

THE OKLAHOMA BUSINESS ETHICS CONSORTIUM



# 2011 Compass Awards

SIX YEARS OF CELEBRATING OKLAHOMA VALUES



OK ETHICS™

PROMOTING INTEGRITY AT WORK  
[WWW.OKETHICS.ORG](http://WWW.OKETHICS.ORG)



# The OK Ethics Story

***Who Knew?*** Certainly not the handful of people who started a small discussion group in the fall of 2003. That little group grew by word-of-mouth to nearly double attendance at every meeting for the first few months. The Oklahoma Business Ethics Consortium has grown to over 700 members. And, this was all accomplished through the efforts of dedicated volunteers.

What started in Oklahoma City as a grassroots effort, kicked into high gear during the summer of 2004, when business leaders and educators from Tulsa and Oklahoma City gathered for a strategic planning session in Stroud, Oklahoma. By then, we figured we were “onto something big” and decided to formalize into what has become known as “OK Ethics.” The purpose became clear: to help one another in reinforcing standards of ethical behavior while remaining true to our humble roots.

***Now We Know!*** Most business leaders truly care about integrity in the workplace. In addition to the Consortium’s regular monthly forums on ethical issues, OK Ethics hosts an annual Compass Awards program to share best practices in business ethics. In past years, attendance has climbed steadily to nearly 400 individuals who come together to honor highly ethical companies in our business community.

OK Ethics supports several university and college chapters through the work of its Foundation. The purpose of the Foundation is to mentor students by reinforcing the importance of ethical behavior in the workplace. Today, there are many student chapters, including the University of Central Oklahoma, the University of Oklahoma, Langston University (OKC campus), Oklahoma City University, East Central University and Southern Nazarene University. Additionally, OK Ethics involves students in statewide ethics challenge events. In 2010, UCO hosted one of the largest of these with a dozen teams competing from various universities. That was followed by a regional ethics bowl held in San Antonio, where OU placed first and OCU placed third. This was followed by a powerful presence at the national competition held in Cincinnati in 2011. (See page 15 for more details.)

## ***Why Join OK Ethics?***

- Shared values with other Oklahoma business leaders help reinforce a solid foundation
- Monthly luncheon programs inspire ongoing commitment to ethical behavior
- Gaining knowledge through the shared experiences and insights of other business leaders
- Opportunity for interactive discussions having real-life workplace impact
- Best practices shared by those who have developed strong ethical processes in their companies
- It’s the right thing to do...for you...for your employees...for your company...for our economy.

The Oklahoma Business Ethics Consortium is a non-profit organization for business leaders dedicated to promoting Oklahoma values of integrity in the workplace. For more information, visit [www.OKEthics.org](http://www.OKEthics.org).

# Thank You

To our Navigator and Star members for your leadership and support in promoting integrity at work.

## Navigator Members - \$7,500



PEOPLE HELPING PEOPLE BE SUCCESSFUL

Since the 1960s, the Bama Companies, Inc. has been an innovator of wholesome bakery products that cater to the needs of the biggest restaurant chains worldwide.

Today, the company serves customers in more than 20 countries. They achieve this through vision, leadership, integrity, strategic focus and a single mission of "People Helping People Be Successful." The Bama Companies were honored for high ethical standards when they received the 2007 Compass Award for the large business sector.



Chesapeake Energy Corporation and its more than 8,500 employees are committed to high standards of conduct and professionalism. Chesapeake believes strict adherence to their Code of Ethics and Business Conduct is something owed to each other, their shareholders, and to every

community in which they do business. In 2009, Chesapeake received the Compass Award for the large company category.



Devon Energy was the first organization in Oklahoma to become a Navigator member. It is, one of the world's leading independent oil and gas producers. The company builds value for shareholders by creating an atmosphere of optimism,

teamwork, creativity, resourcefulness and by dealing with everyone in an honest and ethical manner. Congratulations to OK Ethics' 2011 Compass Award recipient!



For over 40 years, Oklahoma City-based Hobby Lobby Stores, Inc., has served the arts, crafts and home accents industry to become the leading retailer of its kind in America. Since its modest beginnings,

Hobby Lobby has grown into 478 stores in 39 states and employs over 20,000 people. From its 4.5 million square foot manufacturing, distribution and corporate headquarters, Hobby Lobby serves its employees and their families by establishing a work environment and company policies that build character, strengthen the individual, and nurture families. Hobby Lobby is the place to shop with Super Selection, Super Savings...Everyday!



Manufactured in Oklahoma City, OK, USA

Kimray is an Oklahoma City-based manufacturer of control valves and related equipment for oil and gas producing companies worldwide. Kimray strongly believes its greatest asset is its employees. With more nearly 700 employees throughout the world, Kimray prides itself on

offering a positive work environment with first-class benefits and pay. In 2010, Kimray received the OK Ethics Compass Award in the mid-sized company category. At the same time, Kimray's Chairman, Tom Hill, was honored as OK Ethics first Pilot Award recipient for his outstanding commitment to promoting Oklahoma values of integrity at work.



