



# Oklahoma Business Ethics Consortium

## OKC CHAPTER AGENDA • NOVEMBER 7TH, 2018

### PINNACLE



### NAVIGATOR



### STAR



### I. Welcome & Kudos

**Jim Priest, CEO, Sunbeam Family Services**  
*OK Ethics Board of Directors*

### II. Invocation

**Dr. J. Keith Newman, President,**  
*Southern Nazarene University*

*Co-Hosts:* **Southern Nazarene University**  
CHARACTER | CULTURE | CHRIST

### III. Pledge of Allegiance

**Student, Southern Nazarene University**

### IV. Presentation of Navigator Member Honors

**Jim Priest**

See page 4 for more information.

### V. Upcoming Events

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

**Winter Break – Resume in January**

*Best Practices Panel*  
*Stay tuned for details!*

**Annual Awards – April 23**

*Roy Spence, The Purpose Institute*  
Established with the idea that purpose-driven companies, like Southwest Airlines and Whole Foods, are motivated by the idea of making a positive difference in the lives of the people they serve.

See page 9 for more information.

### VI. Service Opportunities

*(See page 2 of agenda)*

- Community Unity Project
- Ethics Nerds Team
- Connectors Initiative

### VII. Student Initiatives

Since its inception, nearly 800 students have participated in the statewide Student Ethics Bowl for university students. This is an all-volunteer effort led by co-presidents Colin Schoonover of ONE Gas and Shannon Hiebert of Enterprise Holdings.

See page 4 for more information.

### VIII. Guiding Principle: Collaboration

**Oscar Womack, CEO, Coherent Contracts**  
*OK Ethics Board of Directors*

- 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.

### IX. Introduction

**Dr. Brent LaVigne, Vice President**  
*Southern Nazarene University*

### X. Keynote Speaker

**Sarita Maybin**

*If You Can't Say Something Nice, What Do You Say?*

### Bonus — Book Signing

Special book signing offered after the event concludes. Discount to \$10 per book for guests while supplies last.

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

*OK Ethics*

## ANNUAL AWARDS

# ROY SPENCE

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

## APRIL 23

This event is made possible by our friends at Ben E. Keith!

**OKLAHOMA REGIONAL HIGH SCHOOL ETHICS BOWL**

**JANUARY 19, 2019**

**VOLUNTEERS AND DONATIONS NEEDED**

Contact Shannon Hiebert at [Shannon.R.Hiebert@ehi.com](mailto:Shannon.R.Hiebert@ehi.com) or (405) 832-2867.

# HELP CONTINUE THE LEGACY VOLUNTEER TO SERVE TODAY



We are exploring some **SHORT-TERM PROJECT** opportunities.

## — PLEASE CONSIDER VOLUNTEERING —

### **Agendas (Tulsa)**

*URGENT*— Corporate donor needed to provide 200 -300 color copies of monthly agendas. Arrive thirty minutes before each event to give copies to Ambassadors for distribution.

### **Ambassadors**

*Time Commitment*— Arrive thirty minutes before each event to distribute agendas and check table assignments. Assist guests in locating seats.

*Qualifications*— Outgoing, professional and dependable.

### **Registration (Tulsa)**

*Time Commitment*— Arrive thirty minutes before each event to assist Registration Chairperson(s). Greet and check-in guests.

*Qualifications*— Friendly, detail-oriented, professional and dependable.

### **Community Unity Project**

*Time Commitment*— Three 2-hour meetings, with two of these occurring in late October and two in November. Responsible for one spring program.

*Purpose*— Developing program(s) or speaker ideas to bridge gaps in understanding that may occur with regard to regional, political, ethnic, religious and other distinctions.

### **Ethics Nerds Team**

*Time Commitment*— Three 2-hour meetings, with two of these occurring in late October and one in November. Responsible for one spring program.

*Purpose*— Share ideas on programs and/or speakers who can provide practical and inspirational insights that will benefit our members.

*Qualifications*— We're seeking fresh ideas and need individuals who have experience with organizational development, compliance or taught ethics. Also, individuals who are connected with corporate leaders who have a reputation for strong ethical cultures.

### **Connector Initiative**

*Time Commitment*— Two 2-hour meetings occurring in December and January.

*Purpose*— Recruit members, honorary chairs and local business leaders to present the monthly Guiding Principles.

