

The Oklahoma Business Ethics Consortium



BE THE DIFFERENCE • WWW.OKETHICS.ORG

AGENDA • SEPTEMBER 9TH, 2015 • OKC CHAPTER

I. Welcome & Kudos

Bob Byrne, (Retired) USAF & Boeing
Chief Diplomat, OK Ethics Board of Directors

II. Upcoming Events

Shannon Warren, Founder, OK Ethics

Advance reservations are required for all events. Visit okethics.org for more information!

Statewide Student Ethics Challenge
Saturday, October 24
Southern Nazarene University

At least 20 judges and moderators are needed for this project. If you are interested in serving in this outreach effort involving Oklahoma campuses, please contact Shannon Hiebert, OK Ethics Foundation President at Shannon.R.Hiebert@ehi.com

III. Membership Drive Underway

Have you renewed your membership?

Our new fiscal year starts October 1. Please join our pacesetters who have already re-committed: Special thanks to **Chesapeake, Devon, Hobby Lobby, SandRidge, American Fidelity Assurance, Career Development Partners, WPX Energy, PriceWaterhouseCoopers, Citizen Potawatomi Nation, Enterprise Holdings, Kimray, Inc., Matrix Services, Valir Health** and many others who are actively promoting Oklahoma values of integrity at work!

Must join by October 2 to be included in annual Membership Guide.

IV. Discussion Topic

- How does manipulation manifest itself in the workplace (e.g. specifically in terms of measurable impact on business operations)?
- What positive, ethical examples have you witnessed of others who have successfully confronted manipulation?

V. Guiding Principle

Tony A. Scott, Esq., CPA
Heritage Trust Company;
OK Ethics Foundation Board

VI. Introduction

Myrna Schack Latham, Attorney,
McAfee Taft; OK Ethics Board of Directors

VII. Keynote

"Manipulation: Tips to Stop Getting Tricked"

J. D. Taylor
Senior Master Trainer
Vital Smarts

See pages 7 & 8 for Mr. Taylor's bio and program outline.

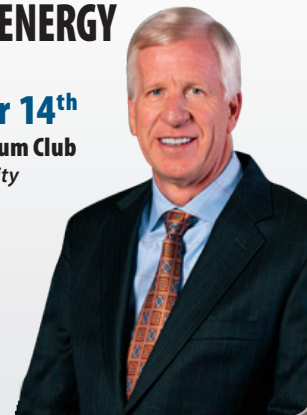
Did you know that 501c3, non-profit organizations can join for free at the Frontier level?

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

UPCOMING EVENTS

DAVE HAGER
PRESIDENT & CHIEF EXECUTIVE OFFICER
DEVON ENERGY

October 14th
The Petroleum Club
Oklahoma City



DR. MARTIN LUTHER KING'S LEGACY

DR. CLARENCE B. JONES
ADVISOR & SPEECHWRITER FOR
DR. MARTIN LUTHER KING JR.

Co-Hosted by
Southern Nazarene University
CHARACTER | CULTURE | CHRIST

Recommended for 1 CPE in Ethics



Nov. 12th LOCATION TBA
Oklahoma City

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

PINNACLE MEMBERS



NAVIGATOR MEMBERS



MEDIA ALLIES



STAR MEMBERS



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

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.

Daniel Yunker	<i>Kimray Inc.</i>	<i>Senior Team Leader & OK Ethics Board Member</i>
Thad Chance	<i>Accounting Principals</i>	<i>Team 1 Leader</i>
Sally Boyd	<i>Walter Duncan, Inc.</i>	<i>Ambassador</i>
John Burnett	<i>Kimray Inc.</i>	<i>Ambassador</i>
Toni Faris	<i>Public Strategies</i>	<i>Ambassador</i>
Randy Hearn	<i>New View</i>	<i>Ambassador</i>
Bobby Redinger	<i>McGladrey LLP</i>	<i>Ambassador</i>
Connie Root	<i>COMTECH</i>	<i>Ambassador</i>
Nancy Hyde, CPA, CVA	<i>Hyde & Company</i>	<i>Executive Ambassador</i>
Tony Scott	<i>Heritage Trust</i>	<i>Executive Ambassador</i>

REGISTRATION TEAM:

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

Mark Neumeister, CPA	<i>D.R. Payne and Associates</i>	<i>Registration Chairperson</i>
Mary Kay Huggard	<i>Principal Technologies</i>	<i>Cash Registration</i>
Joe Walker	<i>BKD, LLC</i>	<i>Pre-paid Registration Co-Chair</i>
Lucius Crandall	<i>SandRidge Energy</i>	<i>Prepaid Registration</i>
Rachel Olsen	<i>Devon Energy</i>	<i>Prepaid Registration</i>
Amanda Smith	<i>Devon Energy</i>	<i>Prepaid Registration</i>

SPECIAL INITIATIVES:

Mark Nance	<i>American Fidelity Assurance</i>	<i>Membership Chair</i>
Susan Pate	<i>Stinnett & Associates</i>	<i>Accountant</i>

OTHER INITIATIVES:

Jalisha Petties*	<i>OK Ethics</i>	<i>Member Care Coordinator</i>
Factor 110*		<i>Name Tags and Guest Services</i>
Anna Rosenthal*		<i>E-notices</i>

*Paid Service Provider

MANY THANKS TO OUR HORIZON MEMBERS:



WANT TO BE PART OF THE TEAM THAT HELPS OK ETHICS FLOURISH?

Please contact these leaders to see how you can help.



Daniel Yunker serves as the Chief Ambassador for the OKC team of Ambassadors. He can be counted on to arrive early (11:00 a.m.) with a smile on his face, ready to greet guests, direct them to their tables and answer any questions they might have. *If you are interested in joining Daniel's team as an ambassador, please contact him at dyunker@kimray.com.*

Daniel serves as Communications Manager at Kimray, Inc. He and his teams are responsible for the creation and distribution of internal communications and the management of Kimray's public relations.

He earned a B.S. in Business Administration from Southern Nazarene University and is currently obtaining his MBA from the University of Oklahoma. Daniel serves as a board member for Oklahoma Business Ethics Consortium and ServeOK.

He is an avid traveler and enjoys hiking, scuba diving and Thunder basketball. With a passion for helping others, Daniel volunteers with his church and many organizations throughout Oklahoma City.



Mark Neumeister CPA, CGMA has been in charge of OK Ethics' Registration in OKC for several years and we are deeply grateful for his dedication and conscientious, caring approach to his volunteer duties.

Mark is Director of Tax Services for D.R. Payne & Associates, Inc., and has nearly thirty years experience in tax planning, tax controversies and tax compliance in both public and private industry. Before joining the Firm, Mr. Neumeister was Vice President – Tax at Fleming Companies, Inc. (a Fortune 100 company). Previous to Fleming Mr. Neumeister was a Senior Manager – Tax Services at Deloitte & Touche LLP, where he served clients in the industries of; retail, wholesale, manufacturing, professional services, construction, automobile dealers and others.

Mark and his family moved to Oklahoma from Nebraska in 1994. His wife Lynn is a 7th grade geography teacher at Central Middle School in Edmond. Their daughter Abby, is in the 7th grade at Central Middle School in Edmond. His hobby is tennis and he tries to get to the courts 2-4 times a week. An enthusiast, you might spot Mark in New York watching the U.S. Open Tennis matches from sunup to sundown. He will be the guy wearing the Huskers hat and OKC Thunder shirt.

As OK Ethics has grown, Mark has needed additional help from other CPA's to assist with registration and reconciliation of monies received at monthly meetings. If you are interested in providing this service as needed, it will require an early arrival (11:00 a.m.). *You can contact Mark at 272-0511 or via email at moneumeister@drpayne.com.*



Marvinette Ponder with Devon Energy serves as Co-Chair for the Pre-Paid Registration Team and we look forward to her enthusiastic participation every month! She arrives at 11:00 a.m. to help the Ambassadors and other volunteers in distributing the agendas and preparing for guests. Her primary responsibility is to expedite registrations for OK Ethics' pre-paid members.

Marvinette is a native of Los Angeles, California. In her role at Devon Energy, she is the Sr. Supervisor of Audit & Litigation, and Program Leader for US and CN accounting career and development continuity. Marvinette enjoys both learning and teaching. She currently holds an undergraduate degree in accounting and two Master's degrees: MBA and MAOM. She is also an adjunct professor and the Adult Sunday School class teacher. Marvinette has been married for 34 years and the proud grandparent of three grandchildren.

If you are interested in helping, please contact Marvinette via email at marvinette.ponder@dvn.com.

WELCOME NEW OK ETHICS BOARD MEMBERS

SERVING ON THE CONSORTIUM BOARD:



Stephanie C. Cipolla

Vice President, Human Resources, The Williams Companies

Vice President since 2008, Stephanie currently leads the Human Resources function, responsible for strategy, compensation, benefits, leadership development, staffing, analytics, HRIS, training and employee relations. She has been employed with Williams since 1991. Stephanie is a graduate of Oklahoma State University earning degrees in Economics (BA) and Accounting (BS). She began her career in the Professional Development Program (PDP) at MAPCO in 1991. Stephanie serves on several internal committees including the Learning and Training Council and the Ethics Advisory Panel. Outside of Williams, Stephanie currently serves as President of the Board of Directors of Jenks Public Schools Foundation. She is a member of the Oklahoma Executive Human Resource Legislative Forum, is a past appointee to the Oklahoma Governor's Council for Workforce and Economic Development and has served on many other outside non-profit Boards. She is a member of numerous HR associations and enjoys spending time with family and friends.

SERVING ON THE FOUNDATION BOARD:



Tony A. Scott

Vice President, Relationship Manager

Tony A. Scott joined Heritage Trust as vice president, relationship manager in early 2014. Mr. Scott began his professional career as an auditor at Peat Marwick Mitchell, now KPMG. He left public accounting in 1984 and devoted the next 30 years of his career to nonprofit work.

Mr. Scott is a 1982 graduate of East Central University where he earned his bachelor's degree in accounting. He later attended night school at Oklahoma City University School of Law where he obtained his law degree in 1991. He is dually licensed as an Oklahoma attorney and CPA and is an active member of both the Oklahoma Bar Association and Oklahoma Society of CPAs.

For 10 years, Tony served as a local, national and international instructor for the Becker CPA review course. Additionally, he has taught as an adjunct professor in the schools of business at Oklahoma Christian University, Washburn University and Oklahoma City University.

Tony has previously served on the board for the Oklahoma Society of CPAs, East Central Alumni Association, Edmond Parks and Recreation and Kickingbird Golf Course. He is a Leadership Edmond Class VIII graduate. In addition, Tony currently serves on the Board of Oklahoma Lawyers for Children, an organization dedicated to representing children in the Juvenile Division of the Oklahoma County Court. In addition, Tony regularly serves as an Executive Ambassador for OK Ethics.

A motorcycle enthusiast, Mr. Scott often takes day rides on his 2012 Harley-Davidson 2012 Road Glide Ultra. He and his wife, Robbie, live in Edmond and have two adult children, a daughter-in-law and two grandchildren.

UPCOMING EVENTS

DAVE HAGER

PRESIDENT & CHIEF EXECUTIVE OFFICER
DEVON ENERGY

October 14th
The Petroleum Club
Oklahoma City



ETHICS:

IMPACT ON HAPPINESS &
ECONOMIC PROSPERITY

Recommended for
1 CPE in Ethics



WEDNESDAY
JANUARY 13TH
11:30-1:00

THE PETROLEUM CLUB
OKLAHOMA CITY

PANELISTS



Dr. Katherine Terrell



Dr. James Harvey

DR. MARTIN LUTHER KING'S LEGACY

DR. CLARENCE B. JONES
ADVISOR & SPEECHWRITER FOR
DR. MARTIN LUTHER KING JR.

Co-Hosted by

Southern Nazarene University
CHARACTER | CULTURE | CHRIST

Recommended
for 1 CPE in Ethics



Nov. 12th

LOCATION TBA
Oklahoma City

In a distinguished and heralded career, Jones has served as **political advisor, counsel, and draft speechwriter for the Reverend Dr. Martin Luther King, Jr.**; joined Sanford I. Weill and Arthur Levitt, Jr. in Carter, Berlind & Weill, Inc. as an allied member of the New York Stock Exchange (NYSE), becoming the **first African-American partner in a Wall Street investment banking firm**; been twice recognized as *Fortune's Business Man of the Month*; and founded successful financial, corporate and media-related ventures. He has also provided strategic legal and financial consulting services to several governments around the world including those in the Bahamas, the Dominican Republic, Jamaica, and Zambia.

Dr. Jones has received numerous awards recognizing his significant contributions to American society. Through his work in the civil rights movement, he dramatically impacted the course of American history. He coordinated the legal defense of Dr. King and the other leaders of the Southern Christian Leadership Conference against the libel suits filed against them and *The New York Times* by the police commissioner and other city officials of Birmingham, AL. The Supreme Court ruling in this case – *Sullivan vs. The New York Times* – resulted in the landmark decision on the current law of libel. In April 1963, he drafted the settlement agreement between the City of Birmingham and Martin Luther King, Jr. to bring about the end of demonstrations and the desegregation of department stores and public accommodations. He assisted Dr. King in the drafting of his celebrated "I Have a Dream" speech that he delivered at the March on Washington, August 28th, 1963. In September 1971, Dr. Jones again found himself at the center of history in the making when, at the request of Governor Nelson A. Rockefeller, he helped negotiate an end to the historic Attica prison inmate rebellion.

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 for resources, videos, articles and to see who's who.



***Like us on
Facebook.***



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

MANIPULATION: TIPS TO STOP GETTING TRICKED

J. D. TAYLOR
Senior Master Trainer
Vital Smarts



About our Presenter:

Taylor has been engaged in the work of changing lives for nearly 30 years. Starting as a part-time factory worker, he advanced through levels of leadership and positions at FranklinCovey, one of the pre-eminent personal and organizational change companies in the world. After 20 years of service, Taylor left the organization to serve as CEO of SymbolArts, which sells public safety products worldwide. In 2010, he and his family launched their own small business, a self-serve frozen yogurt bar, near their home in Utah.

More...

- **FranklinCovey**—FranklinCovey is the global consulting and training leader in the areas of strategy execution, customer loyalty, leadership and individual effectiveness. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey has 46 direct and licensee offices providing professional services in 147 countries.
- **SymbolArts**—From 2007–2010, Inc. 5000 ranked SymbolArts on its annual ranking of the 5000 fastest-growing private companies in the country. SymbolArts sells public safety products in all fifty states and internationally. SymbolArts has operated in this market sector for 17 years and continues to be the leader in jewelry quality badges and insignia. SymbolArts has also developed within two other significant markets - corporate recognition and commemoratives, and special event licensing (such as the Olympic Games, NCAA, and State and Local Government Commemorations).
- **YOGOTOGO** – The Taylor family and their Kaysville-based Yogotogo are just one of the reasons why Utah is bucking the unemployment trend. Not only is the Beehive State's unemployment rate significantly lower than the national average — around 7.2 percent as opposed to 9.5 percent nationally — but it has added more than 12,000 jobs since June 2009. At least a few of those jobs can be attributed to JD and Amy Taylor.

The Taylors had observed the frozen yogurt craze sweeping through California while on a family vacation. He and Amy felt a shop like those they visited would be a good fit for Utah. This started an intense period of planning and research to check Utah's frozen yogurt market and determine how their own shop might do. All the work paid off when the Taylor family opened Yogotogo in Kaysville early last summer. Yogotogo is a self-serve frozen yogurt bar that offers 60 rotating flavors of yogurt, 10 at a time. Guests can fill a cup with as much yogurt and as many toppings as they want then pay by the ounce. Guests create their own quality yogurt treats with premium yogurt, fresh fruit and name brand toppings.

One of the distinguishing characteristics of Yogotogo is that it opens at 9 a.m. to serve the breakfast crowd. The Taylors have developed several blended yogurt drinks, such as the On-the-Go-Yo, for customers on their way to work, and the Pro Yo, which is a protein shake mixed with yogurt and great for frequent gym attendees. The Taylors have worked hard to create a comfortable environment. They wanted Yogotogo to have a more conversation-friendly vibe so they decided against installing large TV screens in their shop. And the effort seems to be working.

Although launching a new company is never easy, JD and Amy say opening Yogotogo was exciting during challenging times. It kept them engaged in something positive and helped them move forward. They hope to help their customers have a positive experience during each and every visit.

***This program is recommended for
1 CPE in ethics at the basic level.***

**From time to time, almost everyone finds themselves in a situation where they are being tricked into doing something undesirable. As outlined above, this program will provide ten steps to get at the truth of the situation. Note that it is up to the individual attendee to demonstrate relevance to his/her own area of practice. OK Ethics makes no guarantees.*

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 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.

PROGRAM HIGHLIGHTS:

MANIPULATION: TIPS TO STOP GETTING TRICKED

- 1. Build Fences**
- 2. Tell Yourself the Whole Vivid Story (Minimize the Behavior and/or Minimize the Consequences)**
- 3. Clarify Boundaries**
- 4. Make the Invisible Visible (Hidden Victims)**
- 5. Tell the Rest of the Story – Three Clever Stories (Dehumanize Victims)**
- 6. Separate Facts from Stories**
- 7. Use Contrasting**
- 8. Change Your Space**
- 9. Start with Natural Consequences**
- 10. Create Mutual Purpose**
- 11. Moral Justification**