Originally founded in 1906 as an intrastate natural gas pipeline business in Oklahoma, today ONEOK is one of the nation's premier energy companies

involved in the natural gas and natural gas liquids businesses. Its business segments provide safe, reliable energy and services to their diverse customers. ONEOK's success is driven by its more than 4,800 employees who strive to better not only their company but also the communities in which they live.



energy to go further

SandRidge Energy, Inc. is an active participant in the transformation of downtown Oklahoma City. SandRidge also participates in the transformation of lives through both financial investment

and employee engagement. Ethics and moral obligation drive the company's mission to make a tangible difference in the communities where their employees work and live.



Williams, through its subsidiaries, finds, produces, gathers, processes and transports natural gas. Williams' headquarters are in Tulsa, Oklahoma with operations concentrated in the Pacific Northwest, Rocky Mountains, Gulf Coast, and Eastern Seaboard.

## Star Members - \$5,000

ENTERPRISE HOLDINGS



A charter member of OK Ethics, Enterprise Rent-A-Car is the largest rental car company in North America. It operates more than 815,000 Rental and Fleet Services vehicles worldwide and has annual revenues of \$9 billion.



With over 550 offices internationally, Oklahoma City-based Express Employment Professionals client base extends through four countries and employs over 300,000

people annually. Express provides expertise in temporary staffing/evaluation and direct hire; contract and executive recruiting and placement; and customized human resource services. This year, Express is being honored with a Compass Award for the large company category.



Valir Health is a comprehensive healthcare organization specializing in a full range of rehabilitative and long term care services. Based in Oklahoma and created by professionals who desired to establish a higher standard in patient care, Valir Health endeavors to provide an unsurpassed level of service

to each patient and client they serve. Valir was honored as a Compass Award recipient in 2006.

Promote Integrity at Work.

For More Information About Becoming a Member of OK Ethics visit [www.OKEthics.org](http://www.OKEthics.org).

# 2011

THE OKLAHOMA BUSINESS ETHICS CONSORTIUM

## Compass Awards

# A Special Thank You

to our OK Ethics Board of Directors...

### Five Years & Still Serving



*Thank You David!*

DAVID MAYFIELD  
Treasurer  
*Eide Bailey, LLP*



GARYL GEIST  
President,  
Consortium Board  
*Oklahoma Allergy and  
Asthma Clinic*



PAM FOUNTAIN  
President, Foundation Board  
*Principal Technologies*



MICHAEL OONK  
President, Tulsa Chapter  
*American Bank and  
Trust Co.*

### Founders Circle



LYNN FLINN  
Founder, Tulsa Chapter  
*The Rowland Group of  
Staffing Companies*



SHANNON HIEBERT  
Vice President, Membership & Fun,  
and Founding Member  
*Enterprise Rent-A Car*



KELLIAN SCHNEIDER  
Vice President,  
Public Relations  
*FullForce Marketing  
& Branding*



ROB MARTINEK  
Vice President of Risk Manage-  
ment & Spirituality  
*The Bama Companies*



TONY BLASIER  
Advisor, Foundation Board  
*Chesapeake Energy*



JANICE DOBBS  
Advisor, Consortium Board  
& Founding Member  
*Devon Energy Corporation (Retired)*



VALERIE FRIED  
Founding Member  
*Capitol Abstract & Title Company*



BOB BYRNE  
Advisor, Consortium Board  
*Boeing (Retired)*



TODD LISLE  
Advisor,  
Consortium Board  
*BKD, Inc.*



LINDA MOBLEY  
Advisor, Consortium Board  
*ONEOK/ONG*



MYRNA SCHACK LATHAM  
General Counsel  
& Founding Member  
*McAfee & Taft Law Firm*



SHANNON WARREN  
Founder, Oklahoma Business Ethics  
Consortium & Foundation  
*Warren Consulting LLC*



CHADE NASH  
Advisor, Consortium Board  
*Gabbard & Company*

## Want to get involved?

OK Ethics is a volunteer-driven organization. If you would like to join other like-minded business leaders in promoting integrity at work, we invite you to



# Ted Streuli

## OK ETHICS PILOT AWARD

# 2011



Ted Streuli

Since December 21, 2004, The Journal Record has been running a monthly guest column that promotes business ethics. The staff, lead by Editor Ted Streuli, has demonstrated an unwavering commitment to the standards of integrity that Oklahoma holds dear.

OK Ethics is pleased to present the second annual Executive Pilot Award to Mr. Streuli. Selected by the OK Ethics Board of Directors, the honor is given to individuals who go above and beyond to promote ethical standards in their professions and our community. As an honoree, Mr. Streuli is humble in the knowledge that no one is perfect, but everyone can serve as an inspiration to all of us who strive to do the right thing.

Mr. Streuli's life and career has been characterized by a strong sense of fairness. In the workplace, that means reasonable compensation, opportunities to advance and fulfilling work assignments for each individual. As a member of the press, Mr. Streuli believes in presenting a balanced, unbiased perspective. He is intentional in his efforts to provide opinion columns that represent all facets of an issue. More importantly, he ensures that facts reported in The Journal Record are accurate and truthful.

He is a courageous leader, not afraid to delve into cutting edge topics like faith's impact on workplace values. Nor does he hesitate to challenge the status quo of business as usual. At the same time, his actions are tempered with a compassionate heart. Mr. Streuli has made countless sacrifices to help community organizations and encourages others to do the same.

