

The Oklahoma Business Ethics Consortium



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AGENDA • SEPTEMBER 10TH, 2015 • TULSA CHAPTER

I. Welcome & Kudos

Lynn Flinn, President of The Rowland Group; Tulsa Founder of OK Ethics

II. Upcoming Events

Lynn Flinn, President of The Rowland Group; Tulsa Founder of OK Ethics

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

III. Membership Drive Underway

James Kelley, The Rowland Group; Membership Chair, OK Ethics

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 & Introduction

Michael Oonk, American Bank & Trust Co., Programs Committee, OK Ethics

VI. Keynote

"Manipulation: Tips to Stop Getting Tricked"

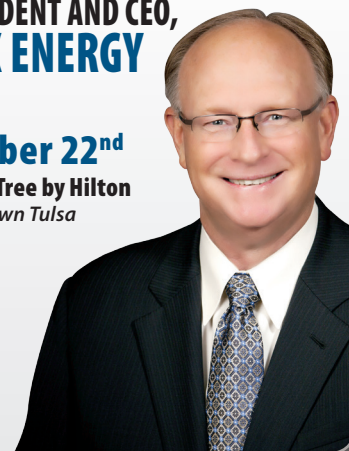
*J. D. Taylor
Senior Master Trainer
Vital Smarts*

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

UPCOMING EVENTS

RICK MUNCRIEF
PRESIDENT AND CEO,
WPX ENERGY

October 22nd
DoubleTree by Hilton
Downtown Tulsa



**TRUTHFULNESS, FAIRNESS,
& STANDARDS OF DECENCY:
PERSPECTIVES ON ETHICS
FROM MEDIA LEADERS**

Ted Streuli
The Journal Record, Editor
Susan Ellerbach
The Tulsa World, Executive Editor
Jim Langdon
TulsaPeople, Publisher
Moderator: Barrett Waller
Waller & Company, President & CEO

Co-Sponsored By:



November 18th
DoubleTree by Hilton
Downtown Tulsa

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.

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

PINNACLE MEMBERS



NAVIGATOR MEMBERS



MEDIA ALLIES



STAR MEMBERS



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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:

We need help from individuals willing to print future agendas. Please contact Lynn Flinn at lynn@rowland-group.com

VOLUNTEERS-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.

Karie Mullins	NORDAM	Chief Ambassador
Heather Vance	NORDAM	Ambassador
Mark Belanger	ONE Gas, Inc.	Ambassador
Shelly Gallaway	ONE Gas, Inc.	Ambassador
Laurie Rosenbaum	ONE Gas, Inc.	Ambassador
Amber Waid	ONEOK	Ambassador
Tori Childers	The Rowland Group	Ambassador
Stephanie Pitt	The Rowland Group	Ambassador

VOLUNTEERS-REGISTRATION TEAM:

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

Alicia Goodloe	The Bama Companies, Inc.	Registration & Volunteer Coordinator
David Christie	The Bama Companies, Inc.	Registration
Vanessa Statum	Career Development Partners, Inc.	Registration

SPECIAL INITIATIVES:

Susie Wellendorf	Wellendorf Communications	PR
Michael Oonk	American Bank and Trust	Facilities & Logistics
Lynn Flinn	The Rowland Group	Tulsa Chapter Founder & Programs
James Kelley	The Rowland Group	Membership
Travis Jones	Career Development Partners	Programs
Nick Minden	Darby Equipment	Programs
Tom Vincent	Gable Gotwals	Programs
Susan Pate	Stinnett & Associates	Accountant

OTHER INITIATIVES:

Jalisha Petties*	OK Ethics	Member Care Coordinator
Anna Rosenthal*	Accounting Principles	Notices & Special projects
Tawni Phelan*	Factor 110	Name Tags and Guest Services

*Paid Service Provider

HELP WANTED:

Volunteers to print the monthly agenda. Please contact either Lynn Flinn at lynn@rowland-group.com or Shannon Warren at warrenokla@cox.net.

Ambassadors to welcome and assist guests at monthly events. Please contact either Karie Mullins at legalmullins@cox.net or Alicia Goodloe at AGoodloe@bama.com.

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.



Alicia Goodloe, Volunteer Coordinator for Oklahoma Business Ethics. We are grateful for Alicia's dedication as she has maintained a consistent commitment to OK Ethics since 2009, where she is often found pleasantly greeting our guests at the registration table.

Alicia has been employed with The Bama Companies, Inc. for 18 years and has served in her role as a Paralegal for 8 years. She also volunteers on the Board for the Tulsa Day Center.

Here's what Alicia says about her role with OK Ethics:

"Oklahoma Business Ethics has contributed to my growth professionally and ethically. It is truly a joy to greet meeting attendees with a smile, as I check them in for monthly meetings. I enjoy meeting new people and seeing the same familiar faces at registration. I am honored to help OK Ethics and promote its mission in any way I can."

If you would like to assist OK Ethics with registration, please contact Alicia at 918-732-2163 (Phone) or via email at agoodloe@bama.com.

Hint: We could really use help from the accountants in our group!



Karie Mullins serves as the Chief Ambassador for the OK Ethics ambassador team in Tulsa.

She arrives early (10:45 a.m.) to prepare for guests and organize her team. The ambassador team is responsible for greeting visitors, distributing agendas, handing out name tags, and seating guests. They are the first smiling faces you see at the luncheons! ***If you are interested in helping, please contact Karie via email at legalmullins@cox.net.***

Karie is a native of Joplin, Missouri. She is the Senior Manager of Compliance & Integrity at NORDAM. With 26 years of experience in the legal field, she is a Certified Compliance & Ethics Professional, a member of the Society of Corporate Compliance and Ethics, and holds degrees in Political Science and Paralegal Studies. She is a highly driven individual who thrives on helping others. Karie is celebrating her 15th wedding anniversary this year and is the proud parent of three boys.

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**