*Qualifications*— Connected with business, academic and community leaders throughout the state.

### **Want to Join the Team?**

Contact Shannon Warren at [okethics@okethics.com](mailto:okethics@okethics.com)  
or call (405) 858-2233.

*\*Must be an OK Ethics member.*

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

# 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 These OK Ethics Leaders:

Volunteer Coordinator: **Sally Boyd** at (405) 272-1858 or via email at [SBoyd@wdoil.com](mailto:SBoyd@wdoil.com)

Ambassador Team: **Daniel Yunker** at [dyunker@kimray.com](mailto:dyunker@kimray.com)

### 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.

**Special Thanks to Sally Boyd, Volunteer Coordinator.** Please contact Sally at (405) 272-1858 or via email at [SBoyd@wdoil.com](mailto:SBoyd@wdoil.com) if you wish to volunteer for the Ambassador team.

<b>Daniel Yunker</b>	<i>Kimray, Inc.</i>	<i>Chairperson, Ambassador Team; OK Ethics Board</i>
<b>Sally Boyd</b>	<i>Duncan Oil</i>	<i>Volunteer Coordinator</i>
<b>Dr. Deborah Burroughs</b>	<i>Langston (Retired)</i>	<i>Ambassador</i>
<b>Thad Chance</b>	<i>Accounting Principals</i>	<i>Ambassador</i>
<b>Valorie Hodges</b>	<i>Valir Health</i>	<i>Ambassador</i>
<b>Wendy Imes</b>	<i>Duncan Oil</i>	<i>Ambassador</i>
<b>Bobby Redinger</b>	<i>Timberlake Construction</i>	<i>Ambassador</i>
<b>Dr. Kathy Terrell</b>	<i>Emeritus Faculty UCO</i>	<i>Ambassador</i>
<b>Dr. Edward Walker</b>	<i>UCO</i>	<i>Ambassador</i>
<b>Kyra A.</b>	<i>Christian Heritage Academy</i>	<i>Student Ambassador</i>
<b>Bella B.</b>	<i>Christian Heritage Academy</i>	<i>Student Ambassador</i>
<b>Molly M.</b>	<i>Christian Heritage Academy</i>	<i>Student Ambassador</i>
<b>Myrna Latham</b>	<i>McAfee Taft</i>	<i>Executive Ambassador</i>
<b>David Mayfield, CPA</b>		<i>Executive Ambassador</i>
<b>Oscar Womack</b>	<i>Coherent Contracts</i>	<i>Executive Ambassador</i>

### REGISTRATION TEAM:

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

<b>Mark Neumeister</b>	<i>D.R. Payne &amp; Associates</i>	<i>Registration Chairperson</i>
<b>Mary Vaughn, CPA</b>	<i>JMA Energy</i>	<i>Assistant Chairperson</i>
<b>Lucius Crandall</b>	<i>SandRidge Energy</i>	<i>Prepaid Registration</i>
<b>Sun Young Kim</b>	<i>Devon Energy</i>	<i>Prepaid Registration</i>
<b>Tiffany Starnes</b>	<i>Devon Energy</i>	<i>Prepaid 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>Creative Photo Video Inc.*</b>		<i>Videography</i>
<b>Brad Holt*</b>	<i>Factor 110</i>	<i>Names tags</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.

# NAVIGATOR MEMBER HONORS

*Thanks for helping to sustain the organization!*



## **Citizen Potawatomi Nation**

Citizen Potawatomi Nation is a federally recognized tribe based in Pottawatomie County, Oklahoma. It consists of more than 34,000 citizens with approximately 40 percent of the citizenship in Oklahoma. CPN is the largest employer in Pottawatomie County with more than 2,400 employees. The tribe's economic is more than \$516 million.



## **Linde Engineering North America Inc.**

Linde Engineering North America Inc. (LENA) in Tulsa, OK, formerly Linde Process Plants, Inc. is a subsidiary of the Linde Engineering Division. The Tulsa location is the operational headquarters for administrative and operational services in North America, and is a hub for the Linde Global Procurement organization. (Source: Linde website)



## **ONEOK, Inc.**

ONEOK owns one of the nation's premier natural gas liquids systems and emphasizes an unwavering commitment to a culture where positive, productive work environments, ethical and compliant conduct, following the Golden Rule and doing the right thing reflect "The ONEOK Way."