It is with great respect that we are privileged to honor a long-time supporter of OK Ethics' ideals and efforts.

### Ted Streuli's Favorite Quote:

*"If you don't have enemies, you don't have character."*

*Paul Newman, American actor (1925-2008)*

### Honoring Previous Pilot Award Recipients



**TOM HILL**  
2010 OK ETHICS  
PILOT AWARD

*Positive outcomes are not created by people who are perfect, but by those who consistently and sincerely strive to do the right thing.*

# About the Compass Awards

## A Message to Compass Award Nominees:

*We truly appreciate the many hours Compass Award Nominees have spent in preparing their applications. They have unselfishly shared their experiences, processes and wisdom in the true spirit of this award - to help all of us as we continually seek to strengthen our approach in reinforcing ethical behavior. Clearly, each company has made important contributions by openly sharing their methods with others. We thank them for their generosity in time and efforts.*

*We also appreciate the leadership each organization has demonstrated in promoting Oklahoma values of integrity, character and ethical behavior!*

## Selection Process, Criteria & Outcomes

The OK Ethics Compass Awards Program was implemented in 2006 to encourage companies in their efforts to reinforce integrity in the workplace. Each year, nominees are asked to share their processes with others. The application process, which is open to OK Ethics members and non-members, is a useful tool in assisting companies to objectively evaluate their approaches. Many companies have strengthened their efforts by simply investing time in this endeavor.

The criteria and scoring process are based on the Malcolm Baldrige Quality Award standards. Ratings are assigned according to how well the companies' policies and actions support on-going and systemic behavior in each organization. Companies are asked to demonstrate the effectiveness of their ethics programs through independent data.

In evaluating the company's practices for each specific area defined by the criteria, the selection teams are always mindful of some basic questions:

- **Can the processes be replicated by other companies?**
- **Have measurable outcomes demonstrated success in enabling the company's efforts to reinforce ethical behavior?**
- **Is there a clear indication of a culture with the heart for doing the right thing?**

There are a number of great Oklahoma businesses that demonstrate an outstanding commitment to ethical behavior, but only a few may be selected to receive the annual honors.

However, OK Ethics' mission is to support businesses' efforts through a mentoring process and to assist each company as it humbly strives for continual improvement. For that reason, previous recipients of the award may be asked to work one-on-one with other business leaders who wish to apply for the award. Honorees may also be invited to serve on the selection team in the following year's process and provide feedback to Compass Award candidates with the intent of fostering Oklahoma values of integrity at work. (Recipient companies are discouraged from submitting applications for three years so that they may serve as advisers, or as members of the Selection Team.)

Each member of the selection team is asked to sign a conflict of interest statement. OK Ethics requests that participants recuse themselves if they have any interest, or if their families have any control or interest, in the nominees companies. Likewise, they may not serve on a team that is involved in evaluating a competitor. The Selection Team acts independently to the extent that they do not report their findings to the OK Ethics Board or seek the Board's approval of selected finalists. Applications from recipients are posted on the OK Ethics' website.



## OKLAHOMA BUSINESS ETHICS CONSORTIUM

# Guiding Principles

*VISION*

TO BE RECOGNIZED AS A STATEWIDE AND NATIONAL FORUM FOR PROMOTING BUSINESS ETHICS.

### 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.

# 2011 Compass Award Selection Team



## **DR. JAMES BRANSCUM**

This will be the superintendent at Metro Technology Centers third year as a member of the OK Ethics Compass Award Selection Team. Dr. James Branscum has also served as the Vice President of Business Affairs at Rose State College in Midwest City and the Executive Vice President at Eastern Oklahoma State College in Wilburton. His work experiences have provided him with the opportunity to be a North Central evaluator for colleges and universities for six years. Additionally, Dr. Branscum is uniquely qualified to assist OK Ethics because of his extensive training as an Oklahoma Quality Award Foundation examiner and a Malcolm Baldrige National Quality Award Program examiner.



## **DR. JOHN FOUST**

We are pleased to welcome Dr. John Foust, Executive Director of the Oklahoma State Board of Pharmacy, for his second year on the OK Ethics Selection Team. Dr. Foust, who previously served as Director of Pharmacy for Integris-Grove, has experience with other award selection processes and has also served as a consultant in JCAHO Compliance mock-surveys. We appreciate the analytical expertise that he brings to the table. Dr. Foust has served the community in a number of capacities, including as a scoutmaster for the National Jamboree. He earned his Doctor of Pharmacy Degree from the University of Oklahoma and serves as a pharmacy law lecturer, as an adjunct professor for OU and has served on the rules writing committees for the Oklahoma Board of Pharmacy.



## **CLAUDETTE GREENWAY**

Claudette Greenway serves as the Vice President of Operations for the Oklahoma Foundation for Medical Quality, Inc. (OFMQ), a not-for-profit health care quality improvement organization dedicated to improving health care and improving lives. OFMQ works with healthcare providers throughout the state to improve the quality of patient care and health outcomes. In her fourteen year tenure with OFMQ, Ms. Greenway has held various leadership roles and has led state, regional and national-level healthcare quality improvement initiatives. Ms. Greenway holds a Bachelor of Science in Nursing from the University of Oklahoma and a Masters in Business Administration from Oklahoma City University. She is also a Certified Professional in Healthcare Quality. Ms. Greenway has served for three years on the Compass Award selection team and also serves as an examiner for the Oklahoma Quality Award Foundation.



