**

Express Employment Professionals (OKC)  
Kimray (OKC)  
Retirement Investment Advisors (OKC)

##### **2009 Recipients:**

Chesapeake Energy (OKC)  
Leader Communications, Inc. (OKC)

##### **2008 Recipients:**

BKD, Inc. (OKC)  
Ideal Homes of Norman (Norman)  
Principal Technologies, Inc. (OKC)

##### **2007 Recipients:**

Boeing (OKC)  
The Bama Companies (Tulsa)  
Coppermark Bank (OKC)  
Nextep (Norman)

##### **2006 Recipients:**

Eide Bailly LLC (OKC & Tulsa)  
Valir Health (OKC)

**OKC - Leadership Series**

<p><b>March 9, 2011</b> <b>Ken Sande</b> <i>Attorney &amp; Author, The Peacemaker</i> <i>Resolving business conflicts with grace &amp; humility</i></p>	<p><b>March 30, 2011</b> <b>John Gibson</b> <i>President &amp; CEO, ONEOK</i></p>	<p><b>April 26, 2011</b> <b><u>Compass Awards</u></b> <b><u>Keynote</u></b> <b>Rita Aragon</b> <b>Secretary of Veterans Affairs – State of Okla.</b></p>
		

**TULSA OK ETHICS CHAPTER**

**February 24, 2011**

**Ethical Issues of Love in the Workplace**

**Panelists include:**

**Cheri Decker, The Williams Companies; Kirk Turner, Newton O'Connor  
Debbie Rowland, The Rowland Group; Rob Martinek, The Bama Companies  
and John Stancavage, Tulsa World - Moderator**

**New Venue**

**Doubletree Hotel Downtown Tulsa  
616 W. Seventh Street**

Panelists in the fields of human resources and employment law will discuss the realities of workplace romance, policies and ethical issues surrounding this issue. How many people have met their spouses or significant others in the workplace? What ethical issues surround the situations of love in the workplace? How do we provide an ethical and harassment free environment for employees?

### SNU Student Ethics Chapter Events

If you are interested in attending the events listed below, please **contact Eunice Trent, Director**, Academy of Senior Professionals at Southern Nazarene University [etrent@snu.edu](mailto:etrent@snu.edu) or 491-6311.

**Wednesday, March 2, 2011**

Steve Green - CEO of Hobby Lobby

**Wednesday, April 6, 2011**

Steven Menzel - Director of Development for Character First

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

Over the past seven 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 Steven Menzel at 405-815-0001 or email [smenzel@characterfirst.com](mailto:smenzel@characterfirst.com) for a personal invitation.

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#### **April 1, 2011 - "Combating Negativity & Promoting Teamwork"**

9:00a–4:00p; Oklahoma City, OK; [PHF Conference Center](#)

Building a positively inclined and trusting team is neither easy nor accidental. For those who seek to build a constructive culture through intentional teambuilding, this program is tailor made for you. Through this one-day training program, you will learn to identify the key factors that undermined a healthy organization and will be prepared with the ability to shape your existing culture in a positive direction. Learning Objectives:

- Define the common obstacles to building healthy teams.
- Identify the traits of positive and resilient people and organizations.
- Discuss the role of trust in teambuilding and how to generate (or restore) trust.
- Determine short-term and long-term goals for promoting teamwork.
- Create an action plan for combating negativity and promoting teamwork.



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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.

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# **COMBATING NEGATIVITY & PROMOTING TEAMWORK**



Lyn Watson brings over twenty years of training and development to Strata Leadership, LLC and Character First, located in Edmond, Oklahoma.

She holds the Bachelor of Arts in Journalism/Public Relations from the University of Oklahoma and is a certified trainer with Integrity Systems.

As a former business owner, Lyn brings her enthusiasm, creative spirit and an understanding of the demands individuals face in professional and volunteer environments. Through her work as a recruiter, trainer and coach, Lyn uses her experiences to inspire creative problem solving and empower others to grow not only professionally but personally too.

Lyn is an active community volunteer; currently serving on the Oklahoma City Public Schools Board representing District 1. She and her husband Brad of twenty years have two children and reside on Oklahoma City.

## **Program Description:**

Building a positively inclined and trusting team is neither easy nor accidental. For those who seek to build a constructive culture through intentional teambuilding, this presentation is tailor made for you. Through this 50 minute session, you will learn to identify the key factors that undermine a healthy organization and learn some of the best practices that can help shape your existing culture in a positive direction.

## **Learning Objectives:**

- Define the common obstacles to building healthy teams.
- Identify the traits of positive and resilient people and organizations.
- Discuss the role of trust in teambuilding and how to generate (or restore) trust.