

# The Oklahoma Business Ethics Consortium



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

BE THE DIFFERENCE · WWW.OKETHICS.ORG

## AGENDA • MARCH 13, 2014 • OKC CHAPTER | UPCOMING EVENTS

### I. Welcome Kudos

**Todd Lisle**, *Managing Partner, BKD, LLP*  
*President, OK Ethics Board of Directors*

### II. Kudos

Special thanks to our co-hosts the **Greater OKC Hispanic Chamber of Commerce**  
[okchispanicchamber.org](http://okchispanicchamber.org)

- **OK Ethics' Commemorative Book:**  
Thanks to the Oklahoma Heritage Association for their help. We anticipate distribution of the book at the OK Ethics Awards.

#### National Ethics Bowl Participants:

- University of Oklahoma  
*Dr. Steven Ellis*
- Oklahoma Christian  
*Professor Jeff Simmons*
- University of Central Oklahoma  
*Dr. Kathy Terrell*

(See page 2 for highlights.)

- Colin Schoonover, ONE Gas Inc's and OK Ethics Foundation Board member—served as a judge.

#### National Ethics Bowl Highlights:

*Dr. Steven Ellis, University of Oklahoma*

### III. Announcements

#### GOAL SURPASSED!

**1,014** OK Ethics individual members representing approximately 200 companies!  
*Thanks for your efforts in promoting Oklahoma values of integrity at work!*

#### Welcome New Members

- Navigator Member:  
• ONE Gas (Tulsa and OKC)

#### Star Member:

- Matrix Service Company (Tulsa)

#### Horizon Member:

- Laredo Petroleum (Tulsa)

#### Leading Member:

- Access Midstream (OKC)
- Arvest Bank (OKC)

#### Frontier Members

- Epworth Villa (OKC)
- The F&M Bank & Trust Company (Tulsa)
- Refuge Fellowship Church (OKC)
- Sunbeam Family Services (OKC)
- Tulsa Ballet Theatre, Inc. (Tulsa)

### IV. Upcoming Events

**Shannon Warren**, *Founder, OK Ethics*

- Award application deadline:  
March 27, 3 PM
- The OK Ethics Awards, including  
Compass and Community Impact:  
April 24, 11:30-1:15

### V. Discussion Topic

*Do you have a role model who inspires you to strive toward integrity? Please describe those characteristics and how you've seen those demonstrated.*

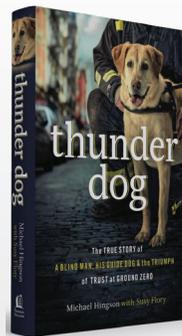
### VI. Guiding Principle & Introduction

**David Castillo**, *President Greater OKC Chamber of Commerce*

### VII. Keynote

**Dave Lopez**, *Interim Superintendent, OKC Public Schools; Former Secretary of Commerce, State of Oklahoma; Former President, American Fidelity Foundation*

### TRUST, TEAMWORK & THUNDERDOG'S TRIUMPH



Presented by  
**Mike Hingson**  
*Best Selling Author & Inspirational Speaker*

**Thurs., April 3, 2014**

*Breakfast and Workshop*  
**7 AM-9 AM**

*Luncheon*  
**11:30 AM-1:00 PM**

*Book signings after each program.*

**The Petroleum Club, Oklahoma City**

**HURRY—SEATS LIMITED.**  
*Expected to be a sold-out event again!*

### 2014 STATEWIDE OK ETHICS AWARDS COMPASS, COMMUNITY IMPACT & EXECUTIVE PILOT AWARDS



Keynote Speaker:  
**Paula Marshall**  
CEO of the Bama Companies, Inc.



Executive Pilot Award Recipient:  
**Jim Priest, Attorney**

**Thursday, April 24, 2014**  
**11:30AM-1:15PM**  
**TULSA & OKC LOCATIONS**

*Note: Pens and papers have been distributed to each table. Please write down your questions either during the meal or while Mr. Lopez is speaking. These will be collected and prioritized according to popularity of issues posed.*

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

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

PINNACLE MEMBERS	NAVIGATOR MEMBERS	MEDIA ALLIES	STAR MEMBERS



## OKLAHOMA STUDENTS SCORE BIG AT NATIONAL ETHICS BOWL

Oklahoma university students proved they can tackle the most challenging ethical dilemmas at this year's Intercollegiate Ethics Bowl<sup>SM</sup> in Jacksonville, Fla. The event is sponsored by the Association for Practical and Professional Ethics.