## **OSCAR JACKSON**

Oscar Jackson is a charter member of the OK Ethics Compass Award Selection Panel, serving since its inception in 2006. OK Ethics is honored to have Mr. Jackson's wise counsel and dedication. In June, 1991, Governor David Walters appointed Jackson as Administrator of the State of Oklahoma Office of Personnel Management and Cabinet Secretary of Human Resources and Administration, and he was subsequently reappointed to both positions in January 1995 by Governor Frank Keating; Governor Brad Henry in January 2003; and Governor Mary Fallin in January 2011. Mr. Jackson is a Past-President of the National Association of State Personnel Executives (NASPE); and the International Public Management Association for Human Resources (IPMA-HR), which represents the interests of over 10,000 HR professionals in the public sector at local, state and federal levels of government.



## MIKE STRONG

### OK Ethics Compass Awards Co-Chairperson

Mr. Strong is the “Chief Architect” of the OK Ethics Compass Awards and has served as Chairperson for the Selection Panel since 2006. Mr. Strong recently retired as Executive Director of the Oklahoma Quality Award Foundation, an organization that recognizes organizational excellence as a competitive edge, his knowledge of Malcolm Baldrige standards was useful in the development of the Compass Awards program. Mr. Strong’s personal principles are reflected in the award process, which is designed to support best practices in business ethics by sharing knowledge that can be replicated by others. Mr. Strong is a retired US Air Force Colonel and began work with the Oklahoma Quality Award Foundation, Inc. in 1994. In his former role as Executive Director, he has trained over 550 examiners and evaluated over 170 organizations. Mr. Strong is a graduate of the University of Oklahoma and has a M.A. in Public Administration from Ball State University in Muncie, Indiana.



## EDITH STEELE

### OK Ethics Compass Awards Co-Chairperson

A charter member of the Selection Panel, Mrs. Steele helped develop the Compass Award five years ago and has served as a member of the Selection Team ever since that time. Hired by the Oklahoma Accountancy Board in 1970, she has worked as a CPE Coordinator and served as Deputy Director. In 2001, the Board added the assigned duties of the Executive Director to Mrs. Steele’s responsibilities. She was officially appointed as Executive Director in November 2002 where she remained Director until her retirement on March 1, 2010. She has served as Chairman of the National Association of State Boards of Accountancy’s Executive Director Committee as well as Vice Chairman of the Oklahoma Financial Manager’s Association, Co-Chair of a United Way Investment Committee and various local, state and national committees.

## TODD LISLE

Todd Lisle is the managing partner of the Oklahoma City, Tulsa and Enid offices of BKD, LLP and provides audit, litigation consulting, business valuation and fraud investigation services to several of the firm’s clients. He is active in a variety of civic and professional organizations including the Downtown Rotary, Greater OKC Chamber of Commerce and the Edmond Public Schools Foundation. In 2008, after BKD, LLP received the OK Ethics Compass Award in the large company category, Mr. Lisle was invited to serve on the OK Ethics Board of Directors and this will be his third year to do so. He is a 1984 graduate of the University of Oklahoma, Norman, with a B.S. degree in accounting with distinction.



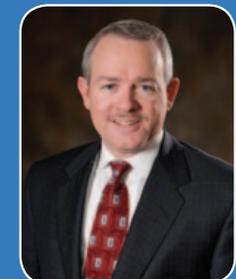
## MIKE LYLES

Mike Lyles is Chief Executive Officer of Leader Communications Incorporated (LCI), an award-winning Oklahoma company specializing in Telecommunications, Engineering Support, Information Technology (IT), and Management Services. LCI, Inc. was honored in 2009 as the OK Ethics Compass Award recipient for the mid-sized company category. Prior to founding LCI, Mr. Lyles completed 21 years of outstanding service to the United States Air Force, retiring at the rank of Senior Master Sergeant. His USAF career achievements include the successful consolidation of the Global Command Control Stations, Giant Talk, and Commando Escort into High Frequency Global Control Stations and the development of the “Lights Out” concept.



