



# Oklahoma Business Ethics Consortium

## TULSA CHAPTER AGENDA • FEBRUARY 21ST, 2019

### PINNACLE



### NAVIGATOR



### STAR



### I. Welcome & Kudos

**Eric Wilson, Manager of Compliance**  
*Helmerich & Payne*

### II. Presentation of Star Member Honors

**Shannon Warren, Founder & CEO**  
*OK Ethics*

### III. Upcoming Events

**Shannon Warren**

- **OKC: Author of "Same Kind of Different as Me"**  
February 25
- **Tulsa: Unity in the Community**  
March 28
- **OK Ethics Annual Statewide Awards**  
*Roy Spence, The Purpose Institute*  
April 23

### IV. Award Applications Due in March

**Shannon Warren**

*Presentation – April 23*

- **NEW: Dr. David B. Carmichael Award**  
(see page 4)
- **Annual Community Impact Award** (see page 4)

### V. Guiding Principle

**Bill Riggs, Partner**

*Doerner Saunders Daniel & Anderson Law Firm*

### VI. Discussion Questions

So that each person at your table has an opportunity to share their insights, please keep comments brief and on track when participating in the table discussions.

To that end:

- Provide an example of when you or a friend posted something on social media that turned out to be incorrect. What actions should you take when discovering misleading information like that?
- You've encountered a disagreeable and rather angry person of the opposite political party. What is the most constructive way to engage with that individual?
- Have you ever been interviewed by the press? What was your experience? Could it have gone better or was it a positive situation?

### VII. Presentation

#### "Discerning the Truth"

(See bios on page 5)

*Moderator:*

**Jim Morgan, Sr. Vice President of Communications, Tulsa Regional Chamber**

*Panelists:*

**Rachel Anderson, Tulsa Campus Director, Greenheck Group**

**Susan Ellerbach, Executive Editor, Tulsa World**

**Dick Pryor, General Manager, KGOU**

**Meg Weinkauff, Professor, Oral Roberts University**

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

## DR. DAVID B. CARMICHAEL LEADERSHIP AWARD

Established in 2019, this OK Ethics award honors an Oklahoma City University professor who was responsible for starting the first student ethics chapter in Oklahoma. This award is intended to promulgate Dr. Carmichael's efforts in mentoring and promoting professionals, ages 25–35 years, who have demonstrated a strong propensity toward ethical leadership. Must be employed by his/her current employer for at least two years prior to the date of the Awards Program.

**APP DEADLINE  
MARCH 29TH**

## UNITY IN THE COMMUNITY: REVISITING DIVERSITY, EQUITY AND INCLUSION

<b>Brian Black</b> <i>Senior Site Leader Oklahoma Human Resources &amp; EHS, Spirit AeroSystems</i>	<b>Tahira Taqi</b> <i>Account Executive &amp; Inclusion Specialist, Schnake Turnbo Frank</i>	<b>Kuma Roberts</b> <i>Executive Director of Mosaic, Tulsa Regional Chamber</i>	<b>Lacey Horn</b> <i>Treasurer, Cherokee Nation; Member of US Department of Treasury's Tribal Advisory Committee</i>	<b>Roger Ramseyer</b> <i>Vice President of Tulsa's Cox Communications</i>
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**MARCH 28** | Registration Deadline  
Friday, March 22, 2019

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

## HELP! VOLUNTEERS NEEDED

Time Commitment:

**3 hours**  
per month

**Pay: \$0**

### Qualifications:

Pleasant, helpful, gracious and reliable. Must be an enthusiastic OK Ethics member

### Benefits:

Priceless Appreciation for achieving OK Ethics' vision

Interested? Contact Shannon Warren at [okethics@okethics.com](mailto:okethics@okethics.com).

### APPRECIATION:

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:

### AGENDAS:

Special thanks to Bob Stuart and JD Young for printing the agendas. We appreciate Travis Jones of Career Development Partners making these arrangements.