## **WPX Energy**

WPX Energy is a \$10 billion oil company that employs 400 people in Tulsa. WPX has received more than 40 awards for best practices, ethics, community involvement and doing the right thing. Visit [www.wpxenergy.com](http://www.wpxenergy.com) to learn more.

# OKLAHOMA REGIONAL HIGH SCHOOL ETHICS BOWL



**SATURDAY  
JANUARY 19<sup>TH</sup>  
2019**

Congratulations to The S.E.E.D. Foundation for another successful University Ethics Bowl! The University Ethics Bowl was held October 13, 2018 on the O.S.U. campus in Stillwater

### **2018 University Ethics Bowl Winners:**

- **First Place:** Oklahoma Christian University — Aguilas Team
- **Second Place:** Oklahoma Christian University — Eagles Team
- **Third Place:** Oklahoma City University — Aries Team

### **Competing Universities:**

- Oklahoma Christian University
- Oklahoma City University
- Oklahoma State University
- Southern Nazarene University
- The University of Central Oklahoma
- The University of Oklahoma

**VOLUNTEERS AND DONATIONS NEEDED**

Contact Shannon Hiebert at [Shannon.R.Hiebert@ehi.com](mailto:Shannon.R.Hiebert@ehi.com) or (405) 832-2867.

**Stop the drama!  
"If You Can't Say  
Something Nice,  
What Do You Say?"**

# **SARITA MAYBIN**

**International Speaker,  
Communication Expert  
and Author**



## **About Our Presenter**

Sarita Maybin is an international speaker and communication expert whose audiences have fun learning how to stay positive, constructively confront tough communication situations and work together better. Sarita's clients include Hewlett Packard, Kaiser Permanente, Los Angeles County, Department of Navy and the Las Vegas Convention Center among others.

Since 1993, Sarita has spoken at conferences, companies and campuses in ALL 50 states, Puerto Rico, Mexico, Jamaica, Canada, England, Asia, and Iceland. She was also voted a 2012 Top 5 Communication Speaker and had the privilege of speaking on the prestigious TEDx stage.

Sarita is a former university Dean of Students with a Master's degree in Counseling, a Toastmasters Humorous Speech Contest winner and a Past President of the National Speakers Association, San Diego chapter. She has been interviewed by the media about her book entitled "If You Can't Say Something Nice, What DO You Say?"

**Book signing to occur  
immediately after event  
concludes, while supplies last.**

## **Program Description**

*"If You Can't Say Something Nice, What DO You Say?"*

We've all been told "If you can't say something nice, don't say anything at all." This high energy, interactive presentation based on Sarita's book provides practical approaches and positive phrases for those times when you need to say something NOT so nice. In the interest of increasing integrity and civility in the workplace, you will learn how to respectfully deflect the negative comment of a well-meaning business associate, kindly clue in a co-worker and constructively convey concerns...without destroying the relationship.

## **Learning Objectives: Truth Telling with Tact**

- How to know if you should confront a situation or just let it go
- Three-step process for conveying concerns with tact and respect
- How to respond when someone asks your opinion and you have nothing nice to say
- Sarita's Top 10 Positive Communication Phrases
- Three P's for staying positive...even when you're surrounded by negativity

## **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.

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

Program is suitable at the basic level for individuals who have routine interactions with others that could potentially lead to contentious conversations. OK Ethics makes no guarantees as it is up to the individual practitioner to determine relevance to their specific area of practice.