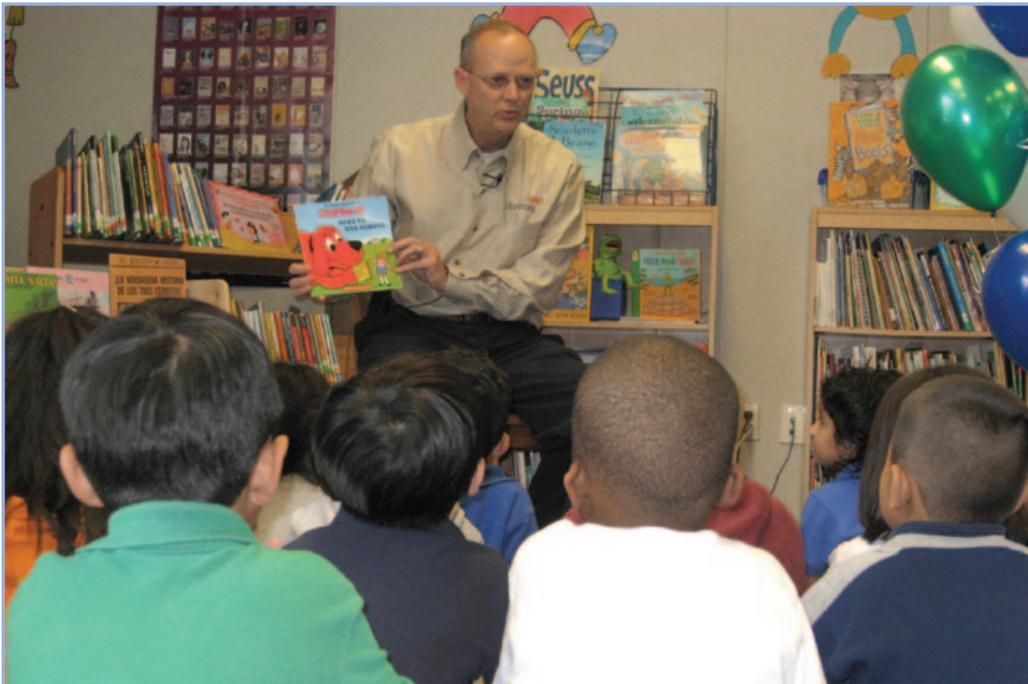
## RANDY THURMAN

We are pleased to welcome Randy Thurman, Co-President and CFO of Retirement Investment Advisors, to the 2011 Compass Award Selection Team. Retirement Investment Advisors and its 14 employees recently celebrated their 20th year in business. A 2010 Compass Award winner in the small company category, Retirement Investment Advisors has been recognized more than 40 times by national publications as one of the top advisory firms in the country. Just recently, Mr. Thurman received the Oklahoma Magazine 5 Star Wealth Manager award for 2011, which distinguishes the top financial advisors in the state based on a vote by the public. He is a member of the South Oklahoma City Rotary Club and serves on the board of: Oklahoma Society of CPAs Educational Foundation, OCCO Foundation, Greater Oklahoma City YMCA, Consumer Credit Counseling Service, Oklahoma College Savings Plan, and on the Oklahoma City Public Employee Retirement System.





# devon



Tony Vaughn, Sr. Vice President, Strategic Services

### **Company's services and extent of operations:**

Devon Energy Corporation is a leading independent natural gas and oil exploration and production company. Devon's operations are focused onshore in the United States and Canada. The company also owns natural gas pipelines and treatment facilities in many of its producing areas, making it one of North America's larger processors of natural gas liquids.

### **Guiding principles or core values:**

Devon's mission and values create a strong foundation for the company. They represent the core beliefs upon which the company was built and are essential to its continuing success.

**Mission Statement:**

Devon Energy is a results-oriented oil and gas company that builds value for its shareholders through its employees by creating an atmosphere of optimism, teamwork, creativity, and resourcefulness and by dealing with everyone in an open and ethical manner.

**Values:**

**Hire the best people.** Our belief that our people are our most important asset provides the foundation for all of our values and convictions.

**Always do the right thing.** Embracing honesty and integrity as our most important value means we stick by our word and we will always do the right thing, even when no one is looking.

**Deliver results.** As stewards of a public company, it is our job to constantly strive to increase shareholder value.

**Be a team player.** A central value of our company is the belief that teamwork and collaboration will create a better organization, provide more fulfillment for employees, significantly reduce bureaucracy and dramatically improve results.

**Be a good neighbor.** We have a fundamental respect for the environment and the people and communities in which we operate.



**Employee Attributes**

- Exhibits Integrity**  
Devon employees display honor that is unquestioned. They are open, forthright and honest. Their handshake seals the deal.
- Embraces Shared Mission**  
Devon employees embrace shared goals and understand their role in achieving them.
- Displays a Passion for Improving the Business**  
Devon employees have a passion for seeking and communicating opportunities to increase value and improve our business.
- Adapts to Change**  
Devon employees demonstrate flexibility and resilience to accomplish the shared goals and mission of the company.
- Is a Team Player**  
Devon employees value teamwork and make it an integral part of how they operate. They do what it takes to get the job done. They set aside individual ambitions for the greater good.
- Communicates Openly**  
Devon employees ask questions and initiate open and honest communication. They listen carefully and value questions that come from others. They are eager to challenge the status quo when appropriate.
- Has Energetic Perseverance**  
Devon employees take the initiative and display a positive can-do attitude. They persist in the face of obstacles.
- Strives for Excellence**  
Devon employees perform to the best of their abilities both professionally and technically. They take an active role in developing their skills and knowledge as well as training others.
- Seeks and Accepts Accountability**  
Devon employees seek and accept accountability and empowerment necessary to efficiently execute their duties.



# Coppermark BANK



Coppermark Bank is a regional financial services company with banking centers in Oklahoma and Texas. It offers financial products and solutions with a focus on delivering exceptional customer experiences. With \$1.2 billion in assets, Coppermark ranks among the top four percent of Oklahoma banks, and among the top eight percent of banks in the nation, according to recent FDIC reports.

**Coppermark is an independently owned, Oklahoma-based company serving customers since 1963.**

It has been named a Best Place to Work in Oklahoma for the past four years and a Best Place to Work in Texas in 2009 and 2011. The staff at Coppermark is dedicated to making a significant positive impact on their customers, communities and in the lives of their employees.