During the Feb. 27 competition, the **University of Oklahoma led by Dr. Steven Ellis**, defeated Loyola University Chicago in the semifinals to advance to the championship round against the University of Montana. **Oklahoma Christian University led by Professor Jeffrey Simmons** made it to the quarterfinals. The **University of Central Oklahoma led by Dr. Katherine Terrell** also participated in the bowl after advancing from the regional competition where Oklahoma schools outscored their Texas competitors. This year all of the teams in the Texas region advancing to the national competition were Oklahoma colleges or universities.

The Oklahoma Business Ethics Foundation established a statewide student ethics challenge several years ago. Currently, the Foundation's work is evident on 13 campuses throughout the state. The statewide, regional and national

competition's purpose is to equip students with knowledge, wisdom and skills necessary to ethically deal with challenges that they are likely to face in their personal and professional lives. This year's national competition featured 32 teams that had advanced from statewide and regional events. Rose State College will compete in another national ethics contest later this month.

"This is the first time an Oklahoma college has finished at this level in the competition," said **Shannon Hiebert, Oklahoma Business Ethics Foundation president and vice president of human resources for Enterprise Holdings**. "To have two schools place nationally in the top eight is quite impressive and underscores the commitment and importance that our Oklahoma institutions are placing on ethics education."

**Colin Schoonover, manager of pipeline systems and engineering services for ONE Gas, Inc. in Tulsa**, represented the Oklahoma Business Ethics Foundation at the national event. "The Oklahoma college teams' presentations were literally among the best in the nation at this year's competition," Schoonover said. "As business leaders, we are encouraged to know that many of these students

will enter our workforce with a head start by having knowledge of the practical application of ethics."

The teams debate and defend their moral assessment of some of the most troubling and complex ethical issues facing society today. Questions address a wide array of topics in business and professional ethics in personal relationships and in social and political affairs. In the competitions students demonstrate their ability to:

- Understand the facts of the case
- Articulate the ethical principles involved in the case
- Present an effective argument on how the case should be resolved
- Respond effectively to challenges put forth by the opposing team as well as the panel of expert judges

***OK Ethics is proud of our students and confident that they will carry forward Oklahoma values of integrity at work! Congratulations to all involved!***

# 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.**



## VOLUNTEER 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:

Many thanks to the volunteers from **Metro Technology Centers** who provide our monthly agendas.

## 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>Brent Martens</b>	<i>Accounting Principals</i>	<i>Team 1 Leader</i>
<b>Daniel Yunker</b>	<i>Kimray, Inc.</i>	<i>Team 2 Leader</i>
<b>Carol Alexander</b>	<i>Retirement Investment Advisors</i>	<i>Ambassador</i>
<b>Deborah Burroughs</b>	<i>Langston (Retired)</i>	<i>Ambassador</i>
<b>Jamie Gorman</b>	<i>Hyde and Company</i>	<i>Ambassador</i>
<b>Wayne Hart</b>	<i>Legal Shield</i>	<i>Ambassador</i>
<b>Tish Marshall</b>	<i>Oklahoma Sports and Orthopedics Institute</i>	<i>Ambassador</i>
<b>Sandra Nettleton</b>	<i>Oklahoma Sports and Orthopedics Institute</i>	<i>Ambassador</i>
<b>Bobby Redinger, CPA</b>	<i>Cole &amp; Reed</i>	<i>Ambassador</i>
<b>Ben Robinson</b>	<i>Boeing (Retired) &amp; Sentry One LLC</i>	<i>Ambassador (Executive Team)</i>
<b>Nancy Hyde</b>	<i>Hyde &amp; Company</i>	<i>Ambassador (Executive Team)</i>