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

# "If You Can't Say Something Nice, What Do You Say?"



*"If You Can't Say Something Nice,  
What DO You Say?"*  
November 2018

**Sarita MAYBIN**  
MOTIVATIONAL SPEAKER, COMMUNICATION EXPERT AND AUTHOR

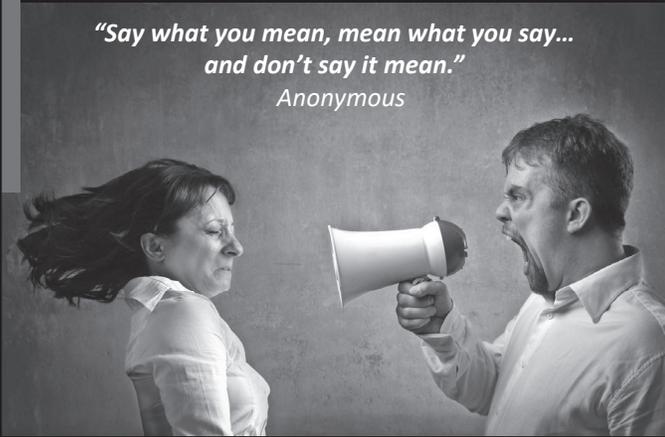
**"You're not the boss of me!"**



**YOU SHOULD,  
YOU BETTER,  
YOU NEED TO...**

@SaritaMaybin

*"Say what you mean, mean what you say...  
and don't say it mean."  
Anonymous*



@SaritaMaybin



**"People don't care how much you know  
until they know how much you care."**  
John Maxwell, Author & Leadership Expert

@SaritaMaybin

**To Confront?**

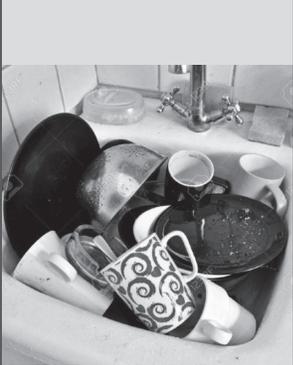


**Or Not to Confront?**

@SaritaMaybin

**TO CONFRONT OR NOT TO CONFRONT?**

- Is the other person's behavior having a **NEGATIVE** effect?
- Will the situation begin to affect your **ATTITUDE** if not confronted?
- What are the **CONSEQUENCES** of **NOT** confronting?



@SaritaMaybin

# "If You Can't Say Something Nice, What Do You Say?"

## Conveying Concerns with Tact & Respect

**A**wareness

**I**mpact –  
So what?

**R**equest – In your  
heart of hearts...



@SaritaMaybin

## SARITA'S TOP 10 POSITIVE COMMUNICATION PHRASES

### GIVE BENEFIT OF THE DOUBT

10. *You may not realize...*
9. *Are you aware of the effect...*



### SEEK INPUT

8. *Help me understand...*
7. *I need your help...*
6. *I noticed...and I'm wondering...*
5. *Would you be willing to...*

### TAKE RESPONSIBILITY

4. *I'm concerned...*
3. *I would appreciate...*

### WORK TOGETHER

2. *How can we resolve this...*
1. *What will it take...*

@SaritaMaybin



**Sarita MAYBIN**

MOTIVATIONAL SPEAKER, COMMUNICATION EXPERT AND AUTHOR

## To Receive 50 Positive Phrases

Please sign up for monthly email  
***What Do You Say Communicate'***  
On website [SaritaMaybin.com](http://SaritaMaybin.com)  
or Text **SARITATALK** to **22828**

### FOR "MOTIVATION MONDAY"

Follow on Twitter @SaritaMaybin

Like Facebook Page @SaritaTalk

**SPEAK** in a way that people love  
listening to you.



**LISTEN** in a way that people love  
speaking to you.

@SaritaMaybin

## RULES FOR RECEIVING CRITICISM

**Rule #1:**  
Ask for more

**Rule #2:**  
See Rule #1

  
**KEEP  
CALM  
AND  
ASK FOR  
MORE**

@SaritaMaybin

## WHEN SOMEONE ASKS YOUR OPINION AND YOU HAVE NOTHING NICE TO SAY

**Option 1:**  
Non-response

**Option 2:**  
Throw it back

**Option 3:**  
Focus on the positive



@SaritaMaybin

# "If You Can't Say Something Nice, What Do You Say?"



*"If you don't like something, change it.  
If you can't change it,  
change your attitude.  
Don't complain."*

--Maya Angelou, American Poet

@SaritaMaybin

Three P's for Staying Positive...  
Even When You're Surrounded  
by Negativity

**P**ersonal

**P**ermanent

**P**icture



## RESOURCES

Book - *Learned Optimism*,  
Dr. Martin Seligman

Book - *Option B*, Sheryl Sandberg

Book - *If You Can't Say Something Nice,  
What DO You Say?*, Sarita Maybin  
(Amazon.com - Kindle & Audiobook too!)

@SaritaMaybin

## SARITA'S TOP 10 POSITIVE COMMUNICATION PHRASES

Communicate in a way that gets your ideas heard  
and gains cooperation from others.

### Give them the benefit of the doubt...

10 - "You may not realize..."

9 - "Are you aware of the effect..."

### Seek input...

8 - "Help me understand..."

7 - "I need your help..."

6 - "I noticed...and I'm wondering..."

5 - "Would you be willing to..."

### Take responsibility...

4 - "I'm concerned..."

3 - "I would appreciate..."

### Work together...

2 - "How can we resolve this..."

1 - "What will it take..."

## Sarita Maybin

Motivational Speaker, TEDx Speaker

Communication Expert and Author of the book:

*If You Can't Say Something Nice, What Do You Say?:  
Practical Solutions for Working Together Better*

[www.SaritaMaybin.com](http://www.SaritaMaybin.com)

Text SARITATALK to 228228 to Join Sarita's Email List

P. O. Box 601786 • San Diego, CA 92160

(760) 439-8086 • [Sarita@SaritaMaybin.com](mailto:Sarita@SaritaMaybin.com)

# ANNUAL AWARDS

## ROY SPENCE

*Cofounder & Chairman, GSD&M*  
*Cofounder & CEO, The Purpose Institute*

**APRIL 23<sup>TH</sup>**

### ABOUT THE SPEAKER

Roy Spence, founder of GSD&M, launched the now famous state rallying cry “Don’t Mess with Texas” as an anti-littering advertising campaign in the 1980s. A conscious capitalist, Roy brings together Texas toughness with the humanitarian spirit of his home of Austin. Now, over 30 years after launching the “Don’t Mess With Texas” campaign, he spends his time teaching others the many lessons he learned—primarily, the importance of running a business for the sake of improving the lives of others. Whether through his book *It’s Not What You Sell, It’s What You Stand For* or his consulting firm The Purpose Institute, Roy knows that a person or an organization’s purpose is what matters most. Following the principles of conscious capitalism, Roy teaches that one must have a higher purpose, an inclusive stakeholder orientation, a servant-attitude towards leadership, and a conscious culture for success.

From the beginning when he first co-founded GSD&M he said the point was “not to make advertising, but to help others—clients and employees—achieve their dreams.” He lives to help people discover and live their purpose instead of just selling products or aimlessly doing things because they were told to. **His agency helped to grow some of the world’s most successful brands, among them Whole Foods, GE Aviation, Southwest Airlines, NBC Universal,**

**Walmart, DreamWorks, and L.L. Bean.** With the

example of Southwest, GSD&M assisted with their public relations by emphasizing Southwest’s dream of democratizing the skies and creating a new performance-based award, the Triplecrown Trophy, which was eventually awarded to the airline.

In his book *It’s Not What You Sell*, Roy argues that without an overriding and humanitarian focal point, **many businesses and nonprofits experience “mission drift” or creeping expansion in which they lose focus** and forget the unifying why behind what they do and how it matters. This is what makes him one of the greatest conscious capitalists: simply put, he gets it. Without that unifying factor, executives cannot lead effectively and employees do not know why they come into work, and how their part matters and connects to the whole. Roy has said that **“Companies that try to motivate employees purely through stock market performance are likely to find a corporate culture where the collective self-esteem rises and falls with the stock price. When employees are driven by a worthy purpose, it’s much more likely to create a consistent level of commitment to the work at hand.”** – Source: Conscious Capitalism website



**Based in Austin, Texas, Roy and his partners built their advertising GSD&M from scratch into a marketing, advertising and idea machine. Some highlights of his career and life include:**

- Flying with Herb Kelleher, founder of Southwest Airlines.
- Riding with Sam Walton, founder of Walmart.
- Driving with BMW and the PGA TOUR.
- Plowing with John Deere.
- Defending freedom with the United States Air Force.
- Designing with AIA a Blueprint for Better.
- Donating time and talent to create compelling public service awareness (PSA) ads to mobilize goodwill to help people in the moments that matter the most, like Katrina, the earthquake in Haiti, the terrible floods in Baton Rouge and recently, filming and producing PSAs with the five former presidents for hurricane relief for the victims of Hurricanes Harvey and Irma.

***This Event is Made Possible  
by Our Friends at***



LEARN TOGETHER, AND GROW TOGETHER

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**YOU WERE MADE  
FOR MORE.**

Southern Nazarene University

CHARACTER | CULTURE | CHRIST

[pgs.snu.edu](https://pgs.snu.edu)

405.491.6332