**Coppermark's values are built upon the highest standards of honesty, integrity and teamwork.**

They strive to build customer relationships based upon mutual trust and respect. It starts at the top and Coppermark's President and CEO, Thomas Legan, has consistently shown that leading by example is the best way to maintain a corporate culture that values high standards of conduct, honesty and fairness. Mr. Legan believes leadership to be simple: get good people, point them in the right direction, get out of the way and then control the direction and speed.

**The company's Vision, Mission and Values are visible in all areas of the bank - from manuals and strategic plans, to intranet and break room postings, to the board room.**

These principles are the foundation of Coppermark and are instrumental to the bank's continued growth and success. Helping people be successful benefits employees, customers and, ultimately, the communities in which they work and live.

**Three simple questions form the basis of Coppermark's policies and the decisions made by their Board, management and employees:**

- Is it legal and within regulatory guidelines?
- Is it the right and fair thing to do?
- Is it ethical?

With those questions in mind, Coppermark's values remain the driving force behind their business success.



Thomas Legan, Chief Executive Officer



# Honorable Mention & Best Practices



Bama's Mission Statement "People Helping People Be Successful" is the heart of their business. This simple but powerful statement encompasses the expectations of how they treat their employees, customers, suppliers, community and owners. Their company was honored with the OK Ethics Compass Award in 2007 and they have maintained their strong commitment to ethical behavior. Training and a deep personal commitment among the employees has resulted in their core values of Trust, Respect, Patience, Humility, Loyalty, Courage, Integrity, Kindness, Encouragement, Forgiveness, and Quality becoming manifest in their culture on a daily basis in most every interaction. The Selection Team was not only impressed with Bama's values, but also their practices which involve a deliberate focus on EQ (or emotional intelligence) and the use of a systematic Courageous Conversation process.



HoganTaylor LLP is a public accounting firm serving numerous clients regionally and throughout the United States. They have taken deliberate steps to foster an ethical culture through initiatives such as the Values "P.R.I.Z.E." (e.g. an acronym for Profitable, Relationships Built on Respect, Founded on Integrity, Zealous in our Commitment and Passion for Excellence). The company ensures transparent communication policies through various actions including sharing the minutes from meetings of the firm's budget with all employees. HoganTaylor was also honored in 2010 as "Best of the Best" by a Tulsa non-profit organization and has been active with countless contributions to numerous local and state-wide organizations.



ONEOK is a Fortune 500 company and one of the nation's premier energy companies involved in the natural gas and natural gas liquids businesses. Recent examples of ONEOK's commitment to ethical principles include (1) creation of an officer-level position to oversee companywide compliance with rules, regulations and laws and for the development and implementation of continuing companywide compliance and ethics training, (2) the endowment of a \$1 million Professorship in Business Ethics in the College of Business at the University of Tulsa, and (3) in 2010 they conducted an independent, third-party administered companywide employee survey where employees were asked to provide confidential feedback about the company and its culture, processes, management and performance. This survey has resulted in companywide task forces that will focus on areas where improvements need to be made.



Pelco Products, Inc. is a locally-owned company and is the largest manufacturer of traffic signal hardware in the United States. The company is receiving an Honorable Mention because of the daily actions by top leadership, as well as their 100 employees. Specifically, the Compass Award Selection Team was impressed with Pelco's 360-degree feedback program, open-door operational meetings and leadership training. Also, Pelco's community spirit is signified by many awards that recognize extensive involvement by the company with various community organizations. Their communication policies and dedication to reinforcing an ethical culture made this company worthy of acknowledgement in Honorable Mention category.

## Oklahoma Students Shine in Ethics Bowls

A great deal of practice and preparation is needed to ready a diverse group of students for a debate. Ask them to debate ethics and it's an even bigger challenge. In a way, it is like asking them to defend or explain their values – in public. That's not an easy undertaking.

When the Statewide Student Ethics Challenge was held last fall in Edmond, 37 undergraduate students representing 12 teams from universities around the state participated in the contest. They were very well prepared and made it look easier than one might think.

One month later, student groups from five Oklahoma campuses went on to compete in the Texas Regional Ethics Bowl in San Antonio. These included the University of Oklahoma, Oklahoma City University, Oklahoma State University, East Central University and the University of Central Oklahoma.

The students were intent on winning “in the most ethical way possible” as stated by OU contender, Evan DeFilippis. Both the University of Oklahoma and Oklahoma City University outscored 18 opponents to win first and third place honors, respectively.

And this spring in Cincinnati, teams from the University of Oklahoma, Oklahoma City University and University of Central Oklahoma represented their schools in competition at the national level. In the end, OCU placed 13th and OU placed 17th. Not bad for Oklahoma's first trip to the Ethics Bowl at the national level.

The purpose of these competitions, according to OK Ethics Founder Shannon Warren, is to provide an opportunity for students to crystallize their thinking on dilemmas involving personal integrity. Winners are selected by teams of judges representing a cross section of community institutions and businesses.

In sharing kudos with project chair Pam Fountain of Principal Technologies, Inc., and OK Ethics Foundation Board member Tony Blasier of Chesapeake Energy, Tulsa CPA Lynn Flinn said, “It makes me feel good to know that the next generation of university graduates cares about ethics.”