## REGISTRATION TEAM:

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

<b>Mark Neumeister, CPA</b>	<i>D. R. Payne &amp; Associates</i>	<i>Registration Chairperson</i>
<b>Mary Vaughn, CPA</b>	<i>JMA Energy</i>	<i>Cash &amp; Visitors</i>
<b>Marvinette Ponder</b>	<i>Devon Energy</i>	<i>Pre-paid Registration Co-Chair</i>
<b>Lucius Crandall</b>	<i>SandRidge Energy</i>	<i>Pre-paid Registration</i>
<b>Kendra Wenzel</b>	<i>Devon Energy</i>	<i>Pre-paid Registration</i>

## SPECIAL INITIATIVES:

<b>Dallas Bodin, CLVS</b>	<i>Prime Visual Media</i>	
<b>Michael Mount</b>	<i>Oklahoma Accountancy Board</i>	<i>CPE's</i>
<b>Susan Pate</b>	<i>Stinnett &amp; Associates</i>	<i>Accountant</i>
<b>Jamie Potter</b>	<i>Eide Bailly LLC</i>	<i>Facilities &amp; Logistics Chair</i>
<b>Jalisha Petties</b>	<i>OK Ethics</i>	<i>Member Care Coordinator</i>
<b>Anna Rosenthal</b>	<i>OK Ethics</i>	<i>Special Projects</i>
<b>Factor 110</b>		<i>Name Tags and Guest Services</i>
<b>Shirley Mears</b>	<i>Champlin Broadcasting</i>	<i>(99.7) Announcements on the Morning Drive</i>



**TUNE IN!** Our own **Bob Byrne** and **Shirley Mears** featured on the morning drive for **Hank FM 99.7 (Classic country western)** – Tune in between 7:00 and 8:00 a.m. to learn more about Oklahoma's legacy! Also, hear interviews with speakers thanks to Champlin Broadcasting and the folks with the Oklahoma Heritage Association who provide the research for our historic profiles!

## JOIN THE TEAM:

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

- In OKC, Contact Lynda Mobley with ONEGAS Foundation at [Lynda.Mobley@onegas.com](mailto:Lynda.Mobley@onegas.com) or call (405) 551-6774.
- In Tulsa, contact James Kelley with The Rowland Group at [james@rowland-group.com](mailto:james@rowland-group.com) or call (918) 836-1900.

If you would like to volunteer for special initiatives such as preparing an participating on the Ambassador or Registration Teams or constructing press releases, contact Shannon Warren at [warrenokla@cox.net](mailto:warrenokla@cox.net).

## MANY THANKS TO OUR HORIZON MEMBERS:





## 2014 Statewide

# OK ETHICS AWARDS

### Compass, Community Impact & Executive Pilot Awards

**Thursday, April 24, 2014, 11:30–1:15**

**Locations in Tulsa and Oklahoma City**

**A 10% EARLY BIRD DISCOUNT WILL APPLY TO RESERVATIONS RECEIVED PRIOR TO APRIL 10TH.**



**Keynote Speaker:**

**Paula Marshall**

**CEO of the Bama Companies, Inc.**

Paula Marshall was named the CEO of her family's business, The Bama Companies, in 1985. Bama provides frozen baked goods to large-scale restaurant chains including the nation's largest hamburger chain, the nation's largest pizza chain and the nation's largest retailer. Marshall received her Bachelor of Science in Business and her Doctorate of Commercial Science from Oklahoma City University.

While at the helm of Bama, Marshall has grown the organization to a \$300 Million company all while putting a precedent on quality. Bama won the prestigious Malcolm Baldrige Award for Quality in 2004 from the United States Department of Commerce, and has been hailed as a leader in the baking industry.

Marshall has served as Chairman of the Tulsa Chamber of Commerce, and was one of the first women asked to join the Young Presidents Organization Oklahoma Chapter in 1990. In 1993, she was named one of the Top Ten CEOs by Industry Week Magazine. She was selected Entrepreneur of the Year by Ernst & Young in 1997. In 1998, she was named to the Oklahoma Department of Commerce Business Hall of Fame. Recently she was nominated as one of Oklahoma's Most Admired CEOs by the Journal Record.