### AUDIO VISUAL:

Mark Breeden, NetLink Solutions, A-V Volunteer

### VOLUNTEERS-AMBASSADOR & REGISTRATION TEAM:

Ambassadors 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.

The Registration Team diligently records our guests' attendance and handles the collection of fees.

Special Thanks to **Karie Mullins, Ambassador Team Leader.**

<b>Kari Mullins</b>	<i>Cognizant Technology</i>	<i>Ambassador Team Leader</i>
<b>Chrisie Bedsworth</b>	<i>Rowland Group</i>	<i>Ambassador</i>
<b>Carolyn Kinney</b>	<i>ONE Gas</i>	<i>Ambassador</i>
<b>Katreena McGee</b>	<i>ONE Gas</i>	<i>Ambassador</i>
<b>Sandy Neuzil</b>	<i>Learning Unlimited</i>	<i>Ambassador</i>
<b>Brian Shore</b>	<i>ONE Gas</i>	<i>Ambassador</i>
<b>Amber Waid</b>	<i>ONEOK</i>	<i>Ambassador</i>
<b>Rex Wilson</b>	<i>ONE Gas</i>	<i>Ambassador</i>
<b>Renelda Gunn</b>	<i>WPX</i>	<i>Registration</i>
<b>Connie McLoughlin</b>	<i>WPX</i>	<i>Registration</i>

### OTHER INITIATIVES:

<b>Jalisha Petties*</b>	<i>Accounting Principals</i>	<i>Senior Member Care Team Member</i>
<b>Susan Loftin*</b>	<i>Parker Lynch</i>	<i>Member Care Team Member</i>
<b>Cherry Wilson*</b>	<i>Parker Lynch</i>	<i>Member Care Team Member</i>
<b>Boyd Murphy*</b>		<i>Videographer</i>
<b>Brad Holt*</b>	<i>Factor 110</i>	<i>Nametags</i>
<b>Phillip Grimes*</b>	<i>The Creative Guy</i>	<i>Agenda Design</i>

\*Paid Service Provider

### HORIZON



## CO-HOST AN UPCOMING EVENT

Consider co-hosting an upcoming event. Rates vary. Contact Shannon Warren, Founder, at (405) 858-2233 or [okethics@okethics.com](mailto:okethics@okethics.com) for more information.

# UNITY IN THE COMMUNITY



**Brian Black**  
Senior Site Leader Oklahoma  
Human Resources & EHS,  
Spirit AeroSystems



**Tahira Taqi**  
Account Executive & Inclusion  
Specialist, Schnake  
Turnbo Frank



**Kuma Roberts**  
Executive Director of Mosaic,  
Tulsa Regional Chamber



**Lacey Horn**  
Treasurer, Cherokee Nation;  
Member of US Department  
of Treasury's Tribal  
Advisory Committee



**Roger Ramseyer**  
Vice President of Tulsa's  
Cox Communications

**Recommended for 1 CPE in Behavioral Ethics at the basic level.**

Program is suitable at the basic level for accountants who are responsible for reinforcing ethical behavior in their organizations or clients served. OK Ethics makes no guarantees as it is up to the individual practitioner to determine relevance to their specific area of practice.

**MARCH 28<sup>TH</sup>**

**Hyatt Regency Tulsa**  
11:30 AM to 1:00 PM

*Registration Deadline*  
Friday, March 22, 2019.