“While we make mistakes every day, some of us strive to improve and continue to believe in high standards of behavior and performance” added Flinn, who is Founder of the Tulsa Chapter of OK Ethics, and serves on the Board of Directors for the Consortium.

“If we are to promote the ideals of integrity and ethical behavior, we need thoughtful discussion of what those ideals mean,” said Brea Bacon, assistant director of academic integrity systems for the University of Oklahoma. “That is why events like the Ethics Bowl are so valuable, not just for the students who compete but for the entire university,” said Bacon.

Summarizing the experience, Barbara S. Crandall, Ph.D., of Oklahoma City University, had this to say: “The Oklahoma City University Ethics Team began with a small group of business students who volunteered to represent OCU in the Statewide Student Ethics Challenge. They became a team with a distinct set of values and drive that would make every educator proud.”

From her perspective as professor and chair of the management and marketing department with OCU's Meinders School of Business, Crandall concluded, “Any company in Oklahoma would benefit by hiring these students to keep them in Oklahoma and allow them to become our next generation of leaders. Their direction is TRUE NORTH!”

## Best Practices from PREVIOUS HONOREES



Express has held a historically, strong commitment to ethical business practices dating back to the inception of the company. They use third-party surveys to measure the company's ability to integrate people, culture, ethics and work into their corporate model.



Kimray, Inc. is a privately-held Oklahoma manufacturer of control valves and related equipment for oil and gas producing companies. The company is unique in their core values which state that they will honor the Lord by operating the company in accordance with Biblical principles, serve employees and their families and produce high quality products. They use countless processes to maintain their culture of integrity, including emphasis on job candidates' character and ethics. Once hired, all employees participate in monthly training, including “Character First!” program, a comprehensive ethics education model.



Retirement Investment Advisors, Inc. is a fee-only advisory firm serving clients primarily in the metro Oklahoma City area for the past twenty years. To ensure that they stay true to their core values of integrity, the firm uses processes involving annual compliance meetings, web certifications to prepare employees on how to deal with ethical challenges and client surveys designed to make certain that fiduciary standards are being met.

2010  
Award Recipients:

# Best Practices from PREVIOUS HONOREES

The OK Ethics Compass Awards Program was implemented in 2006 to encourage companies in their endeavors to promote integrity in the workplace. Nominees are asked to complete a rigorous application, based on Malcolm Baldrige quality award criteria. Previous recipients unselfishly share their experiences, processes and wisdom to help all of us as we continually seek to strengthen our efforts to reinforce ethical behavior.

## 2009 Award Recipients:



Formed in 1989, Oklahoma City-based Chesapeake Energy is an independent producer of natural gas and one of the most active drillers of new wells in the United States.

- Strong communication practices are essential to Chesapeake's ability to maintain an ethical culture. Employees are encouraged to discuss workplace dilemmas and they use a number of two-way communication vehicles to build trust and respect. As a result, employees have given high marks to Chesapeake on independent surveys such as the Great Places to Work Trust Index.
- Additionally, Chesapeake's Office of Ethics and Security is dedicated to promoting an understanding of the company's Code of Business Conduct by promoting training and addressing questions that may arise.



Leader Communications, Inc. (LCI) is an information technology and management services firm with customers across the United States, as well as overseas.

- LCI's Core Values are summed up in five important words: Achievement, Commitment, Honesty, Integrity, Accountability and Community. To ensure that each employee understands the importance of these Values, they are included in the performance appraisal system.
- The company's Basic Conduct Guidelines provides a quick reference guide on dealing with ethical issues in the workplace and is posted on their intranet for access by all employees.



BKD, LLP is one of the ten largest CPA firms in the U. S. and provides expertise in consulting, tax, assurance and accounting outsourcing solutions. Two excerpts from this inspiring application include:

- Recognizing that it all starts with tone at the top, BKD LLP was one of the first two CPA firms in the country to develop a Public Interest Council. It is comprised of independent individuals who are knowledgeable about accounting, business law and ethics. This voluntary level of oversight helps executives with the monitoring and assurance of the firm's quality control standards.
- Upon arrival at BKD, new hires are given a very impressive hardbound copy of *The BKD Experience*. Using a straightforward witty approach, the book emphasizes that "integrity trumps economics every time." Phrases sprinkled throughout this book that guide everyday practice include "Put the Moose on the Table" and "Eat your Frog."



Recognized by virtually every major national award that the industry has to offer, including America's Best Builder in 2007, this Norman-based home builder was honored in the mid-sized company category:

- "Deposits" are a central highlight of monthly staff meetings. Employees publicly thank others in the organization for a job well done. Central to these discussions is the commitment to their company's core values.
- Ideal Homes celebrates positive behavior through an awards program emphasizing *The Fred Factor* – an honor recognizing employees for making a difference.
- The company uses a variety of independent assessment tools to gather feedback from customers, suppliers and employees, and these are used to evaluate senior management's performance. Building on this information, they work as a team to ensure a seamless alignment between good intentions and actions.



Principal Technologies, Inc. is an Oklahoma City-based government solution provider and staffing team specializing in placement of professionals in accounting, engineering and information technology.