Paula is the author of *Finding the Soul of Big Business* and *Sweet as Pie, Tough as Nails*. Her newest release, *The Executive Entrepreneur* was co-authored with New York Time Bestselling author Jim Stovall. Her books are available on Amazon.com.



**Executive Pilot Award Recipient:**  
**Jim Priest, Attorney**

In the three decades Jim has practiced law, he has tried nearly a hundred cases in the state and federal courts and has argued many cases before the Tenth Circuit Court of Appeals. In addition to practicing law, he serves as an adjunct professor at Oklahoma City University School of Law teaching Complex Litigation and Employment Law. Priest also serves as the volunteer Executive Director of the nonprofit substance abuse education organization F.A.T.E. (Fighting Addiction Through Education)(www.fate.org).

For ten years Jim was a volunteer weekly columnist for the Oklahoman writing a column called "Family Talk" that addressed issues relating to marriage, parenting and families. He has also served as a volunteer columnist for the Journal Record newspaper writing columns on business ethics. Jim has taught countless seminars on ethics for a variety of groups such as Leadership Oklahoma, The Metro Employer's Council, the Oklahoma Bar Association, the Oklahoma Society of CPAs. Priest has also served as an adjunct professor teaching Business Ethics in Southern Nazarene University's MBA program.

Jim is a husband, dad, attorney and ordained deacon in the Church of the Nazarene. He has practiced law in Oklahoma for thirty four years and has been consistently recognized as one of the best lawyers in the nation in the field of Employment and Labor law. He and his wife, Diane, have been married for 35 years and have two adult children, Amanda and Spencer.

**\*\*DEADLINE FOR APPLICATIONS - MARCH 27\*\***

Go to [www.okethics.org](http://www.okethics.org) under "Awards" tab for Compass & Community Impact Award Applications

**NOMINATE A DESERVING COMPANY, SCHOOL OR NON-PROFIT ORGANIZATION TODAY!**



## THE RIGHT THING: LESSONS FROM THE GREATEST GENERATION

Presented by

**Dave Lopez**

**Interim Superintendent,  
OKC Public Schools**

**Former Secretary of Commerce,  
State of Oklahoma**

**Former President,  
American Fidelity Foundation**

Long active in corporate and community leadership positions, Dave Lopez now directs his energies to education as the interim superintendent of the Oklahoma City Public Schools District. Named to his current post in August of this year, Lopez is leading the OKC district until the school board selects a permanent superintendent.

Immediately prior to his current post, Lopez served as Secretary of Commerce for the State of Oklahoma. Governor Mary Fallin appointed him in February of 2011 to lead the state's economic development efforts and to serve on the governor's cabinet.

Lopez also is a retired officer of SBC Communications (now AT&T). Before concluding a 22-year career with AT&T, Lopez held a variety of executive positions with its predecessor company in Houston, Dallas, St. Louis, San Antonio, Oklahoma City and Austin. Lopez served his last six years as an officer of the corporation, including a four-year assignment as its president of Oklahoma and later as president of Texas.

Lopez returned to Oklahoma in 2003 and he has served as the president of Downtown Oklahoma City, Inc. and as president of the American Fidelity Foundation. He currently serves on the board of directors for BancFirst and for Hall Capital.

Lopez has been honored with the Dean A. McGee Award (by Downtown Oklahoma City Inc.), the Key Contributor Award (by the Oklahoma Academy of State Goals) and induction in to Oklahoma City University's Commerce and Industry Hall of Honor. Oklahoma Christian University has presented Lopez with an honorary Doctor of Humanities Degree and he previously served as a regent of the Texas Tech University System and of Oklahoma City Community College.

Lopez was born in Las Cruces, New Mexico, and received a Bachelors and Masters degree from New Mexico State University where he was also inducted into the NMSU Athletics Hall of Fame. Lopez is married to the former Lana Blakley and they have five children and eight grandchildren.



*Special thanks to our co-hosts the  
Greater OKC Hispanic  
Chamber of Commerce*

### **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.

**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.

***This program is NOT recommended for CPE, but look for future opportunities at [okethics.org](http://okethics.org).***