**UPCOMING OKC EVENT**

# UNITY IN THE COMMUNITY

**PANELISTS**

**MODERATOR**



**Sandra Quince**  
Senior Vice President, Global  
Diversity & Inclusion Council (GDIC)



**Bob Funk Jr.**  
Partner, OKC Energy



**Cynthia K. Tinkham**  
Brigadier General,  
Oklahoma National Guard



**Dr. Quentin Sanders**  
Equity and Diversity Specialist,  
Oklahoma Department of  
Career and Technology (ODCTE)



**Nancy Anderson**  
VP of Aircraft Modernization  
and Modification (AMM), Boeing

**HONORARY CHAIRMAN**

**GUIDING PRINCIPLE**



**Victor Flores**  
President, Oklahoma Tribal  
Finance Consortium



**Lisa Johnson Billy**

**MARCH 13<sup>TH</sup>**

**Petroleum Club Event Center**  
Downtown Oklahoma City  
11:30 AM to 1:00 PM

*Registration Deadline: Friday, March 8, 2019*

*OK Ethics*

# ANNUAL AWARDS



## ROY SPENCE

*Co-Founder & Chairman, GSD&M • Cofounder & CEO, The Purpose Institute*

Roy Spence is Co-Founder and Chairman of GSD&M, a leading marketing communications and advertising company. Roy Spence coined many of the familiar slogans we recognize such as “Don’t Mess With Texas” and “I Am An American.” He is also Co-Founder and CEO of The Purpose Institute, a consulting firm that helps people and organizations discover and live their purpose.

*This Event is Made Possible  
by Our Friends at*



**Honoring Thomas Hill, CEO, Kimray**  
*Executive Pilot Award Recipient*

**APRIL 23** | APPLICATION  
DEADLINE: MARCH 29



## AWARD APPLICATIONS DUE BY NOON ON MARCH 29

### AWARD CATEGORIES

#### Community Impact Award

Implemented in 2012, these awards recognizes organizations, including nonprofits, that are making a positive impact by specifically in promoting Oklahoma values of integrity at work in our communities and on campuses. Organizations are encouraged to self-nominate.

*There are two categories:*  
**Education | Community**

#### The Dr. David B. Carmichael Leadership Award

Established in 2019, this OK Ethics award is named after an Oklahoma City University professor who was responsible for starting the first student ethics chapter in Oklahoma. This award is intended to honor Dr. Carmichael’s efforts in mentoring and promoting adults (ages 25–35) who demonstrate a strong propensity toward ethical leadership.

*Individuals must be nominated by their organization.*

**— HOW DO I APPLY? —**

**See [www.okethics.org](http://www.okethics.org) to download applications.**

# DISCERNING THE TRUTH

Tired of being duped by the hype? Then, please join us for this interactive session to hone skills on discerning the truth - whether in person, on social media or in the news. Topics covered will include finding trustworthy sources, civil conversation, alternative facts and the responsibility of being an educated citizen.

## — ABOUT THE PRESENTERS —



### Susan Ellerbach

*Executive Editor  
Tulsa World*

Susan Ellerbach is the Executive Editor of the Tulsa World.

The award-winning newspaper has served Tulsa and Northeast Oklahoma since its founding in 1905. Since joining the World in 1985, Ellerbach has served as the paper's Managing Editor, Sunday Editor, State Editor, Business Editor and as a reporter.

A graduate of the William Allen White School of Journalism at the University of Kansas, Ellerbach is a member of the Oklahoma Journalism Hall of Fame, and was named a Media Icon by the Tulsa Press Club in 2018. In 2016, she was named a Woman of the Year/Pinnacle Award winner by the YWCA and the Mayor's

Commission on the Status of Women. Previously she was named a Newsmaker by the Association of Women in Communications; a "Woman of Distinction" by the Tulsa Business & Legal News; and one of 10 "Madam President" honorees by the Tulsa League of Women Voters.

She is a former president of the Associated Press/Oklahoma News Executives, and a former board member of the Tulsa Press Club. She also is a member of the American Society of News Editors

A graduate of both Leadership Oklahoma and Leadership Tulsa, she has actively served on the boards of several Tulsa area nonprofits.

She and her husband, Richard, are the proud parents of three daughters and grandparents to two perfect granddaughters.



### Dick Pryor

*General Manager  
KGOU*

Dick Pryor is general manager of KGOU Radio, which serves more than one million Oklahomans with news, public affairs and entertainment programming. Pryor has more than 40 years of experience in television, radio, public relations, law and government service. He began his career at KGOU as a student at the University of Oklahoma and returned in November 2016.

For 25 of his 34 years in television, Pryor served as deputy director, managing editor, anchor and host of news and public affairs series and programs for OETA, Oklahoma's public educational television network. He has won numerous broadcasting awards, including three regional Emmy Awards.

In addition, Pryor has been a sports anchor/reporter and talk show host, public relations director and play-by-play announcer for Oklahoma City's professional baseball team and chief of staff for the lieutenant governor. As a lawyer, he provided employment law counsel and business coaching to corporate executives, managers and human resource professionals.

A native of Norman, Pryor earned a B.A. in Journalism and a J.D. from the University of Oklahoma. In 2015, he was chosen a Distinguished Alumnus of the Gaylord College of Journalism and Mass Communication at OU. Pryor was inducted into the Oklahoma Journalism Hall of Fame in 2009.

### 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 [okethicsadmin@okethics.com](mailto:okethicsadmin@okethics.com) or [okethics@okethics.com](mailto:okethics@okethics.com) or call (405) 558-1193 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.

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

# DISCERNING THE TRUTH

## — ABOUT THE PRESENTERS —



### **Meg Weinkauf**

*Founder*

*The Faithful Leader*

Meg Weinkauf is the founder of The Faithful Leader, a coaching and consulting firm focused on people reaching their full potential. She teaches in the College of Business at Oral Roberts University specializing in Digital Marketing as one of her courses. Meg is working on her Ph.D. at Regent University in Organizational Leadership. She also holds certifications as a Personal Branding Strategist and Social Branding Analyst.

Through her entrepreneurial and social endeavors, Meg has utilized social media as a communication tool. As a Millennial, she has spent a lot of her adult life in a digitally connected world. In 2016, Meg was nominated and chosen as one of the NextGen Under 30 winners.

Overall, Meg loves people and passionate about making connections across the globe to make the world a better place. She is married to an amazing man, Derek Weinkauf. Together, they have three dogs and enjoy spending time outdoors.



### **Rachel Anderson**

*Tulsa Campus Director*

*Greenheck Group*

Rachel Anderson serves as Tulsa Campus Director for the Greenheck Group, a global manufacturer currently building a secondary headquarters in Tulsa. For Greenheck, Rachel heads up global communications and the Tulsa campus community relations and employer-of-choice initiatives. Rachel previously served as vice president of inclusion and account services for Schnake Turnbo Frank, a public relations and leadership consulting firm in Oklahoma.

Rachel has more than 15 years of PR, journalism and strategic communications experience from the business, education and nonprofit sectors. Her areas of expertise include PR, marketing, community relations, inclusion and leadership development. Rachel graduated summa cum laude with a bachelor's degree in Mass Communications-Journalism and a Master of Arts in Communication from Northeastern State University. In addition, Rachel earned her accreditation in public relations (APR) from the Universal Accreditation Board.

Rachel has won numerous awards for her writing and PR work, and has served on many community and nonprofit boards in Oklahoma.

## **MODERATOR**



### **Jim Morgan**

*Sr. Vice President of Communications*

*Tulsa Regional Chamber*

Jim Morgan is a communications and marketing professional with more than 20 years of experience in developing and deploying strategic messaging and integrated campaigns. A native Oklahoman, Jim graduated from Owasso High School and the University of Tulsa before moving west to earn a Master of Fine Arts degree from the University of Southern California. He subsequently worked for ABC Television as part of the writing team at the daytime dramas *General Hospital* and its spinoff, *Port Charles*. He eventually came home to Oklahoma and has since held increasingly responsible roles in communications and marketing departments for engineering and manufacturing firms of various sizes. He joined the Tulsa Regional Chamber as Senior Vice President of Communications in April 2016. Jim is also an award-winning editor and freelance journalist who has contributed to numerous publications, including *TulsaPeople*, *Oklahoma Magazine*, *Bartlesville Magazine* and *The Wall*. An avid reader and movie watcher, Jim is married to Meg, an assistant professor who administers the Master of Public Administration program at OU-Tulsa. They live in Tulsa with their two daughters.

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### **Recommended for 1 CPE in Behavioral Ethics at the basic level.**

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# 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.**



**Follow us on  
Facebook.**