- Central to their screening process, job applicants are asked to share examples of ethical challenges that they may have encountered in the workplace. Their responses allow the interview team to evaluate each candidate's character. This process ensures that they are recommending a person who is not only technically qualified, but whose values will reflect favorably on the firm.
- Customer feedback is a key component of quality assurance. This company asks their clients to complete a questionnaire assessing performance on a variety of levels. One inquiry relates to the staff's demonstration of ethical behavior. In that area, Principal Technologies, Inc. has maintained a constant rating of "Excellent".

## 2008 Award Recipients:



People Helping People Be Successful” is at the core of The Bama Companies, Inc. sustainability of an ethical culture. This Tulsa-based company is a leading manufacturer of baked goods for the #1 hamburger chain, #1 pizza chain, #1 Mexican chain, #1 casual dining chain and the #1 retailer in the world.

- Training is an essential element of success in achieving a Principle-Centered Bama Culture” (“PCBC”). Their approach includes ethics education, ongoing Emotional Intelligence training with emphasis on personal integrity, and an 8-day Integration Training for all new hires before they start their new job. This training heavily emphasizes cornerstones such as trust, respect, integrity and courage.
- Assessments of efforts have included the Malcolm Baldrige National Quality Award process and 360-degree feedback tools.



Believing that ethics provides a clear competitive advantage, the world’s largest aerospace company leads by example:

- In response to some high profile ethical lapses that occurred a few years ago, this company took courageous steps to promptly identify the cause of the problems. As a result, they have emerged healthier - with a sharpened focus on fostering a supportive environment to help employees readily identify and freely discuss tough ethical issues. This is achieved through a number of efforts, including an annual Ethics Recommitment Day, as well as informal brown bag sessions with local site leaders.
- The Boeing Management Model provides for a comprehensive process that promotes a culture of openness and discipline (see the OK Ethics website for more details.)



Coppermark Bank is one of the largest commercial banks in Oklahoma and has been independently owned and operated since it was chartered in 1963.

- A company’s vision statement provides insights into the organization’s priorities. At the top of Coppermark Bank’s list is a dedication to “making a significant positive impact on our customers, our communities and in the lives of our employees.” Actions supporting this statement are integrated throughout the organization, as evident from their extensive community involvement, to their efforts to measure and impact customer and employee satisfaction.
- Innovative awards are a hallmark of Coppermark Bank’s program. These include an annual awards banquet where individual achievements are publicly acknowledged. More than that, President & CEO Thomas Legan personally sends handwritten notes to those who are truly making a difference.



The first company to receive an award in the small business category, this provider of human resources outsourcing and consulting uses the *Character First!* program as a vital part of their endeavors to reinforce integrity. On a regular basis, selected employees receive certificates honoring their ability to model positive character traits such as “boldly speaking the truth, availability over self-centeredness and upholding what is right.”

- Third-party evaluations revealed high marks in areas related to ethics. Key items on employee surveys include questions related to management’s ability to keep promises and model the company’s core value of providing “exceptional service through a commitment to integrity, technology and above all our people.”



Honored at the first OK Ethics Compass Awards ceremony held at the Oklahoma History Center, this was the smallest company to enter the large business category. Since that time, this CPA firm has grown to twenty offices in nine states. Best practices included:

- *Culture in Action* is a clear set of guidelines that the company provides to their employees to promote professional relationships involving mutual trust, appreciation and individual responsibility in decision-making.
- New potential clients are reviewed to determine compatibility with the firm’s culture. If there is a potential clash in values, the firm will not pursue the relationship.



Valir Health is a comprehensive health care organization, specializing in a full range of medical services, hallmarked by a higher standard of healing, courage and character. Highlights of their award application include:

- During employee orientation, their CEO personally explains the importance of delivering compassionate care to patients. Because any appearance of unethical, incompetent or illegal acts could potentially distract from providing the highest level of care possible, he promises to support anyone bringing these issues to light.
- Another part of Valir’s culture involves peer accountability at the top level. Executives routinely observe one another’s divisions. Then, one day a month is set aside to discuss observations and constructively help each other operate within an ethical framework.

**Want to reinforce ethical behavior in your organization?**  
Visit [www.OKEthics.org](http://www.OKEthics.org) (Compass Award applications) for hundreds of proven techniques.

To Our Members...

# Thank You for Promoting

## NAVIGATOR MEMBERS - \$7,500



## HORIZON MEMBERS - \$3,000



Metro Technology Centers  
Preparing for Life



## LEADING MEMBERS - \$1,250



## TRAILBLAZER MEMBERS - \$500



D.R. Payne & Associates, Inc.



## FRONTIER MEMBERS - \$350



The Gooden Group



# Integrity at Work.



## STAR MEMBERS - \$5,000





**OK ETHICS™**

**Be the difference – Join Now**  
**[www.OKEthics.org](http://www.OKEthics.org)**

Details of each company's application  
may be found on the website.

## *Mission Statement*

Through the efforts of passionate, committed members, the Oklahoma Business Ethics Consortium strives to establish Oklahoma as a state known for high, personal and corporate ethical standards. The consortium provides a forum of support to the Oklahoma business community so that ethical standards and integrity in the workplace can be discussed, defined and reinforced.

Program Design Provided by:

